

LOCAL AUTHORITY CASE STUDY



Coventry City Council

Using CACI's Acorn
segmentation to improve
take-up of lateral flow
testing (LFT)

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THINGS WITH DATA



Highlights

- Understanding the factors affecting individual and community LFT uptake
- Accessible dashboard of persona data by postcode
- Digital exclusion insight
- Inform channel and communication priorities
- Roll out to support ongoing Covid vaccination programme

About Coventry City Council

Coventry City Council is the English local government body responsible for the City of Coventry, home to more than 371,500 citizens. The council's Public Health Insight Intelligence Team provides data insight that helps shape the effective delivery of Council services to every citizen.



The challenge

Discover which segments of the Coventry community were under-represented in weekly testing data

In December 2020 in England, Local Authorities took on responsibility for COVID-19 mass testing using lateral flow tests (LFT). As test data became available, Coventry City Council was keen to ensure that the profile of those taking up the test reflected the overall profile of the population.

Analyst Dr Harriet Rowthorn explains:

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We wanted to make sure the people coming forward for voluntary testing were representative the overall profile of the people in the city. If we could identify under-represented groups, we would be able to refine our testing operations and communications strategy to be sure they were meeting everyone's needs.

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The solution

Discover the characteristics and location of non-testers

Harriet and her team saw that they could use CACI's Acorn profiling data to help them understand who within the target audience was not taking up the opportunity for LFT testing.

Harriet says, *"We receive Lateral Flow Test data at case level, so we have a postcode for each person who has taken a test. We analyse the data week-by-week to reveal the locations and characteristics of people that are not coming forward as much as we expect."*

"We've used the Acorn Knowledge Sheets to find out more about their typical behaviours and preferences and reviewed our communications channels and test centre locations to see how they can better address under-represented populations. For example, we increased signage for new test centres, raising awareness that they're open nearby for residents in under-represented areas."

"Another finding is to focus more on YouTube. A lot of the under-represented types use it a lot. We've now embedded a YouTube video in council web pages, showing people what to expect and what happens when you come for a Lateral Flow Test. The Council also collaborated with the Positive Youth Foundation to produce YouTube vlogs that encourage young people to take a test"





The benefits

Trusted, up-to-date evidence to focus communication and service provision

Data and insight has become even more valuable to Local Authorities during and beyond the pandemic. Open datasets previously used only tell a historic story: the value of Acorn data is to show a real-time picture of local community profiles and behaviours, enabling local authorities to take action with confidence based on up-to-date information and to model for the future.

LFT is one of a number of Coventry Council's community programmes that have been enhanced with insight provided by the Public Health Intelligence team drawn from Acorn data.

The data helps the Council understand relevant marketing channels, social media habits, and internet usage – digital exclusion might mean a leafleting campaign is a better way to communicate in some locations. Coventry Council can focus resources in specific areas with communications and engagement activity that are really relevant.

Harriet says,

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The data often shows that under-represented community members have lower levels of education and may not have English as their first language. That means we need to think about designing more graphical leaflets with less jargon, avoiding difficult language that could be alienating.

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Building a dashboard for the ongoing LFT data has made it accessible to all team members without an expert analyst having to generate a manual report on request. Harriet has curated the most relevant and frequently used information from the Acorn Knowledge Sheets, presenting it so it's easy to see what's changed and where focus is needed when she refreshes the dashboard with the latest data each week. This frees Harriet and her colleagues to concentrate on building new reports for other specific insight requirements.

The future

Using Acorn insight to keep pace with changing communities and new policy deployment

Harriet can see plenty more potential to drive value from the Acorn data to improve health and wellbeing in the Coventry community. *"The LFT project has served as a kind of pilot – we plan to use the same kind of analysis for vaccination data, to monitor uptake and target communications to increase it in key sectors of our community."*

"We've already analysed one batch of data from vaccinations offered by phone to everyone aged over 60 in one of our Primary Care Networks. We looked at the profiles of those most likely to decline the vaccine and where they lived. It provided evidence for opening two more vaccination centres in the areas where people were most often declining the vaccine."

"It's vital information because it helps us ensure that no-one is missing out, including those who are shielding and those in communities that are being particularly adversely affected by the effects of Covid-19."

Harriet adds, *"We're constantly finding new ways to use this data, adapting to the latest policy and service needs in changing times, and keeping pace with change in our communities. We advocate for this throughout Coventry Council, introducing colleagues to the potential of Acorn data to inform and enhance their work and improve our services and support to Coventry citizens."*



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The LFT programme is a really key initiative. With our Acorn reporting, we can help the Council to achieve its aim of getting everyone in the city tested at least once a week, so we can control and monitor the spread of Covid-19 by identifying asymptomatic cases. Everyone we introduce it to finds the Acorn data profiling useful and insightful – it helps us understand Coventry citizens' characteristics and needs more deeply, so we can focus our resources to meet them even better.

Dr Harriet Rowthorn,
Analyst, Coventry City Council



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To find out more about how CACI can help you support your community, please get in touch:

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