

Your Neighbour - Give Hope Campaign

The
Strategy
Unit.



Overview

Reference: 20

Location: National

Target Group: Christians

Initiative type:

Information and
community outreach

Contact

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Top Tip

Give HOPE- Have conversations, Offer practical solutions, Provide assistance and Engage continuously!

Why is this important to us?

YourNeighbour (YN) is a coalition of congregations, denominations and Christian organisations with a network of 40+ partner organisations and 1,000+ local churches, covering 85%+ of Local Authority areas in England. It was formed in March 2020 in response to the COVID crisis. After the first reports of vaccine hesitancy, church leaders from Black majority church communities were describing similar local challenges around hesitancy and misinformation. Roundtable discussions with national church leaders highlighted a level of mistrust toward the vaccine and historical failings of government and health services in these communities. We recognised that our organisation was well suited to help increase vaccine uptake, given the role of faith leaders and the respect they hold. The church have the highest number of Disclosure and Barring Service (DBS) registered volunteers nationally, meaning we were uniquely positioned to give practical support.

What are we doing?

As part of the 'Give Hope' campaign, instead of giving something up for Lent, we're encouraging people to give hope by considering what they can do to help in this crisis – this has been across a range of needs in our communities but we have a dedicated team working specifically around the vaccine. We commissioned behavioural research to understand different attitudes around vaccination - some church congregations were hesitant or unsure on the basis of trust, whereas others hadn't found any resistance; it depended on their community. This highlighted the importance of conversations with trusted members of the community in safe spaces. Based on this we developed a comprehensive pack of resources to structure and initiate local conversations-allowing people to say what they think and providing a safe place to be vaccinated. We've also arranged several wider webinars and round table sessions with doctors of Christian faith and the vaccines minister, with high-level support from members of NHS England and Improvement in organising this.

Who is involved?

Three of us are on the YN vaccine team, we work with the behavioural team at ICE Creates to develop and disseminate information resources. We were well placed to do this due to our network of communications teams and an advisory board for most denominations. We had already set up to run 'Give Hope' throughout Lent before the vaccine roll-out in December, meaning we had to move rapidly to adapt the campaign to include building trust and conversation around the vaccine.

What works for us?

What has worked for us was applying the understanding that people generally trust figures that they already know and are familiar with, and working within those spaces to socially norm the conversation around vaccination. Through this, church leaders felt equipped to speak about the importance of being well informed on this issue - they've been coming back and saying they've seen a big change in attitudes.

NHS England

NHS Improvement