

DECISION-MAKER:	LOCAL OUTBREAK ENGAGEMENT BOARD		
SUBJECT:	Update on the Multi Faith, Multi-cultural Webinar		
DATE OF DECISION:	7 th June 2021		
REPORT OF:	Southampton Multi-faith and Multi-cultural Webinar		
<u>CONTACT DETAILS</u>			
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STATEMENT OF CONFIDENTIALITY

Not Applicable

BRIEF SUMMARY

Introduction/Background

There has been some reluctance and lack of vaccine confidence and testing in some of our communities due to myths about the vaccines and historical misgivings. The Southampton City Council Public Health team and its multi-agency partners felt there was an urgent need for a strategic, engagement-led intervention to reach out to these less well served communities. A Multi-Faith and Multi-cultural Vaccine Confidence and Testing Webinar was therefore held on the 18th of May from 1800-1930 hrs. The one and half hour engagement event was attended by 70 participants from across Southampton and Hampshire. The participants came from across diverse settings and communities.

Event Description

The engagement event brought together faith communities and local organisations across the Southampton for an hour and half to intensively discuss local Covid19 vaccination and testing efforts, initiatives, and progress to date. The virtual event was an opportunity for residents to find out more about Covid19 vaccines, testing initiatives, and ask questions about vaccination and testing programmes to a carefully and collaboratively selected panel drawn from health experts, local faith organisations, and community leaders. The Zoom virtual seminar had panelists including local senior doctors, faith leaders and community representatives.

Webinar Aims and objectives

By organising this engagement event, Southampton City Council Public Health and its partners sought to achieve the following outputs:

- Leaders from faith communities, local organisations, and health professionals to share information on effective strategies that can be leveraged to promote vaccine confidence and health and wellbeing in the context of COVID-19 and vaccination
- Discuss what local faith-based institutions and community organisations could do to promote, sustain, and implement COVID-19 vaccine confidence best practice efforts and strategies among their communities and other underserved populations in Southampton
- To support and work in collaboration with faith and community leaders in the BAME communities in ensuring an improved BAME COVID-19 vaccine uptake.
- To better understand the opportunities and factors impacting on vaccine confidence building and testing in faith communities in Southampton using the 3Cs approach (Confidence, Complacency, and Convenience) and 4As

Preliminary key findings

- 76% of respondents rated the webinar **Excellent**, and 20% rated it **Good to Very Good**
- 96% of participants responded that the speakers presented an appropriate range of perspectives on the event topic
- 96% of survey respondents agreed that there was enough time for Q and A for each of the sessions
- 84% of webinar participants responded that the webinar had changed their confidence about getting vaccinated or tested
- The survey showed that 90% of those who completed the survey would take the vaccine whenever they were offered it.
- There were numerous positive comments and the majority favourably disposed to taking the vaccine whenever it is offered to them

RECOMMENDATIONS:

(i)	To raise awareness of this 'first' webinar to multi-faith and multi-community groups.
(ii)	To acknowledge intentions to review the evaluation of this event, this will determine future activities.

REASONS FOR REPORT RECOMMENDATIONS

1.	Feedback from the engagement event has been positively overwhelming and supportive of future and ongoing public health engagement events of this nature
2.	The TORs of reference for the Multi-faith, Multicultural Task and Finish Group had a limited life span and remit
3	The Public Health Team, Engagement Team, SCC Communications and a multi-agency planning team worked jointly to plan and execute the Multi-faith, Multicultural Webinar. The joint model worked well throughout the scoping, planning and hosting of the webinar. We have since agreed that an evaluation of the webinar be conducted by one of the SCC public health team member who has expertise and experience in the evaluation of comparable initiatives.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

