

Luton Community Co-production

The
Strategy
Unit.

Top Tip

Properly engage with your community: listen to them, accept their challenge, trust them. Provide dialogue and sustain the engagement.



Overview

Reference: 04

Location: Luton

Target Group:

Faith and communities

Initiative type:

Engagement

Contact

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Why is this important to us?

Very early in the pandemic it became clear to us that there were going to be disparities, not just related to ethnicity but wider, including for age, gender and deprivation. Throughout the pandemic our communities have been very clear that until we could demonstrate, through evidence, that there is a problem with a particular group in Luton, such as specific community groups being vaccine hesitant, they did not wish to have that 'problem' narrative.

What are we doing?

We initiated a weekly forum with a range of faith and community leaders, representing our communities, at the beginning of the pandemic. Based on initial data and insight of health inequalities, we hosted a special health and wellbeing event in June. In our engagement activities, we try not to provide stock information, we localise, personalise and target our engagement. We also did some work in September looking at vaccine hesitancy for the flu vaccine to understand and plan for the COVID-19 vaccine.

Who is involved?

Everybody we work with gets how important this is and that they are part of a wider solution. It's Public Health leading on behalf of the Local Authority working with Clinical Commissioning Groups (CCGs) and the Police Community Cohesion Team. Our CCG is very supportive, we are working with them to target our approaches to vaccination, such as identifying community venues and prioritising people for vaccination, outside of national guidelines, when necessary. The police are also key, we share intelligence and together we manage outbreak management responses. Our community engagement routes are well networked, and our targeted community work is very co-produced.

What works for us?

Our approach is one of community engagement and co-production. We work in concert with faith and community leaders to ensure that we do not disrupt any community cohesion. **For our [video](#) we were able to get 30 leads that covered the breath of our communities and faith groups, together in 12 hours. It's very satisfying to see those community and faith and leaders take ownership of the vaccination programme.** It's too early to say what the impact of the community engagement work on vaccine uptake will be, other aspects such as vaccine availability will also affect local rates.