

Member Led Engagement Board

Communication and Engagement



Walsall Council

PROUD OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Communications Strategy

- High level COVID-19 messaging continues to be shared across a wide range of channels, including websites, social media, media relations and newsletters, as well as community networks across a range of partners and trusted voices in the Walsall community.
- While much of the guidance and messaging is currently derived from central government and Public Health England (PHE) the interpretation and the localisation of the main messaging is essential.
- The Incident Management Team (IMT) Comms Cell continues to meet on a weekly basis to agree and coordinate proactive, timely messaging.
- The priority is to promote testing and vaccinations as well as the sharing of prevention messages to help keep COVID-19 rates low in the borough.
- Public health data and insight, including segmentation of the audience by age and demographic is used to target communication and engagement effectively.
- We are working to build trust in the vaccination programme with a personal focus which includes a series of personal case studies which are being shared across channels.

COVID-19 Vaccination

In summary;

- A COVID-19 vaccination survey for 18-29 year olds has been developed and shared. The survey seeks thoughts on vaccine uptake and preferred channels of communication for this age group. Initial findings are being used to inform planning and development of resources e.g. myth busting.
- We are delivering a joint communications and engagement strategy for the vaccination programme to build trust and confidence within the general public
- Communication approaches for the vaccination buses include:
 - High footfall areas – broad messages to encourage all eligible people to attend.
 - Hyper-local – use of population segmentation data to target specific communities where uptake is lower.



Recent Communications Data

Social media (April 2020 – March 2021)

- 8704 posts published from 8 Council social media accounts
- Over 11 million potential views

April / May 2021

- Two resident newsletters have been issued, aligned to the roadmap out of lockdown. Each of these were opened by, on average, 16,000 residents
- There have been over 80,000 views to the COVID-19 council website pages
 - 41% of visitors revisit the pages
 - Most visited areas include: testing information, support for residents, variants, testing sites, funding and grants.
- Weekly business newsletters have been sent to 6000 business contacts
- 27 Education newsletters have been shared



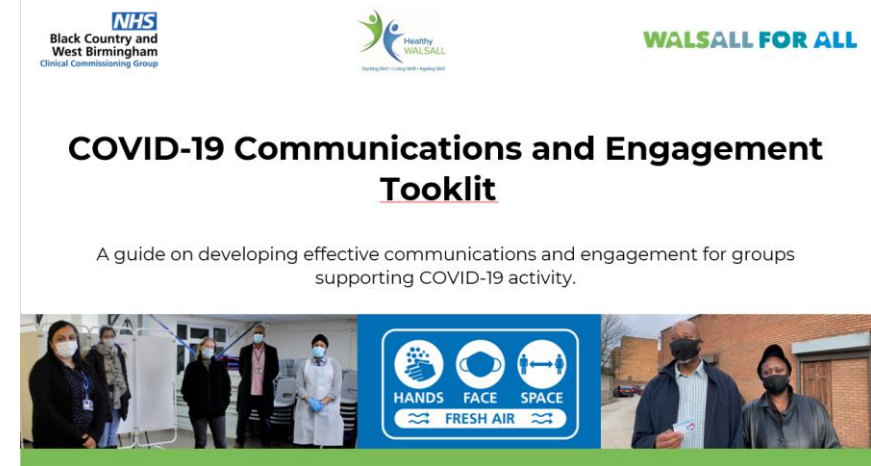
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Coronavirus (COVID-19) News from Walsall Council

COVID-19 Champions

- A communication and engagement toolkit has been developed and shared with groups. This is to support the COVID-19 Champions deliver effective communications and engagement activities.
- Communications training has been delivered and protocols agreed
- Key messages are updated regularly
- Community champions are trusted in their communities and offer support and information including leaflet drops and translated materials.
- An example of this is The MindKind Projects CIC, who have been able to support vaccination drop ins with translations, provide reassurance and offer mental health support for those who were anxious. [A short video is available explaining a little more on the work is available on Walsall For All Twitter account.](#)



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