

ENCLOSURE: B

AGENDA ITEM: Engagement in Covid-19
vaccination programme

Engagement Assurance Committee

DATE: 15 March 2021

Title	Engagement in Covid-19 vaccination programme	
This paper is for discussion		
Executive Summary	<p>This paper provides an overview the development and delivery of the vaccination programme and communications and engagement activity that has been undertaken to support its uptake.</p> <p>The CCG is working with partners organisations across the Integrated care System both at a SEL and a borough level to engage and communicate with local people about the vaccine programme and this is highlighted in the attached report. This includes development of the CCG website, use of social media, webinars, outreach, Q&A sessions, leaflets, media, use of films and working with community champions.</p>	
Recommended action for the Committee	The committee is asked to discuss the approach to date and areas of development and provide advice on how we might further engage and communicate with communities across south east London.	
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 engagement and communication on the Covid-19 vaccine. Local uptake data shows that there is lower take up of the vaccine within the African and Caribbean communities in particular. The latest (February) London wide poll indicates under 25s, Black (African & Caribbean), Bangladeshi and Pakistani ethnicity and white other Londoners report the most hesitancy.</p> <p>This is particularly important considering the disproportionate impact of Covid-19 on people from Black, Asian and Minority Ethnic (BAME) communities.</p> <p>An Equalities in vaccination task force has been set up. The report outlines activity that has taken place and further planned activity around to address this.</p>

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	Financial impact	N/A
Wider support for this proposal	Public Engagement	This is outlined in the report.
	Other Committee Discussion/ Internal Engagement	South east London Communications and engagement workstream
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	