

Connecting with diverse communities - lessons from Covid-19

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About Hackney

Densely populated inner London borough - 280,000 people in 6.8 sqm

Highly diverse and young population - communities from all over the world, including Black African and Caribbean, Turkish and Kurdish speakers, and Europe's largest population of Charedi Jews

Huge disparities of wealth - 44% live in social housing, very high house prices in the private market



Where were we in March 2020?

Starting from a good base:

Strong universal communications channels

Well-established insight methodologies

Good knowledge of audiences and communities

A well-resourced team

Engagement led communications practice as the norm

High levels of trust at 74% - 20% higher than national local govt average



Case study 1: working with the Charedi community

1. 30,000 strong community in Stamford Hill - largest Charedi community in Europe
2. Highly observant and communal religious life - no access to TV, radio, mainstream media, very limited digital access
3. Very large, often intergenerational, households
4. Disproportionately high Charedi death rates in New York and Israel, early in the pandemic
5. High levels of distrust of secular institutions



July 2020 - Launch of Pan London 'Keep London Safe' Campaign

Campaign creative led by Hackney

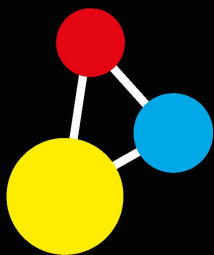
Designed for local and hyperlocal variation



Community infection cluster July 2020

Comms response to emerging community cluster of Covid cases

- A small but potentially significant number of household clusters in the Orthodox Jewish community in Stamford Hill
- Strong identification between community and place
- Rapid, focused communications and engagement response using Keep Stamford Hill Safe brand, part of Keep London Safe- letter drop to 20,000 homes, using community channels established in earlier stage of pandemic



KEEP STAMFORD HILL SAFE

Protect your friends and family

Letter

Dear Stamford Hill resident,

There have been recent groups of positive coronavirus cases in Stamford Hill. Coronavirus can kill, you must follow the guidelines to protect your health, prevent the spread of the virus and keep your community safe.

The Council's public health team are working with Public Health England to monitor and address the situation, however you can help by following government guidelines. If you have tested positive for coronavirus you will be asked by the NHS to let your recent contacts know they may be at risk. This includes your family or other people you live with, as well as people you have been in direct contact with, or within 2 metres of, for more than 15 minutes.

NHS Test and Trace is key to combating the spread of coronavirus. If you're told you've been in contact with a person who has coronavirus you will need to self-isolate (stay at home) for 14 days from the day you were last in contact with the person. People you live with do not need to self-isolate if you do not have symptoms. If you do have symptoms they will need to self-isolate.

If you have symptoms of coronavirus you must get tested, self isolate and if your test is positive tell your close contacts they will need to self isolate via the NHS Test and Trace programme. The next step in keeping people safe from coronavirus is contact tracing, which limits the spread of the virus through the community. It is imperative that we all take part in this process, from contacting the NHS Test and Trace service if you have a positive test result, to self isolating if you are contacted yourself. We must do this to keep Hackney safe.

Dr Sandra Husbands, Director of Public Health
Philip Glanville, Mayor of Hackney

Protect yourself with the 3 Ws:



20 seconds

1. Wash your hands for at least 20 seconds (or use hand sanitiser)



2. Wear a mask on public transport (and indoors in crowded places)



3. Watch your distance – keep 2m apart, if you can, and at least 1m apart, if there's not room for 2m

Prevent the spread of the virus:



- Got symptoms of coronavirus like a cough or high temperature?



- Book a test straight away by calling 119 or going to [nhs.uk/coronavirus](https://www.nhs.uk/coronavirus)

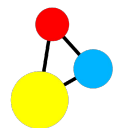


- Self isolate for 7 days



- Keep your community safe

H0512372



KEEP
LONDON
SAFE



KEEP STAMFORD HILL SAFE

URGENT AND IMPORTANT CORONAVIRUS INFORMATION

Dear Stamford Hill resident,

Coronavirus infections rates are sadly still rising rapidly in the Stamford Hill area and are amongst the highest in London. If we do not reverse this, then we could be facing Government restrictions in the area, similar to those seen in some towns and cities in the North of England. These could mean restrictions on visiting friends and family, or even closures of faith settings and some businesses.

None of us want to see this happen in Stamford Hill. We know that this is a very important time of year for the Jewish community with Rosh Hashanah, Yom Kippur and Sukkot coming up, and many of you will have celebrations planned. We want you to be able to celebrate safely and protect your family and community from coronavirus.

Advice on travel and overseas visitors

The data strongly suggests that the current infections in Stamford Hill were originally brought in with overseas visitors. If you have visits planned from family and friends from restricted countries (these include the USA, Israel, and Belgium) please bear in mind that your visitors will need to quarantine for 14 days. This means self-isolating and having no physical contact with your household, and maintaining strict social distancing and hygiene, even if they are staying with you. Similarly, if you are planning on visiting those countries, or others on the quarantine list, you will need to strictly self-isolate on your return, including from members of your own household.

In the light of this you may wish to reconsider your travel or visiting plans for the holiday season this year.

If you have visitors from other parts of the UK, remember that current rules say that

- Only two households may gather indoors, and stay overnight together.
- Only six people may gather outdoors, although they can all be from different households. Social distancing must always be observed when households meet.
- Weddings are strictly limited to 30 guests.

There have been recent clusters of positive coronavirus cases in the Stamford Hill area. Coronavirus can kill, you must follow the guidelines to protect your health, prevent the spread of the virus and keep your community safe.

Dr Sandra Husbands said: "If you have symptoms of coronavirus you must get tested, self-isolate and if your test is positive tell your close contacts they will need to self-isolate via the NHS test and trace programme. The next step in keeping people safe from coronavirus is contact tracing, which limits the spread of the virus through the community. It is imperative that we all take part in this process, from contacting the NHS Test and Trace service if you have a positive test result, to self-isolating if you are contacted yourself. We must do this to keep Hackney safe."

