



Autumn COVID-19 Booster Vaccine Equity Campaign Oct-Nov 2023 report

Supporting COVID-19 vaccine uptake amongst Brighton & Hove residents, with specific engagement with our ethnically diverse communities.

January 2024

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1. Context

Our city's least advantaged residents are more likely to have shorter lives and poorer health: the gap in life expectancy between the most and least deprived people in Brighton & Hove is now more than 10 years for males and six years for females, and similar inequalities exist in healthy life expectancy.

Brighton & Hove remains behind England in COVID-19 vaccination uptake. A long history of social and economic inequality, experiences of systemic discrimination and health disparities are influencing uptake among some of our city's ethnic diverse communities and those living in the city's least advantaged neighbourhoods.

Building on the successful delivery of previous COVID-19 vaccination equity campaigns aimed at Brighton's older and ethnically diverse communities, the Trust for Developing Communities (TDC) and the Hangleton & Knoll Project (HKP) supported Brighton & Hove City Council's Autumn booster vaccination campaign. Funded by HERE, our communication and engagement campaign included a dedicated focus on Arabic, Bengali and Ukrainian speakers, and the city's 20% most deprived neighbourhoods and specific Super Output Areas.

At the commencement of our campaign, Brighton & Hove had only delivered 4% of its target vaccination take-up and needed to deliver 13,000 vaccinations per week throughout October.

As at 13.12.2023, 28,567 people aged 65+ living in Brighton & Hove received an autumn vaccination. This equates to a 66.7% uptake, compared to a national uptake amongst people aged 65+ of 68.8%. From a starting point of 4% TDC and HKP's support significantly contributed to this achievement.

2. Strategic Contribution

The Vaccine Equity project brought together NHS, public health, local authority and community and voluntary sector organisations to ensure the Autumn booster campaign best met the needs of communities and that it was designed and delivered as effectively as possible.

The teams at TDC and HKP regularly participated in key strategic forums: the Brighton & Hove Covid and Flu Vaccination Programme Board and Brighton & Hove PCN Health Inequality Collaborative Meetings; contributing to discussions about the vaccine offer and engagement support.

3. Promotion and Engagement

Our engagement teams reached out to their networks, using social media groups on Facebook and WhatsApp, and email lists, to share information and advertise local vaccination sites (bookable, walk-in and pop-ups), encouraging those who may experience linguistic or cultural barriers to go along. They distributed leaflets and posters at locations frequented by people from ethnically diverse communities, including places of worship, cafes, shops, and community groups, and engaged directly with people in those locations, starting conversations around vaccine take up.

3.1 Web and social media

As part of our promotion and engagement campaign, TDC's Communications Officer created a suite of social media assets designed around locality based (Central Brighton, East Brighton, North Brighton, West Hove) vaccination sites, specific pharmacy, and the pop-up Mobile Vaccination Unit (MVU) sites. These, alongside social media assets produced by Brighton & Hove City Council, were incorporated into 13 TDC Facebook posts. TDC's Facebook page has 1,600+ followers and the 13 Facebook posts combined generated over 4,700 individual impressions. Similarly, HKP created their own Facebook posts to promote their community vaccination drop-ins.

As an engagement tool, TDC and HKP community engagement teams are active on numerous local Facebook groups, through which they re-posted and shared their organisation's Facebook posts. They also shared posts via their staff Facebook profiles. HKP also used X (formerly Twitter), WhatsApp and email groups as other platforms through which to promote the Autumn COVID-19 vaccination programme.

Given that residents may follow several Facebook groups we cannot confidently report the individual reach of our Facebook promotions. However, the pages we were regularly active on have a combined following of more than 173,000 people. Email lists, X, and WhatsApp groups extended our online promotional reach by 4,940.

TDC's Communications Officer created a dedicated webpage which was updated whenever anything changed with the local vaccination programme, e.g., introduction of pop-up MVU sites. Facebook posts connected people to the webpage which was a comprehensive source of information.

A Frequently Asked Questions document was developed collaboratively by BHCC and TDC. The FAQ document was translated by Sussex Interpreting Services into Arabic, Bengali and Ukrainian and made accessible alongside an English language version via TDC's webpage. The FAQ document included contact details for HKP and TDC's bilingual community workers, naturally fluent in those languages. They were available to help people understand more about the vaccine, discuss associated barriers, book their appointment, and if necessary, to organise transport. Sussex Interpreting Services provided support for speakers of other languages.



