

**31<sup>st</sup> March 2021**

**City and Hackney Integrated Care Partnership – Covid-19 vaccination uptake challenge and how we are tackling this locally**

We know and understand the concerns around the uptake rates within Hackney. As the Covid-19 vaccination programme continues to be rolled out in City and Hackney, it is crucial that local communications and engagement approaches reflect the latest vaccine uptake data and community insight.

Key themes underpinning this are lack of accessible information (including in community languages), fear of side effects, lack of digital literacy, hesitancy to travel to vaccination sites and wider, longstanding issues around health inequalities and trust in the statutory sector.

Delivering our local outreach work, in partnership with our community partners is in line with our commitment to reducing inequalities and co-producing services and initiatives with our communities. We believe that this will help with rebuilding trust with cohorts of our communities who have been disproportionately affected by Covid-19

There is a huge local partnership effort underway to understand why some of our residents are choosing not to be vaccinated and finding solutions to get them booked in. All system partners are involved and working together on this challenge to encourage eligible people to come forward for their vaccine and refute misinformation. Please see an overview of the work that has been completed to date, and we are continuing to do.

**Latest uptake data for City and Hackney as of 16<sup>th</sup> March:**

- Total cohorts 1-4: **75%**
- Total cohorts 1-6: **69%**

**General communications and engagement**

Activity	What we have done	What we are doing	Who is leading on the work
<b>Information events</b>	<ul style="list-style-type: none"> <li>• Healthwatch Hackney Covid-19 vaccine information event - <i>24<sup>th</sup> Jan</i></li> <li>• Online Q&amp;A with Mayor and Dr Sandra Husbands hosted by Hackney Gazette – <i>25<sup>th</sup> Feb</i></li> <li>• Webinar Q&amp;A to Peabody by Dr Nicole Klynman – <i>4<sup>th</sup> March</i></li> <li>• Healthwatch City of London online webinar with Dr Sandra Husbands and Dr Mark Rickets – <i>10<sup>th</sup> March</i></li> </ul>	<ul style="list-style-type: none"> <li>• TBC</li> </ul>	<ul style="list-style-type: none"> <li>• Communications and Engagement Task and Finish Group</li> <li>• Wider system partners - Healthwatches</li> </ul>
<b>Community champions</b>	<ul style="list-style-type: none"> <li>• Recruited over 150 community champions across City and Hackney</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly community champion forum</li> </ul>	<ul style="list-style-type: none"> <li>• Public Health with support from communications team</li> </ul>

	<p>which are representative of our local communities – our champions share key messages/ information amongst their communities and feedback insight to help shape our communications/ engagement moving forwards</p>	<ul style="list-style-type: none"> <li>• Weekly newsletter</li> <li>• Communications toolkit regularly updated for champions</li> <li>• Additional recruitment drive</li> <li>• Ability to translate materials when required</li> </ul>	
<p><b>Regular communications/ campaigns to residents</b></p>	<ul style="list-style-type: none"> <li>• Regular Leaflet drops to all households – additional mail out being planned for cohorts 1-6 that will be translated into key community languages</li> <li>• Local authority publications with latest messaging and advice</li> <li>• Targeted social media to residents</li> <li>• Regular newsletter to residents</li> <li>• Wealth of assets developed locally (addressing concerns) that are fronted by local GPs/ influencers</li> <li>• Additional resources needed for community champions</li> </ul>		<ul style="list-style-type: none"> <li>• Communications and Engagement Task and Finish Group</li> <li>• LBH/ CoL leading with support of NHS</li> </ul>
<p><b>Communications around local pharmacies</b></p>	<ul style="list-style-type: none"> <li>• Information on local pharmacies is included in all communications (currently four sites open in the local area)</li> </ul>	<ul style="list-style-type: none"> <li>• Additional communications drive needed - especially in The City to coincide with Boots Fleet Street opening to: <ul style="list-style-type: none"> <li>○ Raise awareness of their availability</li> <li>○ Outline how bookings can be made</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Communications and Engagement Task and Finish Group</li> </ul>
<p><b>Walk in clinic (including for undocumented residents)</b>  <i>*(part of new bid for additional resource from NHS E)</i></p>	<p>n/a</p>	<ul style="list-style-type: none"> <li>• Walk in clinic for all eligible cohorts (1-9) taking place on 11<sup>th</sup> April at John Scott Vaccination Centre</li> <li>• We have a process in place to vaccinated all eligible residents that turn up, including if they are unregistered – this will involve registering them to a GP with</li> </ul>	<ul style="list-style-type: none"> <li>• GP Confed with support from communications team</li> </ul>

