

HKP Communications and Engagement

Spring Booster Vaccine Equity June 2023



HKP worked on the spring booster campaign in a variety of ways, including:

- promoting the regular Thursday Poly Clinic MVU
- promoting the 'evergreen' offer and explaining that to communities
- ongoing MECC work on vaccines throughout all our work
- organising and promoting the HKP Community drop at Hangleton Community Centre in partnership with HERE
- promoting public health messaging through outreach to community groups, events, networks, and social media, including Facebook, Twitter and WhatsApp and local poster and flyer distribution to GP Surgeries and community spaces.
- strategic input to Vaccine and Health Inequalities Boards

Alongside this HKP organised and delivered a targeted programme of outreach to residents and groups from ethnically diverse communities, predominantly Bengali and Arabic via visits to community groups, events, networks, and through translated posters via Facebook and WhatsApp.

This report summarises the development and delivery of this work in the West of the City.

HKP Community Drop in

HKP co-produced a community friendly poster with the Hangleton and Knoll 50+ Steering Group to promote the Over 75s Spring booster offer and had the poster translated into Bengali for distribution via HKP ethnically diverse communities, groups, and networks. The public health messaging posters about eligibility criteria were also distributed widely on Facebook and to community leaders

Paper posters were displayed at the following locations:

GP surgeries/Health hubs:	Community venues:	Community Centres:
Hove Medical Centre Portslade Medical Centre Benfield Medical Centre Mile Oak Medical Centre Burwash Surgery Hove Polyclinic Mill View	Hangleton Library Grenadier Pub Tesco Co-op Burwash Pharmacy Boots Pharmacy Portslade Library Waitrose	Eastbrook Manor Community Centre Fishersgate Hangleton Community Centre St Richards Community Centre South Portslade Community Centre




Hangleton and Knoll
COVID-19 Spring Booster
Vaccinations drop-in
Wed 21st June 10am-1pm
Inside Hangleton Community Centre,
Harmsworth Crescent, BN3 8BW
For everyone aged 75 and over or
with a weakened immune system

Drop-in, no booking needed
Tea and biscuits available.

For more info and any support
 contact Clare : 01273 410858,
 clare.hopkins@hkproject.org.uk

For questions about your vaccine please call:
 0300 303 8060 (Monday to Friday, 9am to 5pm) or
 email here.rovingpatients@nhs.net






Hangleton এবং Knoll
COVID-19 বসন্তকালীন
বুস্টার টিকাকরণ ড্রপ-ইন
বুধবার 21শে জুন
সকাল 10টা-দুপুর 1টা
Hangleton Community Centre, Harmsworth
Crescent, BN3 8BW-এর ভেতরে
75 বছর বা তার বেশি বয়সী অথবা যাদের
রোগপ্রতিরোধ তন্ত্র দুর্বল তাদের সকলের জন্য
ড্রপ-ইন, বুক করার প্রয়োজন নেই
চা ও বিস্কুট পাওয়া যায়।

আরও তথ্য এবং যেকোনো সহায়তার জন্য
 আলেক্সার (Aleya) সাথে যোগাযোগ করুন: 01273 410858,
 aleya.khatun@hkproject.org.uk

আপনার টিকা সম্পর্কে প্রশ্নের জন্য অনুগ্রহ করে কল করুন:
 0300 303 8060 (সোমবার শুরুর, সকাল 9টা থেকে বিকাল 5টা) বা
 ইমেল করুন here.rovingpatients@nhs.net




HKP has extensive community networks via email, WhatsApp and social media with a reach of 53,637.

The HKP Community Posters in English and Bengali and the public health posters were distributed as follows:

Social media – HKP	Social Media – Community Groups	Email lists
HKP Twitter HKP Website Happenings in Hangleton Facebook group 7,900 HKP Staff Facebook 6 SMS Text message went out to all 75+ patients at Hove Medical centre	Friends of Parks (Hangleton) 227 Hangleton Community Noticeboard 1.8K Portland Road Hove Community (Portlandia) 4.9K Buzz on boundary 11.5K Portslade and mile oak forum 7.8K West Hove Matters 688 Happenings in Hangleton 8.4K Mile Oak and Portslade Community Group 4.8K Portslade Community 702 Hangleton and Knoll community Action Group 296	Health Forum e-newsletter 227 HKP e-newsletter to residents 1063 HK50+ e-list- older residents 240 HK50+ In shape group- 25 HK50+ Steering group 6

