



Waltham Forest

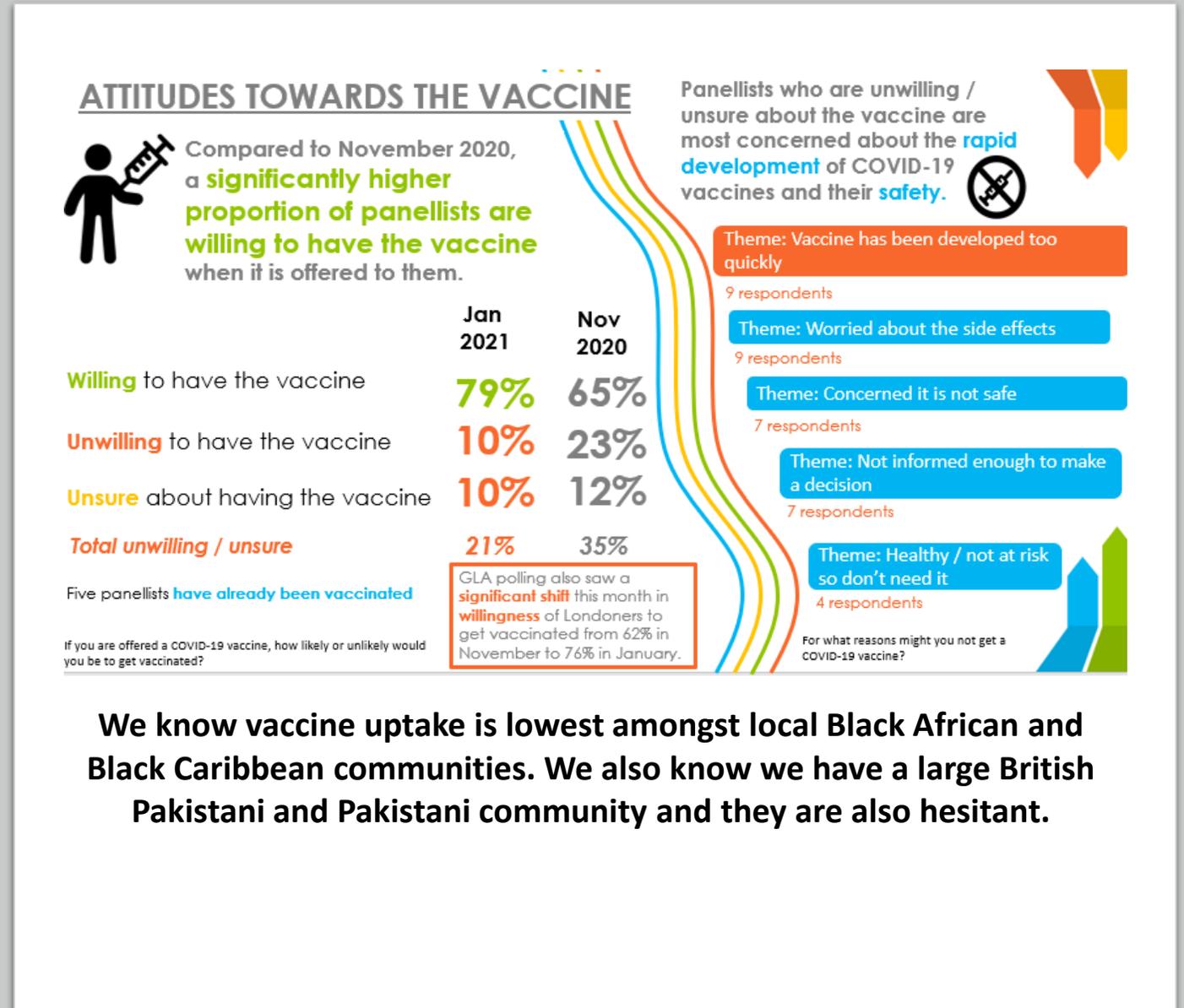
Covid-19: Vaccine Hesitancy
Communications and Engagement



Waltham Forest

Understand

- We used existing consultation channels, and created new means of engagement, to support our COVID-19 vaccine communications and engagement plans
- Our Resident Insight Survey informs and evaluates our response. Over 11,000 residents have completed 4 recent surveys which now include questions regarding the vaccine
- We created a Recovery Citizen's Panel in September 2020, recruiting 75 participants that represented Waltham Forest in terms of ethnicity, gender, age, disability and socio-economic status
- Using our Citizens Panel, and conducting focus groups with vaccine hesitant residents, we have been able to better understand local concerns
- We also regularly use Public Health data regarding vaccine uptake by GP surgery, ethnicity and cohort to inform and measure our efforts



Tailor

- Our vaccine hesitancy focus group identified three local audiences; “Reconsidering altruists” / “Receptive inquirers” / “Passionate opposers”
- We now consider each of these audiences when developing our communications content and engagement approach
- We target our audiences according to content, channel, messenger and means
- Using the latest Public Health data we are now able to direct our face to face engagement activity according to where vaccines are least accepted
- Using our 15,000 strong Next Door resident communities we have been able to localise messaging to particular wards and neighbourhoods
- We’re also using the EAST (Easy, Attractive, Social, Timely) framework to inform our content and approach



Chairman of Noor-Ul Islam Mosque, sharing his powerful Covid and vaccine story



Stay Safe Waltham Forest

suggest which vaccine they are using on a particular day, but deliveries are made by a national system so replacements are quite possible and there is no guarantee of a particular vaccine.