Get your Covid-19 Vaccination at The Bevy

50 Hillside Brighton BN2 4FT

Sat 25th Nov
10am-1pm

Mobile Vaccination Unit
Pop up
Just walk-in.

COVID-19 is making an unwelcome return, and people at greatest risk are being offered a free Autumn booster vaccine.

Those eligible for the booster include

- **People aged 65 and over**
- Residents in care homes for older people
- Anyone aged 6 months and over in a clinical risk group
- People who are pregnant
- Carers and household contacts of immunocompromised individuals
- Health and social care staff.

If you have not been vaccinated before, or missed a previous booster, you can still have this vaccination.

You don't need an NHS number or any ID, and your details will not be shared with police or the Home Office.

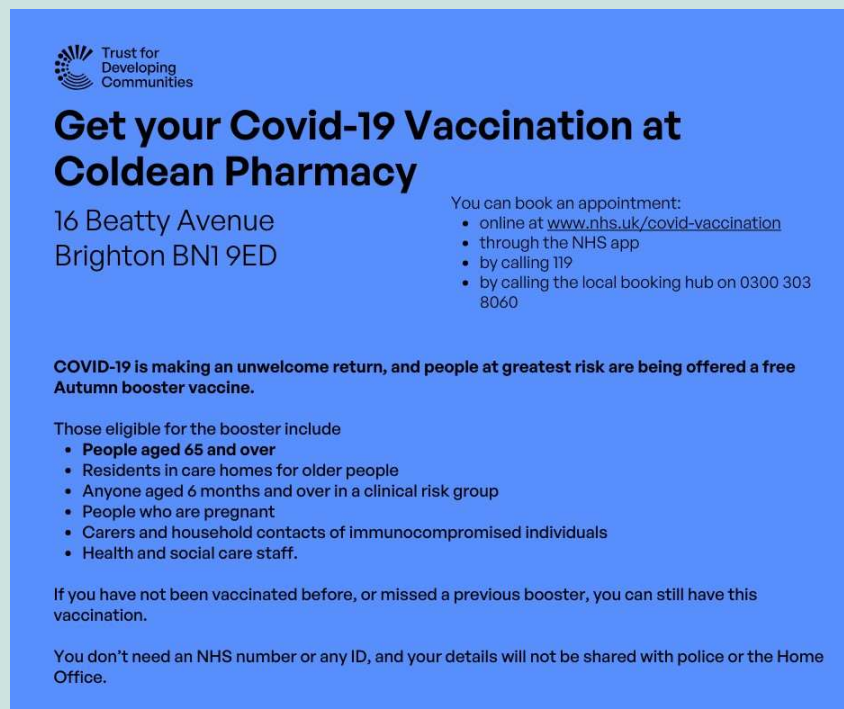



 **The Trust for Developing Communities**
November 20, 2023 · 🌐

Stay safe this winter and make sure your vaccinations are up to date.

 Next week you can get your Covid vaccine at Whitehawk Library on 28th November. Book in advance on 0300 303 8060 or just turn up. Covid vaccinations are available to: ... [See more](#)

 **Get your Covid-19 Vaccination at Whitehawk Library (walk-in or book)**
179a Whitehawk Road
Brighton BN2 5FL
Tuesday 28th November 10am - 3pm
To Book call 0300 303 8060



 **Get your Covid-19 Vaccination at Coldean Pharmacy**
16 Beatty Avenue
Brighton BN1 9ED

You can book an appointment:

- online at www.nhs.uk/covid-vaccination
- through the NHS app
- by calling 119
- by calling the local booking hub on 0300 303 8060

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If you have not been vaccinated before, or missed a previous booster, you can still have this vaccination.

You don't need an NHS number or any ID, and your details will not be shared with police or the Home Office.

3.2 Flyers and posters

TDC's Communications Officer created locality based (Central Brighton, East Brighton, North Brighton, West Hove) flyers and posters. They included translated information (Arabic, Bengali, Ukrainian) to promote the availability of our bilingual community workers. Posters and flyers were distributed in person by our teams to community venues and groups in each of the four locality areas, including libraries and foodbanks. Flyers were handed out in person through outreach community conversations.



East Brighton

Bookable appointment sites (walk-ins are sometimes available but always check first):

Kamaons Pharmacy
128 St James Street
Brighton BN2 1TH

Well Pharmacy
13 Warren Way, Woodingdean
Brighton BN2 6PH

Westons Chemist
6-7 Coombe Terrace
Brighton BN2 4AD

St Peter's Church (walk-in)
York Place
Brighton, BN1 4GU
Fridays: 10.30am to 2.30pm

The Whitehawk Library (walk-in or book)
179A Whitehawk Road
Brighton, BN2 5FL
Tues 28 Nov 10am-3pm
Bookable via the local booking hub on 0300 303 8060.

