

Community Champions Induction Briefing

let's do the
right thing
for Solihull

Aims of this briefing

- To outline the context: local and regional picture
- To explain how Covid spreads
- To illustrate the importance of the local community
- To provide more information on the Community Champions approach
- To outline the current key messages

let's do the
right thing
for Solihull

Covid-19: background

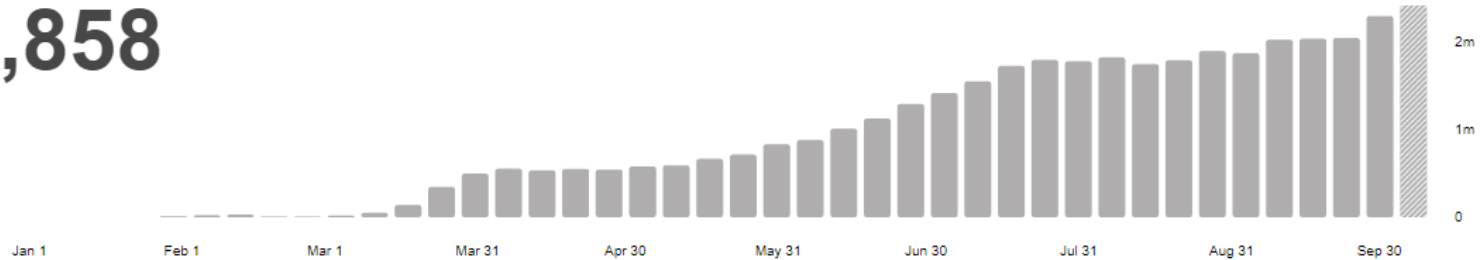
- Latest in a line of coronaviruses (e.g. SARS and MERS)
- May have animal links (e.g. bats)
- Emerged in China in late 2019
- Causes respiratory tract infections
- Can be lethal but symptoms are often very mild

let's do the
right thing
for Solihull

Worldwide picture

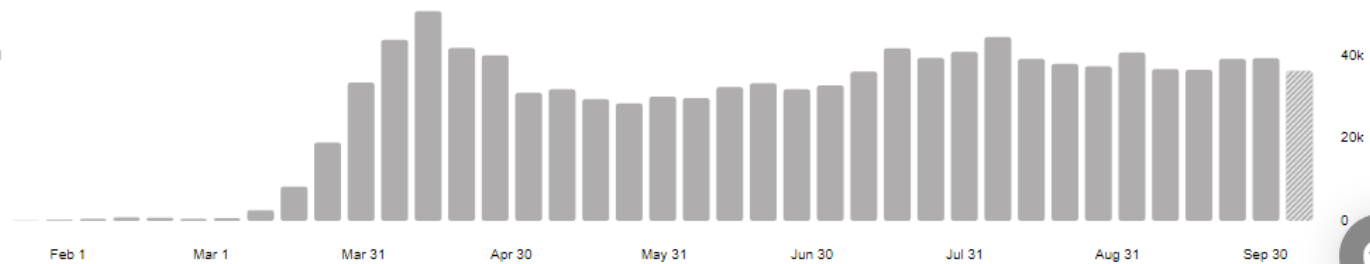
39,596,858

confirmed cases



1,107,374

deaths



Source: World Health Organization

▨ Data may be incomplete for the current day or week.