4.	Not applicable
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DETAIL (Including consultation carried out)

5.	<p>Introduction/Background</p> <p>There has been some reluctance and lack of vaccine confidence and testing in some of our communities due to myths about the vaccines and historical misgivings. The Southampton City Council Public Health team and its multi-agency partners felt there was an urgent need for a strategic, engagement-led intervention to reach out to these less well served communities. A Multi-Faith and Multi-cultural Vaccine Confidence and Testing Webinar was therefore held on the 18th of May from 1800-1930 hrs. The one and half hour engagement event was attended by 70 participants from across Southampton and Hampshire. The participants came from across diverse settings and communities.</p> <p>Early in the design phase of this initiative, we recognised that the local authority and its partners had considerable experience in involving local communities in tackling a range of public health issues using innovative ways and approaches. A Task and Finish Group (Webinar Planning Team) comprising representatives Southampton City Council (SCC) Public Health, NHS Hampshire, Southampton and Isle of Wight CCG, Solent NHS Trust, faith groups and networks, The Police, Media, Voluntary and Community Sector representatives, SCC Engagement Team and Communications was established to agree terms of reference, webinar themes, ways of working, and scoping potential faith and community stakeholders. From the onset, the Webinar Planning Team recognised the significant role that community and voluntary organisations play in Covid19 community engagement activities in particular and in improving health and wellbeing and reducing health inequalities.</p> <p>Event Description</p> <p>The engagement event brought together faith communities and local organisations across the Southampton for an hour and half to intensively discuss local Covid19 vaccination and testing efforts, initiatives, and progress to date. The virtual event was an opportunity for residents to find out more about Covid19 vaccines,</p>
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testing initiatives, and ask questions about vaccination and testing programmes to a carefully and collaboratively selected panel drawn from health experts, local faith organisations, and community leaders. The Zoom virtual seminar had panelists including local senior doctors, faith leaders and community representatives. The panelists, and topics presented are summarised immediately below:

Multi-faith and Multi-cultural Speakers and Panelist

Name	Role	Topic
Dr Debbie Chase	Chair	Overview of vaccine and testing programme and update. Highlighting inequalities.
Alex BOUCOUVALAS	Rapporteur	Identifying questions and allocating these to panelists and speakers. Time management
Dr Aiman Alzetani	Speaker	Effectiveness of vaccines against Covid19
Dr Amer Hamed	Panelist British Islamic Medical Association (BIMA)	Amer supported speakers with answering questions from the audience.
Dr Sanjeet Kumar	Speaker	Local GP - how people arrange a vaccine appointment, what happens when someone comes for a vaccine, and side effects.
Dr Abdoulie Sanneh	Speaker	Local Community Perspectives
Dr Shiba Qamar	Speaker - Local GP	Long Covid
Beverley Dowdell	Speaker	Community perspectives
Rob Kurn	Speaker Panelist	Voluntary Sector Perspectives
Emma D'Aeth	Speaker	Faith and Workplace Perspectives
Dr Victoria Itobi	Speaker	Christian Perspectives – A Leader's View

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Target audience

- Members of the public
- Faith organisations and networks
- Community and voluntary sector organisations
- The NHS and other public sector organisations

Webinar principles and good practice

Several principles informed the organisation and execution of the webinar. These principles are listed below:

- Importance of not seeing local communities simply as recipients of health and wellbeing services but, rather, as active participants with a vital contribution to make in improving vaccine and testing confidence building, health and wellbeing, and reducing health inequalities
- Ensuring that local communities, community and voluntary sector organisations and statutory services worked together to plan, design, develop, deliver, and evaluate the multifaith and multicultural confidence webinar
- Using evidence-based approaches to support community engagement
- Recognising, valuing and sharing the knowledge, skills, and experiences of all partners in the planning of the multifaith and multicultural webinar
- Recognising that building relationships, trust, commitment, leadership and capacity across local communities takes time and effort
- Starting the webinar planning and community engagement early enough to shape the proposed initiative
- Establishing terms of reference and clear ways of working for all those involved in the webinar process and execution
- Initiating the webinar evaluation activities early enough to enable the capturing of all relevant outcomes
- Provide regular feedback to the planning team on the positive impact their involvement was having and enabling them to raise any issues of concern
- Ensuring that the decision-making group and panelists included respected members of the local community and who reflected the diversity of that community
- Feedbacking the results of engagement event to participants and the local communities concerned, as well as other partners.

