

Weekly stakeholder update

This week has seen five pubs, two social clubs and a football ground all closed after a coronavirus outbreak swept through a tight-knit community in Silverdale, Newcastle. There have been three confirmed and three suspected cases within Silverdale after a local outbreak linked to a bingo event at Silverdale Working Men's Club (WMC).

Staffordshire County Council has urged anyone who had visited the club between August 16 and August 21 to get tested for the virus. The County Council is also urging anyone who visited the Bush Pub and The Vine in Silverdale, or the George and Dragon in Newcastle, because 20 and 22 August to also get tested as soon as possible. News of the outbreak emerged over the weekend after the club revealed it had voluntarily closed its doors after two confirmed coronavirus cases at the venue which led to the closure of a further pub for a deep clean after one of its employees tested positive for coronavirus following a visit to the WMC.

Local Testing Sites have been established to provide local testing for those who are unable to access drive-through centres or for any local residents who have cause for concern. Tests only take a minute and results should be available the next day. New testing sites have now opened in Newcastle, at the Ryecroft Car Park, and Cannock Chase Council's members car park, Beecroft Road in Cannock, and residents and workers are being urged to book a coronavirus test if they have symptoms of the virus.

The walk-through coronavirus facilities mean that local people now have quick and easy access to testing on their doorstep and both walk-through facilities are open Monday to Sunday 8am – 8pm. The sites are easily accessible without a car and those being tested will need to follow social distancing guidance and wear a face covering.

There are two other areas that are currently being monitored:

- Burton has seen a second spike in cases in the last couple of weeks, but numbers are now stabilising and starting to drop back down again. Door to door testing in the Anglesey ward of Burton is being piloted, leaflets have been sent to houses in this area and nurses will go door to door offering testing.
- Hot off the press today, Stoke-on-Trent Council is continuing to urge local people to be vigilant as the city is named as an 'area of concern' for Coronavirus cases. This means that Stoke-on-Trent will now feature on the government's national watch list. The naming of Stoke-on-Trent as an 'area of concern' for coronavirus cases was to be expected and reinforces the need for us all to be vigilant against the disease.

- The data used by the government in its watch list is based on the previous two weeks of data – 10-16 August and 17-23 August, at a time when a local increase in cases in the Normacot area of the city and a large increase in testing across Stoke-on-Trent, was seen as a ‘tipping point’ in cases in the city.
- The government announces each week areas of the country that fall into three categories, the most severe being ‘in intervention’, where local and national leaders can enforce restrictions such as local lockdowns; ‘in receipt of enhanced support’, where a range of extra resources are put in place for additional testing and contact tracing; and ‘areas of concern’, where authorities, Public Health England and the NHS Test and Trace service work together to target activities in particular areas, and are monitored nationally.*
- Being named an area of concern does not mean we face a local lockdown, and does not come with any sanctions. But what it does mean is that the threat of this virus is very real. We are being watched by government, and our response as a city to the coronavirus is being monitored closely. We continue to work extremely closely with health partners and, as has been seen in Normacot, this targeted work is having a clear, positive impact.
- It acts as a reminder that this is serious, and everyone needs to stay be vigilant.

We can all do our bit to help contain and control coronavirus and anyone with symptoms, however mild, of a high temperature, new persistent cough or loss or change to sense of taste or smell must book a test

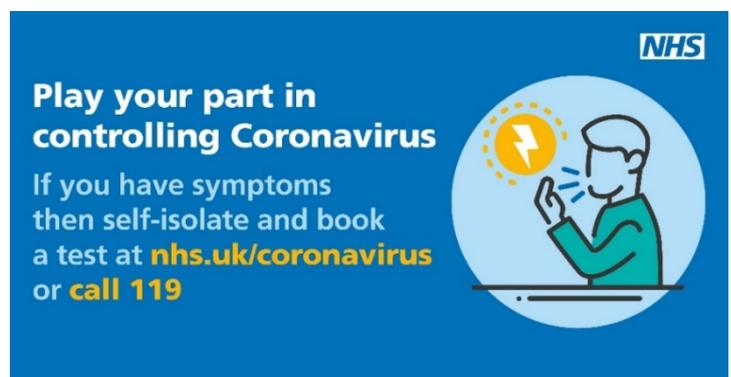
at www.nhs.uk/coronavirus or by phoning

119. Making sure that people who have

symptoms get tested as quickly as possible is key to reducing the risk of a second peak in infections.

