

MiHomecare: video for care workers

The
Strategy
Unit.



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Overview

Reference: 07

Location: Islington

Target Group: BAME
social workers

Initiative type: Video

Top Tip

It has to be continuous encouragement – day after day, week after week.

Why is this important to us?

I am Branch Manager at MiHomecare and about 80% of my care workers are from the BAME community. I noticed that they were not signing up for the vaccine when it became available for health workers. Trust is the main issue and fake news is also part of what they are questioning. I was concerned because COVID-19 affects the Black community more adversely, so it is better for them to take the vaccine for protection. My staff work with adults who are very vulnerable due to their health condition, so it is very important that we protect them – we have a duty of care. I've had clients next of kin calling to find out if staff have had the vaccine.

What are we doing?

I decided to take the vaccine and make a video to share with my team to encourage them to take it up. I have around 250 care workers and I sent it to them on our social media group and emailed it to them. When the care workers see that the branch staff are also taking it, it sends a strong message that these people are not just telling them to take it. They can see that we are from the same ethnicity and I was fine afterwards. Some of them called me to ask questions.

I still have some staff that are waiting - most of them are concerned about the long term effects. Any time I have information regarding the vaccine I share it with them and hopefully they will continue to sign up. I have been contacted for my second dose and after the second dose my plan is to share with the team – 'I'm fine, I've not died!'

Who is involved?

I went to get the vaccine with 3 colleagues and we also shared a picture of us.

What works for us?

Every week I send messages out with information about the vaccine just to encourage them. There is nothing else you can do than encourage and inform. Some of them are truly misinformed based off what they have seen. I told them don't go on social media to look for a solution, use google.

I know with some of my colleagues we've shared ideas of how to increase uptake, but the demographic of your staff will determine how. With colleagues whose demographics are mostly white, they are happy to sign up but because of the demographic of my own staff, it was a challenge. We also covered the cost of going to get the vaccine for our staff, which also helps.

So far, over 30% have signed up and more are signing up daily. The local authority noticed that the uptake from my carers compared to other providers has improved greatly because of the video. I also decided to call up the ones who decided not to take the vaccine. I called about 40 of them and out of those at least 8 signed up.

NHS England

NHS Improvement