

Partnership Southwark COVID-19 vaccinations communications and engagement approach

Area of the borough strategy	Proposed activity
Supporting borough coordination of activity	<ul style="list-style-type: none"> - A new Partnership Southwark role to support the bringing together of our communications and engagement work on the vaccination campaign. Role to be hosted within the council.
Reducing inequalities of access	<ul style="list-style-type: none"> - Call centre support line – a phone number available to residents to help answer any queries they have in terms of hesitancy and access to the vaccine for those less likely to contact their GP to ask (whether about concern on impact on GP time, access to GP or in terms of trust) - Support care home residents and workers uptake - Wrap around comms and engagement to support access to the vaccine in specific areas in a timely way. For example, for each pop-up or 'vaccine bus' visit, with a team of people to promote the offer locally, do leaflet drops/knock on doors, and be available to answer questions.
Vaccine programme delivery, call and recall	<ul style="list-style-type: none"> - Transport – commission VCS organisation to arrange taxis for more vulnerable residents to get to their vaccine appointment. - Text messaging aligned with other activity – eg. transport services
Communications and engagement	<ul style="list-style-type: none"> - Community and faith organisation grants – support outreach and engagement with key groups focused on vaccine engagement and local community insight generation on removing barriers. - Paid 'ambassadors' within outreach groups - Investment in community ambassadors – to expand reach and impact. Paid positions within key community groups with a clear JD to include outreach, running events, holding focus groups to test comms messages, signposting to info. These would be some part time positions to cover key groups such as OP, YP, key BAME communities, Disability etc. - Engage with employers in the borough to encourage vaccination uptake with staff. - Expanding and amplifying existing channels and messaging: <ul style="list-style-type: none"> o outdoor advertising o hyperlocal radio advertising o ethnic media placements

	<ul style="list-style-type: none"> ○ advertising in supermarkets ○ targeted social media advertising (particular useful in targeting younger age groups) - Campaign with schools and with younger people 18-25 on wider vaccination programmes across the borough later in the year.
Insight	<ul style="list-style-type: none"> - Resident experience of the vaccination programme so far - Commission follow up research (based on current joint research with Lambeth) to see whether perceptions have changed, and inform our comms and engagement ongoing strategy - Behavioural insights to vaccine hesitancy – working with an academic partner (local AHSN) to develop a deeper understanding of motivation and barriers within behaviour.
Training	<ul style="list-style-type: none"> - Videos of training – record training sessions currently in progress for those unable to attend and to make delivery more flexible. - Funding to support trainers to come in and support training alongside videos. This will support the programme in the council to train 1,000 people in the borough to have conversations about the vaccine.