

Webinar Series from the EDI Team at NHS East of England



Overview

Reference: 49

Location: East of
England

Target Group: BAME/
Social Care

Initiative type:
Information

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Top Tip

Create a safe environment for two-way communication and acknowledge peoples' lived experience. People want to ask questions, people want to be well informed and people want to feel empowered and enabled to make a decision.

Why is this important to us?

We focused on NHS staff and social care colleagues. We knew the vaccine uptake was low among certain groups of staff and we wanted to understand what was going on while trying not to stigmatise any groups of staff. One group we identified was the under 40 female workforce who have been working throughout COVID and are really worried about fertility and pregnancy. Lots of work has to be done to support this cohort of staff, as people are scared to breastfeed, scared to have another baby and scared about their pregnancy.

What are we doing?

We hosted three webinars; a race webinar, a women's health webinar and a webinar for temporary staff, international doctors and nurses, which are the seldomly heard workforce. The main aim was to facilitate a conversation in a safe way and that doesn't marginalise or stigmatise. We aimed to humanise the vaccine messaging and provide sufficient information for them to make an informed choice. In the race webinar, we provided lots of information on systemic racism and acknowledged that vaccination concerns are grounded in historical fact. There is genuine fear and mistrust in these communities and misinformation spread through social media, so we always started with the facts. Lack of clear and accessible information was another hesitancy theme, showing the need to simplify the information given and make it a lot more accessible. Lots of staff were requesting access for their family members and community groups so we opened the webinars up to more than NHS staff.

Who is involved?

We have the support of East of England Local Government Association who do a lot of work with marginalised communities – this brought in the perception of someone not involved in healthcare and highlighted the correlation between the concerns of women in marginalised communities and the concerns of other women. Prominent TV doctor, Nighat Arif spoke at our womens' health webinar, which was delivered in partnership with Northamptonshire Foundation Trust, this was really popular.

What works for us?

We used social media before we went live to make sure that we got lots of traction and we've now joined TikTok to make it engaging for young people. We are planning two more webinars, the next webinar is on misinformation with a focus on marginalised groups. We are also discussing how to survey people who attended our webinars to see whether they increased confidence in taking the vaccine. **Our women's health webinar had 1250 attendees**, so we're running it again to help answer more questions. It's become clear that lots of people want personalised information and advice around underlying health conditions, so we are recommending that colleagues access local GPs for one-to-one support.