

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Background

The Covid vaccination programme – the biggest in NHS history – is underway and NHS teams are administering Covid vaccines from hospital hubs, local GP-led services, care homes, and large vaccination centres.

Only those who are in the highest priority groups should be vaccinated right now – those who are aged 70 and over, care home residents and staff, people who are clinically extremely vulnerable, and frontline health and social care workers.

This is a complex exercise and accurate and regular communication is key to ensuring all stakeholders are aware of the progress being made and what's coming next.

As the body responsible for public health in Southend-on-Sea, it is important we support the wider system to promote the vaccination programme, but also develop a communications and engagement approach that is targeted and promotes both general uptake in the community, but tackles vaccine hesitancy and reaches hard to reach groups.

Objectives

Increase vaccine uptake in BAME communities

Target and focus communications locally to tackle two key issues faced in Southend-on-Sea, that will in turn promote uptake in the vaccine.

Increase vaccine uptake in all groups and in particular those with most severe COVID impacts so far as informed by the Equality Impact Assessment

Audience

- BAME communities
- Elderly population
- Vaccine cohorts 1-9 (see MSEHCP plan in appendix one)
- General population (influencing audiences)

Insight

Equality impact assessment (Rachel Jennings putting a summary together at MSE level) – some key highlights below:

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Hesitancy:

- Among BAME respondents to the survey only 57% said they would accept the vaccine when offered compared to 79% of white people. Some of these relate to specific experiences the communities had in the past or cultural practices and beliefs.

Accessibility:

- Older adults who were told to shield might not have access to funds or transport or feel confident to attend a vaccination site.

Strategy and communications and engagement principles:

Our local strategy is as follows:

- Tackle two key issues to vaccine uptake – use targeted communications, community engagements and interventions to tackle;
- **hesitancy** in BAME communities and
- **accessibility** to the vaccine, and;
- Support the communications activity from the wider MSEHCP and Greater Essex systems to promote the vaccination programme (see MSEHCP plan in appendix one)

Principles:

- Understand reasons for hesitancy
- Design effective interventions
- Deploy and evaluate interventions
- Adapt and continue

Implementation

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Current activity underway or being planned (shaded area show activity led by SBC or SBC involved)

Target audience	Communications channel	Details	Responsibility	Timescales
Supporting access to diverse communities and needs	Research/insight	Enable East to confirm who they are talking to and insight gathered. RJ to produce a summary.	MSE - Rachel Jennings	Ongoing
	Data analysis	Intelligence and Policy teams approached to review vaccination uptake data and softer intelligence/research to help shape the communication plan ongoing	SBC Richard Warren and Tim MacGregor	Ongoing
	Targeted outreach	Using targeted outreach within the community, Southend BAME Network stakeholders, including faith communities ie mosques, African/Caribbean churches, and EU Exit affected communities	SBC – Kamil Pachalko, Kelly Marks, Boglarka Nemeth SAVS – Roger Savage Southend Healthwatch – Owen Richards MSE – Amanda Shears	Ongoing
	Citizen Panel	Survey to be issued w/c 8/2/21 for two weeks. Explore deeper dive through local survey.	MSE - DC	w/c 8 Feb
	Healthwatch patient experience survey	MSE to approach MSE Healthwatch to replicate Suffolk patient experience survey - to be shared with partners	MSE-Rachel Jennings/Claire Hankey	

