

COVID-19 Community Champions

Fortnightly briefing

Wednesday 15 September



Discussion

What are the reasons why some people in the following groups have not yet taken up the vaccine offer: Black African, Black Caribbean, Pakistani, Bangladeshi, pregnant women and their partners, 16-49 year olds and anyone who is now due/overdue their 2nd dose?

The majority of Caribbean people are traditionally very suspicious. They have deep distrust about government and each other. It is very difficult even getting responses for the questionnaires, it is hard work. 1/3

They are very obstructive. They agree to attend functions then they don't turn up, no apology, so we have had to take time to befriend them before we can get any information from them. 2/3

It's very tiring and time consuming. Even when we tell them good news stories, they have a rebuff counter negative story or want to engage in a commotion. It's very difficult. 3/3

I feel there's still not enough clarity across the media as well as information for these communities to feel comfortable with pursuing the vaccine

I think mainly is that people do not know where to get correct information and rely on the views of those around them. News about the side effects is also a big factor.

Historically Black and Caribbean folks have been experimented on by less than ethical scientists. There is an understandable generational distrust.

A lot of misinformation on social media about the vaccine, in particular the side effects

Some people make a personal choice not to have it. Difficult to change their minds.

Mixed messages around the vaccine from clinics/GP's for pregnant women/women who are trying to get pregnant

Celeb endorsement of posts such as Nikki Minaj does not help

Diabetic, Bangladeshi man had the 1st vaccine so he could continue to have his medication.

Discussion

What do you think we could do to encourage vaccine uptake in these groups?

I really don't know. We have organised meetings with agreements - no response. We have made prearranged calls - no response.

More testimonials from people within these communities, available access to have discussions with health professionals

I think it's important to have an opportunity for health professionals these groups can identify with.

Public Health Update

For the latest COVID-19 data and insight, visit the Walsall Council website:

http://go.walsall.gov.uk/covid-19_information/covid-19_data_for_walsall

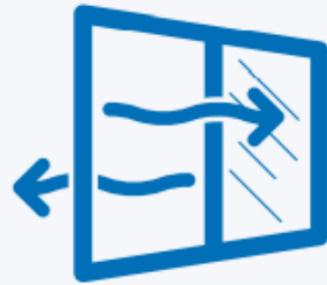
Advising people on how to protect themselves and others

Translations
are now
available

Safer Behaviours and Actions



Get vaccinated



Let fresh air in if you meet indoors. Meeting outdoors is safer



Wear a face covering in crowded and enclosed settings where you come into contact with people you do not normally meet



Get tested, and self isolate if required



Try to stay at home if you are feeling unwell



Wash your hands



Download and use the NHS COVID-19 app

Key point: It remains important for everyone, including those who are fully vaccinated, to continue to follow public health guidance. This will help reduce the spread of COVID-19 and other seasonal illnesses including flu and norovirus and help to keep people safe.

[How we can continue to protect ourselves, each other and reduce the spread of COVID-19 - Public health matters \(blog.gov.uk\)](#)

COVID-19 Vaccinations

Key Focus: Maximising uptake of the vaccine among those that are eligible but have not yet taken up the offer in Walsall.

This includes;