Whitehawk Family Hub
178 Whitehawk Road
Brighton, BN2 5FL
Sat 18th Nov 2.30-5pm (quiet session)
Sun 26th Nov 9am - 2pm (children & young people in clinical risk groups)
Sun 26th Nov 2.30-5pm (quiet session)
Bookable appointments via the local booking hub on 0300 303 8060.

Quiet sessions are for people currently eligible for a COVID-19 vaccination who may need more time for their appointment, or who have extra access needs where a quieter and calmer environment would help support them to receive their vaccination.

আপনি আপনার শরৎকালীন **COVID-19** ভ্যাকসিন পেতে পারেন যদি আপনার বয়স 65 বছরের বেশি হয়, আপনি গর্ভবতী হন, একজন পরিচরিতা হন বা চিকিৎসার জন্য যুক্তি থাকে একটি শ্রেণীতে থাকেন। আমাদের কমিউনিটি কর্মীদের স্বাস্থ্য দল আপনাকে আপনার ভ্যাকসিন সেওয়ার বিষয়ে আরও বোঝা, আপনার অ্যাপয়েন্টমেন্ট করা, পরিবহনের ব্যবস্থা করা বা আপনার সাথে যাওয়ার ব্যাপারে সাহায্য করতে পারে। আলোচনা বাতুল বাংলায় কথা বলেন, এবং তার নম্বর হল **07529221253**। কল করুন, অথবা একটি ভ্যাকস বা টেকা মেসেজ পাঠান এবং তিনি আপনাকে পাস্ট উত্তর দেবেন।

يمكنك الحصول على لقاح كوفيد-19 إذا كان عمرك أكثر من 65 عاماً، أو إذا كنت حاملاً، أو مقدم رعاية، أو ضمن مجموعة المعرضين للمخاطر السريرية. يمكن أن يساعدك أعضاء فريقنا المجتمعي المحلي على فهم المزيد حول الحصول على اللقاح أو تحديد موعد لك أو تنظيم النقل أو الذهاب معك. تحدث معنا مصطفی اللغة العربية، ورقمها هو 07445183142، اتصل بها أو اترك لها رسالة صوتية أو نصية وستعاود الاتصال بك، أو يمكنك إرسال بريد إلكتروني إليها على: mahamustafa@trustdevcom.org.uk

Ви можете отримати основну вакцину від covid 19, якщо вам більше 65 років, ви вагітні, ви є опікуном або перебуваєте в клінічній групі ризику. Наша місцева команда громадських працівників може допомогти вам дізнатися більше про отримання вакцини, записатися на прийом, організувати транспорт або поїхати з вами. Юлія Корж розмовляє українською, її номер 07809830029. Зателефонуйте або залиште голосове чи СМС повідомлення, і вона вам перетелефонує. Або ви можете надіслати їй електронний лист на julia.korz@trustdevcom.org.uk

Our local team of community workers can also help you understand more about getting your vaccine, make your appointment, organise transport or go with you. Contact:

Claire Burchell
Phone 07809 829734
Email clairesburchell@trustdevcom.org.uk

Maha Mustafa who speaks **Arabic**
Phone 07445183142 (leave a message or text)
Email mahamustafa@trustdevcom.org.uk

Aleya Khatun who speaks **Bengali**
Phone 07529221253 (leave a message or text)

Julia Korzh who speaks **Ukrainian**
Phone 07809830029 (leave a message or text)
Email julia.korz@trustdevcom.org.uk

For support with other languages Sussex Interpreting Services can help.

If you or someone you know needs support, please leave them a voicemail message in your preferred language on 01273 702005 or complete a form on their website and they will get back to you. www.sussexinterpreting.org.uk

3.3 Outreach community conversations

TDC and HKP promoted the vaccination offer in neighbourhoods with tailored, accessible, and hyperlocal promotional materials, including details of additional support available in people's first language.

TDC community engagement teams undertook door knocking activity (including to sheltered housing schemes), visited coffee mornings and group meetings, and attended community settings during the days immediately prior to, and on the day of pop-up MVUs. For example, they were present at The Bevy and the Community Market at St. George's Hall to promote the pop-up MVU at The Bevy whilst it was happening. Through these outreach community conversation activities, 219 flyers were handed to people during community group visits, and 441 flyers were handed to people on their doorsteps (or dropped through their letter box if no-one was home).