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
	DAX audio	Audio comms / adverts delivered to listeners of specific podcasts etc Awaiting postcodes to undertake targeted radio/digital streaming campaign using BAME narrator	MSE - Claire Hankey/Claire Routh SBC – Adam Keating/Jocelyn Astle	End Feb /March
	Leaflet / poster distribution via family supermarkets (e.g. Aldi/Lidl/Tesco) and smaller settings (e.g. co-op/ Nisa)	Following engagement with community groups to understand preferred method of communications - partners are exploring option to appoint agency to deploy leaflets and posters to supermarkets in areas of high deprivation where we anticipate low uptake – awaiting quote	MSE – Rachel Jennings & Debs Nicholson	End Feb/March
	Leaflet / poster distribution via specialist ethnic supermarkets (smaller independents)	Following engagement with community groups to understand preferred method of communications - partners exploring deployment of leaflets and posters to specialist supermarkets and places of worship – awaiting quote	MSE DN- Rachel Jennings & Debs Nicholson	End Feb/March
	Council tax letter	Send out communication with council tax letters and reminders	SBC – Adam Keating	End of Feb/March
	Social media	Develop a network of communicators who are leaders within their communities, and trusted sources such as GPs, and scientists from within BAME communities to respond to concerns about vaccine safety and efficacy.	ECC - James Sharp SBC – Adam Keating/Jocelyn Astle/Kamil Pachalko are sharing	Launched 5 Feb, ongoing

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
		<p>Promote visual images and stories of people representing different groups and communities receiving the vaccine, and place them in venues where people are, such as supermarkets, pharmacies and faith settings.</p> <p>‘Spread the word, not the virus’ communications campaign. Quote cards featuring local role models available on the <u>Vaccination Comms Cell Futures Platform</u>.</p> <p>Mixture of national and local quote cards used across 18 posts to date. Drive to recruit more Black African and Chinese</p> <p>Partners to identify local opportunities to share these with networks. Template copy available.</p> <p>SBC to consider its own targeted digital advertising subject to data and targeting</p>	SAVS – Roger Savage	
	Online / website	<p>Translated resources included on homepage of <u>https://www.essexcovidvaccine.nhs.uk/information-support/</u></p> <p>Communications to be sent to local Healthwatch/CVS with an ask to help promote</p>	ECC - James Sharp SBC – Jocelyn Astle	Complete

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
		<p>the new website and help to cascade the specific resources out to their networks.</p> <p>SBC to promote and share</p>		
	Community newsletters	<p>Regular mailings. Partners to ensure national translated resources and other local assets are cascaded to networks via Southend BAME network, faith communities and EU Exit affected communities and SAVS newsletter as appropriate Information included on https://www.essexcovidvaccine.nhs.uk/information-support/</p>	<p>All</p> <p>SBC – Kamil Pachalko, Kelly Marks, Boglarka Nemeth</p> <p>SAVS – Roger Savage</p> <p>Southend Healthwatch – Owen Richards</p> <p>MSE – Amanda Shears</p>	Ongoing
	Community connectors	<p>We are recruiting community connectors and will focus on diverse communities, cascading links to and signposting to translated information, feedback on barriers.</p>	<p>SAVS – Kristina Jackson, Roger Savage</p> <p>SBC - Kamil Pachalko</p>	Ongoing
	Video - Community 'champions' and community influencers	<p>Enable East work to inform CVS/Local Authorities supporting re. recruitment of community leaders/ influencers to help 'Spread the word, not the virus' as part of the wider communications campaign. Partners to</p>	<p>All</p> <p>SAVS – Roger Savage</p>	Ongoing

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
		<p>identify local opportunities to share these with networks.</p> <p>SBC - Working with SAVS to identify local community reps and leaders from diverse backgrounds who can produce videos or provide their stories in their language and champion reliable information</p> <p>General - short videos with local champions (GPs, relevant elected members, headteachers, Krishna and Bharat) to promote vaccine uptake and tackle hesitancy – need to consider key messages and whether this is appropriate for all audiences.</p>	<p>SBC – Kamil Pachalko</p> <p>SBC – Adam Keating/Jocelyn Astle</p>	
	Thematic virtual events for BAME community members, leaders and organisations working with them	‘COVID conversations’ taking place across a variety of community groups and audiences, including BAME, young people, homelessness, disabilities.	<p>SAVS – Roger Savage</p> <p>SBC – Kamil Pachalko, Krishna Ramkhelawon, Simon D Ford/Emma Watts</p> <p>MSE – Amanda Shears plus relevant partners</p>	Ongoing, events held on 6 th and 24 th Jan, and upcoming on 24 th Feb.
	Listening events	Events hosted with ‘Trusted Communicators’ faith groups, support groups, employers in each upper tier local authority area aimed at listening/understanding local	SAVS – Roger Savage	Ongoing

