



Introduction from Angie Ridgwell, the chair of the Lancashire Resilience Forum



With less than one week left until the national restrictions end on 2 December, Lancashire is preparing to enter strengthened Tier 3 (Very High) restrictions. Tier 3 rules mean that socialising is banned indoors and in most outdoor places, all hospitality venues will have to close except for delivery, takeaway and drive-through and people should work from home if they can.

Our political leaders had asked for the government to take a more nuanced approach and split Lancashire into some Tier 2 and some Tier 3 areas, based on shared economies, travel to work areas and natural communities. At all times the health and safety of people in Lancashire is the most important thing and the tiers will be reviewed every two weeks. We must keep up the big effort to reduce infections to ensure we move safely into Tier 2 as soon as possible.

While there have been improvements across Lancashire, the prevalence of infections remains high in some areas and our hospitals are currently facing increasing pressure, also due to flu and illness caused by the cold weather. The winter months are always difficult for the NHS and we are all responsible for keeping the virus under control by following the rules, remembering to wash our hands, wear a face covering and keep our distance from anyone we do not live with. The measures are starting to have an impact and we do not want to undo the hard work which is why it is now more important than ever to continue working together.

With the potential release of vaccines in December and the rapid testing programme that will be available to all local authorities in Tier 3, we are very hopeful for a brighter future. The more cases identified and self-isolating, the more effective we can be in controlling the transmission of the virus and so save more lives and move to a lower tier protecting jobs and businesses. Coronavirus continues to have a large impact on our communities and our economy and none of us wants to prolong this suffering.

All this also means that this year the Christmas holidays will be very different but we hope it will bring you some joy after a challenging and difficult year. The Government has confirmed that between the 23rd and 27th of December, families and friends across the UK will be allowed to form an exclusive 'Christmas bubble' of up to three households, even though this decision comes with risks. We know that people of all faiths and backgrounds are longing to spend time with family and friends but please remember that the virus does not sleep during the festive season.

What we do before and during the Christmas season matters most to protect ourselves and our loved one. Let's make smart choices about who we meet and keep everyone safe, until we get a well-functioning test, trace and isolate programme, and of course vaccinations.

With all that being said, we want to encourage everyone to stay strong and look after their mental health and wellbeing. You can go out and about if you take sensible precautions – hands, face, space. We know we are asking an incredible amount of people, and it's been harder on us in Lancashire than in many other places, but please follow the guidance from the Government and Public Health England to help us minimise the damage and return to 'normality' as soon as safely possible.

You can find out more about what the 'Very High' restrictions from Wednesday 2 December 2020 mean for Lancashire on [gov.uk](https://www.gov.uk)



LET'S KEEP TALKING

Let's keep talking

Lancashire's suicide prevention campaign is stepping up a gear to encourage talking to save lives through Covid Christmastime.

Lancashire and South Cumbria residents are being encouraged to talk to friends and family members, helplines and debt support services on the run-up to Christmas this year – and we would like your help sharing the messages.

As the second national coronavirus lockdown comes to an end, and people take stock of their finances on the approach to the festive season, Lancashire and South Cumbria Integrated Care System has launched the next phase of its Let's Keep Talking campaign.

People furloughed, unemployed or coping with a drop in self-employed work are being asked to start a conversation with loved ones, or reach out to telephone counselling services to address their problems, take practical steps, and get help with their mental health.

The first two phases of the Let's Keep Talking campaign saw more people than ever reaching out to local and national services for help as they battled the effects of the pandemic. New materials have now been developed with different messaging to reflect the current situation.

Materials include:

- New creative designs for local health and care organisations to use, working together to share campaign messages with their clients and patients.
- Targeted instream radio advertising to smart-speaker listeners of Bauer Media radio stations in Lancashire and South Cumbria.
- Bus stop advertising in targeted, high-risk areas in Lancashire and South Cumbria.
- Social media advertising.
- Posters and mental health support leaflets available for businesses and organisations with a footfall throughout lockdown and beyond.

No matter what life has thrown at us this year, you can still make ends meet.

Reach out and have the chat you've been meaning to have.

Please share any resources with your followers and retweet @healthierlsc where possible. The hashtag is #StartTheConversation.

Lancashire and South Cumbria ICS Mental Health Deputy Director, Paul Hopley said:

"I cannot overstate how important it is for people to keep talking to one another on the run up to Christmas. This can be a very difficult time for a lot of people, who have already had a challenging year.

