

Summary of evaluation of South East London Covid-19 vaccination briefings

April 2021



A partnership of NHS providers and Clinical Commissioning Groups serving the boroughs of Bexley, Bromley, Greenwich, Lambeth, Lewisham and Southwark, with NHS England

- 8 Covid-19 vaccination briefings took place between Dec-20 and March -21.
- The purpose of the briefings was to update key leaders, organisations and groups in the community about the roll out of the vaccination programme, address any questions from the community and provide communication resources for their use.
- The first seven briefings were specifically tailored for faith leaders (2), community champions (2) and the voluntary sector (3), we also held one combined meeting.
- In total, **1,202** registered to take part in the briefings and **880** attended, although the actual number of individuals who attended is lower as people attended more than one briefing (see Appendix for summary of meetings)
- The presentation, including information resources, were shared with everyone who registered to attend following the briefings.
- In April, a survey was distributed via Survey Monkey to everyone who had registered on one of the events, with two reminders, and **103** people completed the survey (See Appendix for evaluation methodology)

- Registration via Eventbrite (apart from the December briefing)
- People could post questions, issues or concerns in advance, when registering, to be addressed in the briefings
- Briefings took place via Microsoft Teams, with each session delivered by a team of staff, including the Director of Flu and Covid vaccination, a Director of Public Health, a local GP, the Assistant Director for Engagement with wider support from the Communications and Engagement team.
- A slide deck was prepared for each briefing
- Briefings consisted of:
 - General update of vaccination roll out
 - Addressing frequently asked questions
 - Communication and Engagement – key messages for the public
 - Addressing questions posted in the chat function
 - Questions asked contributed to further development on the FAQ website

- The Covid-19 vaccination briefings were greatly valued by participants
- Having a ‘team of experts’ at the briefings was highly valued.
- The briefings helped to address concerns about vaccine.
- Continued engagement, including targeted engagement, with community and groups is key to increase confidence in the vaccine.
- Providing clear, accurate and consistent information is crucial to increase confidence.
- The briefings were highly praised for the facilitation, presentation, knowledge, ease of language, organisation and information resources.
- The briefings helped participants to talk to their communities/networks about Covid-19 vaccinations.
- Information resources were shared widely across community and networks

Summary of findings: quantitative feedback

- 98% of respondents attending the Covid-19 vaccination briefings said they were either ‘extremely useful’ (n=34) ‘very useful’ (n=55) or ‘somewhat useful’ (n=10).
- 93% said the briefings addressed any questions about the vaccine they had ‘a great deal’ (n=21) ‘a lot’ (n=52) or ‘a moderate amount’ (n=21).
- 98% said the briefings equipped the participants to talk with their community about the Covid-19 vaccine ‘a great deal’ (n=29) ‘a lot’ (n=45) or ‘a moderate amount’ (n=24).
- 98% (n=91) of respondents accessed the information resources following the presentation for their own use.
- 90% (n=81) of respondents shared the information resources sent to them after the presentation with their networks.

- 78% of respondents said they found the presentation slides, links to websites and FAQs most useful.
- All aspects of the briefings were identified as particularly useful for participants:
 - General update on vaccination programme and progress 75%
 - Communications and engagement – key messages for the public – 73%
 - Addressing frequently asked questions 72%
- Over half, 52% (n=52), also said they found the presentation slides, with links to information resources, sent out after the briefings particularly useful.

Summary of findings: qualitative feedback (n=70)

- The qualitative feedback from participants on **‘What worked well in the briefings?’** demonstrated that having access to a ‘team of experts’ was highly valuable:
 - 25% specifically stated that having frontline, professional and knowledgeable staff members to answer questions was highlighted as particularly valuable.
 - 33% specifically commented on how informative and detailed the information provided was and how questions were dealt with in a professional, transparent and clear manner, which is linked to having a team of experts involved.
 - 35% of respondents stated that overall the briefings were well organised, facilitated, professional, comprehensive and relevant.
 - 11% commented on that the language used was easy, accessible and in simple terms.
 - Additional comments related to wanting more of these briefings going forward (n=4).

Quotes from participants: what worked well

The different presenters offered a broad perspective

The sharing of information and resources and the follow-up email with access to more

The briefings were extremely detailed and informative

Clear, concise information given in everyday language

All the speakers are very detailed in the briefings. With all the harmful rumours going around the social media. I gained a lot from their reliable information

Very organised approach to delivering the session and it was clear who was talking about which aspect of the update

Updates on Covid19 cases and hot points to address and right message needed communicating with the community groups

Communication was extremely clear and it was very organised, with people having the opportunity to ask questions and everything being addressed

Summary of findings: qualitative feedback (n=45)

- Of the 45 (44%) respondents who recorded feedback on **‘What could be improved in the briefings’** n=19 either stated ‘nothing’ or recorded positive responses. Of the n=26 (25%) respondents who provided comments, the majority were related to:
 - More time, especially for asking questions (n=6)
 - IT issues e.g. line quality, poor sound, back ground noise (n=3)
 - Address specific issues related to the community people represent (n=2)
 - Address specific faith issues and encourage more faith leaders to attend (n=2)
 - Address issues around new concerns about vaccine side effects (n=1)
 - Information on 2nd dose (n=1)
 - Limit questions related to personal circumstances (n=1)
 - Assumptions about questions from the community were too generic and more information about booking system could have been included (n=1)

Quotes from participants: What could be improved

Time allocated to answer questions

More information on second dose

Clarity of the voices - sometimes they were less loud and muffled

Participants should limit their questions/feedback to matters for the group/general public, not private concerns

I cannot think of anything. Other than keeping the briefings going to keep the public up to date in knowledge & understanding.