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
		<p>concerns/barriers, informing/myth busting where necessary and supplying resources</p> <p>https://www.eventbrite.co.uk/o/savs-sbc-and-southend-ccg-30731728714</p> <p>South East Essex events here: https://anchor.fm/savs-community-podcast</p> <p>Thurrock Diversity Network engagement meetings (awaiting info from LB)</p>	<p>SBC – Kamil Pachalko, Krishna Ramkhelawon, Simon D Ford/Emma Watts</p> <p>MSE – Amanda Shears</p> <p>plus relevant partners</p>	
	Facebook live with an expert	Q&A format with Dr Bharat Pankhania and guests to answer current community sourced questions and disseminate information related to local priorities. Alternate with the COVID general updates fortnightly.	<p>SBC – Bharat Pankhania, Michael Rynn, Simon D Ford, Emma Watts</p> <p>SAVS – Roger Savage</p>	In development, aiming for a pilot by end of Feb
	Vaccination site posters	Posters have been supplied re. ‘Guide for staff and volunteers’ re. considerations re. sufficient areas for privacy and dignity, chaperone and choice of gender for who administers the vaccine, for people who request it.	MSE - RJ / Claire Routh	Complete
SBC members	Vaccination toolkit and briefing	Once agreed, create a small vaccine comms toolkit, to send via Cllr briefing, to enable members to communicate within their locality and targeted communities. This will need to consider both general vaccine uptake and HTR groups	SBC – Adam Keating/Jocelyn Astle	w/c 24 February

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
	Councillor briefing	Provide regular and relevant updates in the Friday briefing, as appropriate	SBC – Adam Keating	Ongoing
Internal staff	Intranet	Intranet news items/area on vaccination accessibility and options for staff?	SBC – Katie Eyre, Primrose Moyo, Adam Keating	Ongoing
Internal staff	Q&A sessions	Opportunity to ask local experts, identify representative sources, use MSE level videos	SBC – Katie Eyre, Primrose Moyo, Adam Keating	Ongoing
<p>Key:</p> <p>SBC – Southend Borough Council</p> <p>SAVS – Southend Association of Voluntary Services</p> <p>ECC – Essex County Council</p> <p>MSE – Mis and South Essex Health and Care Partnership</p>				

Resources

The plan will be supported through existing resources within the Council and other key partners. Any additional resources required will be sought through the Director of Public Health and Health Protection Board

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Implementation and delivery

The delivery and ongoing development of the plan will be overseen by the Health Protection Board and Oversight and Control Board in conjunction with the MSE Vaccination TCG. It will be managed operationally through the TTCE Community Engagement, Vulnerable Groups and Health cells.

This work will sit alongside and compliment, where appropriate the delivery of the local COVID-19 Testing Communications Plan

16/2/2021

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Appendix 1 – MSEHCP - COVID-19 (Coronavirus) vaccination communications action plan

Background

The Covid vaccination programme – the biggest in NHS history – is underway and NHS teams are administering Covid vaccines from hospital hubs, local GP-led services, care homes, and large vaccination centres. Pharmacy-led services are also opening, offering an important additional option for people who are eligible.

Only those who are in the highest priority groups should be vaccinated right now – those who are aged 70 and over, care home residents and staff, people who are clinically extremely vulnerable, and frontline health and social care workers.

This is a complex exercise and accurate and regular communication is key to ensuring all stakeholders are aware of the progress being made and what's coming next.

