

Living with COVID-19 and preparing for the challenges of winter 2021/22

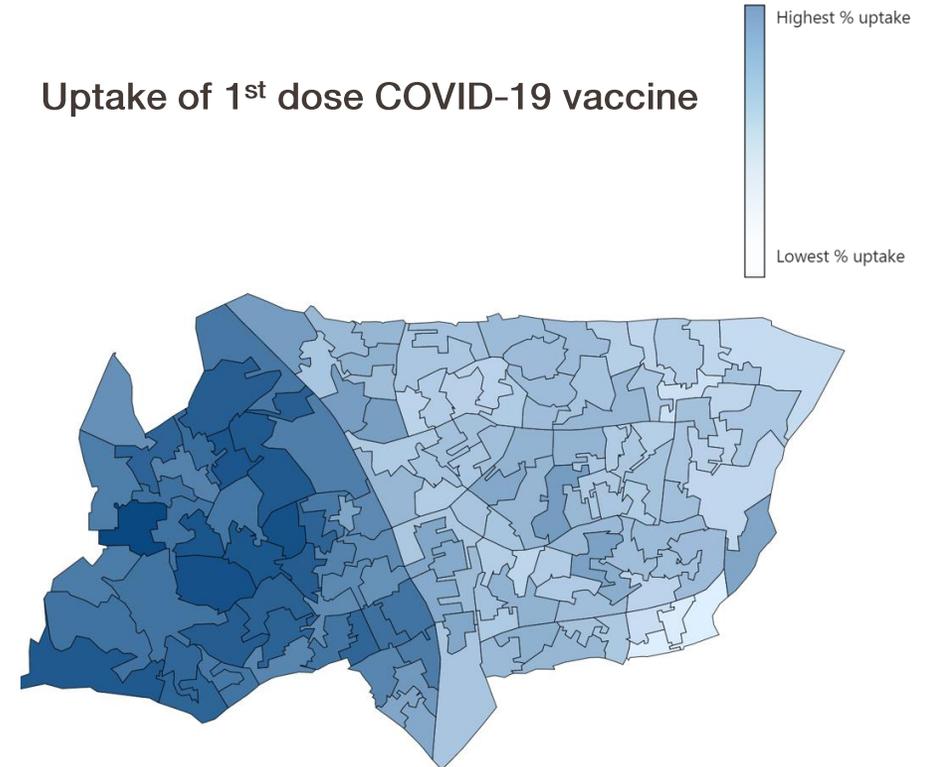
Emer Forrest
COVID-19 Communications Manager - Haringey Council

19 October 2021

Vaccines are being deployed in Haringey against the backdrop of:

- Increasing COVID-19 infection rates as seen elsewhere
- Expanded eligible cohorts for flu vaccine
- Uptake of the COVID-19 vaccine has reached 62% of all eligible (1st dose) and 57% (2nd dose)
- A marked east-west divide in terms of vaccine uptake
- Lowest uptake amongst Black communities and White 'other' – including Eastern European nationals
- Strong correlation between levels of deprivation and rates of vaccination, with markedly lower vaccine uptake among communities in the more deprived east compared to the more affluent west of Haringey
- Insight-led focus identified hard to reach / more hesitant groups and younger cohorts (16-30)
- 2020/21 flu season vaccination in Haringey achieved 38.5% vaccination across the borough, with highest rates achieved in 65+ cohort (65.2%) and lowest amongst pregnant women (15.4%)
- Given the return to pre-pandemic social mixing levels – similar uptake levels this year would leave many groups vulnerable.

Uptake of 1st dose COVID-19 vaccine



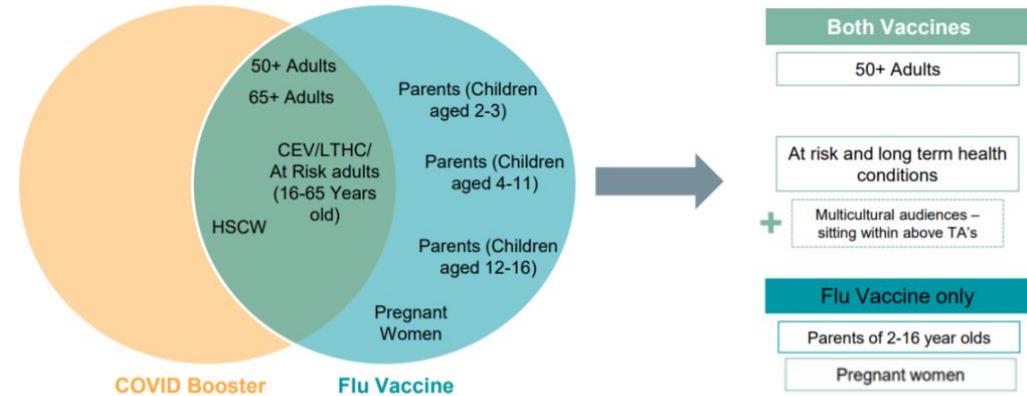
Haringey winter vaccination communications objectives



