

# COVID Outbreak Management Plan

Health & Wellbeing Board  
29 June 2020



# The Principles

Supporting Local Outbreak Control Plans:

1. Be rooted in public health systems and leadership
2. Adopt a whole system approach
3. Be delivered through an efficient and locally effective and responsive system including being informed by timely access to data and intelligence
4. Be sufficiently resourced



# Outbreak Planning

- Building on existing systems and outbreak plans following the cycle of outbreak control
- Command & Control structures are well established
- Strong links and working practices are in place with GM and Public Health England



# Wider Context

- Tameside is a beacon council as part of national pilot
- Our plan is iterative - continuing to develop from lessons learned
- GM plan is in draft – Tameside Plan closely aligns to this:
  - Preventing Outbreaks
  - Knowing what is happening in our communities
  - Responding to Outbreaks



# 1. Preventing Outbreaks

- Communications & Engagement with our communities
- Testing everyone with symptoms
- Contact Tracing
- Stringent Infection Control & appropriate supply and use of PPE
- Consequence Management to enable isolation and service continuity
- Good data that highlights any emerging issues
- Specific planning and risk assessments for high risk settings & groups (eg. schools & care homes)



## 2. Knowing What is Happening in our Communities (Surveillance)

- Data from national Test & Trace and Joint Biosecurity Centre
- Developing more robust local, real-time data dashboards (Tameside & GM)
- Local Data & Intelligence Cell collates reports into DPH-led Health Protection Board
- Enabling rapid identification of hotspots and local issues
- Evidence to support decision making; communications & engagement; and resource distribution
- Soft Intelligence is key – understanding and engaging with our communities



# 3. Responding to Outbreaks

- Clear Governance
  - Health & Wellbeing Board; Health Protection Board; SCG;
- Steps of Outbreak Management
  - Defining and identifying outbreaks
  - Outbreak Control Team
- Key Roles & Responsibilities
  - PHE; GM hub; Local Authority (SPOC); infection control; local partners; settings; comms



# Scenario Planning

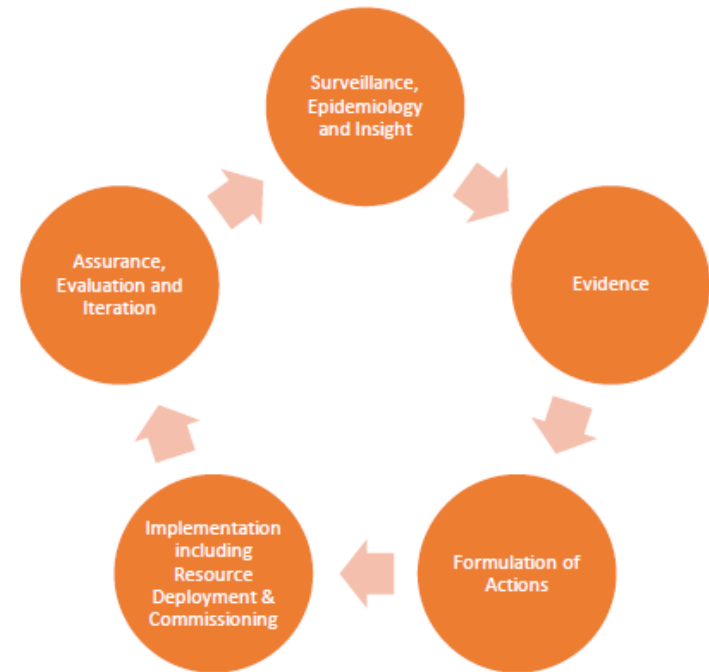
- GM and local scenario planning sessions
- Learning:
  - Questions and barriers to resolve
  - Informing contents of SOPs and outbreak plans
- Real situations have been bespoke / complex
- Learning and planning will be ongoing