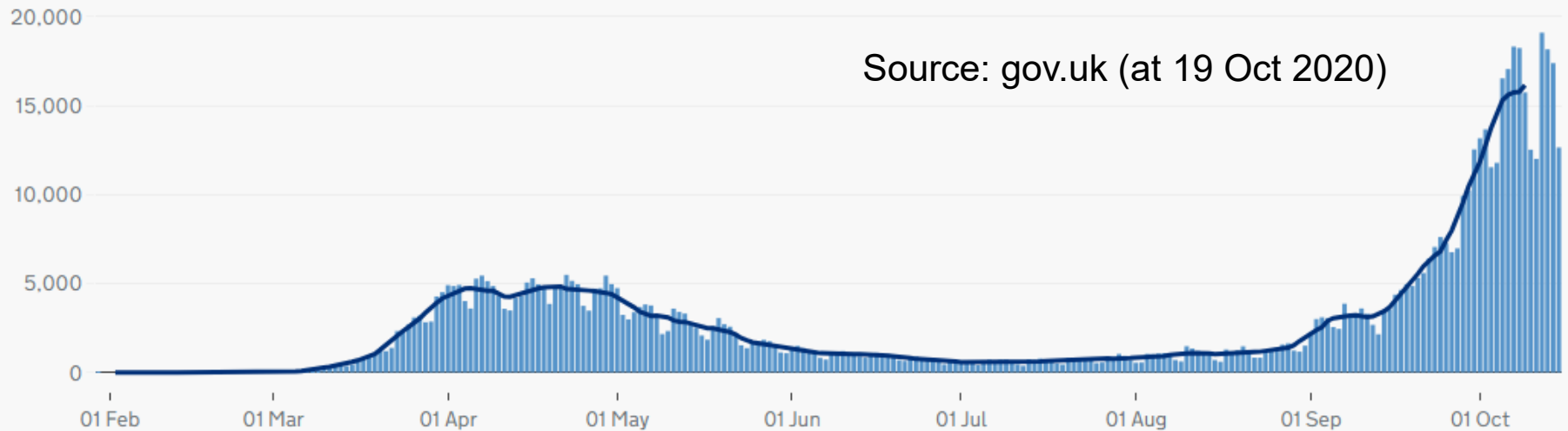
Source: World Health Organisation

At 19 Oct 2020

let's do the
right thing
for Solihull

National picture – positive tests

Increased testing shows massive increase in cases



Unfortunately, the number of deaths continues to creep up

let's do the
right thing
for Solihull

Regional picture – number of cases

Region	No of cases	Per 100,000 pop.
East Mids	54,800	1,133.2
East England	41,407	664.0
London	71,552	798.4
North East	45,481	1,703.4
North West	151,976	2,070.2
South East	57,153	622.6
South West	27,727	493.0
West Mids	62,439	1,052.2
Yorks/Humber	87,316	1,586.7

Source: gov.uk
At 19 Oct 2020

let's do the
right thing
for Solihull

Regional picture – number of deaths

Region	No of deaths	Per 100,000 pop.
East Mids	3,062	63.3
East England	4,207	67.5
London	6,312	70.4
North East	2,363	88.5
North West	6,806	92.7
South East	5,080	55.3
South West	1,936	34.4
West Mids	4,757	80.2
Yorks/Humber	3,844	69.9

