



# Community Vaccine Champions (CVC) Programme Overview

Health and Wellbeing Board - 18<sup>th</sup> March 2022



Communication  
with at risk  
groups



Addressing  
local barriers  
to access



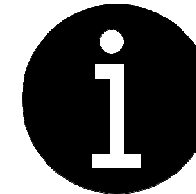
Partnership  
Working



Steering Group



**COMMUNITY  
VACCINE  
CHAMPIONS  
(CVC)**



COVID-19  
vaccine advice  
and  
information



# National context

- Department for Levelling Up, Housing and Communities funding (£485k for Reading)
- To promote vaccine uptake amongst seldom heard communities in Local Authorities showing the lowest rates of COVID-19 vaccine uptake
- 60 Local Authorities in the national programme
- Key deliverables:
  - Increased outreach and engagement (1:1/focused contact) to understand local barriers and needs and promote vaccine uptake and public health guidance
  - Recruitment and appointment of Community Champions networks and local grant schemes



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# National context - key aims

- Tackle misinformation around vaccine safety, minimise practical barriers to accessing vaccine, increase trust and vaccine uptake, with a particular focus on young people
- Increase vaccination rates overall to get as many people vaccinated as possible
- Improve the reach of official public health messaging on vaccine safety to seldom heard communities through local trusted voices

## Longer-term:

- Reduce health inequalities
- Build trust between govt, VCS and communities
- Increase community resilience
- Learn what works to inform future work



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# Reading Programme Summary

- A communication and advocacy programme to drive public health improvement and our collective recovery from Covid-19
- Targeting:
  - Chinese population, Black or Black African and Asian / Asian British Pakistani groups
  - Younger adults
  - Areas of deprivation IMD 3 and 4 and MSOA areas of Reading (Central, Leighton Park, Battle and Caversham Bridge)
  - Vulnerable groups: Homeless, substance misusers, refugees
- Build on existing vaccine uptake work (e.g. RVA project)
- Strengthen the local infrastructure and partnership with our CCG/PCN and GP's



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# Programme - Projects

Data  
Analytics/surveillance

Behavioural Insights  
and Comms

Community  
Champions Network

Training

Community Grant  
Fund

Outreach – Pop Up  
Sites and Transport



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- Programme Highlight Report



# Data Analytics/surveillance

## Key tasks

- Make regular surveillance and data reporting available to all partners
- Develop and monitor a set of performance indicators to monitor progress (including uptake rates within specific groups and geographical areas)



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# Behavioural Insights and Comms

## Key tasks

- Undertake an insight and social marketing exercise into barriers to uptake
- Review existing assets and resources (existing community champions, websites, helplines)
- Deliver media and comms campaign, including video case studies, adverts, social marketing and on local radio and specific asian network channels
- Promote the local Voluntary Sector Vaccine helpline
- Engage with elected members to act as community champions within their own wards



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# Training

## Key tasks

- Set up a Community Vaccine Champion vaccinator training programme to increase local capacity
- Develop training offer for community vaccine champions (including Making Every Contact Count)
- Arrange series of information evenings led by health professionals to disseminate accurate information about Covid-19 / vaccines



# Community Grant Fund

## Key tasks

- Launch a community grants fund (up to £5,000 per organisation) to promote innovation and creativity
- Create a payment incentive scheme to increase uptake



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# Outreach - Pop Up Sites and Transport

## Key tasks

- Develop a six-month programme of outreach and pop-up vaccine sites in areas of low uptake
- To include: utilising Health on the Move van, outreach teams door knocking, identifying local community venues and workplaces
- Work with community transport to support access to vaccination sites/pop-ups (inc. considering 'Grab a Jab' taxis)



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# CVC Steering Group - ToR / Membership



# Terms of Reference & Membership

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## **o**

oversee the successful delivery of the DLUHC-funded Community Vaccine Champions (CVC) programme  
Reading.

## **o**

To oversee the development and delivery of programme outputs and deliverables

To inform key decisions relating to the CVC programme

To allocate and monitor funding

To receive regular reports on programme progress, risks and issues

To co-ordinate and communicate with and complement other local vaccine programmes and initiatives  
(e.g. BOB plan, RVA project)

To inform the reporting to:

- a. DLUHC
- b. Social Impact and Voluntary and Community Sector (SIVCS) Board
- c. Health and Wellbeing Board (HWBB)
- d. Berks West Vaccine Action Group
- e. CMT
- f. Lead Members

***Meets monthly***



# Terms of Reference & Membership

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## Membership

Becky Pollard (Chair)

Ashley Rogers (Interim CVC Programme Manager)

Zoe Campbell (CVC Project Manager)

Isabel Edgar (SIVCS Board rep)

Edith Chukwura (Finance lead)

Sushma Aquilla (PH Consultant Berks West Public Health Hub)

Eiliis McCarthy (Berk West CCG)

Kate Green (Primary Care Network lead)

Matthew Urwin/Sally Moore (Comms Lead - Royal Berkshire Hospital)

Rachel Spencer/Azra Raja (RVA)

Victor Koroma (ACRE)

Mandeep Bains (Healthwatch Reading)

Peter Absolon (Readibus)

Task group leads -

- Data Analytics and Surveillance: Kim McCall/Jon Sclare (RBC Public Health Analyst)
- Behavioural Insights and Comms: Amanda McDonnell (RBC comms), Rojina Manandhar (RBC PH Programme officer)
- Community Champions Network: Rojina Manandhar (RBC PH Programme officer)
- Training: Yasmine Illsley (RBC PH Programme officer)
- Community Grant Fund: Sarah Hunneman (Neighbourhood Facilitator), Tahir Khan (CVC Project Manager)
- Outreach - Pop Up sites and transport: Nina Crispin (Consultant and Engagement Officer), Sarah Hunneman (Neighbourhood Facilitator)



Programme Area	Activities	Funding
Understanding needs and barriers	- Surveillance and data reporting	£30,000
	- insight and social marketing	
	- Assets and resources	
Develop and deliver practical solutions such as training Community Champions, as well as provision of funding to local organisations	- Expand and recruit to pool of existing community champions	£75,000
	- Remuneration system for champions	£70,000
	- Community Grants Fund	£50,000
Develop vaccine delivery capacity	- Community Vaccine Champion vaccinator training programme	£6,000
Work on the existing infrastructure or develop networks of champions to promote COVID-19 vaccine take up	- Support network for local	£25,000
	- Hold information evenings with health professionals	
	- Develop training linking to "Making Every Contact Counts"	£25,000
	- Work with PCNs on payment incentive scheme to increase uptake in non vaccinated eligible populations	£29,000
Coordinate activities through partnership work	- Steering Group	£35,000
	- Programme Manager and project management support	
	- ToR / contingency pot	
	- Engage elected members to act as community champions	
Improve access – outreach and pop-ups	- Six-month programme of outreach and pop-up vaccine sites	£95,000
	- Community transport to support access to vaccination	£30,000
Resources and publicity	- Promote the local Voluntary Sector Vaccine helpline	£10,000
	- Set up an online COVID Champs tool kit	
	- Increase media and communication messages	
Monitoring and evaluation	- Develop KPI's	
		£485,000





## DLUHC Delivery Plan

- Final submission submitted 28<sup>th</sup> Feb
- Discussing feedback from DLUHC 10<sup>th</sup> March

