

CVC Programme (Phase 1)

# Programme Overview, Governance & Structure



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# Programme Overview

The CVC Programme is a community vaccine champions programme that is funded by the Department for Levelling Up, Housing & Communities. The Public Health & Wellbeing section of Reading Borough Council is managing the delivery of this programme.

The focus of the programme is to promote vaccine uptake amongst hard-to-reach communities and vulnerable groups that show a low rate of Covid-19 vaccine uptake.

Programme initiation took place in January 2022 and it included the production of a delivery plan that was agreed with DLUHC.

The delivery plan includes measurable programme outcomes and outputs and detailed costs for the project. The outcomes and outputs detailed in the delivery plan formed part of the MoU agreed and signed with DLUHC.

A copy of the delivery plan and the MoU is located in the Bid Documents folder within the CVC programme section in SharePoint.

# Key Deliverables

## Short term objectives

- Increased outreach and engagement (1:1/focused contact) to understand local barriers and needs
- Promote vaccine uptake and public health guidance
- Recruitment and appointment of Community Champions networks and local grant schemes
- Tackle misinformation around vaccine safety, minimise practical barriers to accessing vaccine, increase trust and vaccine uptake, with a particular focus on young people
- Improve the reach of official public health messaging on vaccine safety to hard-to-reach communities through local trusted voices

## Long term objectives

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

# 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



# 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 GPs, VCS and communities
- Increase community resilience
- Learn what works to inform future work



# 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

- CMT
- Lead Members Briefing
- Berks West Vaccine Action Group
- Health and Wellbeing Board (HWBB)
- BOB ICS Vaccine Inequalities group