- ❑ Support local NHS priorities to build resilience and manage capacity of services
- ❑ Continue to promote transmission-limiting behaviours
- ❑ Continue to promote evergreen COVID vaccine offer to all eligible cohorts
- ❑ Support outreach efforts to engage with youth audiences and lower uptake groups
- ❑ Support the Flu and COVID-19 booster vaccination programmes to increase uptake amongst eligible groups.
 - To achieve this we need to:
 - Raise high awareness about who is eligible.
 - Inform audiences of the dangers of flu, particularly combined with COVID-19
 - Maximise the intention of take-up of both vaccines amongst eligible groups, by addressing barriers and increasing understanding of the benefits.
 - Generate high levels of confidence in flu and COVID-19 vaccination.
 - Ensure people know how/where to get vaccinated.

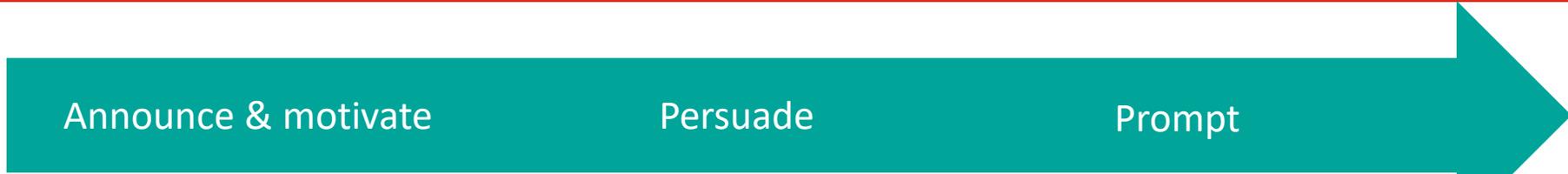
Haringey winter vaccination eligible cohorts

Audience	Size in Haringey*	20/21 flu vaccine take up
65 years or older	30,929	65.2%
Under 65s at risk	37,469	37.6%
50-64 year olds not otherwise at risk	42,838	19.4%
Pregnant women	2,119	15.4%
Learning disability	1,540	39.2%
CQC registered care home residents	695	52.2%
Other care home residents	207	49.1%
Primary School (age 4-11)	27,686	46%
Secondary school (11-16)		38%
Pre-school (age 2-3)	6,566	42.1%
Total	144,306	



*Source: Healthy Intent Flu and Booster jab dashboard

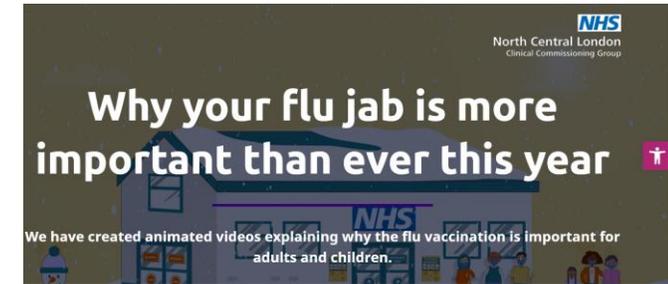
Winter Vaccines - Mirroring National Campaign strategy



	Announce & motivate	Persuade	Prompt
Barriers	<ul style="list-style-type: none"> Long term side effects Efficacy of vaccines Low perceived risk 	<ul style="list-style-type: none"> Mistrust of 'establishment' Low perceived benefit Perceived risk to self /others 	<ul style="list-style-type: none"> Uncertainty around deployment plans
Audience	All eligible cohorts	Pregnant women, HSCW, Multicultural, Clinically at risk & LTHC	Eligible cohorts
Objective	Inform	Reassurance & Social Norming	Real time reactive if low take up
Messaging	Announcing rollout and importance of vaccination this season	Arming them with myth busting info, reassure and normalise vaccination	To drive action
Communications Channels	Broadcast channels with mass reach and impact	Using long-form, high engagement channels, tailored to audiences.	Targeted and personalised messaging to drive take-up
Behaviours	Drives action from ready to adopt audience	To build a trusted community voice and positive attitude about vaccines.	Right message at the right time