Protect yourself with the 3 Ws:

1. Wash your hands for at least 20 seconds (or use hand sanitiser)
2. Wear a mask on public transport (and indoors in crowded places)
3. Watch your distance – keep 2m apart, if you can, and at least 1m apart, if there's not room for 2m

Prevent the spread of the virus:

- Got symptoms of coronavirus like a cough or high temperature?
- Book a test straight away by calling 119 or going to nhs.uk/coronavirus
- Self isolate for 7 days
- Keep your community safe

Test and trace programme

If you have tested positive for coronavirus you will be asked by the NHS to let your recent contacts know they may be at risk. This includes your family or other people you live with, as well as people you have been in direct contact with, or within 2 metres of, for more than 15 minutes.

Testing and tracing is key to combating the spread of covid-19. If you're told you've been in contact with a person who has coronavirus you will need to self-isolate (stay at home) for 14 days from the day you were last in contact with the person. People you live with do not need to self-isolate if you do not have symptoms.

NHS2020

KEEP LONDON SAFE

Protect your friends and family

Protect yourself with the 3 Ws:

1. Wash your hands for at least 20 seconds (or use hand sanitiser)
2. Wear a face covering on public transport (and indoors in crowded places)
3. Watch your distance – keep 2m apart, if you can, and at least 1m apart, if there's not room for 2m

Prevent the spread of the virus:

- Got symptoms of coronavirus like a cough or high temperature?
- Book a test straight away by calling 119 or going to nhs.uk/coronavirus
- Self isolate for 10 days
- Keep your community safe

Returning from abroad? You may need to self-isolate

If you return to the UK from abroad, you will need to self-isolate for 14 days when you return unless you are arriving from an exempt country.

This is because it can take up to 14 days to develop coronavirus symptoms after you catch the virus, and you can unknowingly pass it on to others in this time even if you don't have symptoms.

People visiting from abroad will also have to self-isolate for 14 days and stay away from other people at all times.

A list of exempt countries is available at: gov.uk/uk-border-control

The rise in coronavirus cases in Hackney appears to be from overseas visitors and those returning from foreign travel. To keep your friends, family and community safe you must adhere to the government guidelines.

In England, if you do not self-isolate when entering the country from certain places abroad, you can be fined £1,000.

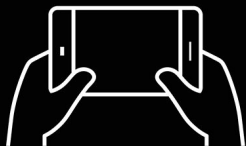
How to self isolate after travel

You should self-isolate and not leave the address you are self-isolating at for the full 14 days. You should stay away from others unless you travelled to the UK with them. You must self-isolate at the address you provided on the public health passenger locator form or you could be fined up to £3,200.

You should not have visitors, including friends and family, unless they are providing emergency assistance, care including personal care, or medical assistance.

Stay 2 metres apart from other people staying in the home at all times. You must keep clean shared spaces like bathrooms after the person self-isolating uses it and do not share towels. Do not eat or prepare food in the same room as those not self-isolating. It is important to avoid contact with other people in order to reduce the risk of transmitting coronavirus. You should stay in a well-ventilated room with a window to the outside that can be opened, separate from other people in your home.

NHS2020



Community Leader's Video Toolkit: NHS Test and Trace



KEY MESSAGES: Test and Trace

Short video message 1 [1 min 30 seconds]

I'm feeling unwell/symptoms

Narrator: Hello, my name is [XX] and I am [INSERT ROLE, OR DESCRIPTION]. I have been asked to share some important messages with you about what we can all do to help protect our friends and family - and stop the spread of coronavirus in [INSERT NAME OF LOCAL AREA].

The main symptoms are:

- a high temperature – this means you feel hot to touch on your chest or back (you do not need to measure your temperature)
- a new, continuous cough – this means coughing a lot for more than an hour, or three or more coughing episodes in 24 hours (if you usually have a cough, it may be worse than usual)
- a loss or change to your sense of smell or taste – this means you've noticed you cannot smell or taste anything, or things smell or taste different to normal.

Most people with coronavirus have at least one of these symptoms.

If you feel unwell and you think it might be coronavirus(CD3) [IM4], it is very important that you get yourself tested as soon as possible. Don't wait. The test will confirm whether or not you have coronavirus and what you need to do next.



Short video message 2 [2 mins]

Contact from Test and Trace Team

Narrator: Hello, my name is [XX] and I am [INSERT ROLE, OR DESCRIPTION]. I have been asked to share some important messages with you about what we can all do to help protect our friends and family - and stop the spread of coronavirus in [INSERT NAME OF LOCAL AREA]

If you have tested positive for coronavirus, you will be contacted by the NHS Test and Trace Team. This will be by either a text, email alert or a phone call. All information you provide to the NHS Test and Trace service is confidential. No one who is contacted will be told your identity.

The Test and Trace team will need to know who you have been in contact with recently, so that they can check whether or not they have coronavirus. Tracing everyone you may have been in direct contact with is very important in stopping the spread of the virus and protecting your family, friends and neighbours in [MENTION LOCAL AREA HERE].

Even if you have not been feeling unwell and have not been for a test yourself, you might still be contacted by the Test and Trace Team, because you may have recently been in contact with somebody (the team won't tell you who) that has tested positive for coronavirus.

If this is the case, you will be told to stay at home for 14 days from your last contact with that person. It's very important that you do this, even if you don't feel unwell, because you could still be infectious to others. If you don't have any symptoms of coronavirus, other people you live with won't need to stay at home, but they must take extra care to follow the guidance on social distancing and handwashing and avoid contact with you at home as much as possible.



Short video message 3 [2 mins]

I've been contacted by the Test and Trace Team, but I live with my family, what should I do?

Narrator: Hello, my name is [XX] and I am [INSERT ROLE, OR DESCRIPTION]. I have been asked to share some important messages with you about what we can all do to help stop the spread of coronavirus in [INSERT NAME OF LOCAL AREA].

If you are contacted by the Test and Trace Team because you may have been in contact with someone who has coronavirus, you will be told to stay at home for 14 days from your last contact with that person. The team won't tell you who you may have been in contact with, because that information is confidential, but it's very important that you self-isolate if contacted to prevent the risk of spreading the virus.

This means that you should not leave your home for any reason – so if you need food or medicine, please try to order it online, or by phone, or ask a friend or family member to drop it off at your home. And if you need assistance with food, medicine or anything else, help is available, please contact [POINT OF CONTACT DETAILS TO BE PROVIDED WITH VIDEO GUIDANCE] to find out more.

If you don't have any symptoms of coronavirus yourself, other people in your household won't need to self-isolate with you, but they must take extra care to follow the guidance on social distancing and handwashing and avoid contact with you at home as much as possible.