Objectives of the communications plan

This plan has been prepared by MSEHCP and draws upon resource from across the greater Essex 'system' whereby all partners will collectively support the objectives;

To engage and inform residents about the vaccination programme, namely;

- Who is being vaccinated
- Where are they being vaccinated
- When are they being vaccinated
- Where to go to find out more information
- To help build confidence in the NHS and its vaccine delivery programme

To engage internal (e.g. staff) and external (e.g. MPs, Councillors, partners and providers) stakeholders throughout the vaccination programme and keep them informed of the progress being made

Key messages

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

- The NHS was the first health system in the world to deliver both the Pfizer/BioNTech and Oxford/AstraZeneca vaccines, and has continued to make strong progress – vaccinating more than 150 people every minute.
- More than 6 million people have now had their first dose (as at 27 January) of the vaccine in England, putting us way ahead of comparable countries, and we are confident that we can fulfil our ambition to offer first doses to everyone in the top priority groups by the middle of February.
- Because supplies have been increasing that means that we can provide more and more places for people to get their vaccine. We already had around 1,300 individual services and we have opened dozens more large Vaccination Centres, and more pharmacy-led services will also open over the coming days and weeks.
- Supplies do remain limited, meaning we need to ensure all the doses we do have go to those people who need them most. We will continue to prioritise giving people who need it that crucial first dose – which the evidence shows gives you the vast majority of your protection from the virus - as quickly as possible.
- The wider public have an important part to play to help their local NHS continue to roll out this vaccination programme, they are asked:
 - The NHS will contact you (by letter from the NHS or a phone call from your GP) when it's your turn to have the vaccine, so please do not contact the NHS for a vaccination before then.
 - Please act on your invite when it comes, and make sure you attend your appointments when you arrange them. Please don't arrive too early as we want to avoid queues.
 - Continue to abide by all the social distancing and hand hygiene guidance, which will still save lives. Even if you have already had your vaccine.

Communications approach

- Using the standard messaging and assets created by NHSE we will drive awareness of the vaccination program across all stakeholders and audiences in mid and south Essex using our established channels and networks/relationships
- We will further amplify the national messages and assets with a combination of locally led NHS communications and partner led communications. Complimenting the national campaign with additional local assets (e.g. a video from a local HCP for use on social

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

media, photos of patients being vaccinated, a media release about a new vaccination site etc)

- Communications predominantly focus on supporting the following activity:
 - Launch of new locations for administering the vaccine
 - Informing the general public which cohort(s) is/are being vaccinated
 - Ongoing awareness of information to keep the general public informed (supporting vaccine take up, reminding people about 'hands, face, space', targeting hard to reach groups etc)

Internal and External stakeholders

For the purposes of this plan, internal stakeholders are those who are directly employed by the NHS or have a close relationship with the NHS in terms of delivering services on behalf of the NHS.

External stakeholders are everyone else who is either directly impacted (e.g. the general public) or has a vested interest and should be kept informed (e.g. MPs and Local Authorities).

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Communications action plan

Target audience	Communications channel	Details	Responsibility	Timescales
INTERNAL STAKEHOLDERS – CCG colleagues, Trust colleagues etc				
Workforce across all partners and providers	Various existing channels across all organisations Bespoke materials as and when needed	ADD INFO ABOUT EMAIL ADDRESSES ETC (to CIMT) re queries etc Driving awareness of the vaccination programme to staff, when/where to get vaccinated etc Address reluctance to take up the vaccine	Org led / via comms cell Assets to be shared by all and collated into central resource by MSE HCP	Ongoing
NHS comms teams	NHSE and NHSI Daily update. Other channels as appropriate.	Daily update on the vaccination program (toolkit, vax script etc)	NHSE/NHSI NHS comms to share with local authority partners as appropriate	Daily / as needed
CCG colleagues including Exec teams	Connect internal newsletter (MSE) West CCG SNEE comms as equivalent	Update on vaccination program	MSEHCP comms team West CCG SNEE comms	Weekly
	Staff briefing (MS Teams)	Update on vaccination program	MSEHCP comms team	Monthly
Provider and Local Teams	Briefing Comms Cell meeting on Tuesdays	MSEHCP comms will brief local comms teams for forward distribution as appropriate	All	For forward cascade and