Anyone testing positive for the virus will be contacted by NHS Test and Trace to help them track their contacts. This will help people to identify who they may have been in close contact with, protecting others from further transmission.

With the August Bank holiday just around the corner it is important to remember that the pandemic is by no means over and everyone should continue washing their hands regularly, continue social distancing and avoid going to crowded places wherever possible.

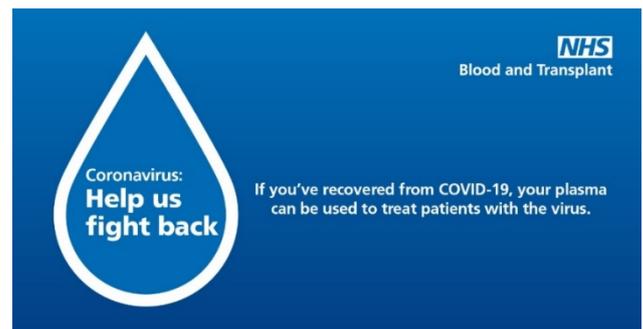


If you need help or advice to manage any minor health conditions, you can avoid a trip to the GP or A&E by visiting your pharmacist. Most minor conditions, such as coughs, colds, flu and stomach bugs can be treated at home and your local pharmacist can provide help and support to get you back on your feet as soon as possible.



If you should need a pharmacy over the bank holiday period you can find the pharmacy bank holiday opening times [here](#). Please remember that you will need to wear a face covering to enter a pharmacy.

For an additional line of protection during any second wave of coronavirus, NHS Blood and Transplant (NHSBT) is urgently appealing for people to donate convalescent plasma. NHSBT needs as many donors as possible to come forward now from the first wave of infections to enable as many donations as possible to be taken now. Plasma takes about 45 minutes to donate and your body usually replaces the plasma you've donated in 24-48 hours and your body will also quickly replace the antibodies. If you've had coronavirus please offer to donate by calling 0300 123 23 23 or visiting www.nhsbt.nhs.uk.



The Coronavirus pandemic has shown the determination and bravery of thousands of NHS staff across the Midlands. The NHS Parliamentary Awards offer the opportunity to recognise and celebrate staff and teams who have made a real difference. You can help our local MPs to shine the spotlight on NHS staff and teams by sending them your



nominations. The deadlines for entries is 1 September 2020. For more information visit <https://www.england.nhs.uk/nhs-parliamentary-awards/>.

NHS 111 First is a national programme that is under development. NHS 111 First encourages patients that think they need to go to an Emergency Department (A&Es) to call NHS 111 first. The programme aims to improve the way that patients access urgent care services by ensuring that they receive the right care in the most appropriate setting first time, with the lowest level of risk of acquiring a hospital or health care related infection.

The programme will focus on using NHS 111 as the first point of contact into urgent care services. This will support the public to access the right services in their area, with the aim of reducing confusion of where to go, reducing unnecessary attendances to Emergency Departments (A&E) and helping staff and patients to stay safe. Over time our ambition is to support NHS 111 to book patients directly into a variety of services out of hospital - including primary care - and within assessment areas within acute hospitals.

This means that the public will be asked to contact NHS 111 before attending an Emergency Department or other urgent care services, so they can be directed to the right place for their needs. In return, the public will benefit from being directed to the right service for them. This could be an appointment with their GP or dentist or directed to an Emergency Department. This will provide a better experience and help to keep the public and NHS services safe.

A number of areas across the country are currently introducing the Think 111 principles, beginning with Portsmouth and London. It is expected that all areas across the country will develop a similar model ahead of this coming winter. In Staffordshire and Stoke-on-Trent, we are working closely with NHS England/ Improvement's regional team to understand the learning from the initial pilots and to plan our local approach to this national ambition. We are in the early stages of developing the local model, and our ambition is to gradually launch the enhanced service through Autumn/Winter.

The expansion to the routine flu vaccination programme remains an area of importance with the aim of vaccinating more than 30 million people during this flu season. Once vaccination of the most 'at-risk' groups are underway, wider groups will be invited. The NHS will contact people directly, including information about where to go to get the vaccine. The 50-64 year old age group will not be vaccinated until November and December and no appointments will be offered

for this age group until then unless people within this group have other health conditions which make them more at risk.

