

# COVID-19 Community Champions

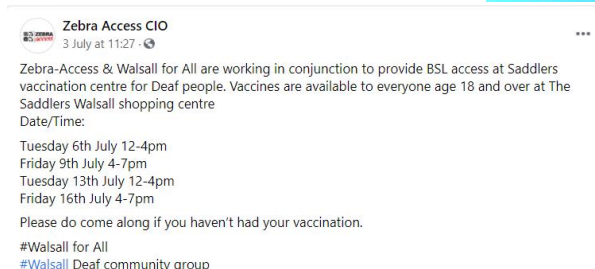
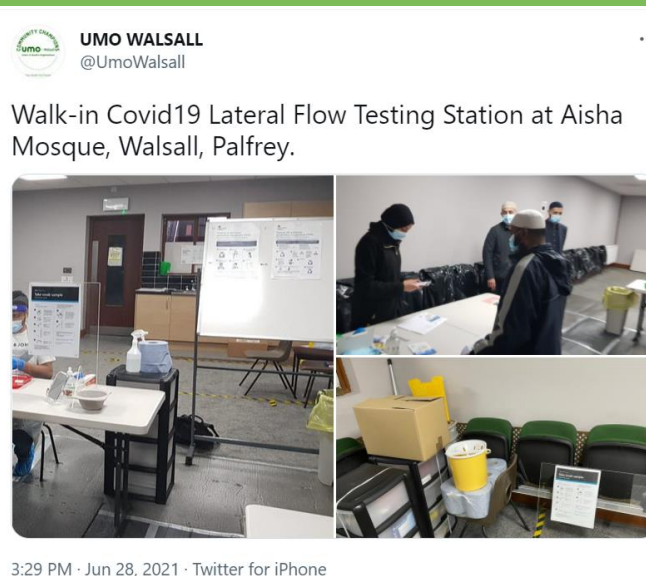
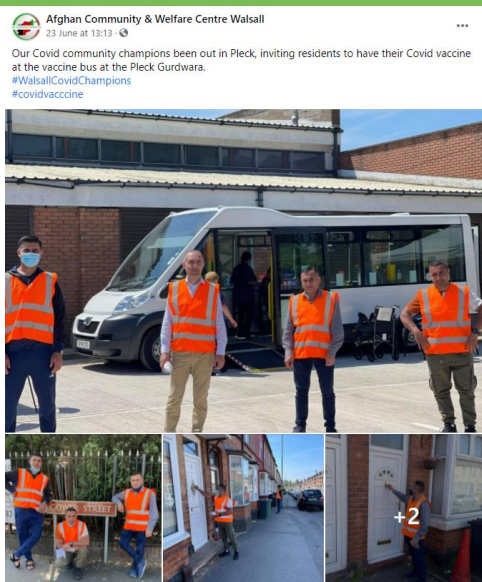
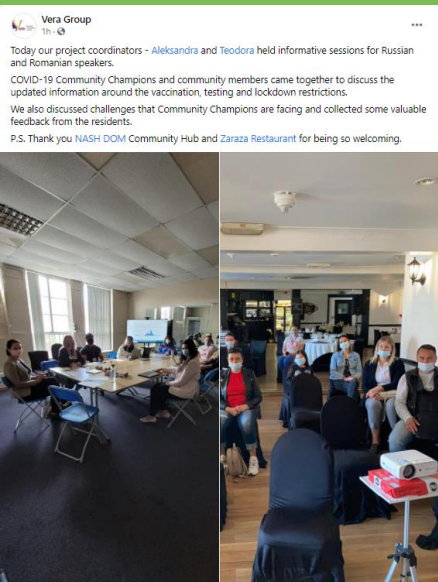
Fortnightly briefing

Wednesday 7<sup>th</sup> July





# A snapshot of project activity





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# Data and insight

**For the latest data, visit the Walsall Council website:**  
**[https://go.walsall.gov.uk/covid-19\\_information#WalsallData](https://go.walsall.gov.uk/covid-19_information#WalsallData)**

# Group updates (1)

## **Multi Kulti**

Multi Kulti are happy with progress this week. They have now received all materials in Polish and English and are starting to put together packs for delivering to GPs for them to hand to patients.

Lots of questionnaires have been returned – 50 up to the end of June

Lots of social media activity with many comments.

Multi Kulti have been involved on four occasions with vaccination bus activity. Engagement with the public has been good although more engagement with communities is needed. Their experience overall working with the bus has been positive.

# Group updates (2)

## MindKind

MindKind have completed podcasts with two local schools in Birchills. They feel this has given them great insight into what is happening within extended families in that area. The children will get to hear the message first but the podcast will be made available to all in due course. This in-road into schools has been made so MindKind can increase vaccination uptake.

Birchills School have done newsletters containing messaging. Hopefully it will also include a link to the survey.

A volunteer from Oak Tree Trust has been supporting the vax bus at Walsall College, in Bloxwich and in Caldmore.

MindKind has also been engaging with the Eden Project – an organisation that has a reach to approximately 80 young people. They hope to do further work, speaking to those young people and promoting the vaccination, allaying their fears and providing further information.

MindKind have also looked at the 'Well Mind Centre' and to potentially organise drop-in sessions for COVID and mental health.

A newsletter has been created and this is now being reviewed before distribution.

A leafleting campaign is now ready to go ahead.

MindKind are speaking to whg about the Polish community at Waters Keep. They would like to discuss this further with MultiKulti regarding translations and for providing support.

MindKind have also been speaking to Walsall Creative Factory regarding potential links into the Deaf community.