# Scenarios

- Care Home
- Community
- School





Governance and Pensions

**Policy, Performance and Communication**

# Communications Strategy



# Objectives

- Raise public awareness of the importance, especially in Tameside, to
  - Wash your hands regularly
  - Keep your social distance
  - Self-isolate if you have symptoms or are identified as a close contact
  - Wear a face covering
- To actively encourage our local communities and specific groups at risk of coronavirus to play their part in helping to control coronavirus by acting appropriately and taking action
- Ensure our businesses, schools and services across the borough feel supported, and employees, parents and customers feel confident that it is safe to reopen
- Build confidence in a 'safe Tameside' that will enable us to work towards the ethos of building back better

- To actively strive to promote equality and fairness, and minimise the creation of further inequalities by targeting communications at and actively involving:
  - Those most affected by the pandemic now, and at greatest risk of serious lasting impact in their lives, for example clinically vulnerable groups, BAME individuals, older people, those working in higher risk roles
  - Those working with and supporting them for example MPs, members, VCSE sector, community groups etc
- Manage expectation and promote new ways of life as they become the ‘new normal’
- To harness the positive within the innovation of service delivery and improved behaviours we have seen as a direct result of the pandemic. And to build on that moving forwards, creating and encouraging new ways of working, accessing services and utilising new infrastructure that support active travel and a healthier environment for all.



# Key Themes

## Lifting Lockdown

- To build confidence and trust that we can build back safely as we move towards living with Covid and beyond, restarting economic and social lives while staying safe.

## Living with COVID

- Looking at the 'new normal' - new ways of living, working, accessing services and drawing on positive shifts in behaviours and innovation.

## Building Back Better


- A principle which will build hope and will be applied to all elements of recovery







# Our Approach

- National and regional materials will be used as they are official and we should encourage residents to trust and use these sources of information and guidance to avoid the spread of mis-information
- Use local data, knowledge and insight to target preventative messages
- COVID communications network/cell
- Have our own campaign alongside national and regional materials
  - we can build on Tameside's community spirit and use emotive messaging which is sometimes missing from national materials
  - We are talking directly to the people of Tameside giving relevance that this message is for them to encourage adherence to the process.





**In Tameside we protect and respect each other**

-  Wear a face covering
-  Keep your social distance
-  Wash your hands regularly
-  Self-isolate if you have symptoms

**We're in this together and can overcome it together**

Tameside  
www.tameside.gov.uk/protectandrespect  
Tameside and Glossop

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**Tameside Metropolitan Borough**

**NHS**  
Tameside and Glossop  
Clinical Commissioning Group

**For everyone every day**



### Let's work together to protect our Tameside community

-  Wear a face covering - it works!
-  Keep your social distance - it works!
-  Wash your hands regularly - it works!
-  Self-isolate if you have symptoms - it works!

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Tameside  
www.tameside.gov.uk/tworks

### Let's work together to protect our Tameside community

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Metropolitan Borough

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# For everyone every day



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do this!**

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# Reactive Communications

- Should we have an outbreak locally in Tameside of such a magnitude that there may be significant implications for routine services, additional resources are required or the public need to be alerted to specific messaging to keep them safe, the Director of Public Health may declare a major outbreak / incident and an outbreak control team will be set up to lead the response.
- Effective communications both internal and external will be crucial to supporting the management of any outbreak; ensuring accurate information is shared with staff, public and stakeholders; and that the risk of causing unnecessary alarm is minimised.



# Key Responsibilities

- **Agreeing initial reactive statements** following the detection of a detection and declaration of an incident/outbreak;
- **Manage media interest** - Briefing the Incident/Outbreak Control Team on levels of media interest and requests and facilitating
- **Risk and reputation management** - Advising the Incident/Outbreak Control Team on issues relating to public information, especially in the communication of risk to minimise alarm and advise on media responses
- **Briefing spokespeople** - Helping to prepare and brief nominated spokespersons in advance of interviews and press conferences;
- **Proactive media releases** - Developing and agreeing proactive media press releases as requested by the Incident/Outbreak Control Team;
- **Situation reports** - Ensuring comprehensive, accurate and timely communications with internal and external stakeholders;
- Leading the development of a media strategy if required

# Discussion

- How can Health & Wellbeing Board members engage and respond to support the local outbreak plan?
- How can you contribute?

