

DERBYSHIRE COUNTY COUNCIL

CABINET

14 January 2021

Report of the Director of Public Health

**INVESTMENT OF CONTAIN OUTBREAK MANAGEMENT FUND
(Health and Communities)**

1. Purpose of the report:

Cabinet is asked to:

- i. Review the proposed use of Derbyshire's allocation of the Contain Outbreak Management Fund to deliver a range of interventions to support the ongoing response to COVID-19.
- ii. Agree that this funding can be utilised as soon as possible.

2. Information and analysis:

Derbyshire County Council has received additional funding from Central Government to support the ongoing response to the COVID-19 pandemic as part of the Contain Outbreak Management Fund. This is in addition to funding received by the Authority in early 2020.

Public Health Authorities in England have a lead role in protecting and improving the health of the population in relation to the pandemic. Within the Public Health Authority, the Director of Public Health has a responsibility for the Authority's contribution to health protection matters, preparing for and responding to incidents that present a threat to public health.

In May 2020 the Government launched the NHS Test and Trace service, this would ensure that individuals who develop symptoms could access testing, and that high-risk contacts are identified and advised to self-isolate for 14 days. Public Health Authorities (Local Authorities responsible for Public Health functions) are central to the local Test and Trace programme and have an evolving function within the programme of work as a Local Tracing Partnership.

As part of the Contain Framework which sets out how the impact of COVID-19 will be managed and mitigated, all local authorities in England with a responsibility for Public Health have received a funding allocation equivalent to £8 per head to support proactive containment and intervention measures. Derbyshire's allocation is £6.500m. The funding will allow development of new, and extension of existing non-pharmaceutical interventions to manage and mitigate the impact of the pandemic in communities across Derbyshire in the coming months. Any

interventions need to be targeted at specific vulnerable communities or populations and this would include children and families, older people and individuals at higher risk due to their health status.

In the absence of an effective vaccine, non-pharmaceutical interventions are considered by the Government's Scientific Advisory Group for Emergencies (SAGE) and bodies such as the Association of the Directors of Public Health to be the most effective way of limiting the impact of the disease. It is also important to note that a range of measures, strategies, behaviours or tactics need to be adopted as part of a combination prevention approach, rather than simply selecting one or two measures and operating them in isolation. Evidence suggests that it is the cumulative impact of implementing a range of measures simultaneously that generates the greatest impact in terms of managing and controlling the spread of the disease both locally and nationally.

Some non-pharmaceutical interventions, such as a national lockdown or international travel restrictions require central co-ordination or sign-off, but there are other measures which can effectively be delivered on a local basis. Targeting local activity at certain communities or local populations will be needed throughout the next few months to maximise this investment and this may involve specific activity that focuses on schools, workplaces and care settings as well as broader community interventions. The table below summarises interventions that can be delivered in Derbyshire and outlines indicative funding allocations to each project/workstream.

Cabinet is asked to note that colleagues from across Public Health, in conjunction with relevant partners, will develop more specific details relating to each area of work, including where appropriate commissioning and procurement of specific activities:

Intervention	Indicative funding allocation
<p>Communications</p> <p>Investing in additional digital and hard copy communications materials and campaigns, including advertising infrastructure in town centres, will allow the communications team to promote key messages to inform the public what actions they need to take in relation to their wellbeing.</p> <p>Derbyshire currently has limited infrastructure to allow DCC to communicate messages at scale and other authorities have effectively utilised billboards or moveable digital advertising to communicate with large sections of the population. Investing in this infrastructure now will provide a significant opportunity to improve the reach of communications activity and develop a</p>	<p>£1.000m</p>

<p>resource which in the future may be able to generate an income for the authority.</p> <p>More generally, communications messages need to be targeted at the whole population of Derbyshire or may be more localised targeted activity in relation to a specific outbreak or incident. Evidence suggests that relevant and clear communications, using key channels and influencers including local elected members, community leaders and others is required on an ongoing basis.</p>	
<p>Test and Trace as part of a Local Health Protection response</p> <p>Derbyshire is now a Local Tracing Partnership as part of NHS Test and Trace, and therefore we need to increase the required capacity within the local contact tracing scheme. In addition, investment will be required to provide the infrastructure to support new testing approaches and processes.</p> <p>To support this investment Public Health has developed a Derbyshire COVID-19 Testing Strategy which outlines a local approach to testing complementing national schemes. Further expansion could also include use of other new testing technologies as they come on stream in 2021.</p> <p>This strategy will need to be implemented via additional staffing capacity to deliver test and trace locally, which would include identifying a workforce to administer the test, additional local contact tracing capacity, staff to support logistics, training and quality assurance.</p>	£2.500m
<p>Behavioural Insights</p> <p>Additional investment in clinical psychologist capacity across the COVID response will allow us to deploy psychology and behavioural sciences to develop strategies for prevention, for supporting staff, and for supporting local communities. This intervention has proven to be already effective in Derbyshire as well as other local authority areas.</p>	£0.200m
<p>Community-based approaches</p> <p>Ensuring that there is a robust mechanism to allow community-facing partners to support with the development and dissemination of consistent messaging, will increase the reach beyond existing communication routes. This will include developing a conversation-based approach, such as a COVID-champion or ambassador model.</p>	£1.35m