Winter vaccination local strategy

- ❑ Partnership approach NCL CCG and boroughs of Barnet, Camden, Enfield and Islington to deliver highly visible, consistent messaging across the region.
- ❑ Develop local assets aligned with national campaigns: such as 'Catch it, Bin it, kill it', 'Boost your immunity this winter'
- ❑ Use data and insights to tailor messaging e.g. attitudinal surveys, information from community partners and link workers.
- ❑ Prioritise geographical areas with low vaccine uptake or those at risk of health inequalities.
- ❑ Get clinical and operational input to reach low vaccine uptake communities:
 - HSCW colleagues as important advocates for health and care to service users
 - Community engagement teams – Council, Regen, Homes for Haringey
 - Outreach teams
 - VCS community partners, community link workers, Mutual Aid network
 - Key messages to be available in different formats and languages.



Winter vaccination - Integrated tactical plan



Campaign	Message	Audience	Channels	Deliverable	Timing
Covid Vaccination	Covid Vax – CYP Benefits of vaccination - Less disruption - Supports mental health & wellbeing - Consent required	12-15 year olds, parents/carers, school staff	Schools and social media, websites, webinars	National materials and local assets	1 October onwards
		Over 16s, parents/carers, school staff	Schools and social media, www.EverythingCovid.info website, outreach work	National materials and local assets	Ongoing
	Covid Vax – evergreen offer - Need information, undecided about the vaccine? Directing to information, apt booking and walk-in centres - Testimonials - Myth busting	16-30s	Digital Programmatic advertising - social media across extended channels – TicTok, Snapchat, IG, Twitter, YouTube, Social Influencer content NCL, Westco, Vox pops, Vax Chat with UnityXtra radio, outreach team, Vaccine Bus www.EverythingCovid.info	Localised assets – CTA to find out more information, book an appointment, find a local walk-in centre	Ongoing Digital programmatic
		CEV, communities with low take up	Engagement & community outreach, vaccine bus, social media, web	National material and local assets	Ongoing
	Vax booster – wait to be contacted, boost your immunity this winter	Over 50s, older adults in residential care, 16-49 clinically at risk	Public and community outreach with VCS, social media	National and localised assets	Ongoing
Winter flu vaccination	Winter flu – find out if you’re eligible, boost your immunity	Over 50s, older adults in res care, 16-49 At Risk, carers, pregnant women, parents of children 2-16	Social media, websites, public engagement with VCS and outreach teams, newsletters, Haringey People magazine, leaflets with prescriptions	National and localised assets	October onwards
	Protect yourself & those you care for	Health & Care workers	Internal channels – Intranet, Yammer, cascade from management, letters, emails	National materials and local assets	Mid-Sept onwards

Public health – containing transmission

Haringey 34.8K Tweets

Protect yourself and others from COVID-19

KEEP DOING THE RIGHT THING

KEEP HARINGEY SAFE
Haringey LONDON
NHS Test and Trace
haringey.gov.uk/coronavirus

Follow

Haringey @haringeycouncil

Haringey news and updates on everything happening across our community. Contact customer services at @ContactHaringey if you have a council service enquiry.

Haringey, London haringey.gov.uk Joined January 2011

991 Following 23K Followers

Haringey @haringeycouncil · 2 Oct

To stop the spread of #COVID19, please wear a face covering in crowded & enclosed settings where you come into contact with people you do not normally meet.

Let's #KeepDoingTheRightThing #KeepHaringeySafe

@NCLCCG_Haringey

HM Government NHS

Wear a **face covering** in crowded and enclosed settings where you come into contact with people you do not normally meet

Haringey @haringeycouncil · 3 Oct

To stop the spread of any new #COVID19 variants, try to stay at home if you are feeling unwell.

Let's #KeepDoingTheRightThing #KeepHaringeySafe

@NCLCCG_Haringey

HM Government NHS

Try to **stay at home** if you are feeling unwell

Haringey @haringeycouncil · Sep 29

When you have visitors, open windows to let fresh air in to help disperse COVID-19 particles.