		no questions asked on the spot	
<b>Vaccination information bus</b> <i>*(part of new bid for additional resource from NHS E)</i>	n/a	<ul style="list-style-type: none"> <li>• Commission roving bus to provide information and vaccine booking sessions</li> <li>• Includes GP registration and vaccination booking</li> <li>• We will at route/ locations to stop based on uptake data and places of worship etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Communications and Engagement Task and Finish Group</li> <li>• Public Health/ LBH/ CoL leading with support of NHS</li> <li>• Significant involvement from Community Champions</li> </ul>
<b>Additional community vaccination clinics at local sites or a community setting</b> <i>*(part of new bid for additional resource from NHS E)</i>	<ul style="list-style-type: none"> <li>• Details of clinics that we have already delivered can be found in the below table</li> </ul>	<ul style="list-style-type: none"> <li>• Further community vaccination clinics based on impact of current planned events with local community groups</li> <li>• Looking into a Turkish and Kurdish community take over event at local vaccination centre John Scott – <i>April/ May</i></li> </ul>	<ul style="list-style-type: none"> <li>• Communications and Engagement Task and Finish Group based on insight and uptake data</li> <li>• NHS leading with support of community champions</li> </ul>
<b>Door to door visits</b> <i>*(part of new bid for additional resource from NHS E)</i>	n/a	<ul style="list-style-type: none"> <li>• Welfare check and visit to non-responders in partnership with LA, using cross matched shielding, social care and unvaccinated list</li> </ul>	<ul style="list-style-type: none"> <li>• Public Health/ Adult Social Care</li> </ul>
<b>Standardisation and increase call/recall at Practice level particularly for cohorts 4 &amp; 6</b> <i>*(part of new bid for additional resource from NHS E)</i>	n/a	<ul style="list-style-type: none"> <li>• Provide additional resource for clinicians/care navigators to telephone patients, address any concerns and book appointments</li> </ul>	<ul style="list-style-type: none"> <li>• GP Confed/ NHS to lead with support from voluntary sector</li> </ul>
<b>Increase dispersal to GP Practices</b> <i>*(part of new bid for additional resource from NHS E)</i>	n/a	<ul style="list-style-type: none"> <li>• Support practices with administration support and delivery service for vaccines</li> </ul>	<ul style="list-style-type: none"> <li>• GP Confed/ NHS</li> </ul>

<b>Roving bus/ mobile vaccination team</b> <i>*(part of new bid for additional resource from NHS E)</i>	n/a	<ul style="list-style-type: none"> <li>Focus on high density social housing estates</li> <li>Including multigenerational vaccination if permitted</li> </ul>	<ul style="list-style-type: none"> <li>Vaccine steering group/ Homerton community teams</li> </ul>
--	-----	--	--

**PLEASE NOTE** *\*(part of new bid for additional resource from NHS E) – as of 31<sup>st</sup> March, this funding has not been approved but we are planning to carry out this work in the next 2 to 6 weeks.*

### **Targeted communications and engagement to our local communities**

Please note: all the below communities are represented by our community champions

Community	Uptake data as off 16 <sup>th</sup> March (eligible cohorts 1-6)	What we have done already	What we're doing/ planning	Who is leading on the work
<b>Black communities</b>	<ul style="list-style-type: none"> <li>African: <b>54%</b></li> <li>Caribbean: <b>49%</b></li> <li>White and Black African: <b>52%</b></li> <li>White and Black Caribbean: <b>49%</b></li> <li>Other Black, African or Caribbean background: <b>40%</b></li> </ul>	<ul style="list-style-type: none"> <li>Community Conversation for Black residents in City and Hackney – <i>18<sup>th</sup> Feb</i></li> <li>Vaccine focus group with Black residents throughout Feb</li> <li>Hackney African Community Network online event – <i>13<sup>th</sup> March</i></li> <li>Community take over event at local vaccination centre Bocking Street took place on <i>28<sup>th</sup> March</i></li> </ul>	<ul style="list-style-type: none"> <li>Targeted community engagement and outreach project with CAN and SWIM – vaccination clinics to take place w/c 12th April with support from Excel vaccine team</li> <li>Co-producing communications materials to support with tackling concerns</li> </ul>	<ul style="list-style-type: none"> <li>Communications and Engagement Task and Finish Group</li> <li>Wider community partners including GP Confederation</li> </ul>
<b>Orthodox Jewish</b>	n/a although will fall into one of the following: <ul style="list-style-type: none"> <li>Other White background: <b>64%</b></li> <li>Any other ethnic group: <b>55%</b></li> <li>Not stated: <b>55%</b></li> </ul>	<ul style="list-style-type: none"> <li>Three Charedi community take over events have taken place at local vaccination centre John Scott – these were run by the communities ambulance service Hatzola and were very successful</li> </ul>	<ul style="list-style-type: none"> <li>Continuing to work with the community and Hatzola – potential for additional events in the future if there is additional demand (please note: the community now see the John Scott site as a 'safe'</li> </ul>	<ul style="list-style-type: none"> <li>Communications and Engagement Task and Finish Group</li> <li>Wider community partners including GP Confederation and Hatzola</li> </ul>