The HKP community development team organised and delivered a targeted programme of outreach to older residents and groups from ethnically diverse communities, predominantly Bengali and Arabic. They visited community groups to talk them through the vaccination programme and handout flyers and printed materials, directly engaging 229 people through community conversations. 112 people were reached through targeted ethnically diverse groups and events; and 117 people through generic (hyperlocal) community groups. A further 35 community conversations happened in response to enquiries from HKP's 50+ networks and groups, and enquiries received via HKP's ethnically diverse communities' networks. An SMS GP text message went out to all 65+ and eligible patients at Hove Medical centre, Benfield Valley Healthcare Hub.

The main questions asked by residents were about: venues and times; appointments or drop-in; eligibility criteria; type of vaccine being used; and one query around needle phobia.

See Appendix 1 for the Autumn COVID-19 Booster Vaccine Equity Campaign promotion distribution and engagement list.

3.4 HKP Community Vaccination drop-in overview

HKP organised a community drop-in at St. Richard's Community Centre and at Hangleton Community Centre in partnership with HERE supported by HKP Community Development Workers and HKP volunteers.



Autumn COVID-19 Vaccinations open to those over 65 and other eligible groups

Wednesday 29th November 1-3pm inside Hangleton Community Centre, Hardwick Road BN3 8BW

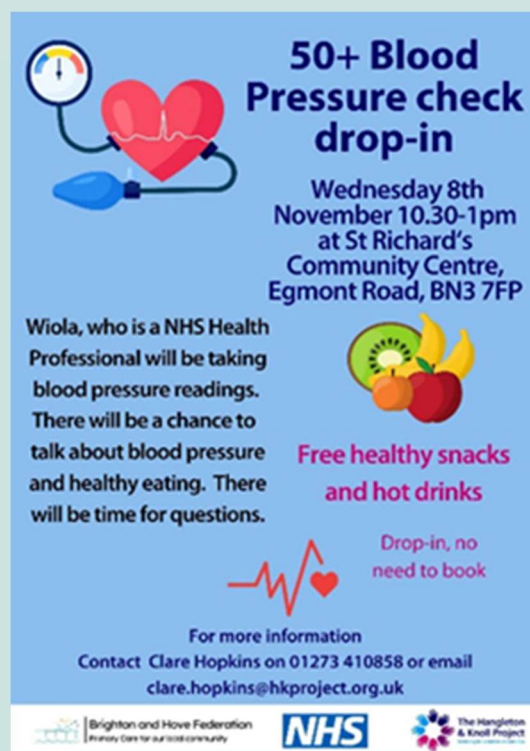
Drop-in, no need to book

Teas, coffees, biscuits and chat whilst you wait.

For all questions about your vaccine and eligibility please call: 0300303 8060 (Mon-Fri, 9am-5pm) or email: here.rovingpatients.nhs.net

For more information Contact Clare Hopkins on 01273 410858 or email clare.hopkins@hkproject.org.uk

Brighton and Hove Federation Primary Care for our local community NHS The Hangleton & Knoll Project



50+ Blood Pressure check drop-in

Wednesday 8th November 10.30-1pm at St Richard's Community Centre, Egmont Road, BN3 7FP

Wiola, who is a NHS Health Professional will be taking blood pressure readings. There will be a chance to talk about blood pressure and healthy eating. There will be time for questions.

Free healthy snacks and hot drinks

Drop-in, no need to book

For more information Contact Clare Hopkins on 01273 410858 or email clare.hopkins@hkproject.org.uk

Brighton and Hove Federation Primary Care for our local community NHS The Hangleton & Knoll Project

Refreshments and a waiting / chat space were provided. The vaccinations took place in a quiet room at St Richards and behind screens in the main hall at Hangleton Community Centre. A number ticket 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. Blood pressure checks and advice was also offered by NHS Brighton and Hove Federation at the Hangleton session.

Outcomes of the sessions:

- 14 people received vaccinations at St. Richards Community Centre - 12 were 65+ age group, 2 Adult Social Care workers.
- 27 people received vaccinations at Hangleton Community Centre - all were 65+ age group.