1st dose

- Anyone aged 16-49

2nd dose

- Anyone who is now due / overdue

Ethnicity

- Black, Black African, Black Caribbean, Pakistani and Bangladeshi community

Pregnant women and their partners

COVID-19 Announcements

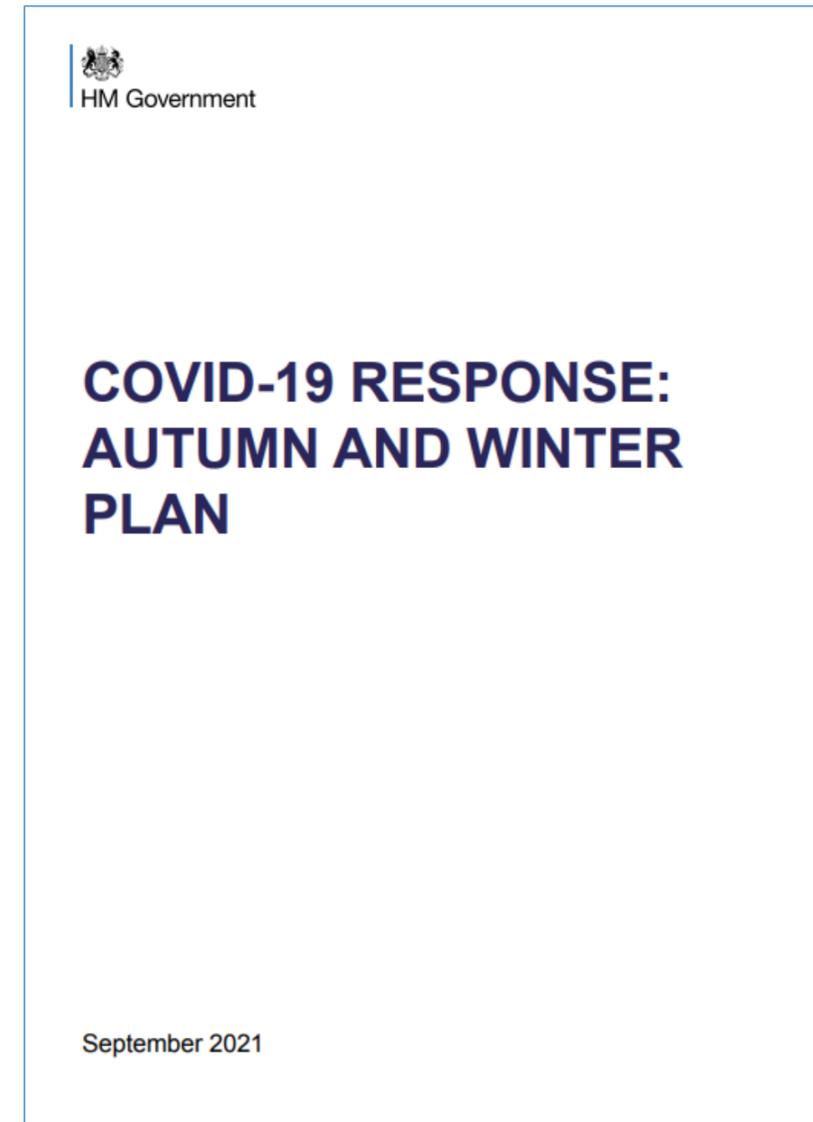
The government has published (14 September) the '[COVID-19 Response - Autumn and Winter Plan 2021](#)' setting out plans for autumn and winter 2021/22 in England. This includes the announcement to extend the COVID-19 vaccination programme to includes;

First dose vaccinations for young people

- Young people aged 12 to 15 will soon be offered a first dose of a COVID-19 vaccine.

Third vaccine dose boosters for vulnerable people

- People over 50, care home residents, health and social care workers, and those aged 16 to 49 years with severely weakened immune systems will be offered a third COVID-19 vaccine dose.
- **At the moment no action is required.** More information will be available from the NHS soon on how those who are eligible will be able to get their vaccine in Walsall.



Project update (1)

Aaina Hub

- Aaina Hub's main success is the podcast. This is doing very well and has been shared on five platforms. It covers everything from pregnancy to travel. Aaina are also pushing out case studies to try and get young people to have the vaccination.
- The main focus is currently on the African Caribbean community, as there are lots of reservation about the vaccine. They are also focusing on younger people.
- They continue to engage with some of the ladies who attend the hub's weekly sessions and ask questions about the vaccine, which has been encouraging.

Aisha Mosque

- As a new term has started, the mosque have gone back to 'Friday Youth Circles', now that 16-17 year olds can have vaccine. Champions undertook discussions and questionnaires at these activities. There is a lot of interest to get vaccinated, however some are not wanting to be vaccinated because they come from families who are not vaccinated.
- Recently, a few people tested positive for COVID. Now they have had COVID and seen the effects, they have decided to get vaccinated. Those not vaccinated were able to see the effects of COVID on someone they knew as well.
- Travel system – they are seeing in the community that a lot of people are moving towards vaccinations to be able to travel.
- Aisha Mosque also shared a brief update on behalf of **UMO**. They are holding an event with Aisha Mosque for women in due course. They hope to have Dr. Samira Afzal join again. The vaccination bus will also be visiting the mosque on Friday 17th September.

