

# BCWB - phone calls to people who decline the vaccine



## Overview

**Reference:** 34

**Location:** BCWB

**Target Group:** Vaccine Hesitant

**Initiative type:** In-depth phone calls

## Contact

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## Top Tip

*Invest some time and energy into how you contact people to get the vaccination and have a richer conversation.*

### Why is this important to us?

When reviewing the uptake rate across Primary Care Networks in Black Country and West Birmingham, and running down into individual practice populations, we identified a segment of the population where there was low uptake and this was based on geography – in areas of social deprivation and Black, Asian and Minority Ethnic communities.

### What are we doing?

We have been phoning up people who decline the COVID vaccine in order to address concerns or practical issues and answer any questions. When booking vaccine appointments, there is the initial phone call or communication from practice staff, which is not as in depth. We are then working with a local voluntary organisation to do follow up calls with a list of patients who declined the vaccine. Spending longer with people on the phone allows more of an explanation about the vaccine and you can deal with some of the myths. Sometimes the barriers may be more practical, for example being given a vaccine appointment which wasn't at a convenient time.

### Who is involved?

We have partnered with a local organisation called Tandruti which is part of the Workers' Educational Association and works to improve health and wellbeing for Black, Asian and Minority Ethnic communities in Dudley. They will do the follow up call with people from ethnically diverse groups, using people proficient in different languages and able to address specific concerns. Our practice staff have been completing in-depth calls with the other vaccine hesitant patients, where uptake is often lower in areas of social deprivation. We're now also using Tandruti for training with practice staff, so that they can have a better conversation with people. We also initially worked with Public Health England to produce maps to identify where the vaccine uptake was low.

### What works for us?

One of the general messages has been that there's benefit in having a longer, more rich conversation with people rather than just quick ring about the vaccination to book an appointment. You've got to spend time explaining it to people.

We should be doing a similar thing in terms of the flu vaccine and in terms of childhood vaccinations. The main challenge is having the time and the resource to spend on the phone with people.

**Current evidence suggests that we have a 60-70% success rate in terms of turning people around who previously declined the vaccination.**