

Southwark's Community Health Ambassadors Network

Health & Wellbeing Board

Southwark Public Health Division

March 2021

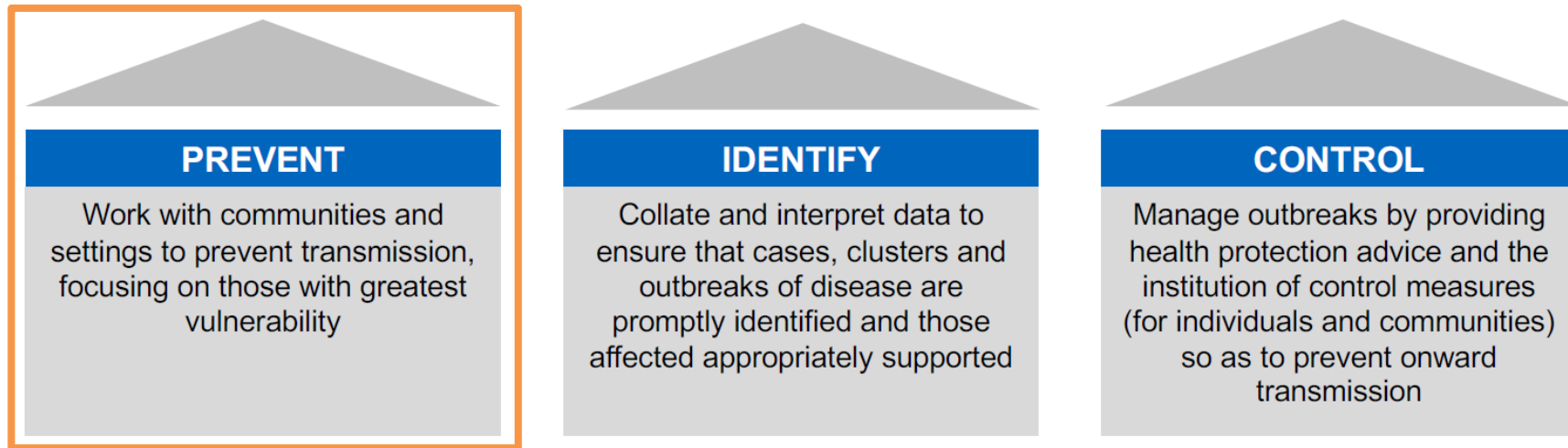
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Introduction to Southwark's Community Health Ambassadors Network

SOUTHWARK'S OUTBREAK PREVENTION AND CONTROL PLAN

Mitigate the impact of novel coronavirus on Southwark's population and communities, focusing on those most at risk.

ENGAGEMENT & COMMUNICATIONS



The initial set-up and ongoing Network co-ordination is the result of partnership and collaborative working between Community Southwark and Southwark Council.

Introduction to Southwark's Community Health Ambassadors Network

ROLE OF AMBASSADORS

Raise awareness

- Share accurate COVID-19 information with their networks, for example:
 - How to prevent transmission and stay safe
 - Testing, NHS Test and Trace and vaccines
 - Responses to myths and misconceptions
- Direct residents within their network to support resources (sign-posting):
 - Resources in different languages and alternative formats
 - Multiple resource formats (e.g. posters, leaflets, social media graphics, videos)
 - Range of different topics (e.g. COVID-19 guidance, financial support, food, medicine or other delivery support, mental wellbeing)

Community voices

- Ensure their community's voice is heard and their questions answered, by providing feedback on:
 - Challenges facing their communities
 - Potential solutions and support required

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AMBASADOR CRITERIA AND EXPECTATIONS

Who can become and Ambassador?

- The network is open to everyone living or working in Southwark and everyone's voice is important. Ambassadors include local residents, faith groups, voluntary sector workers, volunteers, medical professionals, teachers, TRAs, and Councillors.
- Even if Ambassadors only pass on the information to their closest friends and family, they will still be making a difference.

What are the expectations of an Ambassador?

- In order to sign-up as an Ambassador, individuals are required to complete an expression of interest form, and attend a 90 minute induction session to meet the Network leads and to better understand what the role entails.
- Once on boarded, the role of an Ambassador is to engage with their networks and local communities on the topic of COVID-19. There is no set expectations on time or engagement commitment.
- Ambassadors do not need to be (and are not expected to be) COVID-19 health experts, medical professionals, social workers, therapists or enforcers.

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SUPPORT FOR AMBASSADORS

Support and resources that are available to Ambassadors include:

- Access to new and trusted COVID-19 resources produced by a range of health organisations, through our weekly newsletters and resource drive.
- The weekly newsletter also includes details of relevant events, training and grant opportunities, and support services and schemes.
- Access to public health professionals and experts who can respond to specific COVID-19 queries.
- Access to free Southwark training courses (digital skills, healthy weight, public health in the pandemic, making every contact count).
- Opportunity to attend webinars and network meetings on specific topics (e.g. vaccine roll-out in Southwark).
- Access to the Induction Pack; a detailed information resource to support you as an Ambassador.