"The pandemic is not going away soon, so by talking on the phone or by video message to others, we can share the load. There is always someone to talk to, and there are many organisations out there ready to offer a listening ear.

"Anyone struggling should call Samaritans on 116123, the National Debtline on 0808 808 4000, or any of the organisations we have listed on our website healthierlsc.co.uk/MentalHealthSupport."

Working together across NHS services

As we start to move out of full national lockdown into the newly announced tiers, we wanted to reiterate that we continue to be concerned about the huge amount of pressure NHS services in Lancashire and South Cumbria are under.

We want to emphasise that we are working collectively together and have plans in place to manage increased demand on our services. We continue to provide services for our patients for treatments such as cancer and routine appointments and are demonstrating our ability to work together to manage demand, ensure that patient safety remains of the highest importance and to manage care for Covid and non-Covid patients and our critical care capacity.

Anyone with concerns should continue to come forward for help and treatment. It is important that unless you are contacted, you should continue to attend your appointment as planned.

We are asking patients with minor injuries to please contact NHS111 first, rather than coming straight to the emergency department. For all other medical issues use 111.nhs.uk or call NHS 111, where you will be directed to the most appropriate place for your care. In an emergency and for life threatening conditions, call 999.

We continue to ask local people to take action now and follow the government guidance to keep everyone safe and reduce the rate of infection in our local communities.

Innovations to support local COVID patients

NHS hospital trusts are working together with GP practices and local providers across Lancashire and South Cumbria to monitor vulnerable patients with Covid-19 from their own homes.

The [Covid-19 'virtual ward'](#), also known as 'pulse oximetry at home', is being rolled out across Lancashire and South Cumbria; set up in response to the significant challenges and impact that the pandemic has had on local residents.

This at-home monitoring service will be available for those with a positive

Covid-19 test result or clinical diagnosis of Covid (within the last 14 days), who have coronavirus symptoms, and are identified as being particularly clinically vulnerable to having low blood oxygen levels due to their age or a pre-existing condition.

This service is being rolled out through partnership working across the whole of Lancashire and South Cumbria throughout November and December and will be delivered by NHS providers and their local medical and home support provider services.

Supporting health and care workers and volunteers

The [Lancashire and South Cumbria Resilience Hub](#) is now in place to support with the psychological strain for those who have worked through the Covid-19 pandemic, including healthcare workers, blue light workers, council staff, volunteers, care home staff and all public sector workers and their families. If you are in one of these staff groups and are struggling, please call 01772 520228 or email lschub@lscft.nhs.uk

Lancashire Fire And Rescue Service Update

Bright Sparx campaign

There was a collective sigh of relief on Monday 9 November as the Bright Sparx week/weekend ended without a hitch for Lancashire Fire and Rescue Service (LFRS). The Bright Sparx campaign followed weeks of planning from many departments across the service from fire safety and enforcement, communications, prevention and education and firefighters conducting drive-bys checking for build-up of waste/fly-tipping and items that could be used for bonfires.

Whilst Bright Sparx is an annual feature in the campaign planning for the service the pandemic once again threw a curveball into the mix with fears that many people were going to host their own celebrations at home thus having less regard for safety. LFRS worked closely with the LRF to ensure all messages were aligned.

Whilst incidents recorded were higher than in 2019 it was echoed across the board that it certainly felt quieter than previous years. In 2020 activity was at its highest on 5 November between 18:00-18:59 whereas in 2019 incidents went on for a longer period throughout the night. For the second time LFRS, Lancashire Police and North West Ambulance Service worked together in dedicated response units at peak times over the Halloween and Bonfire Night period. These locally based responders attended incidents jointly to provide lifesaving interventions at emergencies, and reduce the number of resources needed at a scene. These

units predominately responded to incidents of anti-social behavior and responded to 67 incidents in total on Bonfire Night across five areas of Lancashire.

The virtual Bonfire Night hosted live on the service's Facebook and YouTube page reached over 270,000 people from the UK and abroad! We also received thousands of comments and messages from people thanking everyone involved and saying how much they enjoyed it.

Education packages on Bright Sparx was delivered to 72 schools via Microsoft Teams, reaching over 10,000 young people.

LFRS also worked closely with a local Hindu influencer who does work for BBC Radio Lancashire and a local mandir (temple). She was our sounding board on some fire safety messages we were sharing publicly about fire safety during Diwali such as cooking with hot oil, lighting diyas and fireworks. We were then able to share accurate safety messages on our social media, with partners and via a public press release. We've got a good working relationship with this lady now who is keen to get involved in future and allow us to work more effectively and collaborate with the South Asian community.

