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| Case Study Summary: **Taking Covid Vaccinations to the GRT Community in Newark** |
| Organisation/Place Team: **Mid Notts Place Partnership** |
| Project Aims:  **To increase uptake of Covid Vaccinations in the GRT Community in Newark**  Outcomes achieved/results:  **Covid Vaccinations administered = 11**  **A fantastic achievement given the challenges**  **Eleven people vaccinated**  **Staff satisfaction**  **Helping to address Health Inequalities** |
| **How did you identify the need or group (i.e. what prompted this initiative)?**   * Data and intelligence driven. * Plus softer intelligence through partnership and engagement for insight into different communities. * Using this intelligence to reach communities where Covid Vaccine uptake was very low. GRT community identified in Newark. |
| **How have you developed the offer?**   * Working with local partners who have a good relationship with the GRT community in Newark – District Council and CVS colleagues to communicate availability of the vaccine on the bus and increase engagement with the cohort. * Working with GP Practices to identify members of the cohort to send targeted information by text. * Logistics – bus driver and clinical and security staff availability. NCC Highways re: siting of the bus. Nearby facilities available for staff. Volunteers to help on the day with engagement and answering questions. * FAQs sheet prepared for volunteers re: information about the vaccinating process. * Reporting of vaccines administered and recording reported barriers to vaccination. |
| **What case studies / examples can you give that show people’s journeys?**  Comment from GRT community when invited onto the bus “I don’t think this is meant for us, we’re from Tolney Lane”. Response “You are exactly who we have come to see, this is for you, that’s why we’ve brought the bus here”. The reaction from that member of the community was amazing, they went and fetched three more members of their family and all four were amongst the eleven vaccinated. |
| **What have you learnt?**   * Comms and engagement from trusted members within the community is key. * Working with trusted members of the community to address cultural fears and encourage to take the vaccine – overcoming vaccine hesitancy. * Prepare for the possibility of the presence of protestors. |
| **What can everyone else learn?**   * Partnership working with those with established relationships with the GRT community was key. * To listen to the community voices and work with them. Show them they are valued members of society with equal rights to healthcare. |