

Brent Health Matters



Overview

Reference: 10

Location: Brent Council

Target Group:

Deprivation, ethnicity

Initiative type:

Information, community engagement and outreach

Contact

Email:

Ketan.Mistry@brent.gov.uk

Website:

<https://www.brent.gov.uk/brenthealthmatters>

Twitter:

@Brent_Council

Top Tip

Invest in working with the local community- give them the opportunity to have their personal questions and concerns addressed by people who they know and trust.

Why is this important to us?

Particular areas within Brent were hit hard by COVID, with a lot of deaths in the first wave. Prior to COVID, lots of Brent residents didn't have access to a GP practice, due to cultural differences, language and accessibility of information. The key driver for this work was a report highlighting the disproportionate impact of COVID on local BAME communities. Specific groups include the Black and Afro-Caribbean community, African, Muslim and Somali communities- this was driven specifically by looking at the makeup of those areas and the clinical commissioning group (CCG) data around vaccination rates and age groups, which suggested low uptake in these groups.

What are we doing?

The pilot involving Alperton and Church End started through the community champions initiative, with two champions going out to the wider community and attending forum meetings. In parallel, we ran four community webinars in February with local faith leaders, community voices and public health experts. Including videos with Black, Asian and Minority Ethnic (BAME) healthcare professionals explaining their experience of receiving the vaccine, and information around the safety and effectiveness of the vaccine. Working with the CCG and primary care networks, we've undertaken public health mapping exercises around deprivation to identify hotspots for low vaccine uptake. Based on this, we run an outreach day once per week which involves going out into hotspots identified, for example South Kilburn- taking banners, fliers, the staff team going out and talking to people who wouldn't normally connect with us.

Who is involved?

This has involved real partnership working, with Brent Health Matters linking up with the local CCG, public health and mental health teams-including different teams within the local council. We have also collaborated with local GP practices to target patients in the community around vaccination uptake and screening for long-term conditions.

What works for us?

Vaccination rates in the local area have shown an increase in uptake following the webinars and outreach activities. Going to places of worship, places that people trust- giving them opportunities to ask their own questions to trusted sources of authority. Having health professionals and trusted people from the community talking to the residents and answering their personal questions-giving them an opportunity to engage offline. Instead of dealing with one part and passing it to the other, we're putting our heads together to meet the needs of our community.