Progress to date of the Southwark's Community Health Ambassadors Network

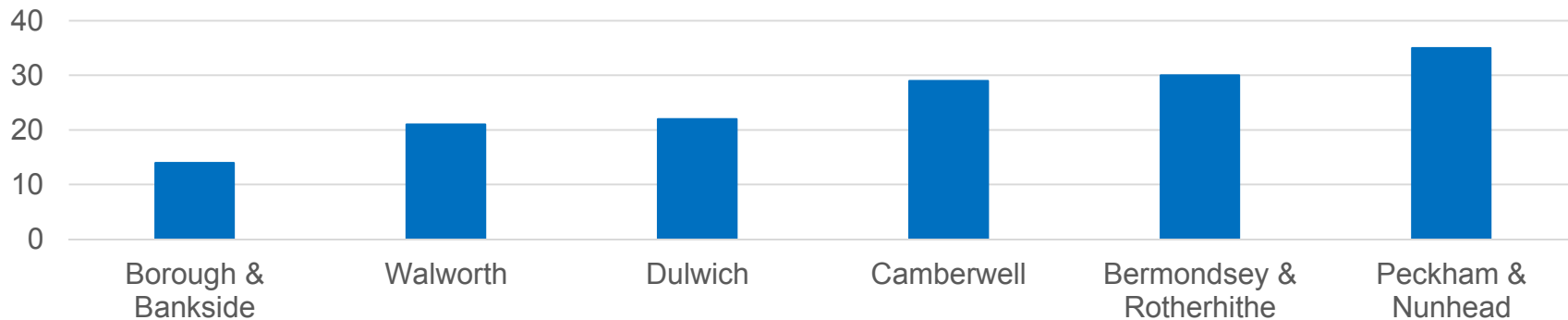
NUMBER OF AMBASSADORS SIGNED UP

66 Ambassadors registered as of 17/02/21.

68% of Ambassadors who provided ethnic background information selected an ethnic minority group (41).

212 messages were sent out on average per Ambassador in January, with printed and direct messages being the most common message types.¹

Areas Ambassadors have connections or influence in:



¹ Based on January survey data received from 22 respondents

Progress to date of the Southwark's Community Health Ambassadors Network

FEEDBACK RECEIVED FROM AMBASSADORS

Ambassador feedback examples¹

- *"The weekly email and WhatsApp group has been very helpful in representing what is happening in Southwark and relating my own experiences to a bigger picture."*
- *"Many friends have called me to thank me for convincing them to receive the vaccine after my posts of relatives who have had the vaccine."*
- *"The most effective method has been posting out a paper newsletter, as lots of our clients are digitally excluded -several people who had not previously been in contact have rung as a result."*
- *"I have been sharing lived experiences with regards to barriers to taking the vaccine and offering a personal view point."*
- *"I have found the Ambassador network quite useful, especially if I post a query and someone gets back to me. This helps me to put the correct message out to the wider community. I have been reposting useful information once its verified."*

¹ Based on January survey data received from 22 respondents

Media coverage of the Southwark's Community Health Ambassadors Network

BBC SEGMENT ON THE AMBASSADOR PROGRAMME

BBC London News interviewed two Ambassadors as part of a news piece on vaccine hesitancy in Southwark.

- It was shown as part of the evening news and the lead item on the late news (11/02/21). The two programmes have an accumulative audience of 5,850,000.
- Carole filmed herself having her Covid-19 vaccine to help encourage others to do the same.
- Saidat is active in her local school, mosque and Tenants and Residents Association (TRA). She believes people like her are more suited to getting the message across to people who are worried.



Next steps for the Southwark's Community Health Ambassadors Network

GROWING THE AMBASSADOR NETWORK

We want to accelerate the growth of the Network to maximise the impact and reach into communities to prevent the spread of COVID-19.

- Further utilise existing networks, groups, communication channels and community organisations to help promote the scheme to encourage residents to sign-up as Ambassadors.
- Tailor the Ambassador induction process to better suit particular individuals or communities (e.g. setting specific inductions, one to one inductions)
- Further develop resources and benefits available for Ambassadors to encourage sign-ups and better support Ambassadors already within the Network.
- Sign-up more multilingual Ambassadors to better support communities impacted by language barriers.
- Expand the reach of the Network into priority groups and underrepresented communities.

Any suggestions you have for increasing our impact and reach would be most welcome.

Next steps for the Southwark's Community Health Ambassadors Network

LONGER TERM PLANS FOR THE AMBASSADOR NETWORK

We want to consider how the Ambassador Network could transition and progress in the future.

Longer term COVID-19 considerations:

- Even after the final step of the government's roadmap, when "it is hoped all legal limits on social contact can be removed", there will still be a need for community COVID-19 communications to continue for a longer period (e.g. vaccine passports / certificates, vaccine booster doses, ongoing testing, variants of concern)
- Indirect COVID-19 support is likely to become even more important in the longer term, as a result of the increasing social, economic and health impacts post-pandemic (e.g. financial support, physical and mental wellbeing).

Longer term wider system considerations:

- The Network provides an opportunity to engage, support, co-design and obtain feedback from a wide range of communities, relating to numerous potential Southwark services and initiatives.
- Ambassadors could transition into becoming wider community health champions, by broadening COVID-19 prevention messages into wider health prevention themes to support population health and wellbeing recovery (e.g. smoke-free society, healthier diets, cleaner air, better mental health).