Governance and Pensions
Policy, Performance and Communication

Wider impact insights

What data is telling us
What people are telling us

Data – ‘dashboards’

Covid-19 impact

- Epidemiology, compliance, schools
- Continue & refine

Covic-19 **wide**r impact

- Socio economic – jobs, debt, safeguarding, wellbeing.
- Develop & introduce
- ‘GM Six Month Contain Plan’ as starting point + local

Corporate Plan

- Review, refresh & reintroduce
- Supported by thematic – health & care, children's etc.

People – ‘experiences’

Surveys

- T&G Covid-19 Impact survey (autumn 2020)
- GM Covid-19 Impact survey (now and into 2021)

Feedback loops

- Community Champions
- BAME Network

Hearing from experts by experience

- PEN Covid-19 impact sessions
- Plan for Q1 of 2021 – ‘Lived experience listening sessions’

Governance and Pensions

Policy, Performance and Communication

GM Covid-19 Insight Surveys – Wave 1/2

Tameside Metropolitan Borough

NHS Tameside and Glossop Clinical Commissioning Group

For everyone every day

GM Insight surveys

- Aim to provide overview of key issues and barriers when living with Covid-19
- Monthly surveys of over 1000 GM residents, with at least 100 responses within each local authority
- Wave 1 (20 Nov – 2 Dec) and Wave 2 (18 - 31 Dec) completed. Results can be compared
- Provided at GM and local authority level (high level results)

GM Findings

- Some groups impacted more than others. These include:
  - Young people, 16-24
  - Residents with young (0-4) children
  - BME residents – particularly Asian residents
  - Muslim residents
  - Residents where English is not their first language
  - Carers
  - Residents sharing household with someone at high risk of Covid-19
  - Residents with a disability
  - Military veterans
  - Residents in most deprived communities

GM Findings

- Concern about Covid-19 has increased. 46% of GM respondents now extremely worried compared to 40% in Wave 1 surveys. Increase is highest in 25-44yr olds and in 65+yr olds
- Those surveyed in Wave 2 less likely to have been impacted by Covid-19 compared to Wave 1. However, proportion who have borrowed money is significantly higher
- 22% surveyed in Wave 2 said they have had Covid-19 – this figure is highest in 25-44yr olds, BME residents and those for whom English is not their first language
- 31% respondents have had to self-isolate
- 5% had to use foodbank due to Covid-19 – increases to 6% for military veterans and those with young children

GM Findings

- Knowledge of Covid-19 and guidance generally good – but half of respondents thought that people can leave self isolation for some situations (e.g. exercise)

- 24% complying with guidance all the time – very few demographic differences between those who are compliant and those who are not

- Most common reason for non compliance is confusion over restrictions (24%)

- 28% feel need support with mental health. Rises to 57% in respondents aged 16-24

- 60% thought Covid-19 information was accurate, easy to understand and trustworthy

GM Findings

- 75% of respondents are now very / fairly likely to get a Covid-19 vaccine when they are eligible – this is a slight increase from Wave 1 findings (72%)
- Most common reason for not getting the vaccine is concern about safety/speed of roll out
- Women, those aged 16-44, BME and Asian residents, and military veterans are the least likely to say they are “very likely” to get the vaccine

Tameside Findings

- Tameside generally in line with the GM average for most issues.

- However …. some areas where they differ from the GM average and where responses changed between Wave 1 & 2

Tameside Findings

- *Feelings and concerns:*
  - Tameside respondents are more concerned about Covid-19 than they were at time of Wave 1
  - 47% of Tameside respondents are now very worried about Covid-19, compared to 39% in Wave 1. This increase is in line with GM average
  - Proportion of Tameside respondents not worried about Covid-19 decreased from Wave 1 to Wave 2 (30% - 16%) and is now in line with GM average
  - 43% of Tameside respondents consider Covid-19 to be a major risk to their local community, higher than GM average of 32%
  - Financial concerns have increased between Wave 1 & 2. 22% of Tameside respondents in Wave 2 said that their finances were a big concern

Tameside Findings

- *Impacts:*
  - 33% of Tameside respondents have had to self isolate, an increase from Wave 1 (27%). This figure is in line with GM average
  - 22% of Tameside respondents said they have had Covid-19, including 5% who said it was confirmed by a test, both in line with GM average
  - 4% of Tameside respondents said that they/someone in their household has used a foodbank during the pandemic, lower than GM average of 9%
  - More Tameside respondents (11%) received support from humanitarian hub than GM average (6%)