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- 5 individuals from ethnically diverse communities received vaccinations (Chinese, Indian, Iranian, Jamaican, Pakastani).
- The sessions were very positive with people generally feeling relieved that they had managed to get the booster and were appreciative of the supportive, friendly set up despite having to wait.
- Attendees were signposted to HKP 50+ wellbeing and multicultural activities and offered sign up to HKP e-list. This will ensure they will receive HKP communications about future COVID-19 vaccination booster programmes.
- 10 attendees had blood pressure checks and advice from NHS Brighton and Hove Federation at the Hangleton session. Blood pressure check recipients were registered at the following GP surgeries: 3 Hove Medical Centre, 1 WellBN Benfield, and 6 Portslade Medical Centre.
- During the Hangleton Community Centre drop-in, the vaccination team ran out of vaccines so 4 individuals were signposted to Hove Polyclinic MVU the following day along with the 2 who left as they did not want to wait.



HKP MVU set-up with blood pressure checks at Hangleton Community Centre.

4. Learning and Recommendations

4.1 Collaboration

Learning	Recommendation
Regular collaboration, co-ordination and trusted relations between the stakeholders worked well.	Continue with Programme Board approach to co-produce work.
Community pop-ups reach people who would not otherwise have had the vaccine.	Continue to work with community to identify gaps in provision and set up community vaccination events.
Primary care could potentially support equity more.	We know from discussions with Practice Managers in Health Inequalities meeting that their role is being considered and believe vaccines will have best take up when located in primary care venues.
We would benefit from a more responsive, agile response to community insight.	We as an integrated response are getting better at this but delays still caused by need for signs offs.

4.2 Communications

Learning	Recommendation
Well-publicised, predictable, and familiar opportunities to be vaccinated did work.	Provide plenty of lead in time and predictability to vaccine offers so that they can be publicised well.
Tailored communications for specific groups and neighbourhoods were impactful.	Build on the successful tailored comms work by engaging local communities in developing hyper local promotional materials.
Timely, planned sessions allow for best publicity, and variety of timings and location is critical.	Continue to provide a variety of vaccination sites and timings to best meet the needs of specific groups. Build in plenty of time for promotion.
Not all responders at the 0300 local booking hub were aware that eligible patients could access the free taxi transport to an MVU.	Ensure all staff working within the system are familiar with all processes and procedures to remove obstacles to vaccine take-up.
Some people express apathy toward the booster or have other barriers to vaccination take-up.	Consider health promotion messages that recognise and acknowledge common objections and barriers to vaccination take-up and that seek to overcome vaccination fatigue.

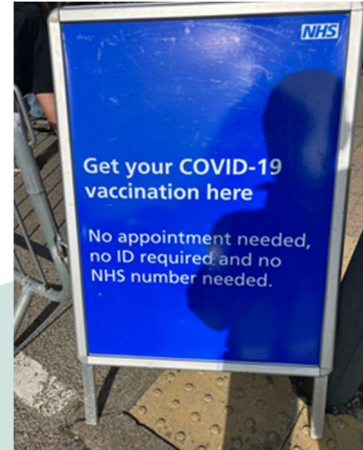
<p>A-board signage at the Tesco Hove Mobile Vaccination Centre simply communicated: Get your COVID-19 vaccination here. No appointment needed, no ID required, and no NHS number needed.</p>	<p>Improve signage information at MVUs to ensure people understand eligibility and know how regularly and when the MVU will be available at the location.</p>
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4.3 Outreach

Learning	Recommendation
<p>Engagement worker roles can reach further into communities than statutory messaging.</p>	<p>Invest in engagement workers and other bi-lingual roles to support communities with the greatest health inequalities.</p>
<p>Outreach is needed alongside paper and online publicity.</p>	<p>Connect with community development and engagement workers who have established trusted relations with communities.</p>
<p>Door knocking at sheltered housing schemes revealed that most, but not all, residents had been vaccinated. Some still required a home vaccination.</p>	<p>Operate an effective system that ensures all residents who need to be vaccinated at home receive one.</p>

4.4 Approach

Learning	Recommendation
<p>Some people refused a booster as they had an adverse reaction to a previous COVID-19 vaccination.</p>	<p>Offering patients choice of vaccine might increase up-take.</p>
<p>Pharmacies were part of the National Booking Service, however, if bookings were low, they could make themselves open for same day walk ins. This was confusing and problematic to communicate. Furthermore, people who struggled to stand for long were left in long queues with no seating provided.</p>	<p>Create systems that are easily understood, consistent, and easy to navigate. Ensure the needs of older people and people with physical disabilities are met at all walk-in sites, e.g., by providing appropriate seating for those having to queue.</p>
<p>Many people preferred to access a local pop-up MVU, once they were made available. Reasons given included not having time to fit a vaccination in elsewhere around their work, and having a partner who was not very mobile for public transport.</p>	<p>Earlier decision making by NHS England to extend the vaccination programme and to fund pop-up MVUs will enable more timely and effective communication and increase accessibility and take-up of vaccination.</p>