Targeted Promotion to Ethnically Diverse Groups, residents, and wider networks

WhatsApp Groups:	Email:	Facebook:
<p>Multi-Cultural Yoga - 24 Multi-Cultural Walking group - 32 Multi-Cultural Bollywood Group - 22 Brighton and Hove Bangladeshi welfare association - 39 Madina Mosque - the Imam -1 Shajalal Mosque – Sent to committee members x 2 Mosaic Family group - 6 Muslim women’s Group - 37 Sent to Labour Politician -1 EMAS – 57 Multi-Cultural Parent/Carer group – 49 BMECP community lead -1 Sikhs of Sussex Lead – 1</p>	<p>Hangleton Park Children Centre staff – 4 Multi-Cultural Women’s Group Members (all languages) - 156 Egyptian Coptic Group Lead 1 SIPS Lead and Admin (all languages) 1 Christian Arabic Club Lead (all languages) 1 Jamarl Billy – Community engagement team B&H City Council 1 Al Nour Academy-1 Sikhs of Sussex-1</p>	<p>Egyptian Coptic Christian Association – 1.8k Sussex Indian Punjabi Society - 166 Sikhs Of Sussex - 290 Multi-Cultural Women’s Group - 363</p>

In person Community Group Visits

HKP Community Development Workers visited the following groups to talk them through the offer of the Over 75s Spring Booster Community Drop-in at Hangleton Community Centre and provided the groups with posters/flyers both in English and translated in Bengali, Farsi and Ukrainian for individuals from ethnically diverse backgrounds and encouraged people to share them with other groups, residents, carers, family, and friends. In person communication with groups and individuals and focus groups to inform people about the community session reached 248 people

Generic Community Groups	Targeted Ethnically Diverse Groups
<p>HK50+ Committee and AGM 7 HK50+ Memory Café 15 HK Community Action meeting 25 50+ Coffee and Chat 35 Befriending Group 20 HK Health Forum 40</p>	<p>Multi-Cultural Coffee Morning - 27 Multi-Cultural Parent/Carer Group - 4 Act on Cancer – Horizon Centre Visit -15 Lighthouse Visit - 6 UOK Event - 4 Hangleton Primary School - 8 Yoga Group - 14 Bollywood Group - 14 HKP ESOL Course – 12 Big Munch families: 2 Poly Clinic MVU promotion to all groups</p>

HKP Community drop-in overview

HKP organised a community drop-in at Hangleton Community Centre in partnership with HERE supported by HKP Community Development Workers and HKP Volunteers.

Refreshments and a chat space were provided in the main hall and chairs laid out in the corridor. The Vaccinations took place in a quiet room around the corner with an A Board sign. A post-it note system was used to keep the queuing system organised, the logistics worked well. Refreshments and chat were offered to those waiting, with engagement and promotion of HKP Community activities by the Community Development Workers.

Outcomes of the session

- 37 people attended the session,
- 30 individuals received Vaccinations, the majority were 75+ age group, 2 people were under 50 and immune suppressed. A high turnout from the over 75s keen to get their booster before the end of June.
- The MVU team brought 12 vaccines with them but had to order more from a GP surgery and still ran out due to the unexpected demand.
- 4 people were turned away as they were not eligible as they had already had the booster There was some general confusion about eligibility which was managed at the session.
- 3 people were signposted to the Tesco's George Street MVU and the Hove Polyclinic MVU as the team ran out of vaccines at the end of the session.
- 1 request for transport from an individual at the Lighthouse Centre who accessed the drop in last year which was organised by the Community Development Worker via [Free transport to your COVID-19 vaccine appointment - Sussex Health and Care \(ics.nhs.uk\)](https://www.ics.nhs.uk/free-transport-to-your-covid-19-vaccine-appointment)
- 2 individuals from ethnically diverse communities attended 1 from Mauritius and 1 from Jamaica, one was brought to the drop in by a Mental Health support worker.



It was a very positive session with people generally feeling relieved that they had managed to get the Booster and were appreciative of the supportive, friendly set up.

HKP MVU Chat and Refreshments Area at Hangleton Community Centre on the 21st June 2023