

Community vaccination clinics



Overview

Reference: 11

Location: Hackney,
London

Target Group: Local
Jewish Community

Initiative type: Vaccine
clinics

Contact

Email:

admin@hatzola.org

Website:

hatzola.org

Twitter:

@Hatzola

Top Tip

Do it within, and use the branding of your local organisation. Make sure you translate information into the languages of the communities that you are serving.

Why is this important to us?

The local Public Health team identified that there could be lower uptake of the COVID-19 vaccine in the borough of Hackney. Previously, Hatzola has supported the CCG to provide MMR vaccination clinics. The Hatzola branding is well-known across North and East London, therefore the CCG and Hatzola were keen to form this partnership to demonstrate to the community that this trusted organisation support the uptake of the COVID-19 vaccine. In turn, it was hoped that this would increase the public's confidence in the COVID-19 vaccine.

What are we doing?

Hatzola have played a central role in caring for the community throughout the pandemic and offered support in administering the vaccine. To increase awareness of the vaccine in the community, Hatzola staff who were going to train as vaccinators were first vaccinated. Hatzola received a grant to promote COVID-19 government guidelines and assisted with producing information materials. These were translated into several languages, including Yiddish, and distributed to the community via synagogues and local publications. Vaccinators were required to speak both English and Yiddish to ensure those being vaccinated can make an informed and individual decision about the vaccine. The clinics are held over the weekend, to allow people who work during the week to access them. Hatzola also liaised with a GP practice to arrange for a nurse to visit and vaccinate people unable to leave their homes, reaching more people in the community.

Who is involved?

This initiative has been a partnership between Hackney CCG, Public Health team, local GPs, and Hatzola. Hackney CCG provided guidance to Hatzola regarding the staff training required, including patient safety and how to use the Pinnacle patient management system. The GPs are known in the community, which provides further familiarity for patients attending the vaccine clinic.

What works for us?

Over 250 people have been vaccinated in each session so far. The shared goal of increasing uptake and the collaboration between all involved has made the initiative a success. Demand has been so high, that a challenge has been turning people away who live outside of the CCG. Vaccine availability has also limited the number of clinics that can be run in the community. **There have been many more people who have reached out to Hatzola, had their questions and concerns addressed, and then gone on to receive the vaccine in their own GP practice.**