

Community Development Outreach Team

Tîm Allgymorth Datblygu Cymunedol

فريق التوعية بالتنمية المجتمعية

Zespół ds. Rozwoju Społeczności

Paglililang ng Kaunlaran ng Komunidad

**Echipa de informare pentru dezvoltare
comunitară**

Background

- Response to disproportionate adverse impact
- Wales BAME COVID-19 Health Advisory Group
- Socio-economic Sub Group findings:
 - Racial and Health inequalities exist in Wales
 - Poor or lack of quality ethnicity data
 - Effectiveness of communication of health information
 - Cultural suitability of health and social services
 - Barriers to accessing health and social services

Links to statutory duties

- The Equality Act 2010
- Social Services and Well-being (Wales) Act 2014
- Well-being of Future Generations (Wales) Act 2015

Meet the team

- **The Team:** L-R Stepheni, Sandra (Carmarthenshire), Hassim (Ceredigion), Joshua (Pembrokeshire)



Desired outcomes

- To be a trusted source of information and the bridge between communities and the “message givers”
- To engage with ethnic minority communities and increase our understanding of their lived experiences
- To support our pandemic response, in terms of action in outbreaks, vaccination and outreach clinics
- Achieve increased uptake of Covid-19 vaccinations within Black, Asian, and Minority Ethnic communities
- Piloting approaches to reduce health inequalities and promote health equity which can inform longer term provision for Black, Asian, and Minority Ethnic, and other protected groups.

How do we engage?

- Collaborative partnerships
- Vaccination clinics
- Community champions
- Mosques and Churches
- 1:1 engagement
- Factories
- Facebook pages
- WhatsApp / Zoom groups
- Neighbourhood police team
- Schools, Universities and Colleges
- Events

Outcomes achieved so far

- 179 people engaged with individually
- Of the 179, 48 individuals were supported through signposting or referral for specific health issues
- 16 different health specific messages shared
- 4 messages have been translated in 7 different languages
- Interpretation App utilised 7 times to facilitate effective communication



N is an older lady who lost her husband during the pandemic. She is now feeling very lonely and isolated. She feels overwhelmed with the hospital appointments and doctors letters because she does not understand them.

N has been diagnosed with diabetes and the doctor has advised her to take a break from her job as a cleaner. N does not completely understand her diagnoses and the severity because she did not know that she could ask for an interpreter.

The Team referred N to an advocacy service; they helped her to set up Zoom on her phone to stay connected with others, got an interpreter to go through the letters from the doctor which resulted in N having a better understanding of what her GP was advising. N is more settled now and appreciates that we have come forward to help. N has had both doses of the jab and understands how to keep herself safe.

CASE STUDY



Vaccination outreach

- 12 Vaccination clinics over 16 days attended
- Interpretation support provided through the Insight app
- Answered questions about the vaccines to put people at ease and address vaccine hesitancy
- Shared messages about vaccination clinics and the vaccine through different online platforms
- Polish and Romanian workers at the meat processing factories
- Gypsy Travellers
- Syrian refugees
- Homeless people
- International students
- Various other individuals

O attended the mobile vaccination clinic but was worried because of having multiple allergies and being unable to converse in English. The Team worked with the immunisers and assisted with interpretation to enable a thorough health assessment to be conducted.

O was advised that the vaccination needed to be carried out in a hospital setting. The team worked together with the Immunisation Coordinator and J was able to get a hospital appointment.



The benefit of our conversations

- To engage and understand
- 1000 conversations about wellbeing
- Feed into quality impact and assessment
- Local Wellbeing assessment survey
- Covid-19 and TTP Survey
- Conversations about health and wellbeing

Any Questions?



Diolch / Thank You