

**PLAY
YOUR
PART**

Enabling Community Leaders 18/12/2020

Agenda

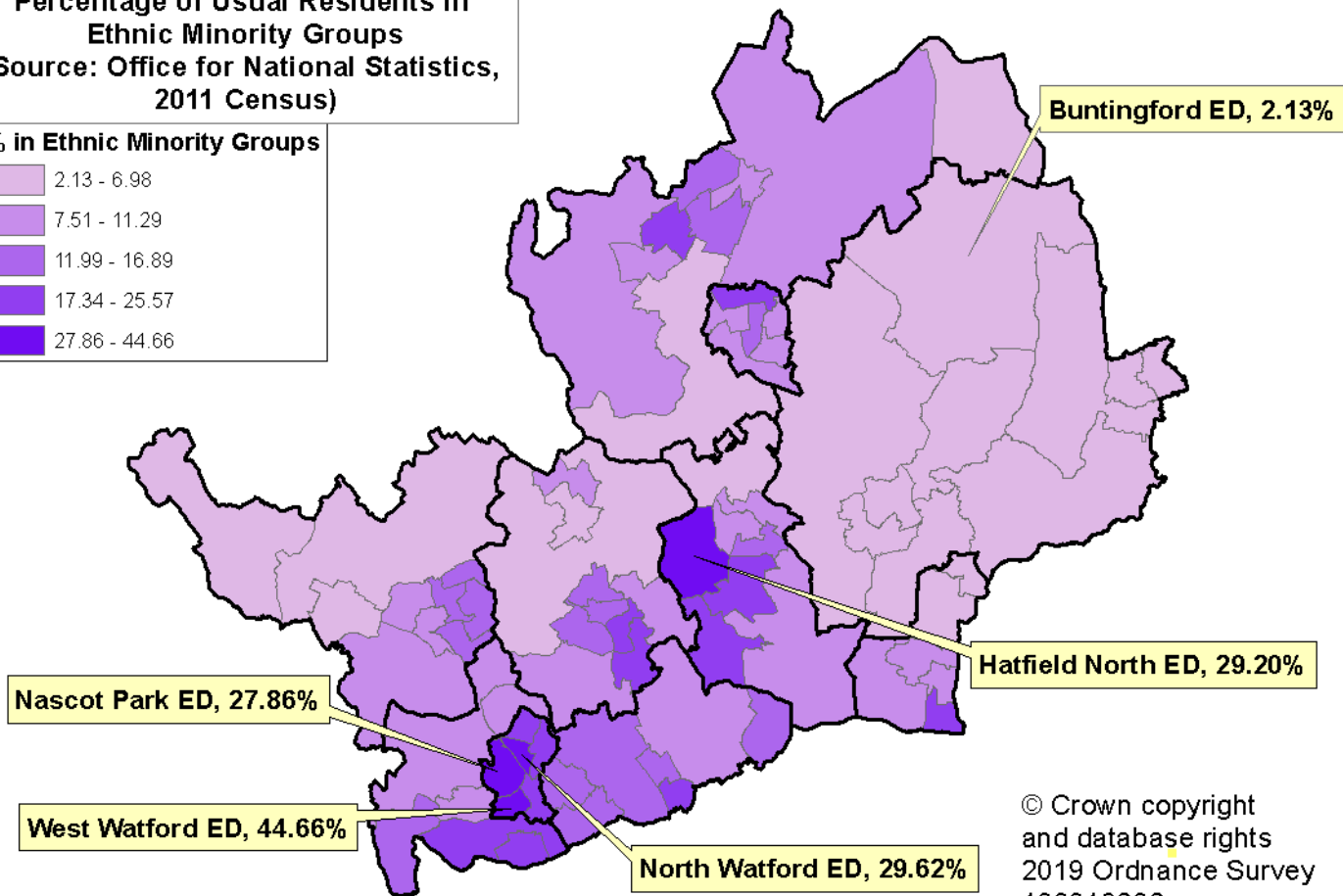
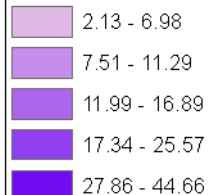
1. Our approach
2. Enabling content: Film, photos & language
3. Empowering: Watford WhatsApp messages
4. Hertsmere: Local Case Study
5. More work to do

About Hertfordshire:

Not just a leafy county...

Percentage of Usual Residents in Ethnic Minority Groups
(Source: Office for National Statistics, 2011 Census)

% in Ethnic Minority Groups



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2019 Ordnance Survey
100019606

Our approach



Co-produced and
designed
messages



Support in setting
up a BAME
infrastructure



Carrying out a
Community
Impact Statement



Use of evidence
for targeted
interventions

BAME as a priority...

The Community Impact Assessment highlighted the following concerns

- **Lack of consistency in risk assessments** for BAME staff working in frontline positions
- During the shielding phase, BAME individuals not always receiving the **ethnic food requirements** requested
- **Closure of Asian and African Caribbean luncheon clubs** caused additional stress and mental wellbeing
- **BAME people more likely to have higher levels of unemployment** in the county and with COVID-19 this has and is increasing
- **Lack of BAME infrastructure** in the County to support BAME individuals

Enabling content: Film, photos & language

- Throughout the pandemic, we have tried to ensure our **marketing materials reflected diversity**
- Additional local activity within specific communities
- **Promotion of religious festivals** and COVID secure advice
- **Videos created in their own languages** with known leaders or professional experts
- Dedicated BAME webinars with 140 community leaders



Hertsmere: area of concern

- **Situation:** Significant increase infection rates in this district, with contact tracing identifying a number of sleepover parties amongst teenagers around the time of A-level results;
- We also **worked closely and collaboratively** with local leaders within the Jewish Community – including holding a webinar;
- This included quite intensely working with the **Headteacher of the Yavneh College** for him to send messages out to parents and children, as well as dealing with local and community press.
- **Specific comms products** were created at pace and in the most effective channels to get important information out;
- **‘Boots on the ground’** distributing leaflets, placing posters in key outlets like pubs, cafes and restaurants and talking to residents;
- **Continuing to target messages on social media channels** to key audiences and locations, including specific messages for young people
- This combined activity was **effective in reducing** the local case rate and in getting Hertsmere removed from the watch-list – as well as receiving lots of **positive feedback** from the local community.



We were out & about again this weekend reminding everyone how to keep our community safe. Wash your hands, keep your distance, wear a face covering & if you've been in contact with someone who's got #Covid-19, self-isolate for 14 days.
#StaySafeHertfordshire #PlayYourPart



Empowering: Watford WhatsApp Groups



- Throughout the Pandemic Watford Borough Council has **worked closely with relevant councillor and community leaders** as they have the key links that help shape and get the messages;
- **Sharing weekly updates via their WhatsApp groups** - in order to reach a wider audience more quickly;
- They continue to run a series of focus groups (e.g. with the Muslim and Portuguese communities, as well as young people to **see what else they can do to improve their engagement.**

More work to do in 2021...

- **High infection rates for working men Under 30s** (particularly amongst Polish, Romanian & some other specific BAME groups)
- Continue to address the **BAME action group**
- Launching our Community Champions programme – with £120,000 invested in a new 2 way feedback mechanism (based on the **Watford WhatsApp** approach)



thank you