Tameside Findings

- *Support:*
  - Extent of support needed by Tameside respondents is in line with GM.
  - 56% of respondents feel that they need more support in at least one area.
  - 28% of Tameside respondents felt that they needed more support for isolation/loneliness
  - Other common areas of support needed; staying active, healthy eating, mental health
  - Only 4% of Tameside respondents felt they needed support with gambling – lowest figure across GM LAs

Tameside Findings

- *Knowledge and understanding:*
  - Knowledge of Covid-19 symptoms and guidance generally in line with GM average

  - 75% of Tameside respondents feel they have enough information on restrictions in their area, in line with GM average

Tameside Findings

- *Attitudes & behaviours:*
  - 25% of Tameside respondents say they comply with all restrictions all of the time, in line with GM average. This is an increase from Wave 1 where this figure was 23%
  - Tameside respondents are more likely to take a Covid-19 test when they had no symptoms (75%) than the GM average (68%)
  - 71% of Tameside respondents think the restrictions are necessary, in line with GM average (69%)

Tameside Findings

- *Vaccine:*
  - 83% of Tameside respondents say they are likely to get a vaccine when they are eligible, in line with GM average (84%).
  - This is in line with Tameside respondents in Wave 1, where 82% said they would get the vaccine. Most other LAs showed a decrease between Wave 1 & 2
  - More Tameside respondents (54%) in Wave 2 think they have enough information on getting a vaccination than in Wave 1 (49%)

Tameside Findings

- *Accessing information:*
  - 39% of Tameside respondents strongly agree that information about Covid-19 can be trusted, higher than GM average (23%)
  - Tameside respondents more likely than the GM average to think Covid-19 information is easy to understand, relevant to them and is accessible
  - The most common ways for Tameside respondents to access Covid-19 information was through National TV, Regional TV and GOV.uk website

