

ENCLOSURE: C

AGENDA ITEM: Covid-19 vaccination insight

## Engagement Assurance Committee

DATE: 21 January 2021

Title	Covid-19 vaccination insight	
This paper is for <b>discussion</b>		
Executive Summary	<p>This paper provides an overview of national and a local insight into people's attitudes regarding the Covid-19 vaccination which will help inform the development of community engagement to inform how we communicate about the vaccine locally across different communities in south east London.</p> <p>The CCG worked with local community leaders and groups to produce 'selfie' films about the flu campaign which can be used on social media and will be exploring a similar approach with faith leaders in the new year. <a href="#">You can see the films on the CCG's YouTube here.</a></p> <p>There is information on the <a href="#">CCG's website about the Covid-19 vaccine</a> including answers to frequently asked questions. There are also leaflets from Public Health England (PHE) at the bottom of the page including a guide for adults, a leaflet on why you have to wait for your vaccine and a guide for what to do after your vaccine.</p>	
Recommended action for the Committee	The committee is asked to discuss the insight and provide advice on how we might engage and communicate with communities and community and faith leaders across south east London to ensure appropriate messaging to encourage take up of the vaccine.	
Potential Conflicts of Interest	None	
Impacts of this proposal	Key risks & mitigations	The key risk is that people will not come forward for the vaccine and we want to explore how we can work with local communities to ensure communication and messaging is appropriate and addresses people's concerns.
	Equality impact	<p>We need to ensure culturally competent messaging about the Covid-19 vaccine particularly considering the disproportionate impact of Covid-19 on people from Black, Asian and Minority Ethnic (BAME) communities as well as on older people and people with disabilities as well the levels of hesitancy about the vaccine in some communities particularly within BAME communities.</p> <p>PHE will be producing the public facing leaflets in Arabic, Albanian, Chinese, Bengali, Farsi, Kurdish, Hindi, Polish, Nepalese, Romanian, Turkish, Tagalog, Spanish, Somali and Urdu. They will then provide short audio versions for people with low literacy in English and their native language. The</p>

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		<p>CCG is arranging translations into Bulgarian, Portuguese (Brazilian and European) and Vietnamese for these communities in south east London as national translations are not being provided in these languages.</p> <p>PHE are also going to provide a Braille, British Sign Language (BSL), video, large print, simple text for very low literacy, and easy read versions to order and download. They are also planning explainer videos for people with a learning disability and their carers.</p>
	Financial impact	N/A
Wider support for this proposal	Public Engagement	<p>A meeting was held with members of the voluntary and community sector on 18 December and, whilst this paper wasn't presented, feedback and intelligence about the vaccine was discussed.</p> <p>Meeting with faith and community leaders are being organised to take place in early January to provide information on the vaccination, answer questions, discuss insight from local communities and how best to communicate and engage with people.</p>
	Other Committee Discussion/Internal Engagement	<p>The insight has been discussed at a meeting a Covid-19 vaccination working group in early December. It was also discussed at a south east London wide communications and engagement workstream on 18 December which includes leads from the CCG, hospital trusts, local authorities, voluntary sector umbrella bodies and Healthwatch organisations. Key points of the insight was also discussed at a smaller meeting of communication and engagement leads on 22 December 2020</p>
Author:	Rosemary Watts, Assistant Director of Engagement	
Governing Body lead:	Joy Ellery, Lay Member for patient and Public Involvement (PPI)	
Executive sponsor:	Michael Boyce, Chief Operating Officer	