How the webinar was implemented

- Residents/participants submitted most of their questions in advance on topics such as eligibility, safety, and effectiveness, long Covid, and issues around convenience of vaccination and testing sites among others
- An event registration link was shared using multiple communication media. The Public Health Senior Practitioner working with the planning team had mapped out a list of key stakeholders to be invited to the engagement event
- Worked with the webinar planning team local communities and voluntary organisations to:
 - Identify barriers to building vaccine and testing confidence particularly for vulnerable groups and well served communities.
- Ensuring the timing of event complied and did not clash with community needs, events, and priorities.
- We identified leading doctors, faith leaders, and voluntary sector leaders from ethnic minority communities
- We organised the webinar with emphasis on '4 Cs' and '4 As plus' approach:
- 4 Cs – Complacency, Confidence, and Convenience and Compassion
- 4As: Acknowledge concern, Address the problem Answer: get answer from reliable source, Act on information you get plus Verify before you amplify

Key messages from the webinar

- COVID-19 vaccines are safe, effective, and an integral part of the fight against Covid-19. Vaccines have been approved by the Medicines and Healthcare Regulatory Authority (MHRA). All COVID-19 vaccines introduced in the UK have passed rigorous clinical trials that looked at both safety and efficacy to protect against severe COVID-19 infection and death.
- Side effects – possible side effects but most of are mild.
- Every medical intervention bears some risks.
- Acknowledge the population's uncertainties, anxieties, and concerns.
- Speed at which vaccines were developed – The vaccines were available quickly and faster than usual because of a global effort - so many people worked together to prioritise their production and huge funds were made available from governments around the world. This meant that something that normally would take years was completed in months. The development of the vaccine was the world's collective top priority, with huge investment and lots of risks to developers. However, there were robust, extensive clinical trials required for vaccines to be approved.
- Fertility – there is no evidence suggesting Covid19 vaccines affect fertility.

	<ul style="list-style-type: none"> While most people recover quickly from COVID-19, some may have ongoing symptoms. These can last a few weeks or longer. These symptoms are not limited to people who were seriously unwell or hospitalised when they first caught the virus. <p>Preliminary key findings</p> <ul style="list-style-type: none"> 76% of respondents rated the webinar Excellent, and 20% rated it Good to Very Good 96% of participants responded that the speakers presented an appropriate range of perspectives on the event topic 96% of survey respondents agreed that there was enough time for Q and A for each of the sessions 84% of webinar participants responded that the webinar had changed their confidence about getting vaccinated or tested The survey showed that 90% of those who completed the survey would take the vaccine whenever they were offered it. There were numerous positive comments and the majority favourably disposed to taking the vaccine whenever it is offered to them <p>Key learning</p> <ul style="list-style-type: none"> Working with trusted health and faith leaders from their community helped in debunking the myths, dispelling the misconceptions and correcting the false misrepresentations about the vaccines and the approval processes. We intend to continue similar community engagement programme until the end of the pandemic, expanding the initiative to other public health areas and finding ways to engage less well served communities that are less confident in being vaccinated or tested. Going forward, the same principles should be applied to improving health promotion for other medical conditions and chronic diseases, this will help reduce disparities and health inequalities in less well served communities. It is essential that information and communications about vaccination and testing are appropriate and accessible, particularly where people are less confident and where misinformation is circulating. While the key messages about vaccines and testing are the same for all, there are some communities who have specific concerns that should be taken into consideration when designing messages to support vaccine and testing confidence building.
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RESOURCE IMPLICATIONS

Capital/Revenue

6. None

Property/Other

7. Not applicable

LEGAL IMPLICATIONS

Statutory power to undertake proposals in the report:

8. Not applicable

Other Legal Implications:

9. None

RISK MANAGEMENT IMPLICATIONS

10. Not applicable. No decision being requested. For noting only.

POLICY FRAMEWORK IMPLICATIONS

11. In alignment with SCC plans.

KEY DECISION?	No
WARDS/COMMUNITIES AFFECTED:	
<u>SUPPORTING DOCUMENTATION</u>	
Appendices	
1.	None
Documents In Members' Rooms	
1.	None
Equality Impact Assessment	
Do the implications/subject of the report require an Equality and Safety Impact Assessment (ESIA) to be carried out.	No
Data Protection Impact Assessment	
Do the implications/subject of the report require a Data Protection Impact Assessment (DPIA) to be carried out.	No
Other Background Documents	
Other Background documents available for inspection at:	
Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
1.	Not applicable