Source: gov.uk
At 19 Oct 2020

let's do the
right thing
for Solihull

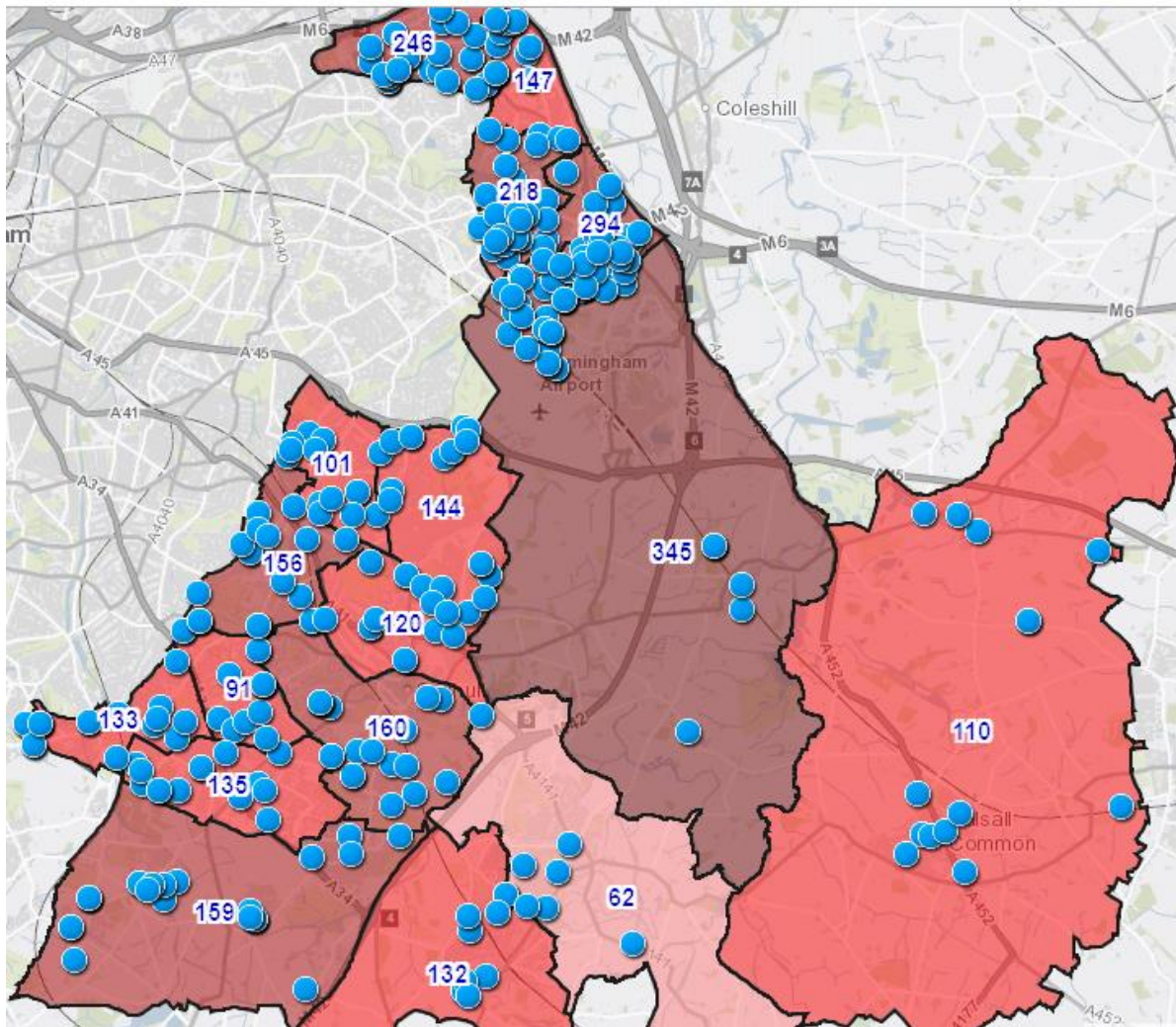
Local picture – met councils

Council	Cases	Per 100k	Deaths	Per 100k
Birmingham	17,164	1,503.2	1,030	90.2
Coventry	3,864	1,040	218	58.7
Dudley	2,768	860.7	255	79.3
Sandwell	4,529	1,378.9	335	102
Solihull	2,563	1,184.5	206	95.2
Walsall	3,464	1,213.4	307	107.5
Wolverhampton	3,133	1,189.6	256	97.2

Source: gov.uk

At 19 Oct 2020

let's do the
right thing
for Solihull



The map shows the situation in each of Solihull's 17 wards. The number for each ward denotes the number of cases per 100,000 population.

This map is the situation as at 19 October.

How is Covid spread?

- From person to person, when we speak, breathe, cough, laugh, etc.
- From surface transmission: an infected person touches a surface that somebody else then touches
- Masks can help prevent transmission – purpose is not to protect the wearer
- Washing hands regularly reduces the chance of passing on or catching the virus

let's do the
right thing
for Solihull

The power of community



Nearly 1,000 food parcels delivered to vulnerable residents across Solihull.

A group of neighbours sets up a dog-walking rota for a lady whose husband died.



A parish council hotline set-up by volunteers to help those in need locally.

5,000 volunteers across Solihull (April to July)

let's do the
right thing
for Solihull

The role of the Community Champion

- To be a point of contact within a particular community (a street, a place of worship, a community organisation, a neighbourhood)
- To pass on key messages in appropriate ways, providing reassurance and an authoritative voice
- To encourage others to become Champions
- To help a community understand what it needs to do to stay safe
- To paint a local picture for the council

let's do the
right thing
for Solihull

How we will support you

- Online resource library

<https://www.solihull.gov.uk/Resident/socialservicesandhealth/Coronavirus/COVID-19-Community-Champions-resources>

- Dedicated email address

communitychampions@solihull.gov.uk

- New resources to respond to developing situations
- Weekly online updates/briefing
- Let us know what you need.....

let's do the
right thing
for Solihull

Guidance on good practice

- Safeguarding – yourself and others

Don't put yourself into situations that might compromise you or others, especially young people or vulnerable adults.

- Being careful with information

Preferably, don't take any personal information from anyone. If you have to, keep it safe and don't share it.

- Getting permission (posters, etc.)

Only put something up where you have approval.

- Not an enforcement/regulation role

Let the council know if you spot something that needs addressing.

let's do the
right thing
for Solihull

Next steps

- Recruiting more champions – encourage people to sign up at <https://www.solihull.gov.uk/Resident/socialservicesandhealth/Coronavirus/COVID-19-Community-Champions>
- Zoom briefings: Wednesdays, 6.30-7.15pm
- Look out for weekly email update
- Start messaging in your communities
- Let us know about key issues so we can equip you

let's do the
right thing
for Solihull

Current key messages



These basic messages are really important, even though we've heard them so many times. If everybody pulls together, we can reverse the increase in cases and keep our communities safe, especially our vulnerable residents.



let's do the
right thing
for Solihull