

Kidney Care UK



Overview

Reference: 18

Location: National

Target Group: People with kidney disease

Initiative type: Information and targeted outreach

Contact

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Top Tip

Answer the most common questions about vaccination first, with people who are authentic and trusted by the community, who can speak encouragingly and with strength.

Why is this important to us?

We provide emotional, financial, and practical support to kidney patients across the UK. From March 2020, we were hearing the same concerns from many people we work with about financial support issues and worries around being extremely clinically vulnerable- ethnicity and deprivation were two factors we identified as having a huge impact. This is important to us because many kidney patients take immunosuppressant medication and have a higher risk of infection and adverse outcomes. There was also lack of clear information for kidney patients around shielding and the implications of the pandemic on their medical care.

What are we doing?

We have produced a set of webinars one of which was published the day before the vaccine announcement. The information in these was developed in collaboration with medically trained colleagues at The Renal Association. We also produced summary reports of these events for those who are unable to attend digitally. Many questions were repeated, so we synthesised these to understand common themes among them. We used this information to develop social media and communications to address the five most frequent myths. We collaborated with The Renal Association to turn this into a patient letter for use within dialysis units. After this, our BAME Engagement and Inclusion Lead suggested we run a series of webinars on the vaccine for people from ethnically diverse communities- we engaged with a wide-range of doctors, faith leaders and prominent figures to deliver these. We did not want it to be just a torrent of clinical information, so we talked to our particular audiences and made it relevant to them- we closed these sessions with the importance of making an informed decision around vaccination.

Who is involved?

Those involved include the Policy Director, Senior Policy Officer, Senior Media and Public Relations Officer, Senior Web and Digital Officer, and BAME Engagement and Inclusion Lead at Kidney Care UK. We have collaborated with other organisations, such as the Department of Health and Social Care and press-organisations by sharing the information we developed to amplify its reach.

What works for us?

We were not lecturing the community, it was about considering how we were facilitating and mobilising resource to help create understanding, so that people can make their own informed choice. We were also keen to learn from how people are responding so we can make it more accessible because reading information is not always the best way to take it in. We had to work very rapidly- the webinars we ran quickly became oversubscribed- around 600 people registered for the first webinar!