

Central Liverpool PCN Tackling Racial Inequality Working Group

The
Strategy
Unit.



Overview

Reference: 30

Location: Liverpool

Target Group: Ethnic Minorities

Initiative type: Various

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Top Tip

Find your 'cultural brokers' – those people who are trusted within the community and ask for their help.

Why is this important to us?

Data revealed the relatively poorer uptake of the vaccine in our ethnic minority communities. Health leaders make certain assumptions about why there might be poor vaccine uptake and we learnt along the way that there was a mismatch between our perceptions and what was actually happening in the community. We found that despite the public education campaign, it hadn't actually reached everyone effectively. We found that people had issues around how and where to access the vaccine.

What are we doing?

We initially hosted a webinar event for the local community to address access issues with volunteers in multiple languages so people could ask questions in their preferred language. We had 75 attendees and the event was shared through community WhatsApp groups and local groups on twitter. The final number of twitter views was 27,000. We provided a range of options to meet community needs, such as using interpreters to contact patients and opening a third vaccination site near many ethnic minority communities. We've gone out to destitute asylum seekers, homeless and traveller communities, we've done pop-ups in the local mosque. We also provide an opportunity to have a chat about the vaccine at pop-up clinics.

Who is involved?

We have a very active patient participation discussion group who have helped to identify what the local needs are. We have involved people who are respected and trusted in the community with whatever we do to help bridge health workers with communities. This has given us a massive opportunity to build relationships with community leaders and faith leaders. Community leaders effectively spread the news of the vaccination pop-up via local WhatsApp groups. At our pop-ups, multi-ethnic and bilingual medical students are paid to deliver the vaccine. We had multiple translators in the building to help with communication issues. Medical colleagues were also very key, including GPs and social prescribers in collaboration with Mersey Care NHS Foundation Trust community services who are working with us to provide mini health checks and education at our pop-ups.

What works for us?

We started by assuming we don't have trust and ensure that we go out of our way to build it. We aim to learn as we go and refine the pop-ups each time. We held a small test session before moving to a bigger venue, which provided the opportunity to do a risk assessment. **At our first pop-up we aimed for 20 vaccinations and twice the number of people turned up. We have reached 700 hundred more people with pop-ups** and often people take it upon themselves to share their stories through photos and recordings, which is having a positive knock on effect. We review uptake figures regularly and our next pop-up will be targeting local black communities – collaborating with communities is vital.

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