Community leader video script for local WhatsApp networks





Videos for community WhatsApp sharing - how to get a Covid test, advice for High Holy Days

Local infection spike August 2020

- Successfully established MTU in Jewish school - trusted venue - initially high levels of community participation
- High levels of Covid detected in predominantly Charedi wards - data suggests infections originated in overseas visitors from non quarantine exempt countries
- Intensive communications efforts including 20,000 home letter drop warning against overseas visits for the High Holy Days, media relations, outdoor advertising.

KEEP LONDON SAFE

In light of the current worldwide coronavirus pandemic we are asking you to postpone visits to family and friends in Stamford Hill and other areas of Hackney in London.

Infection rates in the UK are rising, and Stamford Hill and the surrounding areas have had some of the highest Covid rates in London. Infection data strongly suggests that some of this originated from overseas visitors, coming from countries on the UK quarantine list. It is currently illegal for more than six people to gather – including in private homes – unless they already live together. This is being enforced by the police and those breaking the law could face a fine.

We look forward to welcoming you back to Hackney in the future, when it is safe to do so, and regret that this year families and friends will have to celebrate the festival period apart. However this is the only way we can make sure people are kept safe from coronavirus, which has already led to tragic losses of life, within our Charedi community, and throughout our borough.

In Hackney the Union of Orthodox Hebrew Congregations, Rabbinate and lay leadership of the Charedi community has said they "continue to encourage everyone within the community to adhere to the guidelines and we are working closely with Hackney Council to achieve this".

"As the High Holidays approach, we are raising awareness so that the community knows how to best apply and adapt to the social distancing rules in the form of public and private settings. We are also highlighting the need to think very carefully if and how many guests come into their homes over Yom Tov and are reminding those welcoming families from countries not on the UK safe list to quarantine for 14 days or consider rescheduling their visit to when the situation has improved."

Mayor Philip Stanville, Mayor of Hackney

Dr Sandra Husbands, Director of Public Health, Hackney and the City of London



Continued from page 72

announced hikes of 2%, 6%, even 8% on a host of popular medicines, according to the analysis, which looked at list prices by the 13 largest drug companies using the latest World Standard Drug Database, which includes pricing and dosage information on tens of thousands of medications.

List prices are typically higher in the final price health insurers and governments negotiate with drugmakers. But the list-price guide negotiators and can have a major impact on what patients pay, especially as high deductible plans increasingly require people to pay the list price until the deductible is met.

Moreover, in Medicare Part D, the nation's largest prescription drug program, patients' out-of-pocket costs for drugs typically rise when the list price for drugs go up. Other wealthy countries in Europe, East Asia and elsewhere more aggressively control the cost of medicines, either directly through government price setting or indirectly through tightly regulated price negotiations. That has protected patients in those countries from the cost increases that now routinely overwhelm American, and elsewhere.

At the start of the year, AstraZeneca's own price hikes initially looked relatively modest. The company pushed up the price on one drug by 8%, and on the popular Plavix, a second drug the company reported generated nearly \$1 billion in sales. AstraZeneca also boosted prices by 2% on 10 other drugs. The company's big-selling cancer drug, which costs more than \$1,000 for a monthly supply, AstraZeneca increased the price tag by 2% in July.

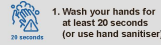
In addition to these increases, AstraZeneca raised prices a second time on 11 of the 13 drugs it had already bumped up in January. That pushed the total 2020 price increase for most of those drugs to 6% or 8%, or well.

No other major drug company made as many double price increases in 2020, the Therapeutics Research Institute reported. The department has



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Protect yourself with the 3 Vs:



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2. Wear a mask on public transport (and indoors in crowded places)



3. Watch your distance – keep 2m apart, if you can, and at least 1m apart, if there's not room for 2m

Prevent the spread of the virus:



Got symptoms of coronavirus like a cough or high temperature?



Book a test straight away by calling 118 or going to nhs.uk/coronavirus



Self isolate for 7 days



Keep your community safe

Test and trace programme

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URGENT AND IMPORTANT CORONAVIRUS INFORMATION

Dear Stamford Hill resident,

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None of us want to see this happen in Stamford Hill. We know that it is a very important time of year for the Jewish community with Rosh Hashanah, Yom Kippur and Sukkot coming up, and many of you will have celebrations planned. We want you to be able to celebrate safely and protect your family and community from coronavirus.

Advice on travel and overseas visitors

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In the light of this you may wish to reconsider your travel or visiting plans for the holiday season this year.



If you have visitors from other parts of the UK, remember that current rules say that

- Only two households may gather indoors, and stay overnight together.
- Only six people may gather outdoors, although they can all be from different households. Social distancing must always be observed when households meet.
- Weddings are strictly limited to 30 guests.

Advice on controlling the spread of Covid-19

Please keep Stamford Hill safe by following these rules, and by

- Always wearing a mask and social distancing (keeping 1-2m apart) when shopping, attending synagogues, or attending community events.
- Washing your hands regularly for 20 seconds or more, and using hand sanitiser whenever possible when out in the community.
- Self-isolating for 10 days if you display any coronavirus symptoms (temperature, a new persistent cough, any loss of taste or smell) and getting a test by calling 118. Keep isolating unless you get a negative result and your symptoms have gone.
- Self-isolating for 14 days if anyone in your household or support bubble has coronavirus symptoms or has had a positive test.

Please support your local businesses by following the rules and helping them to stay open. Please help us to keep Stamford Hill safe, to protect your families, and to minimise the disruption to community life.

For advice on coronavirus restrictions, testing, and on what you can do to help, please visit hackney.gov.uk/coronavirus-support or call Hackney Council on 020 8356 3111. You can also contact the non-emergency coronavirus Helpline on 020 3322 8384.

With best wishes

Dr Sandra Husbands, Director of Public Health
Philip Stanville, Mayor of Hackney

Local advertising, ads in USA and Belgian Jewish press discouraging visits to Stamford Hill



Test and Trace

Purim 2021

- Leaflet co-produced with Rabbinat and shares wording with their comms
- Use of local community newsheets, and media, leaflets, posters, 800 foamex boards on lampposts, letters to schools, leaflets for book bags

KEEP STAMFORD HILL SAFE **Hackney** **NHS**

CELEBRATE PURIM 2021 SAFELY

Just like every year you will fulfill all the mitzvos of Purim, but some things need to be done differently this year. You should only go out for essential purposes. The virus is dangerous and we all need to do what we can to protect ourselves and family and friends.

