

Reading CVC Programme

Programme Structure & Progress Update

Health and Wellbeing Board - 15th July 2022



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National Context

- Department for Levelling Up, Housing and Communities funding (£485k for Reading)
- Programme delivery timeline - January 2022 to July 2022 (with the possibility of extension)
- 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 gov, VCS and communities
- Increase community resilience
- Learn what works to inform future work



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Reading Programme Summary

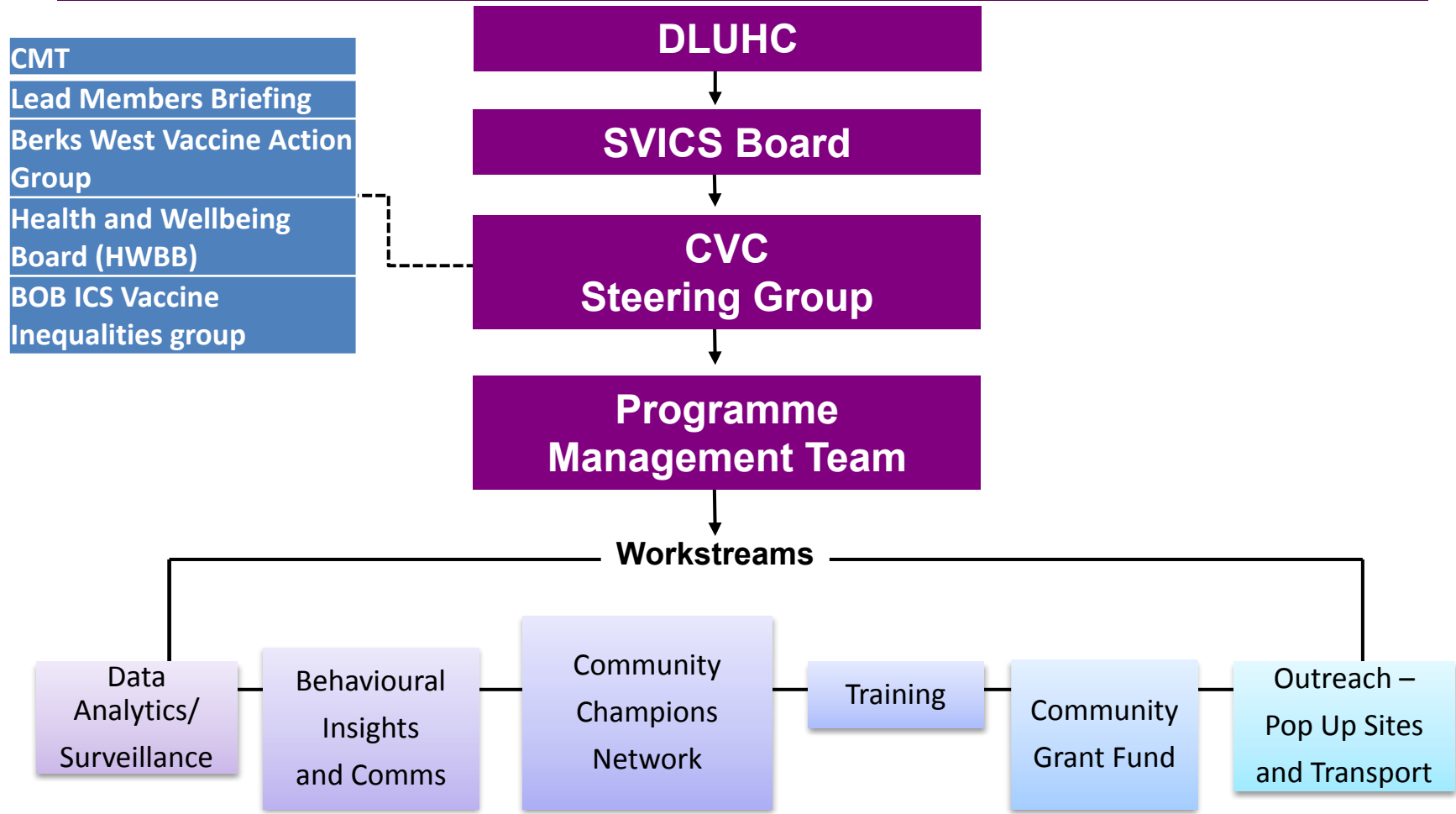
- A communication and advocacy programme to drive public health improvement and our collective recovery from Covid-19
- Targeting:
 - Chinese population, Polish population, Black or Black African and Asian / Asian British Pakistani groups
 - Younger adults
 - Areas of deprivation IMD 3 and 4 and MSOA 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 Governance Structure



