

# South Tyneside COVID Champions

The  
Strategy  
Unit.

South Tyneside  
**COMMUNITY**  
CHAMPIONS

## Overview

**Reference:** 28

**Location:** South  
Tyneside

**Group:** At risk groups

**Initiative type:** Outreach

## Contact

**Email:**

[covidchamps@southtyneside.gov.uk](mailto:covidchamps@southtyneside.gov.uk)

**Website:**

<https://www.southtyneside.gov.uk/article/69129/Coronavirus-COVID-19->

## Top Tip

*Utilise every contact you have!*

### Why is this important to us?

In South Tyneside we have a diverse community and it is very important that social and faith groups understand the importance of vaccination and the risks surrounding the Corona virus, to this end, the COVID Community Champions were formed and we have been able to do this with funding from the Ministry of Housing and Community and Local Government Fund.

### What are we doing?

Through cross sectional partnership, the first thing we did was a comprehensive mapping of different organisation in South Tyneside. We found that that we had over 80 third party organisations, so we targeted them to see if we could enlist community champions, so far we have 50 signed up to dispel the myths and rumours surrounding vaccination and COVID-19. All the Champions are offered training to enable them to develop the necessary skills to engage with the public. The community champions have a fact sheet about vaccinations and up to date information regarding COVID in a simple format. Should they require the information in a different language we have the funding to be able to do this. The champions tell us what people are worried about, this helps us provide accurate information to suit the community. We have produced 11 videos covering all social and faith groups, to encourage as many people as possible to have the vaccine. Another element of the grant has enabled us to install 'Voicescape Engage' which uses targeted data to send tailored and dynamic messages via outbound calls or SMS on COVID-19 related matters. This resource will enable us to hit every household in the Borough within minutes.

### Who is involved?

We have obtained a grant from the Ministry of Housing and Communities and Local Government. Our Public Health team have just been incredible sharing information and contacts alongside our Press and Marketing teams who have collaborated in getting the message out to the people of the Borough

### What works for us?

I hope with the training and knowledge gained by the Champions that they are also having a positive impact and all the partnerships, including with third party organisations have proven to be very positive