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
	TCG meeting on Thursdays Vaccination Programme Board on Fridays			briefing as appropriate
GPs and PCNs	GP Bulletin	Update on vaccination programme	MSEHCP comms	Twice a week
	HCP professionals website	Update on vaccination programme	MSEHCP comms	Ongoing
	MSE Weekly webinar	Update on vaccination programme	Primary Care Exec Lead	Weekly
	Daily MSE CCG call	When needed to address local issues etc	Place Leads	Daily
EXTERNAL STAKEHOLDERS – residents, voluntary organisations, political etc				
Residents – broad awareness	Online – CCG websites, HCP public website	Web content on CCG sites, HCP site, partner sites, acute sites etc. Building confidence in the vaccine etc	MSEHCP / Partner comms	Ongoing
	Online – pan Essex Covid website essexcovidvaccine.co.uk	Vaccination info – who, when, where, support available etc	MSEHCP comms team	Ongoing
	Online – partner and provider websites	As above	All	Ongoing
	Social media – Facebook & Twitter	As above – see separate social media plan and toolkit.	All	Ongoing

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
		Combination of national assets and locally created content (e.g. patients being vaccinated, HCP videos etc)		
	Social media – paid for TBC	As above – targeting specific demographics / audiences with tailored content (e.g. if low vaccine uptake in a particular area)	MSEHCP comms	When needed
	Patient and Community Representative Groups	Update on vaccination programme including addressing any specific questions/concerns raised ahead of the meeting	MSEHCP comms West Essex CCG SNEE comms	Monthly TBC TBC
	Council Tax insert	Covid self-care info and vac etc	Local authority teams linking with relevant NHS local team Agreed so far: Southend Basildon?	Pre March 2021
	Public facing newsletters and bulletins	Vaccination information, based on core messaging, media releases etc. Also shared with partners for sharing	All to scope existing publications which can carry core messaging	Ongoing
	GP surgery display screens	Vaccination information based on core messaging	GPs	Ongoing

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
	Online – provider and partner websites (including GP sites etc)	Vaccination information based on core messaging	All	Ongoing
	National / local radio interview opps	Supporting the vaccination narrative, listener Q&As etc.	MSEHCP comms, various	Ongoing
	National / local radio paid for ads	DAX / on-demand streaming - broad awareness and targeting comms via specific podcasts etc	MSEHCP comms	
	Travel screens advertising - fixed	On hold due to low footfall	MSEHCP comms	TBC
	Media release	Announcing vaccination sites, key milestones in the program, specific themes/topics/news etc	GP led sites - MSEHCP comms Vaccination centres – EPUT/Region comms	Ongoing
	Media relationships	Supporting specific elements of the programme to drive awareness and engagement (e.g. BBC Look East for first patients vaccinated, The Sun to drive volunteer sign up)	MSEHCP comms / Region comms	Ongoing
	Media management	Handling media enquiries / mitigate against negative coverage and perception	MSEHCP Comms West Essec CGG SNEE comms As appropriate	Ongoing

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
	Video media	Community champions / key spokespeople to drive awareness, address specific issues, educate, support vaccination narrative etc.	All to share and library of assets collated by MSEHCP comms	Ongoing
Residents – with specific requirements / hard to reach	Various	LD, Mental health, Traveller Community, Homeless, CYP, Unpaid Carers etc	All to share and library of assets collated by MSEHCP comms	Ongoing
Citizens Advice Bureau				
Police / Emergency Services	Via Essex comms group	Shared assets for promotion and amplification	All	As appropriate
Local authorities and councils, Cllrs and members	Weekly briefing and FAQs	Update on progress with programme, sites up and running, sites coming, FAQs to support conversations with constituents etc	Compiled by MSEHC comms Distributed by ECC via the SCG and ERF	Weekly (Thursdays)
MPs	Weekly briefing and FAQs System level online briefings	Update on progress with programme, sites up and running, sites coming, FAQs to support conversations with constituents etc	Compiled by MSEHC comms Distributed by ECC via the SCG and ERF Online briefings led by appropriate system led for health	Weekly (Thursdays) MSE is monthly
Health Committees	Email briefing	Update on vaccination programme	MSEHCP Comms	Ongoing

