

# Empowering Communities

**A conference about access, equity and engagement**



# Housekeeping

We are not expecting a fire alarm, so if it goes off then please evacuate.

Toilets – out the door and around the corner.

We will be writing up all the feedback from today, this and all the slides will be on the CCVS website and we will send you a link in next couple of weeks.



# Thank you



# Agenda for the afternoon

-  3:30pm to 4pm - Lessons learnt from the Community Engagement/ Vaccine Access Programme and thoughts for the future.
-  4pm to 5:00pm - Roundtable discussions on what already works well in Cambridge with partner examples and how we could build on that to create fairer and easier routes to healthcare for all.
-  5:00pm to 5:15pm - Cambridge City Council - summary
-  5:15pm - 6:15pm - Veggie/ Vegan food with drinks and cake. Marketplace and networking commences.

# Cambridgeshire & Peterborough COVID-19 Vaccination Programme Community Outreach Model

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## Addressing Health Inequalities - Background/ Context



- In May 2021, a Vaccine Confidence Steering Group (ICB, Local Authority and Community/Voluntary organisations) was set up to support the increase of COVID-19 Vaccination Uptake. Key areas of consideration:
  - those who do not have the means to attend an alternative vaccination site (e.g. those living in more rural communities)
  - seldom heard/ “hard to reach” groups who may have low engagement/hesitancy in attending larger sites
- The Vaccine Access Partnership has supported us to gather community engagement feedback to consider barriers to vaccination, communication messages/methods and to determine locations for our outreach vaccination team to attend.
- Both MSOA uptake data and ‘soft intelligence’ is used to support our targeting – recognising that not all inclusion groups will appear in data
- We have developed our ‘Vaccinators on Tour’ brand which has supported awareness for our roving outreach model – the website has over 125,000 unique visitors



Get the facts on COVID-19  
vaccination

Visit [www.thevaccinators.co.uk](http://www.thevaccinators.co.uk)

[thevaccinators.co.uk](http://thevaccinators.co.uk)

#VaxFacts



# COVID-19 Vaccination Programme – The data



**540k+**

Vaccinations at  
Cambridge City  
static sites



**88**

Pop-up sessions in  
Cambridge City



**4,600+**

Vaccinations at  
Cambridge City  
outreach sites



**2.3m+**

Vaccinations at C & P  
static sites



**20k+**

Vaccinations at C & P  
outreach sites





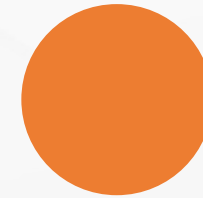
## Next Steps....

- Spring COVID-19 Programme confirmed by JCVI – starting 17<sup>th</sup> April:
  - Over 75's/ Anyone aged 5+ who is Immunosuppressed; Older Adults Care Homes (starting 3<sup>rd</sup> April)
  - Evergreen (1<sup>st</sup>/2<sup>nd</sup> dose) offer will continue
- Continued trial to expand the COVID-19 Vaccination Outreach offer to also include:
  - School-Aged Immunisation Catch Ups
  - Public Health Services (NHS Health Checks, Lifestyle information & advice)
  - More to be confirmed...!
- Call for continued community engagement support to:
  - Understand barriers to vaccination (access, confidence, hesitancy)
  - Consider community/hyper-local locations where we could bring vaccination services into communities





And Finally....



Thank you all for your continued hard work, support and insights!



# What we did

- 102 engagement opportunities held – ranging from conversations at community projects, hosted events, pop-up stands and time capsule workshops
- 4050 engagements throughout the project
- 6 x training sessions, with 96 participants trained in Making Every Contact Count, community engagement and cultural awareness
- Health equalities survey

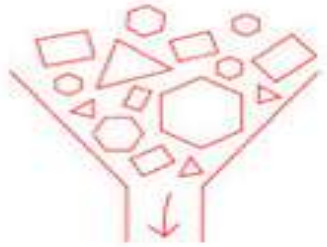
# The how of what we did

“Systems design methods can bring a vital new energy to public services by helping them to listen to citizens about their lived experiences, prototyping fast and learning by doing, and using visualisations as well as texts”

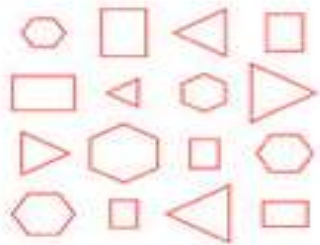
Geoff Mulgan, CEO, Nesta



## Traditional Innovation Support



Lots of ideas funnelled down to a few ideas



Individual organisations working in competition with each other



Focusing on your idea only

## Mission-led Support



A portfolio of ideas that can generate a change movement



Organisations working together as a cohort or ecosystem



Thinking about how your idea can connect with others to shift the wider system

# What we have learnt

- Some community leaders initially reluctant to engage in Covid vaccines conversations. However, providing activities such as the Time Capsule workshops and health information sessions made people more relaxed and open to talk about their Covid vaccine experiences.
- Tackled misinformation and helped break barriers to access health services, including Covid vaccines by sharing information in different languages and by organising health information sessions led by health professionals from their own communities who addressed people's concerns.
- Working in partnership with other community groups and organisations in Cambridge gave CECF increased opportunities for networking and increased capacity by sharing resources.

# What we have learnt

50% of our respondents were "very concerned" about the state of health inequality in Cambridge

- Long waiting lists for dental care
- A lack of trauma-informed care
- Silencing of young people
- Services are at capacity

# What we have learnt

- That together we are stronger
- That flexible funding really can make a difference
- That we have to work differently

# What next

- What could the future look like?
- How do we build on this?
- But mainly over to you