Megillah
As always, Megillah will be read in shuls. This year there will be further readings of Megillah in shuls, at different times, to avoid people having to hear the Megillah in private houses.
Gabbaim are responsible for ensuring that the Covid guidance is followed in shuls. Please follow the rules set by your shul including social distancing and mask wearing.

Mishloach Monos
✔ Giving or receiving food and parcels to family, friends and neighbours is permitted
✔ Food or parcels must be delivered at the front door only and ensure social distancing at all times
✘ It is not permitted to enter another person's house unless you are from the same family and/or support bubble

Matanos Pevyonim
✔ Fundraising and giving should be done in shuls or schools, not door to door
✘ Do not shake hands when greeting, parting or offering thanks
✘ Group fundraising, with or without vans or coaches, is not allowed

Seudas Purim
✔ You should only celebrate the Purim meal with those from the same family and/or support bubble. In a shul this can be done as long as social distancing rules apply, you stay within your family group and/or support bubble, and do not share food or utensils with others
✘ When celebrating in a shul, avoid playing recorded music at a volume that may result in people using raised voices or shouting to communicate

Other activities
✔ Dressing up is a key way to celebrate Purim and is permitted
✔ You may still celebrate at home or in your back garden with people you live with or who are in your support bubble
✔ Drinking is an important way to celebrate Purim, but be mindful that you adhere to other Covid restrictions
✘ In order to stop crowds gathering, mobile music systems such as loud speakers in vehicles are not permitted
✘ Do not drink and drive
✘ Street or public dancing is not allowed
✘ Gatherings outside of venues such as shuls are not permitted

Have a happy and safe Purim.

COVID SYMPTOMS? GET TESTED NOW. nhs.uk/coronavirus OR CALL 119

STAMFORD HILL COMMUNITY

Case study 2: Vaccine equity and confidence

Aim: To promote vaccine equity of uptake

- Access our BME communities including hard to reach cohorts
- Build awareness and understanding
- Build trust as a reputable info source and myth-bust
- Identify barriers
- Motivate people and drive uptake

Key Outputs

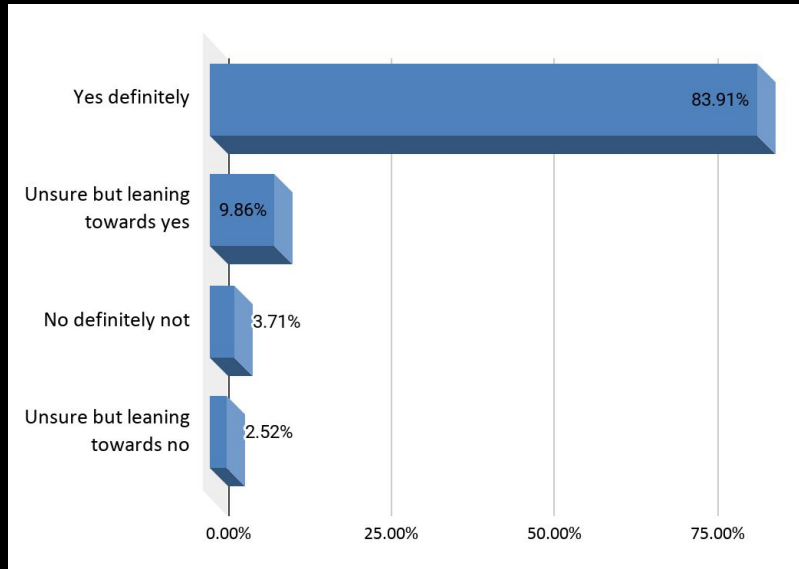
- **Standard short poll questions** and insight methodology that can be replicated across the boroughs in London.
- **Focus Group Discussion guide** - ensure consistency in the way we ascertain feedback
- **Peer Researchers - Community Champions** as conduits to garner feedback from our diverse communities. Training Session being finalised.

Key Outputs

- **Develop a behavioural diagnosis** based on local insights using the COM-B model to determine what needs to change to increase uptake of the vaccine.
- **Insight Toolkit** - ensure consistency in methodology across London, allowing us to combine the datasets more effectively.

COVID-19 vaccine is now available through the NHS. It is being offered to priority groups first. If it were offered to you tomorrow, would you accept?

(Base 1268)



FOCUS GROUPS

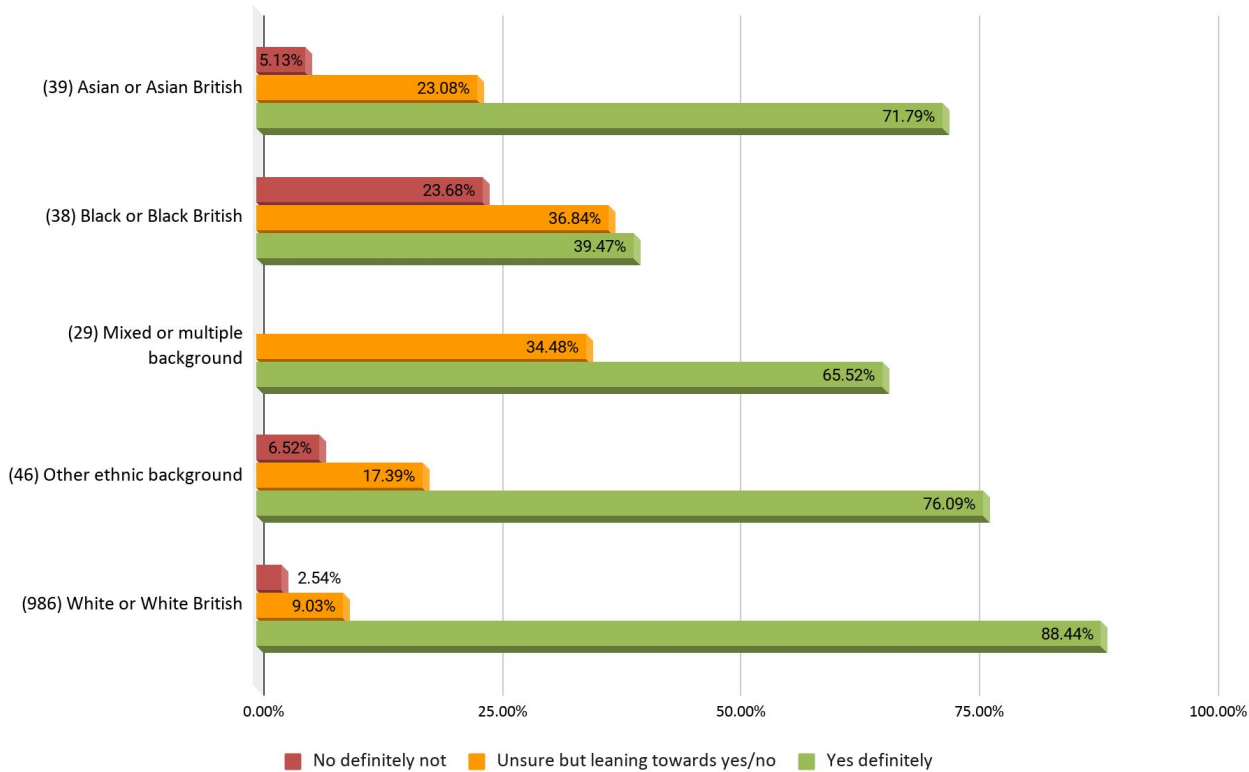
Who are those **UNSURE** but leaning towards **YES**?