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
Healthwatch x3	Email briefing	Update on vaccination programme and shared assets for onward cascade	MSEHCP Comms	Ongoing
CVSs	Email briefing	Update on vaccination programme and shared assets for onward cascade	MSEHCP Comms	Ongoing
PPGs / support groups	Email briefing, group meetings	Updates on vaccination programme	MSEHCP Comms West Essex CCG SNEE comms	Ongoing
Care homes	Care Home Bulletin	Update on vaccination programme	MSEHCP Comms	Weekly
Hospices	Email briefing	Update on vaccination programme	MSEHCP Comms	Ongoing
Covid Community Action Groups	Email briefing	Update on vaccination programme	MSEHCP Comms	Ongoing
Supporting access to diverse communities and needs	Research/insight	Enable East to confirm who they are talking to and insight gathered	Rachel Jennings	Ongoing
	Citizen Panel	Survey to be issued w/c 8/2/21 for two weeks. Explore deeper dive through local survey.	DC	w/c 8 Feb
	Healthwatch patient experience survey	MSE to approach MSE Healthwatch replicate Suffolk patient experience survey - to be shared with partners	Rachel Jennings/CH	

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
	DAX audio	Audio comms / adverts delivered to listeners of specific podcasts etc Awaiting postcodes to undertake targeted radio/digital streaming campaign using BAME narrator	CH/CR	End Feb /March
	Leaflet / poster distribution via family supermarkets	Appointing agency to deploy leaflets and posters to specialist supermarkets and places of worship – awaiting quote	DN	End Feb/March
	Leaflet / poster distribution via specialist ethnic supermarkets	Appoint agency to deploy leaflets and posters to specialist supermarkets and places of worship – awaiting quote	DN	End Feb/March
	Social media	Develop a network of communicators who are leaders within their communities, and trusted sources such as GPs, and scientists from within BAME communities to respond to concerns about vaccine safety and efficacy. Promote visual images and stories of people representing different groups and communities receiving the vaccine, and place them in venues where people are, such as supermarkets, pharmacies and faith settings. 'Spread the word, not the virus' communications campaign. Quote cards	JS	Launched 5 Feb, ongoing

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
		<p>featuring local role models available on the <u>Vaccination Comms Cell Futures Platform</u>.</p> <p>Mixture of national and local quote cards used across 18 posts to date. Drive to recruit more Black African and Chinese</p> <p>Partners to identify local opportunities to share these with networks. Template copy available</p>		
	Online / website	<p>Translated resources included on homepage of <u>https://www.essexcovidvaccine.nhs.uk/information-support/</u></p> <p>Communication to be sent to local Healthwatch/CVS with an ask to help promote the new website and help to cascade the specific resources out to their networks.</p>	JS	Complete
	Community newsletters	<p>Partners to ensure national translated resources and other local assets are cascaded to networks. Information included on <u>https://www.essexcovidvaccine.nhs.uk/information-support/</u></p>	All	Ongoing

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
		Template wording in development for newsletters		
	Community 'champions' video	Enable East work to inform CVS/Local Authorities supporting re. recruitment of community leaders/ influencers to help 'Spread the word, not the virus' as part of the wider communications campaign. Partners to identify local opportunities to share these with networks	All	Ongoing
	Listening events	<p>Events hosted with 'Trusted Communicators' faith groups, support groups, employers in each upper tier local authority area aimed at listening/understanding local concerns/barriers, informing/myth busting where necessary and supplying resources</p> <p>South East Essex events here: https://anchor.fm/savs-community-podcast</p> <p>Thurrock Diversity Network engagement meetings (awaiting info from LB)</p>	RJ / CE /AS /DC / RS	Ongoing
	Vaccination site posters	Posters have been supplied re. 'Guide for staff and volunteers' re. considerations re. sufficient areas for privacy and dignity, chaperone and	RJ / CR	Complete

COVID-19 (Coronavirus) vaccination communications action plan – Southend-on-Sea Borough Council

Target audience	Communications channel	Details	Responsibility	Timescales
		choice of gender for who administers the vaccine, for people who request it.		