

Equality Impact Assessment (EIA)

For advice on this document please contact Clare Muir on 72119 or email Claire.Muir@reading.gov.uk.

Please contact the Project Management Office at pmo@reading.gov.uk for advice and/or support to complete this form from a project perspective.

Name of proposal/activity/policy to be assessed: Community Vaccine Champions
 Directorate: Corporate
 Service: Public Health and Wellbeing Team

Name: Becky Pollard
 Job Title: Public Health Consultant
 Date of assessment: 16/02/2022

Version History

Version	Reason	Author	Date	Approved By
1.	Decision Book CVC	Nina Crispin	16/02/2022	Becky Pollard

Scope your proposal

- **What is the aim of your policy or new service/what changes are you proposing?**
-

The Community Vaccine Champions scheme will provide targeted help to those areas and communities facing the greatest challenges in relation to vaccine uptake. Recognising that local authorities, their partners and local people are best placed to decide the right approach for their communities, it is intended to be designed locally, to respond to the needs of a specific place. Participating areas will be able to increase resources for both existing and new activities. Local authorities can utilise champions to build connectivity and trust in those groups who need it most, including those from inclusion health groups, young people and ethnic minority communities; empowering individuals to protect both themselves and those around them.

This is a government programme aimed at reducing inequalities in vaccine take up within the local communities in Reading and was driven by evidence-based data.

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- **Who will benefit from this proposal and how?**
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Populations at risk of contracting Covid 19 due to vaccine hesitancy or resistance will be offered free vaccination (1st, 2nd and booster).

Evidence-based analysis confirms that the following population will be the target of this intervention:

Chinese population, Black or Black African and Asian / Asian British Pakistani groups

Vulnerable groups: Homeless, substance misusers, refugees

Younger adults

And in the identified low uptake areas:

Central, Leighton Park, Battle and Caversham Bridge

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- **What outcomes does the change aim to achieve and for whom?**
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- Tackle misinformation around vaccine safety, develop initiatives to 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

Other longer-term aims of this programme include:

- To reduce disparity and inequalities in health outcomes
- To increase trust and engagement with government and public health messaging, building bridges between communities, community organisations and local government
- Increase community resilience and build local networks and infrastructure to enable local areas to better respond to future crises
- Learn from what works through increased community engagement and evidenced two-way-dialogue and build this into future messaging and engagement with disproportionately impacted people and places.

For the identified target populations as described in previous question.

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- **Who are the main stakeholders and what do they want?**
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Voluntary sector partners - Reading Voluntary Action; ACRE; Healthwatch Reading; Community leaders

Clinical Commissioning Group (CCG); Primary Care Networks (PCNs)

Reading Borough Council

Assess whether an EqlA is Relevant

How does your proposal relate to eliminating discrimination; advancing equality of opportunity; promoting good community relations?

- **Do you have evidence or reason to believe that some (racial, disability, sex, gender, sexuality, age and religious belief) groups may be affected differently than others? Make reference to the known demographic profile of the service user group, your monitoring information, research, national data/reports etc.**

Yes

Data confirms that particular sets of the population are more likely affected by low vaccine uptake depending on their race, disability, age or religious beliefs, including:-

- Chinese residents
 - Black or Black African residents
 - Asian residents
 - Asian British Pakistani residents
 - Younger adult residents
 - Central Reading residents
 - Leighton Park residents
 - Battle residents
 - Caversham Bridge residents
 - Homeless residents
 - Substance misuse residents
 - Refugee residents
-

- **Is there already public concern about potentially discriminatory practices/impact or could there be? Make reference to your complaints, consultation, feedback, media reports locally/nationally.**

Yes

Anti-vaccination activities and propaganda affect the perception that vaccination against Covid is unsafe and potentially increases vaccine hesitancy and resistance amongst vulnerable groups.

If the answer is **Yes** to any of the above, you need to do an Equality Impact Assessment.

If **No** you **MUST** complete this statement.

An Equality Impact Assessment is not relevant because:

X

Completing Officer

X

Lead Officer

Assess the Impact of the Proposal

- Collection and Assessment of Data

(Ashley, need to add table here about data for this project)

Collect and Assess your Data

Using information from Census, residents survey data, service monitoring data, satisfaction or complaints, feedback, consultation, research, your knowledge and the knowledge of people in your team, staff groups etc. describe how the proposal could impact on each group. Include both positive and negative impacts.

- **Describe how this proposal could impact on racial groups**
 - **Is there a negative impact?** No
-

Language barriers affect how people understand and interpret information about vaccine safety and access and health protection messages. Community peer pressure can disrupt the confidence level of those who would want to have the vaccine but fear of being ostracised.

The Community Vaccine Champions will be trusted channels to communicate effectively with those in diverse communities who have language barriers to influence a change in their perception and increase confidence within communities for individuals to come forward for the vaccine. The champions will be recruited from within diverse communities and will be able to communicate with population in their mother tongues and translated materials and resources will be made available.

- **Describe how this proposal could impact on Sex and Gender identity (include pregnancy and maternity, marriage, gender re-assignment)**
 - **Is there a negative impact?** No
-

Not applicable.

- **Describe how this proposal could impact on Disability**
 - **Is there a negative impact?** No
-

Access to vaccination sites need to be facilitated for people with disabilities, both in terms of those who need physical assistance but also with communication support needs.

The project aims at providing transportation (including specialist transport where needed) to vaccine sites for vulnerable groups and people with a disability.

- Describe how this proposal could impact on Sexual orientation (cover civil partnership)
 - Is there a negative impact? Yes / No / Not sure
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Not applicable.

- Describe how this proposal could impact on age
 - Is there a negative impact? No
-

Data confirms that there is a low uptake in younger populations. This proposal will target messages on social media to reassure younger people about vaccine safety and the benefits long term.

- Describe how this proposal could impact on Religious belief
 - Is there a negative impact? No
-

We are working with religious leaders to reach out to populations within diverse communities to increase vaccination rates and reduce inequalities.

Make a Decision

If the impact is negative then you must consider whether you can legally justify it. If not you must set out how you will reduce or eliminate the impact. If you are not sure what the impact will be you **MUST** assume that there could be a negative impact. You may have to do further consultation or test out your proposal and monitor the impact before full implementation.

1. No negative impact identified - Go to sign off

- **How will you monitor for adverse impact in the future?**

The process we are using won't have a negative impact because we are putting processes in place to reduce the barriers in vaccine uptakes. If this work is not undertaken there will be more negative impact with increased cases of people contracting Covid and increased health inequalities in populations most at risk. Monitoring will happen through the data evidence and community feedback or complaints that will give us insights on how the Community Champion work.

X

X

Completing Officer

Lead Officer