There is still evaluation work to do but overall it can safely be said that this campaign was a success with injuries reduced and lives saved.

Cooking safety campaign aims to reduce casualties

Around half of all accidental house fires are cooking related and incidents are more prevalent at this time of year. Research also shows that most casualties are injured when they try to tackle the fire themselves. That's why our latest cooking safety campaign is raising awareness of the dangers of cooking fires with the message: "Get out. Stay out. Call us out."

Group Manager Mark Hutton, the Prevention and Protection lead for LFRS, explains more: "Our data shows that cooking fires can happen to anyone, with at least one kitchen fire occurring every day in Lancashire. We want to see this significantly reduced and an end to injuries. The causes of cooking fires are well understood and we really hope people turn our simple messages into lifelong habits... ensure your household has working smoke alarms, keep your hob clear and clean, and if you do have a fire close the kitchen door, get out, stay out and call us out."

We're currently sharing the stories of a number of local people in the media and online to highlight how easily a fire can start and how trying to tackle a fire can result in injuries.

This year, due to the current circumstances we have changed how we are engaging with vulnerable members of our communities and we are hoping you, as our partners, can help us spread the message.

You can share our posts on social media using these hashtags:
#FlightNotFight #GetOutStayOut #CookSafe

Find out more at www.lancsfirerescue.org.uk/cooksafe

Home safety checks

We want to ensure we help keep the vulnerable people you refer to our service safe and well, particularly in these challenging times. Occasionally, we find it difficult to make contact with these people for a number of reasons, such as call barring on their phones or people being reluctant to answer unfamiliar telephone numbers.

If you have been set up with a partnership code and are placing a referral for one of your service users it would be really beneficial if you could provide an alternative or second contact number. This can be another health professional, carer or family member and will enable us to make contact and ensure your service user receives the support they need.

Partners who have access to make a referral for a home fire safety check on our secure online platform, can do so at www.lancsfirerescue.org.uk/homefiresafety. Click on 'Are you from a partner agency' and enter your unique username and password.

To check if you are eligible for this service or if you require any further information please email
preventionsupport@lancsfirerescue.org.uk

Keep well this winter

Prepare yourself for this winter and help support your friends and loved ones.

Health and care organisations are asking people across Lancashire and South Cumbria to make a real difference in our community and support health and care services this winter by helping to look out for your friends, neighbours, loved ones and those who are most vulnerable and at risk from flu and Covid-19. Let's do it for Lancashire and South Cumbria.

There are some simple actions you can take to stay well this winter:

A - Ask for help

If you're struggling with your mental or physical health, ask for help from your GP or mental health services.

B - Blood pressure

Keep your blood pressure low to protect you from heart attacks and strokes.

C - Covid

Wash your hands regularly, wear your face mask and keep two metres space. Follow the rules and if you've got symptoms, get a test and self-isolate.

D - Diet

Eat a healthy diet – low sugar, low carbs, low salt, low alcohol. Eat lots of vegetables, more protein and vitamin B.

E - Exercise

Try and get out for a 20-minute walk every day, or do some high intensity training at home or even some chair-based exercises.

F - Have a flu jab

If you're entitled to a flu jab on the NHS, get it done to help you stay healthy and well this winter.

Health and care organisations are working together with community organisations and groups to support those who are most vulnerable in our communities such as people with diabetes, respiratory conditions or those who are overweight.

If you, or your family members, have any of these conditions, there are services in place locally to help with staying well and to reduce the risk of becoming ill this winter.

For more tips on how to on how to stay well this winter, visit <https://healthierlsc.co.uk/KeepWellThisWinter>

Act Early campaign

On 18 November, CT Policing launched a new safeguarding website www.actearly.uk aimed at family and friends to encourage them to share concerns that a friend or loved one might be vulnerable to radicalisation.

Why?

Research shows that Family and friends are best placed to spot the signs that someone might be vulnerable to radicalisation. We want them to ACT early so their vulnerable friend or loved one can get the support they need before the situation escalates into something more serious.

This campaign is even more important than ever in the current pandemic climate where we have seen a decline in Prevent referrals during lockdown. Recent studies have found that the public are unsure of signs to look out for and who to turn to when they have concerns.

What does the website aim to do?

