

Buckinghamshire, Oxfordshire and Berkshire West ICS: Geomapping

The
Strategy
Unit.



Overview

Reference: 36

Location: Buckingham, Oxfordshire and Berkshire West

Target Group: Hard-to-reach communities

Initiative type: Geomapping

Contact

Website: <https://www.healthqis.nhs.uk/>

Top Tip

This vaccination programme needs to be utilised not only to vaccinate but also used to build up trust of the NHS within some communities.

Why is this important to us?

The one thing we had struggled with is identifying where the individual populations are that were not taking up the vaccine. We could break it down to PCN areas and local super output areas. However, if you use local super output areas it just comes with a number and therefore you don't necessarily know where that population is.

What are we doing?

We worked together with the South Central and West CSU to pull together a geomap. We overlaid information from the last census (2011) along with the locations of local and mass vaccination sites. We also added the locations of food banks as well as mosques and other places of worship. What we've been able to overlay now is information on where we've got low uptake and we create a heat map that actually looks at where we need to really target new modes of delivery for vaccination. This could be in community centres, in individual faith groups or places like foodbanks where naturally some people might gather in.

Who is involved?

We worked alongside the South Central and West CSU to produce the geomapping. The idea was heavily inspired by similar work at Oxford University. In our delivery, we have worked alongside faith groups, community groups and food banks.

What works for us?

Having a geomapping picture really does help us to emphasise where interventions for increasing vaccine uptake are necessary. For example, Aylesbury focussed their work on really targeting the Pakistani and Sikh communities. You can see from the mapping that this has made a real impact. We can physically see from the mapping what has come of the opportunity. It also helps us to understand where we want to focus our work to put in different sites and offer different opportunities.

With the mapping you can approach community and religious groups and offer them the information and ask how we can collaborate to support the vaccination of their community. Working with community leaders can also help us to understand how specific groups would like to be vaccinated. It's important to be able to flex your individual approaches based on each of the ethnicity groups, because each ethnicity group has their own understanding of the importance of being vaccinated.