Who are those **UNSURE** but leaning towards **NO**?

What could we do to persuade them to move to the **YES definitely** group?

What are their reasons for non-compliance?

Intention of getting COVID-19 vaccine vs Ethnicity

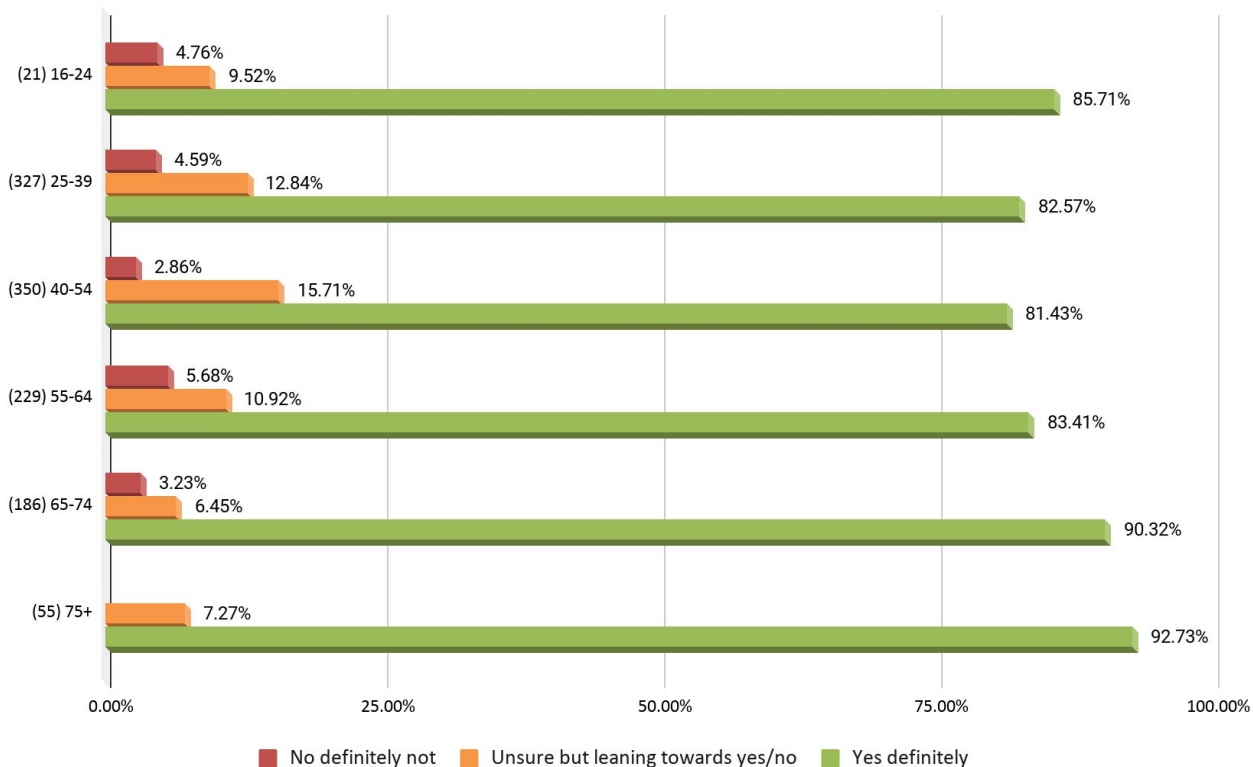


Black or Black British residents

- **39% YES** to getting the vaccine
- **37% UNSURE** about getting the vaccine
- **24%** definitely not getting the vaccine

*Caveat Sample Size (<50)

Intention of getting COVID-19 vaccine vs Age group

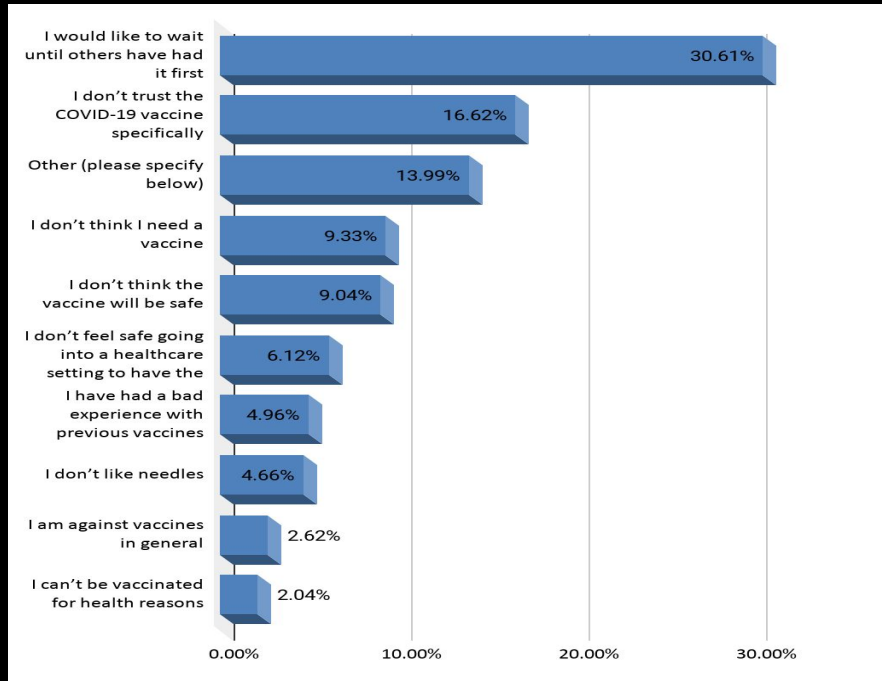


UNSURE about getting the vaccine

- **16%** (40-54) age group
- **13%** (25 - 39) age group
- **11%** (55 to 64) age group