5. Appendix 1 - Promotion and Engagement.

Facebook groups

Minority Ethnic

Egyptian Coptic Christian Association
Multi-Cultural Women's Group
Sussex Indian Punjabi Society
Sikhs Of Sussex

Hyperlocal

Amex Area Neighbourhood Action Forum
Anything about Moulsecoomb
Bevendean Community Page
Brighton & Hove Community Board
Brighton and Hove Notice Board
Buzz on Boundary
Coldean Community Corner
Friends of Albion Community Garden
Friends of Parks (Hangleton)
Hangleton and Knoll Community Action Group
Hangleton Community Noticeboard
Hangleton Parent and Carer Group
Hanover Community Noticeboard
Happenings in Hangleton
Hollingdean Community Centre
Hollingdean Community News
Lewes Road Community Noticeboard
London Road Notice Board
Mile Oak and Portslade Community Group
Moulsecoomb and Bevendean Brighton Community

Moulsecoomb Local Action Team
Moulsecoomb Residents Association Group
North Moulsecoomb and Coldean Community Team
Portland Road Hove Community
Portslade and Mile Oak Forum
Turner Community
The Bevendean Cooperative Pub
The Residents of Whitehawk community
What's on in BN Two Five
West Hove Community
White Street Community Garden
Whitehawk Group
Woodingdean Community Group

WhatsApp groups and Email lists

Minority Ethnic

AlNoure Academy Arabic Language School teachers
BHCC Community Engagement Team
BMECP (community lead)
Bridging Change
Brighton and Hove Bangladeshi welfare association
Christian Arabic Club
Egyptian Coptic Group
EMAS
Madina Mosque - the Imam
Mosaic Family group
Multi-Cultural Bollywood Group
Multi-Cultural Parent/Carer group
Multi-Cultural Walking group
Multi-Cultural Women's Group
Multi-Cultural Yoga Group
Muslim women's Group
Shahjalal Mosque (committee members)
Sikhs of Sussex Lead
SIPS (all languages)

Hyperlocal

Hangleton Park Children Centre staff
Health Forum e-newsletter
HKP e-newsletter to residents
HK50+ e-list – older residents
HK50+ In shape group
HK50+ Steering group

Distribution of flyers & posters to community venues

Bevendean Foodbank
Moulsecoomb Community Hall
Moulsecoomb Family Hub

Moulsecoomb Leisure Centre
 Moulsecoomb Social Club
 Premier Shop opposite Robert Lodge
 Real Junk Food Project – Bevendean Food Hub
 St. Andrew's Church, Moulsecoomb
 The Bevy
 The Lecca Café
 The Whitehawk foodbank (St. Cuthman's Church)
 Wellsbourne Healthcare
 Whitehawk Family Hub
 Whitehawk Library

Community groups visited and community conversations

Minority Ethnic

50+ Men's group
 50+ Women's walking group
 AlNoore Academy Arabic Language School
 HKP ESOL course
 Multi-Cultural Bollywood Group
 Multi-Cultural Coffee Morning
 Multi-Cultural Parent/Carer Group
 Multi-Cultural Yoga Group
 Peer support and Newcomers Group
 Sudanese Women and Children Group

Hyperlocal

50+ Coffee and Chat
 Befriending Group
 BN Two Five Health Forum meeting
 Hawks 50+ group
 HK50+ Committee
 HK50+ Memory Café
 HK Health Forum
 Moulsecoomb Community Market, St. George's Hall
 The Bevy Seniors Lunch Club

Door knocking and community conversations

Barcombe Road
 Broadfields retirement housing
 Jubilee Court retirement housing
 Hillside
 Newick Road
 Ringmer Close
 Ringmer Road
 Robert Lodge
 Southease retirement housing
 Walter May House retirement housing

TDC is a charity tackling inequality in Brighton and Hove through community-led solutions.

For more information please contact:

Kaye Duerdoth kayeduerdoth@trustdevcom.org.uk

Mark Cull markcull@trustdevcom.org.uk

The Hangleton and Knoll Project is a Community Development, Youthwork and Adult learning charity operating in the West of the City of Brighton and Hove.

www.hkproject.org.uk

For more information please contact:

Joanna Martindale joanna.martindale@hkproject.org.uk