Programme Workstreams

**Data
Analytics/surveillance**

**Behavioural Insights
and Comms**

**Community
Champions Network**

Training

**Community Grant
Fund**

**Outreach – Pop Up
Sites and Transport**



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Data Analytics/Surveillance

- Ongoing developments and alterations to KPI dashboards, in line with local drivers
- Collaborative work for detailed analysis on targeted areas
- Supporting project leads and partners to use local vaccination data to shape planning and delivering of engagement and pop-up activities



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Behavioural Insights and Comms

- Three priority audiences identified from; data, RBC Officer insight, RVA feedback and availability / recruited / meetings with Community Champions;
 - Polish residents
 - Black and Black African residents
 - Pakistani residents
- Meetings to be scheduled to create engaging, trusted health video content in English, Urdu and Polish;
 - 2 min overarching Community Health Champions video featuring all 3 champions
 - 2 min bespoke Polish and English versions of Community Health Champions video
 - 2 min bespoke Urdu and English versions of Community Health Champions video
 - 2 min bespoke English version of Community Health Champions video for Black and Black African residents
- Kennet Island vaccine pop up activity supported with:
 - Reading Buses targeted bus route advertising; Adbike targeted advertising



Community Champions Network

Total 31 Champions recruited

- 2 Induction sessions organized
- 3 training sessions organised (1 Virtual, 2 Onsite sessions)

Total- 20 trained

- Online training offers for Champions- safeguarding training

ACRE supporting the Champions network

Upcoming events being organised:

- Induction sessions for new champions
- Champions networking meetings
- Health Professional Sessions; Q and A sessions

Champions linked with Comms/Training Lead

- To facilitate co-production of Comms campaigns/tools and training

Champions linked with Pop up events

- Champions supporting pop up vaccine events.
- Champions involved in raising vaccine awareness at community level



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Community Grant Fund

- 6 of the 7 successful applicants in round one are working with RVA to host info / pop up vaccine events
- 2nd round of funding will be live 20th June - 8th July
- Warm up communications shared via RBC, RVA and community partners
- Applicants will have the option to present their projects to the panel face to face and / or to make a written application
- All applicants will be notified together once the funding has closed - by 15th July
- Interim / progress reviews under way



Outreach and Pop-up sites/Transport

- RVA/ACRE Engagement and Delivery Plans - great results during May 2022 (see further details in shared Delivery plan and Monitoring document for pop up clinics as at 30/5/2022)
 - Reading College: 26 vaccine doses in total (incl 1st/2nd/Boosters)
 - Alana House: 8 conversations
 - Kennet Island: 19 vaccine doses (incl 1st/Boosters)
 - The Weller Centre: 12 vaccine doses (incl 1st/2nd/Boosters)
 - Vaccine Support Line: 15 calls
- May 2022 data:
 - Number of pre-engagement events: 4
 - Number of conversations about health and wellbeing including vaccination information: 322
 - Number of pop-up Vaccination events: 7
 - Numbers of administered vaccinations: 57
- Reading Buses - 50 bus pass issued
- Town events
 - Job Fair (10/5); Children's Festival (14/5)
 - Reading Friendship Festival (28/5)



Reflections to date

Highlights

- The effective use of data analysis has been a major driver in enabling improved programme outcomes: Data is fed into our weekly local partners' engagement meetings, thereby ensuring a structured approach in how we work with our local partners and communities in delivering our community engagement and pop-up activities
- The practical bottom-up micro-level behavioural insight approach in identifying and engaging with our local key influencers within our local priority areas - this has enabled a targeted co-production and consultative approach in understanding how to effectively engage with our priority area communities and determining suitable content production for our audiences
- Excellent engagement and partnership working across the borough; use of process mapping and KPIs in how we are working with our key partners like RVA, ACRE, Oxford Health and CCG to deliver programme outputs and outcomes
- The CVC programme has been an enabler in achieving a wider and more longer-term public health objective of strengthening our local community engagements and building our community and voluntary sector infrastructure, with expected sustainability that will outlive the CVC programme's lifespan
- The consideration of the programme extension will serve as a major conduit in deploying the community infrastructure achieved to date towards the planning and delivery of the Autumn vaccination booster programme coming up in September.

Lowlights

- National timeline constraints led to local challenges in mobilising required resources, engaging partners and implementing processes to set-up programme
- Current climate lacks population appetite for Covid -19 vaccination uptake - however, much wider health and wellbeing objectives have been achieved to date, inclusive of increased vaccination



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Next steps - for consideration

- Recommend that the Health and Wellbeing Board recognise and acknowledge the good progress and outcomes achieved to date
- Encourage partners to continue to support the delivery of the programme
- Recommend that the Health and Wellbeing Board support the consideration for the extension of the programme beyond July 2022
- Commit to provide an update on progress at the next Health and Wellbeing Board meeting in October 2022
- Recommend that the infrastructure, capacity and capabilities established to date be deployed for the planning and delivery of other vaccination programmes and activities (Flu vaccination)

