

## SERVICE SPECIFICATION

<b>SERVICE</b>	COMF Gypsy and Traveller COVID Campaign Funding
<b>COMMISSIONING LEAD</b>	[REDACTED], Head of Strengthening Communities, Essex County Council [REDACTED]
<b>PROVIDER LEAD</b>	Simon Harris, [REDACTED]

### OVERVIEW

Essex County Council has received funding from the Department of Health and Social Care (DHSC) Contain Outbreak Management Fund (COMF) to support costs associated with ongoing public health and outbreak management costs of tackling COVID.

The COVID pandemic has continued to provide challenges to Essex communities, particularly impacting vulnerable residents, and increasing the number of people seeking help, advice, and support locally. Throughout the pandemic engaging communications, delivered in ways that resonate with communities and reaches them where they are digitally, have provided a vital resource to help reach Essex communities to inform, prevent and engage communities to stay safe.

This support, led by Essex Coronavirus Action, has ensured communities have stayed connected, been able to self-isolate as required and provided trusted information and advice to residents in need. This has helped residents remain safe by being able to access information and wider support, as required, through effective signposting and referral.

### SCOPE

**Simon Harris** is to be allocated **£25,000** of funding to design and deliver a digital communications campaign to engage our Gypsy and Traveller communities to stay safe during the pandemic, drawing on the skills and lessons learnt from the success of the Essex Coronavirus Action campaign.

Working in collaboration with community leaders in our Gypsy and Traveller Communities this funding will enable the development of communication assets that will encourage these communities to make positive behaviour choices that help to reduce the R number and keep communities safe. Working with community leaders we can deliver messages in a way that resonates with our Gypsy and Traveller communities, encouraging vaccination take-up, testing and positive behaviour around key health messaging of hands, face, space.

This funding will cover the development and deployment of this communications strategy

Funding must be allocated by **31<sup>st</sup> March 2022**.

## **DELIVERABLES**

Funding to be used to develop and deliver communications assets that engage our Gypsy and Traveller communities, flexible by nature of the changing and emerging needs of these communities and the wider system, to reflect the challenges faced by these communities in response to the pandemic.

The following Services shall be provided to constitute delivery of the Project under this Agreement

- Develop and grow Social Media presence and communication assets with the aim of supporting our Gypsy and Traveller communities
- Admin the Campaign page
- Develop and post engaging content that informs and supports our Gypsy and Traveller communities with information, advice, and tools to help them to remain safe during the pandemic
- Work with partners and community leaders to deliver collaborative messaging that resonates with these communities
- Provide regular updates on the campaign to ECC as required to conform to COMF funding requirements
- Provide Subject Matter Expertise relating to the development of content to engage residents and communities through Social Media

See **APPENDIX ONE** for additional information around the criteria for this funding.

## **MONITORING REQUIREMENTS**

**Simon Harris** is required to provide an update on the development and delivery of the campaign. This should include thematic information in relation to the messaging to demonstrate alignment to the aims of COMF funding [see **Appendix One**] to demonstrate the impact of the funding, this should include, the reach and engagement with the campaign from the community.

## **REPORTING SCHEDULE**

**Simon Harris** is required to report the information set out in 'Monitoring Requirements' monthly, once funding has been allocated

## **ACKNOWLEDGEMENT OF ACCEPTANCE OF FUNDING**

Please confirm by email return the acceptance of this funding and that you agree to the terms set out in this SLA in relation to the allocation of these funds and the monitoring requirements as outlined within this SLA to demonstrate the impact of this funding for communities.

## APPENDIX ONE

The Contain Management Outbreak Fund can be used for Public Health purposes to tackle COVID-19. Whilst the specific health activities that can be funded are flexible, and should reflect local community needs in relation to suppressing the virus, activities that this funding could be used to support may include:

- Support to access vaccinations and testing for hard-to reach groups
- Additional resource to support contact tracing
- Enhanced communication and marketing e.g. towards hard to reach groups and other localised messaging
- Delivery of essentials for those in self-isolation
- Targeted interventions for specific sections of the local community and workplaces
- Harnessing capacity with local sectors e.g. voluntary, academic, commercial
- Extension/introduction of specialist support e.g. behavioural science, bespoke comms
- Additional resource for compliance with, and enforcement of, restrictions and guidance
- Targeted support for school / university outbreaks
- Community based support for those disproportionately impacted such as BAME population
- Support for engagement and analysis of regional areas to assess and learn from local initiatives
- Providing initial support, as needed, to vulnerable people