No one in the **75 plus age group** indicated that they'd '**definitely not**' get the vaccine.

Which of the following statements best describes the concerns that you may have about the vaccine? (Base 343)



I have Crohn's disease, does this have implications?

I don't trust the government.

The manipulation of information has been absurd, how can we trust 'experts' now?

Worried about the side effects

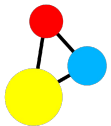
“Pfizer vaccine is not safe for people with asthma & allergies... waiting for the Oxford vaccine”.

“concerned that the companies making the vaccine are not liable for any problems.”

“More clinical trials needed/ Too rushed.”

“vaccine has caused facial palsy in four trial candidates that really worries me..”

*“I have an **allergy** to nuts and sometimes carry an epi pen. The media has reported some **issues for those with allergies**”.*



**KEEP
LONDON
SAFE**



Hackney

NHS

Test and Trace

What would encourage you to get the Covid-19 vaccine?

- Knowing that it's **safe for people with pre-existing medical conditions**, with no side effects
- **Greater transparency** - on the process followed in developing the vaccine/ publishing the research data/ effects on those vaccinated/ **hearing more from the people that developed the vaccine**
- **Ability to choose which vaccine to get** - preference for AstraZeneca Oxford Vaccine in comparison to Pfizer vaccine. Perception that Pfizer vaccine isn't safe due to storage problems

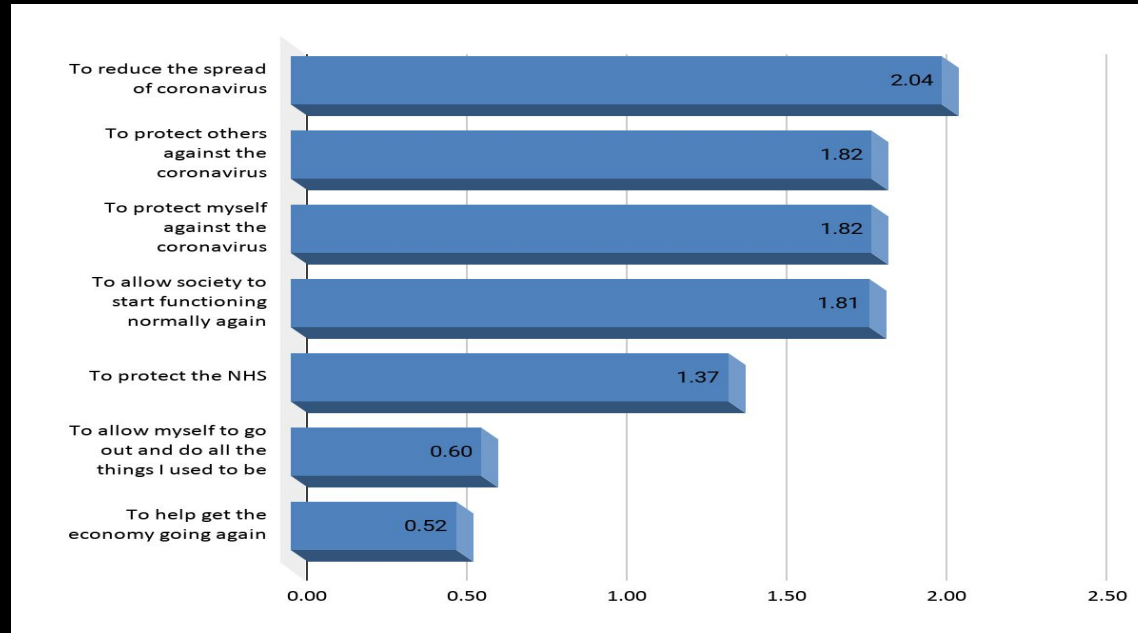
What would encourage you to get the Covid-19 vaccine?

- **Consistent messaging from Govt backed by science** - current distrust in what the Govt is saying
- Clarity on the **ingredients of the vaccine** - does it contain Pork Gelatine? Is it vegan? Kosher etc?
- If the **PM and all other MP's, doctors** and pharma companies take it first.

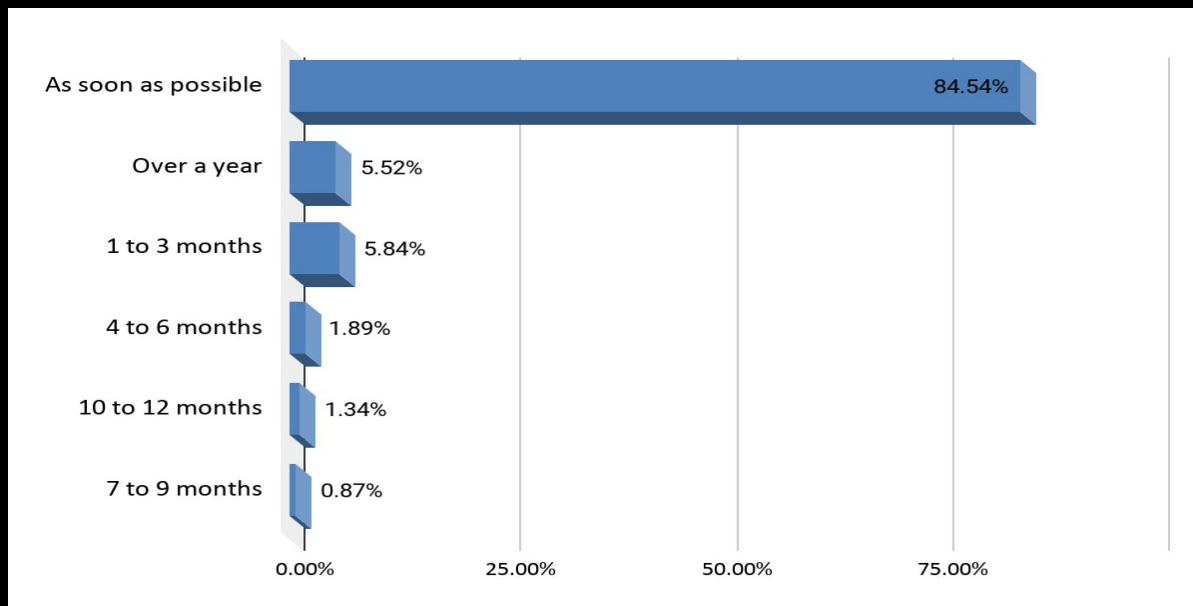
What would encourage you to get the Covid-19 vaccine?