<p>Additional funding will maintain and further increase capacity to deliver a range of community support and recovery projects. Engagement with local partners will be essential to develop appropriate responses, as is as recognition that actions are more effective when local people and their local representatives are soon as a key part of the solution.</p> <p>This investment will also support further development and upscaling of wellbeing support available to local communities.</p>	
<p>Enforcement</p> <p>Enforcement must be part of a balanced and proportionate strategy where it forms one part of the combination prevention strategy as outlined above. Additional funding would secure further input and support from trading standards and environmental health officers to undertake specific COVID-19 related activity. This may involve enforcing restrictions on hospitality venues, workplaces, sporting venues and large social gatherings during the national lockdown, and any local restrictions which may be in place in the future.</p>	£0.250m
<p>Support for those who are self-isolating.</p> <p>This is a critical element of the overall approach and additional capacity in welfare rights teams would ensure individuals required to self-isolate have prompt access to expert advice on financial support available during self-isolation, including accessing the £500 self-isolation payment available through the Test and Trace Support Payment scheme, and administered through district and borough councils. The funding will also enable, where appropriate, wider social support to ensure individuals effectively self-isolate, to be arranged through the Community Response Unit or specific behavioural insight interventions.</p>	£0.500m
<p>Financial support to Private, voluntary and independent sector (PVI) care homes</p> <p>Feedback from across the sector has highlighted potential risks through care home staff car sharing. Additional funding targeted at specific care homes will enable staff to travel safely to and from work. In addition, funding will be used to enable staff within the care homes to deliver a range of activities that promote resident wellbeing whilst visiting restrictions and social distancing are in place.</p>	£0.150m
<p>Enhanced Infection Prevention Control measures in vulnerable populations</p>	£0.500m

Adherence to infection prevention control measures is lower in certain population groups, due in part to financial barriers to purchase basic supplies. Provision of resources, delivered in conjunction with increased infection prevention control advice to disrupt transmission will be implemented across a range of settings including, but not limited to: <ul style="list-style-type: none"> - Support to homeless populations. - Provision of face coverings, hand sanitiser, and cleaning products to foodbanks across Derbyshire to distribute to individuals who are not able to afford these critical items. 	
Total funding allocation	£6. 450m

An additional £0.418m has been allocated to Derbyshire by the Government to enable the resumption of activities that support individuals identified as clinically extremely vulnerable to shield during the lockdown period which commenced on 5 November 2020, although consideration of how this funding is allocated is outside the scope of this report.

3. Social Value considerations:

Many of these interventions will enable the Council to work alongside communities across Derbyshire to enable local community-based activity to support the response to the COVID-19 pandemic. Many of the projects will allow us to work collaboratively with the voluntary sector in Derbyshire to develop locally based solutions to key issues. The investment will be targeted at specific communities across Derbyshire who have been most impacted by COVID-19 to address health inequalities and deliver wellbeing outcomes.

4. Financial considerations

The funding for the interventions highlighted will be funded from additional monies allocated to Derbyshire County Council by Central Government as part of the Contain Outbreak Management Fund. The funding received by the Council will total £6.500m.

5. Legal considerations

Delegated authority will be given to the Director of Public Health and Cabinet Member for Health and Communities to develop an implementation plan to co-ordinate the delivery of the different workstreams described in this report. Where appropriate additional approvals from Cabinet/ Cabinet Member will be sought in line with the Council's Constitution and Financial Regulations.

6. Other considerations

In preparing this report the relevance of the following factors has been considered: prevention of crime and disorder, equality of opportunity, human resources, environmental, health, property and transport considerations.

7. Background papers:
[The Contain Framework](#)

8. Key Decision:

Yes

9. Call-in:

Is it required that call-in be waived for any decision on this report?
No

10. Officer's Recommendation:

Cabinet are asked to:

- i. Review and agree the proposed funding allocations to deliver a range of combination prevention interventions to support the ongoing response to COVID-19.
- ii. Approve that delegated authority be given to the Director of Public Health and Cabinet Member for Health and Communities to develop an implementation plan to co-ordinate the delivery of the different workstreams described in this report. Where appropriate additional approvals from Cabinet/ Cabinet Member will be sought in line with the Council's Constitution and Financial Regulations.

Dean Wallace

Director of Public Health