Dr Ken Aswani
Local GP and Chair of Waltham Forest Clinical Commissioning Group

10:22



Hey, my name is Mohammad Mujahid, some of you know me as Mohammad,

PLEASE SHARE

A message from the Stay Safe WF team:

Residents like Mohammad sharing their vaccine stories is really important in encouraging our communities to take up the vaccine when it is offered to them. Please forward Mohammad's story on to your friends!

10:31

Equip

- Our 500+ member strong Stay Safe and Virtual Stay Safe Champion networks have links into all parts of our community
- We meet with them on a weekly basis (on Zoom) to hear the concerns of their communities to inform our rolling programme of communications and engagement
- We then use Whatsapp broadcasts to share with them daily practical information, links, videos and content, tailored to their community preferences and needs
- Knowing residents need information to make an informed opinion we are pleased we have maintained a 31% open rate on our twice weekly e-newsletter, sent to 190,000 email accounts
- Responding to a need to engage with residents electronically during lockdown, over 70,000 people (and counting) have watched our four Facebook live COVID webinars where we've had opportunity to answer over 100 questions direct from residents

Increase

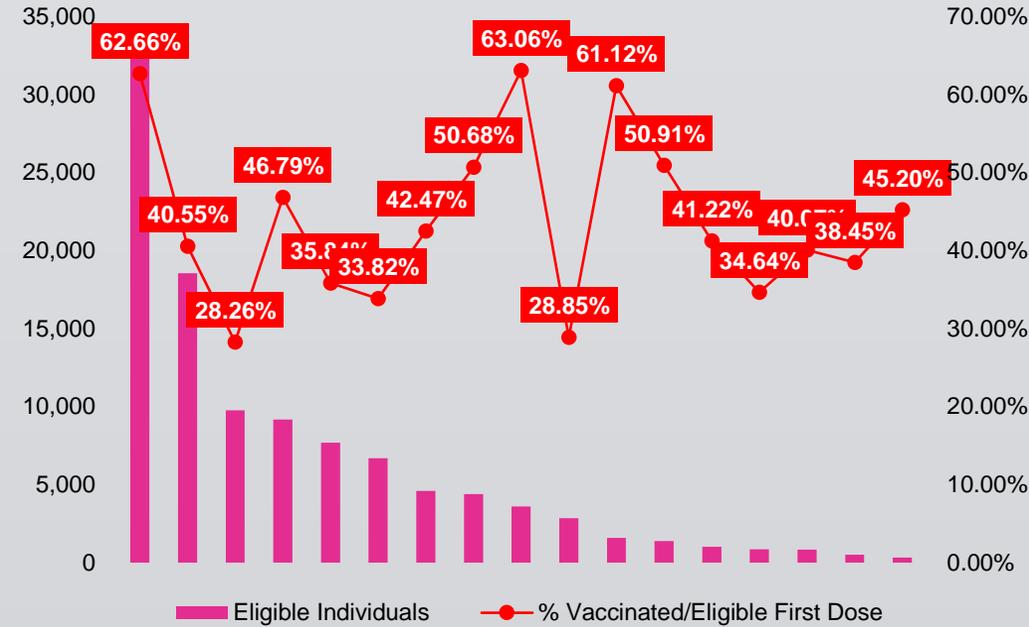
The percentage of residents reporting they will take up the vaccine has increased from 65% (Nov 20) to 87% (Feb 21)

With access to Public Health data detailing vaccine uptake ethnicity (see right) we can now track the outcome of our plans over time

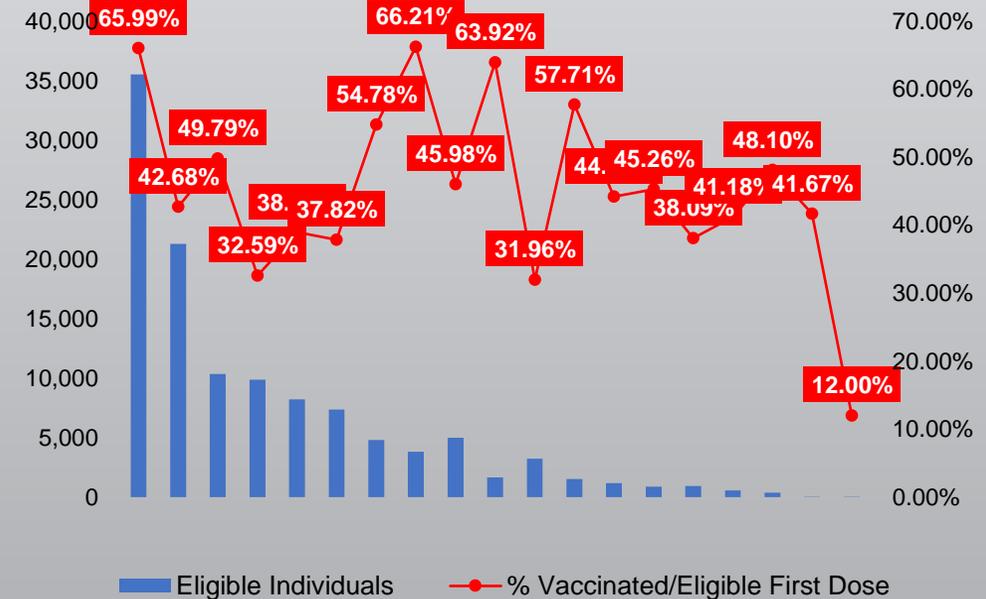
Using the uptake data now available at GP surgery level we are starting micro-level engagement (street by street) to better engage and inform local communities

92% of residents feel informed by Waltham Forest Council, which has increased from 87% in May 20

Vaccination uptake by ethnicity



Vaccination uptake by ethnicity





Any
questions?