# Group updates (3)

## **Zebra Access**

Work this week has entailed the first of four sessions at the Saddlers Vaccination Clinic, providing support to members of the Deaf community, if needed. It is also planned that deaf awareness sessions will be provided to staff at the centre.

Support is also planned to visit one of Walsall's residential homes for the Deaf to update all residents and let them know about the vaccination site.

Zebra Access are current preparing ten key messages for COVID prevention in sign language that will be shared with the Deaf community.

# Group updates (4)

## **Midland Mencap**

Work has continued completing questionnaires and Midland Mencap are working with key partner groups to reach as many citizens in Walsall with a disability/autism. Midland Mencap are finding that most people are vaccinated, with numbers having increased over the last few months. Some are still some not vaccinated and Midland Mencap are trying to offer support to address this issue. There are various reasons for this hesitancy: some are fearful of needles, some of potential long-term side effects and others concerned about fertility issues. Some simply want more time to process the information they are given before setting up an appointment.

Online sessions continue. Midland Mencap are working with health professionals, who are very supportive. At last Friday's session there was a young male who didn't want the vaccination. He spent a session with a nurse and finally agreed to have the vaccination. His appointment was last Monday, and he will receive his second vaccination in August. This was really positive action.

With the changes in lockdown rules, many people with a learning disability have had difficulty understanding the changes at each of the different stages. Midland Mencap have assisted with explaining these changes to them.

Social media activity continues. Midland Mencap are currently preparing videos/photos, etc. and these will be released when permission is given. They have been tweeting public health messages and have offered their help for supporting the vaccination bus.



# Group updates (5)

## Ryecroft

The surveys are going well and Ryecroft have managed to overcome some issues with survey distribution.

They are looking at progressing an App around myth-busting that will be made available for Apple/Android devices. This will be available in different languages using Google Translate. There have been some issues with Google due to their privacy policy and negotiations continue with them to resolve this. Ryecroft are now awaiting their response before the App goes 'live'.

Discussions took place with Zebra Access regarding the possibility of creating walk-through videos for the vaccination bus and testing centre. However, after good discussions, it was decided that the best option would be to provide BSL interpreters on site.

The vaccination bus is being hosted at Ryecroft. Social media is being used to promote this.

# Group updates (6)

## Aisha Mosque

Aisha Mosque have hosted a lateral flow site for a second week in conjunction with Public Health. This test site has provided a good opportunity to talk to people about both vaccination and testing. This is going well.

Aisha are working with a local GP on hesitancy and are considering organising a drop-in session in order to provide answers to queries and to encourage young people to have their vaccination. The issues are mainly fertility (women) and long-term effects of COVID (young people).

In the local community, most people aged 40+ attending the mosque have been vaccinated. However, because of this they don't feel that they need to continue to do tests as they believe that they can't get COVID after vaccination. This is a long-term problem and is something that needs to be considered seriously.

The next few weeks of the programme will see the launch of social media campaigns. There hasn't, to date, been much engagement in this way but Aisha Mosque is currently working on this, particularly as it is felt this is a better way to reach young people and this is the group that needs to be targeted.

# Group updates (7)

## **Refugee and Migrant Centre (RMC)**

Many interesting conversations have taken place between clients and community champions.

RMC's three volunteers have continued to offer advice and to book appointments where help is needed. They are finding that most of their clients are already vaccinated, which is positive, but RMC are gathering information on how they feel afterwards. These conversations are positive.

Social media (Facebook) has been used to share information. RMC have shared the Saddlers Centre walk-through video and this was very well received. One client who had previously hesitated was convinced into going after seeing the video.

Leaflets were received yesterday and clients feel that these are very good/inclusive.



# Group updates (8)

## Aaina Hub

Aaina Hub have provided help on two occasions supporting the vaccination bus in Caldmore.

They have had 112 hard questionnaires completed and have also used Google Forms (from which they have received an additional nine responses).

They are currently working on a podcast, which is now in the editing stage. Promotional material for increasing awareness has also been distributed and Aaina Hub have continued to assist women to book their vaccination appointments as many are struggling with IT or the booking process.

Aaina have done a small amount of data analysis on the questionnaires: of the 81 who have been vaccinated, 82.5% of those are from an ethnic minority background – this is very positive. 31% of those who have been vaccinated received their vaccination at a vaccination centre.

24 have not yet had their vaccination and are not planning to have it. The reasons for this are varied and there is no clear trend, which is very interesting. There are however clear trends in the response to what would encourage people to have a vaccination and having a conversation with a GP is top of the list.

Aaina Hub are considering entering all of their questionnaire responses onto Google Forms as the analytics are done automatically.

# Group updates (9)

## **Vera Group**

This group provides predominantly Russian/Romanian support, with one co-ordinator for each group.

So far more than 100 questionnaires have been completed. Some respondents are not registered with a GP and Vera Group are actively helping these people to register.

20 COVID champions have been recruited and they continue to have discussions with clients. The champions are finding that many people were initially anxious about having the vaccination, although most now realise how important it is.

There have been catch-up sessions this week with champions and groups and the importance of sharing messages and being the link between groups was emphasised.

Support was provided by Vera Group champions on Saturday and Sunday last weekend at the vaccination bus location in Bloxwich. There wasn't a huge amount of engagement but heavy rain was assumed to have affected numbers.

Vaccinations are not recognised in some countries and messages are often received by Walsall residents from their families in those countries advising them not to have the vaccination. This has provoked discussions and questions about whether or not this message was correct. Many of those residents are now starting to question some of the information they are receiving from overseas.