Project update (2)

Midland Mencap

- Midland Mencap's main success has been having a learning disability nurse to do sessions at the Walsall hub, enabling their service users get the right information. Two more sessions are coming up on 27th and 28th September – these will focus on public health and government information, such as testing.
- Midland Mencap are also working on case studies.

Multi Kulti

- The group are continuing to do survey collection. Supporting the vaccination bus has been big from their side and they are keen to cover as many areas as possible.
- All the leaflets have been distributed on their side.
- One of their champions sadly left recently, but they have learnt from this experience.
- Going forward, they have put a meeting in place and a number of Polish-speaking people will be invited. There are plans for people to wear t-shirts to encourage vaccination uptake and sharing of experiences.
- Ongoing partnership work with the NHS BCWB CCG on an interview with a Polish GP.
- They are ready to work with the schools, but are awaiting confirmation.

Oak Tree Trust

- Over the last couple of weeks, Oak Tree Trust have been working with Eden Project and other youth groups. There is a focus on younger people and are therefore collating feedback to understand what the vaccination means to them. Feedback collection was done this week and more will take place in the coming weeks.
- Continuing to work with the local mosque on Stafford Road.
- Continue to be reactive through social media activity.
- whg offered to share the vaccination survey.

Project update (3)

Refugee and Migrant Centre (RMC)

- RMC have found a new volunteer of Black African background. This has helped to build trust among clients who are of similar background to receive information on the vaccine. This has made a difference in the work taking place.
- RMC have also been able to send volunteers to support the vaccination bus.
- Although there are not many learning points to share, there is a matter of understanding why people are hesitant, especially around pregnancy. RMC are trying to encourage them to speak to their GP or midwife. This is a difference from months ago where people were excited but now this has changed. It is a case of pointing to the right information.

Vera Group

- In the last few weeks, Vera Group have had discussions with 15 individuals. They have also completed 58 questionnaires. 238 questionnaires have now been completed throughout the project in total.
- On social media, the group have been promoting the vaccination bus and monitoring Eastern European Facebook Groups to understand COVID concerns.
- Everyone had planned holidays back to their home country, so the champions used this opportunity to discuss travel and documentations e.g. vaccination passport, traffic light system, testing and quarantine. Individuals were not aware about the passenger locator form. Demonstration on how to do this.
- Between the end of July and mid-August, many of the champions were affected by COVID. However, because of the information they had received and the work they have done, they were all fully informed and able to deal with the virus.
- Recently shared a COVID champions story via social media.
- The group and its members continue to follow guidance, playing their role in saving lives and getting back to normality.

New Resources and Key Messages



Advising people on how to protect themselves and others

It remains important for everyone, including those who are fully vaccinated, to continue to follow public health guidance. This will help reduce the spread of COVID-19 and other seasonal illnesses including flu and norovirus and help to keep people safe.

- If you have [any of the symptoms of COVID-19](#), self-isolate at home and [request a test](#) as soon as possible.
- Let fresh air in if you meet indoors
- Wear a face covering in crowded and enclosed settings where you come into contact with people you do not normally meet.
- Try to stay at home if you are feeling unwell.
- Wash your hands with soap and water or use hand sanitiser regularly throughout the day
- Download and use the NHS COVID-19 app to know if you've been exposed to the virus.

Advising people on how to protect themselves and others



A4 Posters and Social statics including;

- Face Covering
- Meet Outside
- Mild Symptoms
- Testing
- Open Windows

Translations available to download for free at [Translations - Coronavirus Resource centre \(phe.gov.uk\)](https://phe.gov.uk/translations)

English available to download for free at [Social Statics - Coronavirus Resource centre \(phe.gov.uk\)](https://phe.gov.uk/social-statics)

Currently no easy read or BSL versions available

Public Health On-call

Walsall Public Health continue to operate a seven-day COVID-19 advice line for businesses, organisations and education settings.

The phone line is open **8am–6pm Monday to Friday and 10am–2pm on weekends and bank holidays.**

The helpline should be your first point of call if:

- you are notified you have had a positive case in your setting
- you are informed of a confirmed case of COVID-19 by the [NHS Test & Trace service](#)
- you have any questions on infection control to reduce the spread of the virus.

The team will work with you to assess the risks and advise you of what actions to take. By taking this early action they could stop a major outbreak.

Contact the team by email walsall.healthprotection@nhs.net or phone 01922 65 8065.