DLUHC



SVICS Board



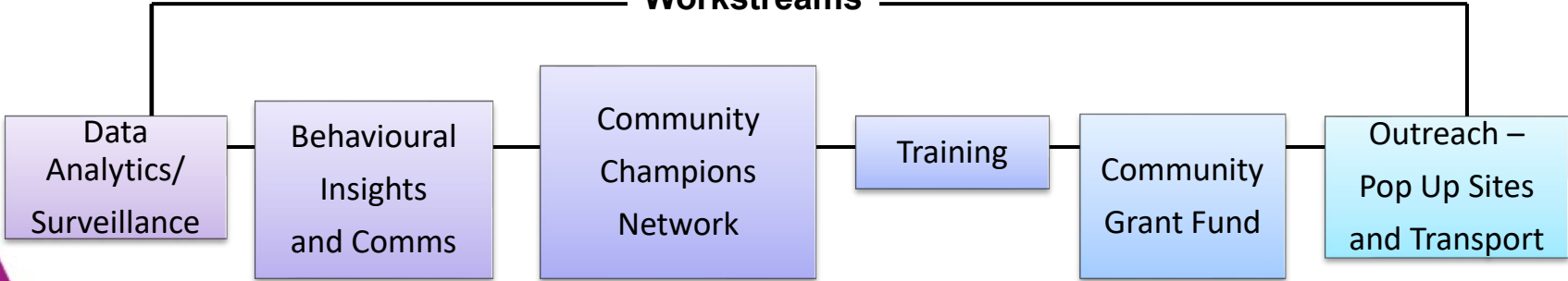
CVC  
Steering Group



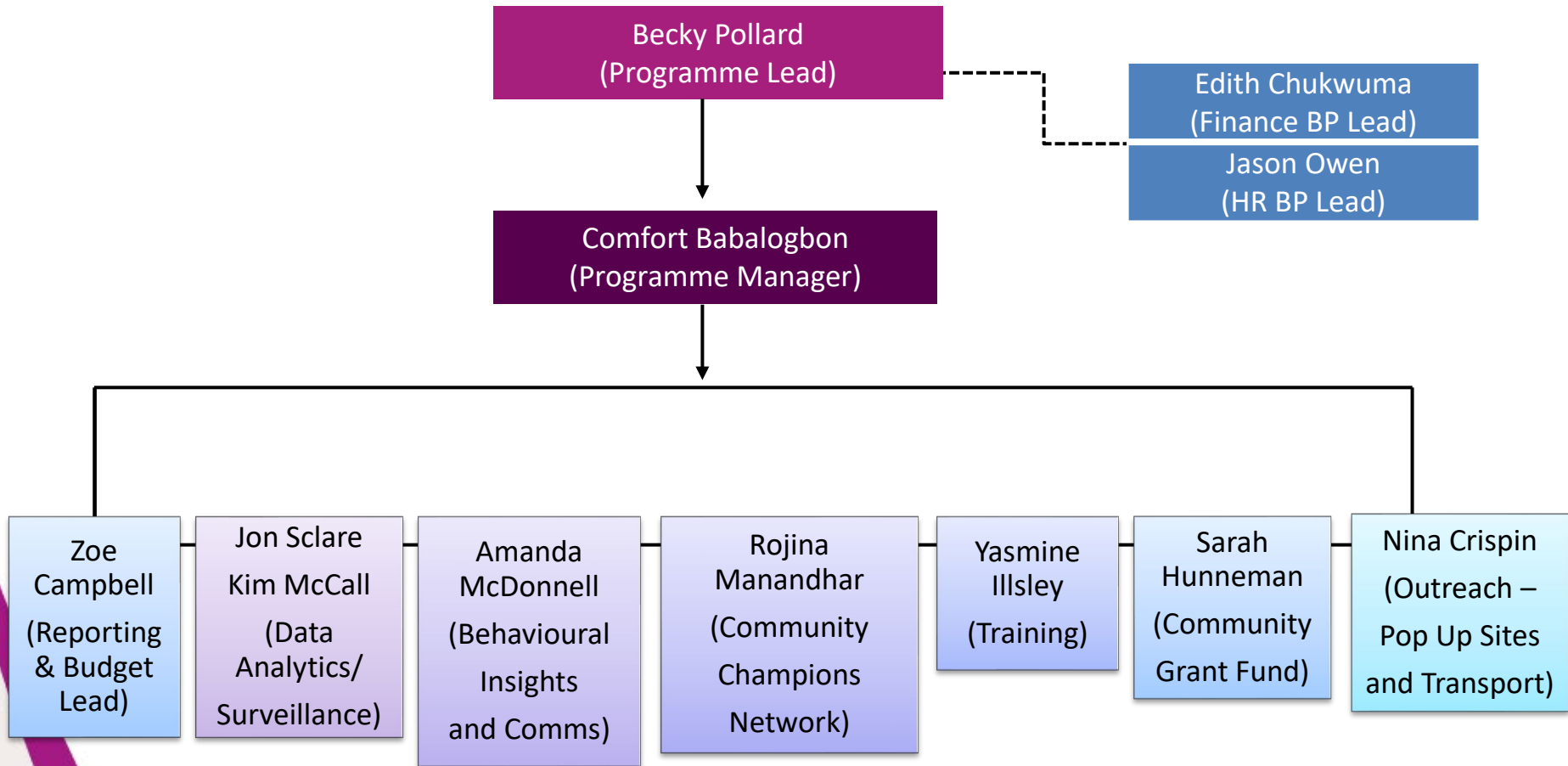
Programme  
Management Team



Workstreams



# Programme Management Structure





# Steering Group Members

Name & Organisation	Name & Organisation
Becky Pollard (RBC)	Isabel Edgar (RBC)
Comfort Babalogbon (RBC)	Mandeep Kaur (Healthwatch Reading)
Edith Chukwura (RBC)	Kate Green (NHS Berkshire West CCG)
Zoe Campbell (RBC)	Eiliis McCarthy (NHS Berkshire West CCG)
Rojina Manandhar (RBC)	George Matthew (ACRE)
Sarah Hunneman (RBC)	Rachel Spencer (RVA)
Nina Crispin (RBC)	Azra Raja (RVA)
Yasmine Illsley (RBC)	Victor Koroma (ACRE)
Jon Sclare (RBC)	Sarah O'Donnell (ACRE)
Kim McCall (RBC)	Lesley Crosby (Oxford Health)
Amanda McDonnell (RBC)	Peter Absolon (Reading Bus)
Amanda Nyeke (RBC)	Sally Moore (Royal Berkshire NHS)
Katie Badger (RBC)	Tracy Daszkiewicz (RBC)
Dayna White (RBC)	