- Only if it is **connected to something that I cannot do without** doing it eg Travelling, Banking, Accessing GP or the Hospital etc
- **Clarity on time lag between the 2 doses** - as trial based NOT based on 12 week gap as Govt is proposing.

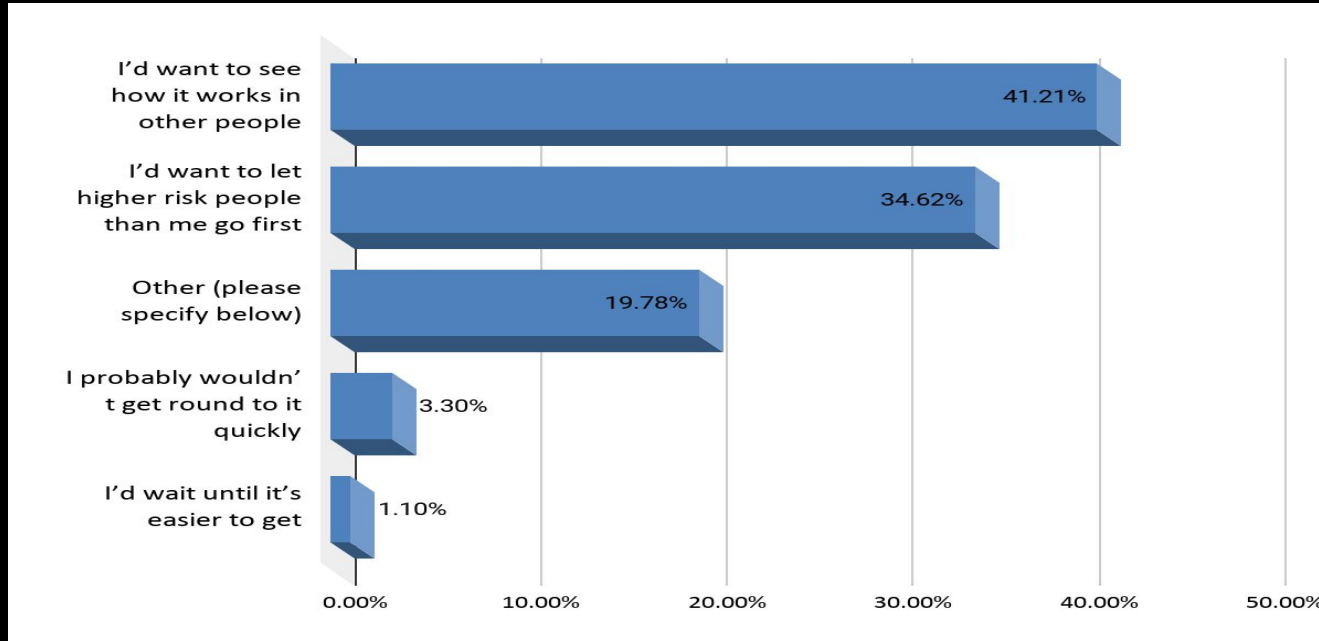
Which of the following statements best describes your main reasons for getting the COVID-19 vaccine? (RANKING) (Base 1268)



How soon after the COVID-19 vaccine is made available to you would you get the vaccine? (Base 1268)



Which of the following statements best describes the MAIN reason why you'd wait? (Base 182)



Who are the **TRUSTED** Messengers about the Vaccine?



A: Public health official



B: Doctor



C: National elected politician



D: Religious leader



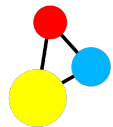
E: Hackney resident



F: Nurse



G: Local elected politician



**KEEP
LONDON
SAFE**



Hackney



Test and Trace

Trusted Messengers - Medical Professionals



B: Doctor



A: Public health official



F: Nurse

Messaging

The Covid-19 vaccine, just like any other vaccine, works by teaching your immune system how to defend itself against attack from the virus.

1

Hundreds of Hackney residents have already been vaccinated.

Join us in the fight to stop the spread of the virus.

2

People with diabetes are at increased risk of dying from COVID-19.

Don't risk it.

3

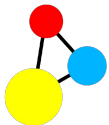
Get vaccinated to hug your family again.

The vaccine is the safest way to protect yourself and your family from COVID-19.

4

Getting the COVID-19 vaccine locally is free and easy.

5



**KEEP
LONDON
SAFE**



Hackney

NHS



Test and Trace

Poster 1




The COVID-19 vaccine, just like any other vaccine, works by teaching your immune system how to defend itself against attack from the virus

Poster 2





HUNDREDS OF HACKNEY RESIDENTS HAVE ALREADY BEEN VACCINATED



Join us in the fight to stop the spread of the virus

Get the COVID-19 vaccine when it's your turn


Poster 3



PEOPLE WITH DIABETES ARE AT INCREASED RISK OF DYING FROM COVID-19

Don't risk it

Get the COVID-19 vaccine when it's your turn



Poster 4

KEEP LONDON SAFE

NHS
COVID-19
Vaccination Centre

GET VACCINATED TO HUG YOUR FAMILY AGAIN

The vaccine is the safest way to protect yourself and your family from COVID-19

Get the COVID-19 vaccine when it's your turn

Poster 5

KEEP LONDON SAFE

NHS
COVID-19
Vaccination Centre

GETTING THE COVID-19 VACCINE LOCALLY IS FREE AND EASY

1. Wait for the NHS to contact you
2. Find your local vaccine centre to get your first dose
3. Call your GP to arrange the appointment
4. Set a reminder to get your second dose to be fully protected

