

Airedale, Wharfedale & Craven (AWC) Modality Partnership

The Strategy Unit.



Overview

Reference: 16

Location: Airedale, Wharfedale & Craven

Target Group: Local population

Initiative type: Health coaches

Contact

Email:

bill.graham2@nhs.net

Twitter:

@systemanarchist

Top Tip

Invest in roles that connect health, patients and their communities together- that's how you build the trusted relationships.

Why is this important to us?

At Airedale, Wharfedale & Craven Modality Partnership, and within our primary care network (PCN) footprint, we identified stark variation in vaccine uptake around ethnicity, culture and socioeconomic deprivation. Uptake of previous influenza vaccinations for over 65s was lowest in the most socioeconomically deprived groups. We also knew that COVID-19 was having the biggest impact on communities who were already experiencing stark and growing inequalities before the pandemic.

What are we doing?

We promote vaccine uptake through social networks and local community organisations. We are in a position to understand and listen to the concerns underlying vaccine rejection. A key part of our initiative involved the secondment of 28 staff from the local Voluntary and Community Services (VCS) into the Modality PCN. Each week, health coaches are given a list of patients to reach out to, who have declined the vaccine or who have not been contactable when invitations were made. This also involved promoting vaccination in their communities and working with community leaders to dispel myths about vaccination. Alongside this, we also worked together with community partners and VCS health coaches to deliver a pop-up vaccination clinic at the Central Mosque in Keighley.

Who is involved?

Modality is the largest GP super-partnership in the UK, consisting of 8 divisions, including AWC Modality Partnership. Staff involved included the community innovation lead and a general practitioner at AWC Modality Partnership.

The health coaches were seconded from a range of community partner organisations including Dementia Friendly Keighley, Salvation Army, Keighley Health Living, Safety Through Communities, Project 6, Highfields Community Association and Keighley Association Women and Children's Centre. In addition, members of the mosque were also involved in running the pop-up clinic and having conversations around vaccination-they had gone out of their way to talk to their own community to identify those who might be eligible.

What works for us?

This was possible because we already have trusted relationships with VCS partners in our area. **Our health coaches have had 800 conversations with hesitant patients. The first pop-up clinic saw around 160 people come along, the second time there were around 500 people.** One way in which we've recognised success is that through running the pop-up clinic at the mosque, we also had people from other groups in the community come forward and offer their spaces to run further pop-up clinics.