Lived experience listening sessions – Q1 2021

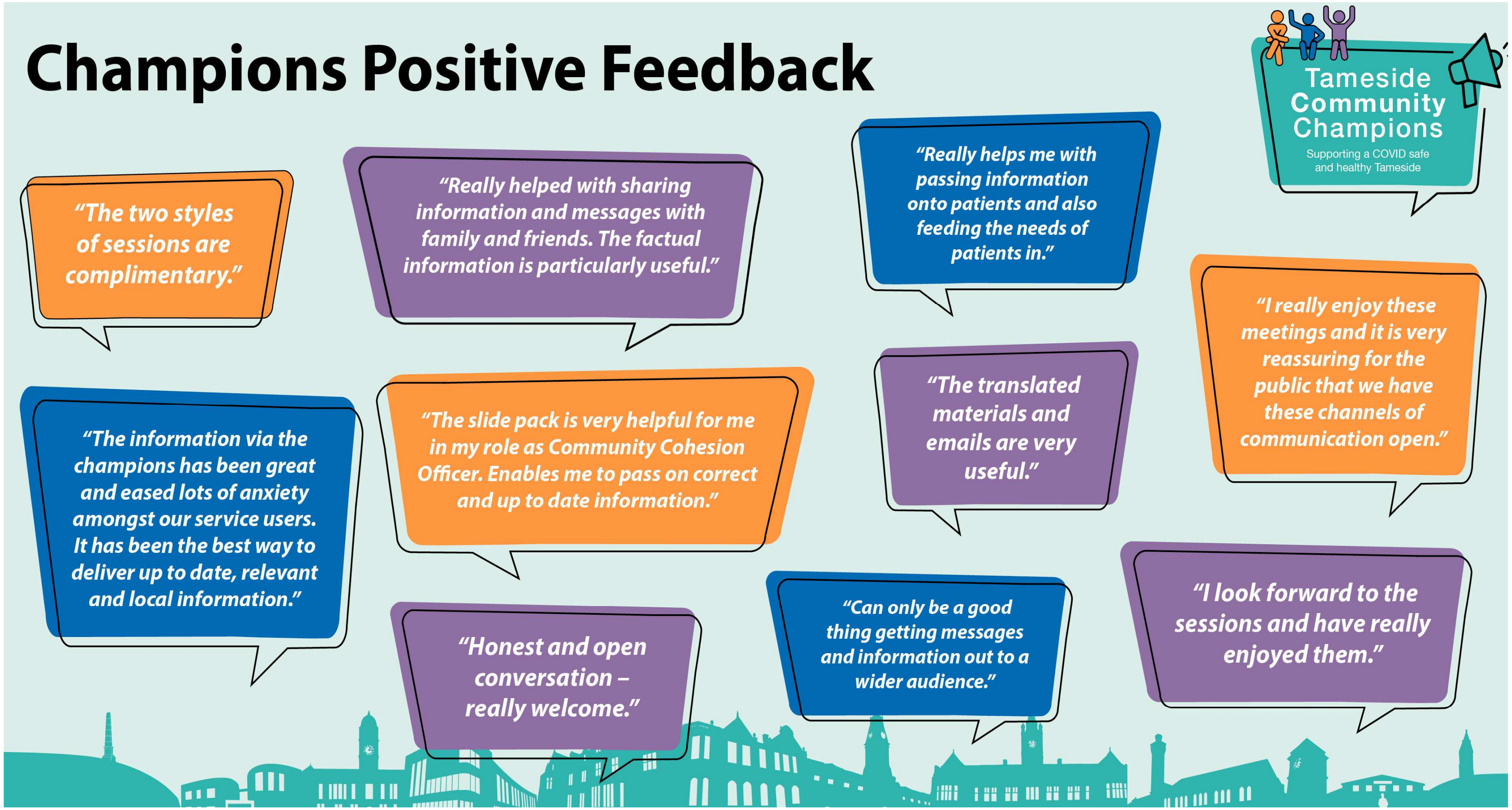
Lived experience listening sessions

Themes

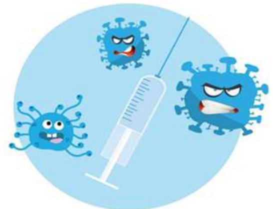
- Young
- Older
- Learning disabilities
- Physical disabilities
- Community cohesion
- Emotional wellbeing
- Access to services / inequalities
- Digital

Partners / networks

- Diversity Matters NW
- People First
- TOG Mind
- Infinity Initiatives
- BAME Network
- Independent Advisory Group
- Community Champions
- Inequalities Reference Group
- GMPA


Champions Positive Feedback
Tameside Community Champions
Supporting a COVID safe and healthy Tameside
"The two styles of sessions are complimentary."
"Really helped with sharing information and messages with family and friends. The factual information is particularly useful."
"Really helps me with passing information onto patients and also feeding the needs of patients in."
"I really enjoy these meetings and it is very reassuring for the public that we have these channels of communication open."
"The information via the champions has been great and eased lots of anxiety amongst our service users. It has been the best way to deliver up to date, relevant and local information."
"The slide pack is very helpful for me in my role as Community Cohesion Officer. Enables me to pass on correct and up to date information."
"The translated materials and emails are very useful."
"Honest and open conversation – really welcome."
"Can only be a good thing getting messages and information out to a wider audience."
"I look forward to the sessions and have really enjoyed them."

Vaccination Feedback



- Lots of myths and rumours in the community eg isolating for 35 days after vaccine, animal products and alcohol in vaccine?
- Language barriers for vaccine messages
- Unclear messaging around 2nd dose- what's the point in having it if its delayed etc
- Hyde leisure pool/Denton festival hall- very well organised
- Allergies- what do I need to do?
- Information after vaccine – what can/cannot do?
- Clear messages around what happens when you have the vaccine
  -long term effects
  -level of immunisation after 1st dose
  -Transport issues to vaccination sites
- People are generally optimist

Champion's Projects 2020/2021

Tameside Community Champions

Supporting a COVID safe and healthy Tameside

This book has been gifted to **Tameside Community Champions** book swap by

TAMESIDE LIBRARIES

If you are interested in learning more about our free **Home Delivery Library Service** or what free services your local library has to offer, please contact Ashton Library

0161 342 2029

www.tameside.gov.uk/libraries

Tameside Community Champions

NSL

- Age Friendly Champions Newsletter
- Young People Champions Q and A Video Clips
- Tameside Book Swap
- Primary School Champions My COVID 19 Activity Book
- Traffic Warden- Face Mask Project

Ideas for 2021

- Vaccine Q&A
- Whats App broadcast
- Engaging other priority groups e.g. taxi drivers, Board Members
- Make Every Contact Count (MECC)
- Safety in our Communities
- Green Spaces – what we can do locally/what we have locally
- Sensible drinking/Alcohol , Drugs and Homelessness
- Suicide Awareness and Mental Health
- Heart Disease and Cancers