Help increase Prevent referrals from family and friends into the police by increasing awareness, trust and understanding of the police's safeguarding role. Specifically, by:

- Increasing awareness of where to go for further information and support

- Increasing awareness of the signs of radicalisation
- Increasing understanding of, and confidence in, the referral process
- Encouraging referrals from concerned family and friends at an early stage
- Highlighting the police safeguarding role in Prevent

How can I help?

Please help promote the new website! The more people understand the Prevent policing role and how we work with partners to support and help vulnerable people, the more likely they are to share their concerns. We want to help before it becomes too late.

- Promote ACT Early on your social media channels
- Adapt our templates for use on your website, intranet and newsletters
- Display the ACT Early posters and banners in your organisation's building, display screens and public areas
- Print the ACT Early leaflets and business cards to share with the public

Most importantly, please email us on nctphq.comms@met.police.uk any photos of your organisation promoting the website! Thank you for your support!

Shopping Online Safely campaign

Last Christmas, over 17,400 people reported falling victim to online shopping fraud with losses totalling £13.5m. Not only this Black Friday but also as we near the start of the 2020 Christmas shopping season, we're expecting to see more people buying online this year as a result of Coronavirus and national lockdowns.

On Monday 23rd November, Action Fraud launched a national campaign about shopping online safely, and we would like to invite you all to support the campaign and help spread awareness of some simple and practical steps people can take to help them shop online securely.

How you can help

Please support the campaign by sharing the accompanying

content across your social media channels. The attached partner pack document contains the social media schedule and messages Action Fraud will be using. Please feel free to incorporate those into your own social media plans over the coming weeks. If you have trouble accessing the attached image assets, they can also be found here:

www.actionfraud.police.uk/resources

What's next

This online shopping campaign is part of the wider Christmas campaign being delivered by City of London Police. Some of the other fraud types being covered by will include pet fraud and ticket fraud. Our colleagues will be in touch with you all once those are nearer to their launch dates.

**Fallen victim to
online shopping
fraud? Report it.**

#FraudFreeXmas

Report Fraud

If you think you have been a victim of online shopping fraud, you should take note of the website's address and then close your internet browser. Contact your bank immediately and report the details to Action Fraud.

ActionFraud
National Fraud & Cyber Crime Reporting Centre
www.actionfraud.police.uk

**Cyber
Aware**

TO STOP FRAUD



Virtual royal visit to Lancashire

On Friday 20 Nov, we were honoured to receive a virtual visit from His Royal Highness The Earl of Wessex.

His Royal Highness learned more about the work of the Lancashire Resilience Forum and how we're working together to support our residents during the pandemic.

Later, there were also two more individual calls - with representatives from the voluntary sector and with business sector representatives - that provided His Royal Highness a deeper insight into how Lancashire has been coping through the pandemic.

Recent news

Public Health NHS North West

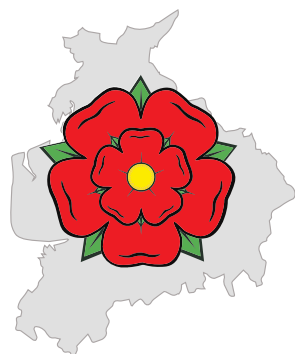
[COVID-19 test pilot "thank you" \(20 November 2020\)](#)

[Liverpool mass testing: Just over a quarter of city tested in pilot \(20 November 2020\)](#)

The Shuttle

[This week's coronavirus column from Professor Dominic Harrison, Director of Public Health and Wellbeing, Blackburn with Darwen Council \(19 November 2020\)](#)

[This week's coronavirus column Professor Dominic Harrison, Director of Public Health and Wellbeing, Blackburn with Darwen Council \(26 November 2020\)](#)



Lancashire Resilience Forum



Lancashire Resilience Forum

Share the content

Like what you see? Then please do share this content to your stakeholders. As a trusted voice in your community, it is important that the messages and stories in this stakeholder briefing are shared widely so that people know what is happening in their local area to combat the spread. Communications tools have been made available for use on social media channels. This is a team effort so don't be afraid to get involved.

Get involved

We have a wide range of resources available for you to share across your channels.

Please visit www.lancashire.gov.uk/coronacommsresources and use the content to get our messages across

Get the data

Every week we publish latest coronavirus for Lancashire at www.lancashire.gov.uk/covidweekly

Contact details:

Follow: @LancsResilience on Twitter
and LinkedIn: [linkedin.com/company/lancsresilience](https://www.linkedin.com/company/lancsresilience)
Email: lancsresiliencemedia@lancashire.pnn.police.uk