# Programme Management Team

Name	Organisation	Programme Role
Becky Pollard	RBC	Programme Lead
Comfort Babalogbon	RBC	Programme Manager
Edith Chukwura	RBC	Finance BP Lead
Jason Owen	RBC	HR BP Lead
Zoe Campbell	RBC	Reporting & Budget Management Lead
Rojina Manandhar	RBC	Project Lead - Community Champions Network
Sarah Hunneman	RBC	Project Lead - Community Grant Fund/ PCN Incentives
Nina Crispin	RBC	Project Lead – Outreach Pop up sites & Transport
Yasmine Illsley	RBC	Project Lead - Training
Jon Sclare	RBC	Project Lead - Data analytics/surveillance
Kim McCall	RBC	Project Lead - Data analytics/surveillance
Amanda McDonnell	RBC	Project Lead - Behavioural Insights and Comms

# 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 Workstream

## Overview

- We will use population and vaccination data to identify small areas with high numbers of unvaccinated residents.
- We will work with GP practices in those areas to identify unvaccinated patients, audit and appraise communications and provision of information and risks that patients are non-contactable or may have moved away.
- We will then use GP demographic and patient-level data to target CVC outreach and other interventions for each key area





# Behavioural Insights & Comms Workstream

## Overview

Through micro-level insight, understand the motivations of each of our seldom heard audiences (and the nuances within those audiences) - to increase local vaccination rates for our:

- 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

Developing co-produced, bespoke, meaningful, engaging communication campaigns for each audience, mindful of local social sensitives and delivered through trusted and relationship-centric channels, to support direct engagement, create awareness, provoke action and encourage sustained behaviour.



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# Behavioural Insights & Comms Working Group

Name	Organisation	Programme Role
Becky Pollard	RBC	Interim Public Health Consultant
Nina Crispin		Information & Engagement Officer Wellbeing
Sarah Hunneman	RBC	Neighbourhood Facilitator
Yasmine Illsley	RBC	Public Health Programme Officer
Jon Sclare	RBC	Data
Kim McCall	RBC	Data
Rojina Manandhar	RBC	Wellbeing Programme Officer
Comfort Babalogbon	RBC	CVC Project Manager
Azra Raja	RVA	Inclusion Development Worker
Kasia Tatys	NA	Community Champion
Zara Mansur	NA	Community Champion
Warda Mansur	NA	Community Champion
Thandiwe Mwanza	NA	Community Champion

# Community Champions Network Workstream

## Overview

- Through partnership working with community leaders, faith groups and voluntary sector organisation, establish an active network of community champions.
- Support recruited champions with resources to share accurate and up to date Covid-19 related information with local residents.
- Recruited champions to be provided with the opportunity to attend training and regular meetings where they can learn about the latest guidance and share their feedback



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# Training Workstream

## Overview

- Through partnership working with health care professionals, community leaders, and the community champions and discussion with local communities, develop a robust evidence- based Community Champions vaccinator training programme.
- Enabling recruited champions to feel confident and empowered to have meaningful and helpful conversation with peers/community around COVID vaccination, increasing local capacity.
- This group will scope out the need for training, take learning from other regions and ensure it is suitably tailored for various community groups. Ongoing evaluation to ensure that both access to and content of the training package continues to meet the need of champions though evaluation feedback loop will also be priority of this group to ensure a high-quality champion programme