Across the Staffordshire and Stoke-on-Trent system the latest updates are:

- All partners are reinforcing the messages that it is important to continue with social distancing, hand washing and not gathering in large groups.
- Cannock Chase District Council reported that their Museum will reopen this week and the Theatre.
- South Staffordshire District Council's leisure services are now reopening with a phased approach.
- Staffordshire Police reported that there has been a significant drop across all crime types during COVID-19.
- Staff at MPFT were thanked at their Executive Briefing for keeping wards COVID free for 50 days.
- "Do It – Staffordshire", a new online volunteer platform which makes finding local volunteering opportunities easier than ever, has been launched this week by Staffordshire County Council. Click here to [visit 'Do It - Staffordshire'](#) and have a look around and you can also view the ['Do It - Staffordshire' promotional video](#).

Useful resources available:

- Materials are available for the following campaigns, please can we ask for your help to promote them across your networks:
 - Stay Alert to Stay Safe – new youth focused 'consequences' social animations are now available on the campaign resource centre. ['consequences' social animations](#)
 - Stay Alert to Stay Safe [posters](#): White background easy print for face coverings and distance
 - Stay Alert to Stay Safe [translated posters](#)
 - NHS Test and Trace [posters](#): White background easy print for drive through testing and self-isolate
 - Symptoms [posters](#): White background easy print for taste and smell

- [Wearing a face mask – translations](#) (Arabic/French/Kurdish/Lithuanian/Pashto/ Polish/Portuguese/Romanian/Russian/Spanish/Tigrinya)
- Hospital mask and face covering guidance materials:
<https://coronavirusresources.phe.gov.uk/nhs-resources-facilities/resources/isolate-your-household-nhs-resources-hospital-face-masks/>
- Test and Trace materials are available to use on the Public Health England Campaign Resource Centre: <https://coronavirusresources.phe.gov.uk/Test-and-Trace/resources/>. This includes BSL, easy read and large print formats here:
<https://coronavirusresources.phe.gov.uk/Test-and-Trace/resources/alternativeresources/>
- Signposting materials with useful information on how people can contact their GP, order repeat prescriptions and manage wellbeing and existing conditions at home:
<https://coronavirusresources.phe.gov.uk/nhs-resources-facilities/resources/health-at-home/>
- Public Health England guide on how older adults can stay active at home during coronavirus to maintain strength and balance:
<https://www.twbstaffsandstoke.org.uk/publications/coronavirus/86-phe-active-at-home-booklet-21-may/file>
- Translated information leaflets for parents with new-borns during coronavirus:
<https://www.england.nhs.uk/coronavirus/publication/maternity-leaflets-translated-versions/>
- Mental wellbeing whilst staying at home: <https://www.nhs.uk/oneyou/every-mind-matters/coronavirus-covid-19-staying-at-home-tips/>
- North Staffordshire Combined Healthcare NHS Trust mental health support and advice guide:
<https://combined.nhs.uk/wp-content/uploads/2020/05/Combined-Health-and-Wellbeing-Guidance-Final-Version.pdf>
- Guidance on shielding: <https://www.gov.uk/government/publications/guidance-on-shielding-and-protecting-extremely-vulnerable-persons-from-covid-19/guidance-on-shielding-and-protecting-extremely-vulnerable-persons-from-covid-19#what-do-we-mean-by-extremely-vulnerable>
- Blood donation materials: <https://www.nhsbt.nhs.uk/how-you-can-help/get-involved/download-digital-materials/>
- Useful videos during coronavirus (including British Sign Language):
<https://www.youtube.com/channel/UC--BwSA7YoEdcV8Jtt2nLAQ>

- Public Health England has updated its coronavirus guidance in light of changes to the government's advice and continue to ensure guidance for the public is timely and up to date. All guidance for members of the public, as well as for people in clinical and non-clinical settings, is published and updated regularly on the [GOV.UK collection page](#).

For the latest information on coronavirus, please visit the [NHS](#) and [government](#) websites.

Together We're Better is the partnership of NHS and local government organisations, alongside independent and voluntary sector groups, that is working together to transform health and care services. You can find out more about us on our website:

<https://www.twbstaffsandstoke.org.uk/>