		<ul style="list-style-type: none"> <li>Vaccination information event with the Chair of Kehillah North London – 30<sup>th</sup> March</li> </ul>	place so have been booking in for general appointments	
<b>Turkish/ Kurdish</b>	n/a although will fall into one of the following: <ul style="list-style-type: none"> <li>Other White background: <b>64%</b></li> <li>Any other ethnic group: <b>55%</b></li> <li>Not stated: <b>55%</b></li> </ul>	<ul style="list-style-type: none"> <li>Derman vaccine information session for Turkish &amp; Kurdish residents – 2<sup>nd</sup> March</li> <li>Online Q&amp;A for Turkish, Kurdish and Turkish Cypriot residents by Haringey, Hackney and Enfield Councils – 9<sup>th</sup> March</li> </ul>	<ul style="list-style-type: none"> <li>Working closely with community champions to co-produce materials/ translating information</li> </ul>	<ul style="list-style-type: none"> <li>Communications and Engagement Task and Finish Group</li> </ul>
<b>South Asian community</b>	<ul style="list-style-type: none"> <li>Bangladeshi: <b>72%</b></li> <li>Indian: <b>72%</b></li> <li>Pakistani: <b>57%</b></li> <li>White and Asian: <b>67%</b></li> <li>Any other Asian background: <b>66%</b></li> </ul>	<ul style="list-style-type: none"> <li>Bangla Housing Vaccine Q&amp;A – 11<sup>th</sup> Feb</li> </ul>	<ul style="list-style-type: none"> <li>Community Conversation aimed at Asian residents (Pakistani &amp; Bangladeshi) – 1<sup>st</sup> April</li> <li>Identifying places of worship (local mosques) to hold vaccination clinics – Friday 9<sup>th</sup> April following prayers prior to Ramadan (12<sup>th</sup> April), has been confirmed at North London Mosque</li> </ul>	<ul style="list-style-type: none"> <li>Communications and Engagement Task and Finish Group</li> </ul>
<b>Chinese</b>	Chinese: <b>64%</b>	n/a	<ul style="list-style-type: none"> <li>Identifying with relevant community groups what the community needs - information events or dedicated vaccination clinics at a local centre</li> </ul>	<ul style="list-style-type: none"> <li>Communications and Engagement Task and Finish Group</li> <li>Community Champions</li> </ul>
<b>Migrant/ refugee/</b>	n/a	<ul style="list-style-type: none"> <li>Hackney Migrant and Refugee Forum vaccine conversation – 4<sup>th</sup> Feb</li> </ul>	<ul style="list-style-type: none"> <li>Co-producing materials to outline rights to access Covid-19 services</li> </ul>	<ul style="list-style-type: none"> <li>Communications and Engagement Task and Finish Group</li> </ul>

<b>undocumented residents</b>			<ul style="list-style-type: none"> <li>• Walk in clinic at John Scott taking place on 11<sup>th</sup> April</li> </ul>	
<b>Homeless</b>	n/a	<ul style="list-style-type: none"> <li>• Greenhouse Practice (practice for homeless patients) are vaccinating at Bocking Street</li> </ul>	<ul style="list-style-type: none"> <li>• Additional outreach to hostels is being planned for</li> </ul>	<ul style="list-style-type: none"> <li>• Communications and Engagement Task and Finish Group</li> <li>• Wider partners including the Excel team</li> </ul>
<b>Local workforce</b>	7,809 first doses have been administered	<ul style="list-style-type: none"> <li>• Covid-19 vaccine hesitancy seminar for practice staff incl. admin and reception staff – 11<sup>th</sup> Feb</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly City and Hackney Practitioner Forum</li> <li>• Campaign to be developed for local workforce – in particular our care sector</li> </ul>	<ul style="list-style-type: none"> <li>• CCG Head of GP Engagement</li> <li>• Communications and Engagement Task and Finish Group</li> </ul>
<b>Mental health</b>	n/a	<ul style="list-style-type: none"> <li>• Excel team are supporting with vaccinating mental health patients in secure settings</li> <li>• Covid-19 vaccine and mental health session with Dr Sandra Husbands, Prof Palmer and IRIE Mind – 24<sup>th</sup> Feb</li> </ul>	<ul style="list-style-type: none"> <li>• Additional activity to be identified</li> </ul>	<ul style="list-style-type: none"> <li>• Communications and Engagement Task and Finish Group</li> </ul>
<b>Learning disabilities</b>	n/a	<ul style="list-style-type: none"> <li>• Hackney Learning Disability Special Interest Group meeting – 22<sup>nd</sup> March</li> </ul>	<ul style="list-style-type: none"> <li>• Communications being pulled together for LD residents and their carers in relation to what support is available when receiving a vaccine</li> </ul>	<ul style="list-style-type: none"> <li>• Communications and Engagement Task and Finish Group</li> </ul>