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# Training Working Group

Name	Organisation	Programme Role
Yasmine Illsley	RBC	Project Lead
Olga Zilberberg	Training consultant	Health Champion training facilitator
Catherine Williams	HealthWatch	Peer review of training and co facilitator
Rojina Manandhar	RBC	Lead for recruitment and support network
Amanda McDonnell	RBC	Lead for publicity around training
Ritu Shanks	ACRE	Venue host liaison at ACRE
George Mathews	ACRE	Lead Health Champions Support Network
Ida Osei	NHS	Guest Speaker – sharing lived experience as a vaccinator
Aprana Balaji	NHS	Guest Speaker – sharing lived experience as a vaccinator
Lara Stavrinou	Compass Recovery RBC	Mental Health Training

# Community Grant Fund Workstream

## Overview

- Launch a Community Grants Fund to promote innovation and creativity in increasing vaccine uptake amongst seldom heard communities and groups disproportionately affected by barriers to the vaccine.
- Empowering local communities to utilise their expertise and insight and develop their existing assets to remove barriers to vaccination, tackle the misinformation around vaccine safety and increase trust in public health messaging
- Work with local PCN's with the lowest uptake rates to develop a payment incentive scheme that recognises and responds to the needs of local residents and increase vaccine uptake in eligible populations



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# Community small grants and PCN incentives

Name	Organisation	Programme Role
Sarah Hunneman	RBC	Project Lead
Azra Raja	RVA	RVA Grant Panel member & liaison lead with successful VCS partners
Asha Mehboob	RVA	RVA lead for grant governance and grant panel member
Edith Chukwura	RBC	Lead for completing grants payments
Webcontent team	RBC	Lead for making application documents live
Amanda McDonnell	RBC	Lead for grant communication wording
Victor Koroma	ACRE	Lead for ACRE links – community groups and staff members and Lead for successful funding grant
Eva Wangui	Utulivu (ACRE)	Lead for communication to Let's Talk group and contacts
Ritu Shanks	ACRE	Lead for community communications for small grants
Aisha Mailik	RCLC (Thriving Communities)	Lead for community communications for small grants
Matthew Thomas	Reading Association for the Blind	Lead for potential funding grant
Constance Gooding	Reading Golders	Lead for successful funding grant
Hazel Bingham	Weller Centre	Lead for successful funding grant
Trisha Bennet	Whitley community development association	Lead for successful funding grant
Rachel Crawford Jones	PACT / Alana House	Lead for successful funding grant
William Crossley	Autism Berkshire	Lead for successful funding grant
Martina Platts	New Beginnings	Lead for successful funding grant
Lisa Trimble	Circuit Lane and Western Elms Surgeries	Lead for potential financial incentive
Natasha Roxborough	Milman Road Surgery	Lead for potential financial incentive
Eiliis McCarthy	CCG	Advising on PCN engagement

# Outreach – Pop Up Sites & Transport Workstream

## Overview

- Develop and implement partnership working with key local organisations and the community champions.
- Establish engagement process with local communities and develop a community asset-based programme.
- Implement a programme of outreach and engagement that builds on existing local programmes
- Increase awareness of local support and guidance
- increase uptake of the vaccine, removing barriers such as transport and access to localised vaccination sites



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## Outreach and Pop up sites / Transport

Name	Organisation	Programme Role
Nina Crispin	RBC	Project Lead
Azra Raja	RVA	Outreach/Pop up sites lead
Sarah O'Donnell	ACRE	Outreach/Pop up sites coordinator
Rachel Spencer	RVA	Outreach/Pop up sites Contract sponsor
Victor Koroma	RVA	Outreach/Pop up sites Sub-contractor lead
George Matthews	RVA	Sub-contractor (Health Champions Network lead)
Mark Dibben	Compass	Pop up sites/Town events support lead
Eiliis McCarthy	CCG	CCG contact
Lesley Crosby	Oxford Health	Vaccine Teams Lead/HOTMV
Jon Sclare	RBC	Data lead
Gemma Redson	Reading Buses	Bus vouchers
Peter Absalom	ReadiBus	PD/LD/Older People
Sarah Hunneman	RBC	Community Grants lead
Rojina Manandhar	RBC	Community Champions lead
Yasmine Illsley	RBC	CVC Training lead