Get the COVID-19 vaccine when it's your turn

KEEP LONDON SAFE **NHS COVID-19 Vaccination Centre**

GETTING THE COVID-19 VACCINE LOCALLY IS FREE AND EASY

1. Wait for the NHS to contact you
2. Find your local vaccine centre to get your first dose
3. Call your GP to arrange the appointment
4. Set a reminder to get your second dose to be fully protected



Get the COVID-19 vaccine **when it's your turn**

Poster 5

GETTING THE COVID-19 VACCINE LOCALLY IS FREE AND EASY

1. Wait for the NHS to contact you
2. Find your local vaccine centre to get your first dose
3. Call your GP to arrange the appointment
4. Set a reminder to get your second dose for full protection

Get the COVID-19 vaccine when it's your turn

KEEP LONDON SAFE **NHS COVID-19 Vaccination Centre**

Poster 6

GETTING THE COVID-19 VACCINE LOCALLY IS FREE AND EASY

1. Wait for the NHS to contact you
2. Find your local vaccine centre to get your first dose
3. Call your GP to arrange the appointment
4. Set a reminder to get your second dose to be fully protected

Get the COVID-19 vaccine **when it's your turn**

Poster 7

What does this mean for our comms?

- **INFORMING** rather than **PERSUADING** - People want to know the **HOW**
 - ◆ **HOW** was it approved so quickly? **HOW** does it work? **HOW** do I get it?
 - ◆ Preference for **FACTS** so that they can make an informed decision.
 - ◆ Less interest in the **WHY** - Protecting myself OR Save the NHS (may have worked for 1st phase of campaign but lower resonance now)
- **Adopt information based messaging** either vocalised or with visual imagery of **TRUSTED MESSENGERS**
- Importance of key **FACTS** correcting misinformation,
- Use local GPs, Medical Professionals, Public Health Professionals in comms

Strategy

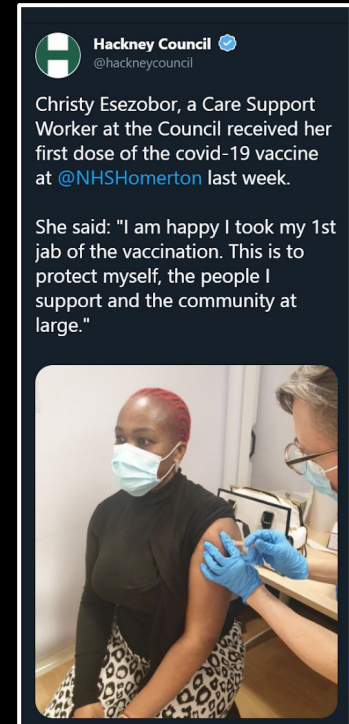
- **Strong info-based messages and call to action focused on key vaccine facts**, addressing known concerns: safety, clinical trials
- **Strong info-based messages on community-specific concerns:** vaccine content
- **Front by medical/health professionals from BME backgrounds**
- **Effective use of partnerships with community champions** to disseminate messaging and key facts, with our trusted messengers to voice and face the campaign.
- **Effective use of channels for BME communities:** community press, community whatsapp groups

System wide joined up working

- NEL, CCG, GP confederation, LBH, City regular weekly meeting to ensure:
 - ◆ *System wide working and sharing of resources*
 - ◆ *Maximum reach to residents and our workforce*
 - ◆ *Consistent messaging*
 - ◆ *All partner organisations across the system are supported (especially primary care)*
- HCVS and VCS also at heart of helping us disseminate messaging
- Community champions network

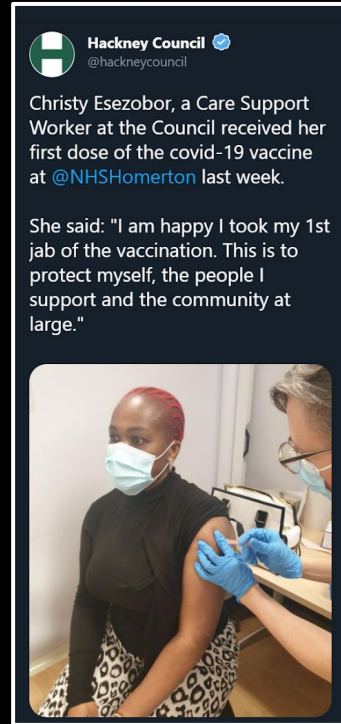
Internal communications for care workers

- Staff virtual event where they asked Sandra direct questions. This was filmed and added to the intranet.
- Call-out for staff to send us their vaccine selfies: shared internally and on social media
- Sandra's blog out via internal news
- FAQs and info sent directly to staff and added to the intranet including an update from HR on vaccine side-effects not included as sick days.

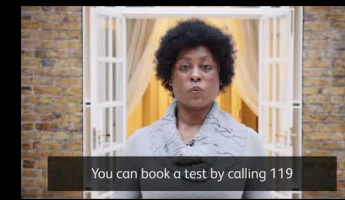
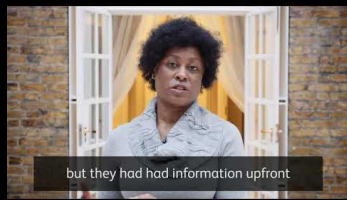


Social media assets

- ➔ Photography
- ➔ Video
- ➔ GIFs
- ➔ Whatsapp specific



Videos from Director of Public Health



Videos from medical professionals



Videos from community leaders



Key outputs from our work

- Covid vaccine insight toolkit
- Vaccine communications toolkit
- Vaccination lesson plans for KS2-5 co-produced by science teachers and pupils
- Young persons communications toolkit for public health messaging (led by and co-produced with young people)
- All for use by all London boroughs but available to anyone....
[But please share your insight with us.](#)

What have we learned this year?

- Local knowledge and community connections are the added value that local government brings - our superpower
- Insight is the beginning. Co-production is the end.
- Stronger and deeper community relationships can be forged in adversity
- Diversity in communications teams is business critical
- We will come through this better a