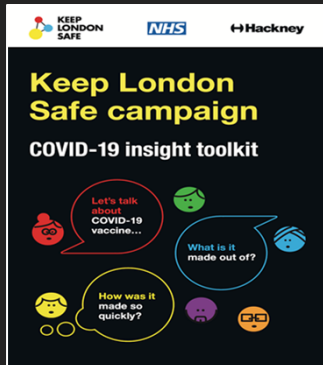


# Hackney Listening and Learning



## Overview

**Reference:** 26

**Location:** Hackney,  
London

**Group:** Black  
communities

**Initiative type:**  
Information/insights

## Contact

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## Top Tip

*Everything we do with our communities should be about listening and learning. It's about working in collaboration to understand issues of concern and developing solutions together.*

## Why is this important to us?

The work that we have been involved in has been part of the Keep London Safe Campaign which is aimed at increasing vaccine uptake across London. We found hesitancy was higher in certain groups like Black residents. Some of the issues mentioned by Black residents weren't the same issues across other cohorts. There is a trust of medical and Public Health professionals, but there is more trust of people they know. So if people within their family circles who are medical professionals are not getting the vaccine, it will impact confidence of taking the vaccine.

## What are we doing?

Working with our community networks, we have been gathering insights by doing short survey questions to understand perceptions and attitudes around vaccines. This enabled us to gather as much information to inform the development of campaign messages as part of the Keep London Safe Campaign and the Hackney campaign. We got 1300 responses from the survey. At first we were targeting everybody as we didn't know who was hesitant but we found from the data set that intention to take the vaccine was lowest among the Black communities. We really wanted to focus on those who were unsure. So we invited them to focus groups to further understand their concerns and we asked them to bring someone they could trust. We wanted a relaxed atmosphere and a discussion in a safe space. We then created a COVID-19 vaccine tool kit that explained the whole process, which we cascaded across the 32 London Boroughs. Dr Sandra Husbands (Director of Public Health) also produced a number of videos where she answered the questions that came up via the focus groups or were emailed into the council. Sandra has a high face recognition in Hackney, which helped and she is viewed as a trusted individual.

## Who is involved?

Within our team we have a key insight lead, behavioural scientist and research analyst who is the number cruncher. We worked together by supporting Primary Care Networks to get people booked in for appointments. We worked with community champions and used links in diverse communities to gather insights.

## What works for us?

Repeating the misinformation cements it in people's minds. We had to address the particular concerns people had but we did not repeat the misinformation. We were not just repeating the official lines, we were giving them an insight about why it makes a difference and why it matters to get vaccinated, in plain language. We have seen a gap closing for African and Black groups and we have seen the level of hesitancy is decreasing. We can't directly attribute that to the work we are doing. We might have to do some follow up surveys to ask what motivated people to take the vaccine.