I think more time is a good investment in the briefing. This is a very important part of the Covid 19 and a very wide subject.

Focus on specific faith group needs

The assumptions were far too generic and failed to answer questions about capacity of booking systems, especially for those (who are many) without IT access

- 50 (49%) respondents recorded feedback on **‘How can confidence in the vaccine be increased’** and the majority of comments related to:
 - 64% (n=30) stated that continued engagement, including targeted engagement, with community and groups is key to increase confidence in the vaccine
 - 34% (n=17) said that providing clear, accurate and consistent information is crucial to increase confidence
 - Involving people, communities, face to face (where possible) and use real life stories (n=3)
 - Addressing issues around potential issues that may arise within communities when people chose not to have the vaccine and implications for this e.g. vaccine passports (n=1)

Quotes from participants: how can confidence in the vaccine be increased

To continue talking about the benefits of the vaccination.

Older people in our community want to speak to someone they feel knows them and they can trust about their anxieties and concerns

Physical presence outside local supermarkets; handing out leaflets, talking to people

Give us proper solution and not just facts

Keep repeating messaging, including personal quotes etc from residents who've had the vaccine and endorse it.

Address the historical barriers and the traumas that have been passed from generation to generation with regards to misdiagnosis and mistreatment within the health system.

I still think that it is very important for clinicians to speak to vaccine hesitant patients individually and address their individual concerns. It is even better if clinicians speak to patients whom they personally know.

More case studies with facts about how not having the vaccine can make you more vulnerable to Coronavirus

Summary of findings: qualitative feedback (n=25)

- Participants were asked to add any other comments in relation to the briefings and n=25 (24%) provided feedback. The majority of feedback related to:
 - 52% (n=13) thanked the team for holding the briefings and praised the quality, facilitating and members of staff for the professionalism
 - Addressing issues around potential issues that may arise within communities when people chose not to have the vaccine and implications for this e.g. vaccine passports (n=1)
 - Involving people, communities, face to face (where possible) and use real life stories (n=3)

Quotes from participants: Additional comments:

Excellent,
excellent
moderator.

Keep these
meetings going
as they are the
frame work of
clear and true
information at
this time

Very well
presented keep to
timings - excellent

The one I
attended was
well organised
and expertly
run.

Government passport
could put people off and
seen to be
discriminatory

Thank you for hard work,
communications and
continued updates. It's
been a horrendous year for
the NHS, which makes it all
the more appreciated that
you continue to reach out.

Would be helpful to have the
presentations (past and present)
available on a shared platform

Maybe to make these
available to the
public. Have short
briefings on social
media where people
can ask questions and
get admin to
respond?

- 58% White British / 11 % White other / 11 % Black or Black British (African) / 6% Asian or Asian British (Indian) / 5% Black or Black British (Caribbean) / 3% Black or Black British (Black British) / 2% White Irish / 1% White Latin American or Mixed – White and Asian or Asian/Asian British (Pakistani)
- 68% female / 31% male
- 85% heterosexual / 9% gay (man and woman) / 6% prefer not to say
- 37% have a caring responsibility
- Age range of participants: 18 – 75+ with the majority 73% aged 45-74.
- 68% had no disability / 14% long term condition / 6% deaf or hard of hearing / 4% physical disability / 3% mental health / 1% blindness or partial loss of sight
- 62% married or co-habiting / 10% separated or divorced / 19% single
- N=1 pregnant / N=0 had a baby in the past 12 months
- 53% Christians / 7% Muslim / 3% Jewish / 2 % Sikh or Rastafarian / 1 Hindu or Buddhism / 24 % no religion

Summary of meetings, registration, attendance & survey respondents

Meeting	Date	No of people registered	No of people attended (number reflects people who attended more than one webinar)	No of respondents to survey (NB. Numbers include people who attended more than one webinar)
Voluntary service sector	18 December	N/A	118	21
Faith leaders	18 January	134	95	18
Community champions	20 January	314	211	38
Voluntary service sector	25 January	152	112	36
Faith leaders	24 February	79	56	39
Community champions	1 March	190	89	20
Voluntary service sector	3 March	152	87	41
Combined briefing	23 March	181	112	44

- The evaluation focused on the following aspects:
 - Survey invitation sent to everyone who booked to attend + plus 2 e-mail reminders
 - Overall, how useful the briefings had been (multiple choice)
 - Which aspects of the briefings that were particularly useful (multiple choice)
 - How helpful the information resources shared within and after the meeting were (multiple choice)
 - If briefings equipped participants to have conversation about the Covid-19 vaccination with the communities (multiple choice)
 - Sharing of information resources with communities (multiple choice)
 - What worked well in the briefings (free text)
 - What could be improved in the briefings (free text)
 - Suggestions for how confidence in the vaccine can be increased (free text)
 - Equality monitoring information

NB. Not all questions attracted a 100% response rate.