Let's #KeepDoingTheRightThing #KeepHaringeySafe @NCLCCG_Haringey

HM Government NHS

Open windows to let fresh air in to help disperse COVID-19 particles when meeting others indoors

Reminders of transmission limiting behaviours:

- Keep Doing the Right Thing
- Test yourself 2 x week
- Wearing face coverings in crowded settings
- Stay at home if unwell and get tested
- Open windows

KEEP DOING THE RIGHT THING

KEEP HARINGEY SAFE
Haringey LONDON
NHS Test and Trace
Protect yourself and others from COVID-19
haringey.gov.uk/coronavirus

Haringey campaign to communicate transmission limiting behaviours as restrictions eased

- Clear Channel digital display
- Social media
- lamppost banners
- Waste truck panels
- Email signatures

LEARNING TO LIVE WITH COVID-19

A guide for Haringey residents

Haringey LONDON

16pp booklet outlining advice on protecting people from COVID-19 as lockdown eased – including information in multiple languages delivered to every household in Haringey

Social 'norming' benefits of vaccination

Haringey @haringeycouncil · 4 Oct

Hear from Ella, 23 about her **#COVID19** experience and why you should **#GrabAJab** to protect yourself & others.

More info on vaccination in **#Haringey**: bit.ly/3hlfyHh

@NCLCCG_Haringey

131 views

Haringey @haringeycouncil · Oct 1

Before socialising indoors

- ✓ Protect yourself
- ✓ Protect your family and friends
- ✓ **#GetVaxxed**

Find your nearest walk-in clinic or book your vaccine: haringey.gov.uk/vaccine

- Focus on facts and lived experience e.g. '2/3 of 18-30s have been vaccinated – shouldn't you?'
- Importance of COVID-19 vaccine in pregnancy
- Testimonials from young 'healthy' people who have suffered from COVID-19
- Vaccination as the route back to 'normal'
- Myth busting – relatable medical experts answering common questions / misconceptions

Haringey @haringeycouncil · 5 Oct

Evidence shows that people who have been vaccinated against COVID-19 are less likely to pass the virus on to others.

#GrabAJab to protect yourself and your loved ones now bit.ly/3hlfyHh

#KeepHaringeySafe

Haringey @haringeycouncil · Sep 30

Over two thirds of 18-30 year olds have already had their first **#COVID19** jab.

Why not join them and **#GrabAJab** too?

There are lots of walk-in clinics in Haringey where you can get vaccinated without booking

More information bit.ly/3hlfyHh **#KeepHaringeySafe**

Haringey @haringeycouncil · Oct 16

Vaccine Q&A – medical student Priya Gopaldas and Dr Emeka answer young people's questions about the COVID-19 vaccine

You can talk to staff in any vaccination clinic if you have questions. Find your nearest walk-in site: bit.ly/walkinjobs

176 views

Public Health England

Pregnant?

Have your COVID-19 vaccines!

It is important to have both doses of your COVID-19 vaccine to protect you and your unborn baby. COVID-19 infection is currently circulating and can be serious for pregnant women. Thousands of pregnant women have been safely vaccinated in the UK and worldwide.

Youth Space @haringeyyouth · Oct 11

Hear from Quincy, 31 about his **#COVID19** experience and why you should **#GrabAJab** to protect yourself & others.

More info on vaccination in **#Haringey**: bit.ly/3hlfyHh

17 views

Haringey @haringeycouncil · Sep 29

16-17 year olds are now able to book their **#COVID19** vaccine online.

Book yours today to **#GrabAJab** and **#KeepHaringeySafe**: bit.ly/3m7CTUr

'Evergreen' offer of COVID-19 vaccination

Haringey @haringeycouncil · 2h
16-17 year olds are now able to book their [#COVID19](#) vaccine online.

Book yours today to [#GrabAJab](#) and [#KeepHaringeySafe](#): bit.ly/3m7CTUR

You Retweeted
NHS North Central London CCG @NHS_NCLCCG · Sep 28
Have you had your COVID-19 vaccine yet?

Everybody aged 16+ is eligible and you don't need an appointment.

You can find your local walk-in site here: [#bit.ly/walkinjobs](https://bit.ly/walkinjobs) [#GrabAJab](#)

Haringey @haringeycouncil · Sep 28
The [#COVID19Vaccine](#) is the best way to protect yourself from any new variants of the virus.

Book an appointment or visit one of our walk-in clinics to [#GrabAJab](#): bit.ly/3h1fyHh

[#KeepHaringeySafe](#)
[@NCLCCG_Haringey](#)

Haringey @haringeycouncil · Sep 27
The [#COVID19Vaccine](#) is the best way to protect yourself from any new variants of the virus.

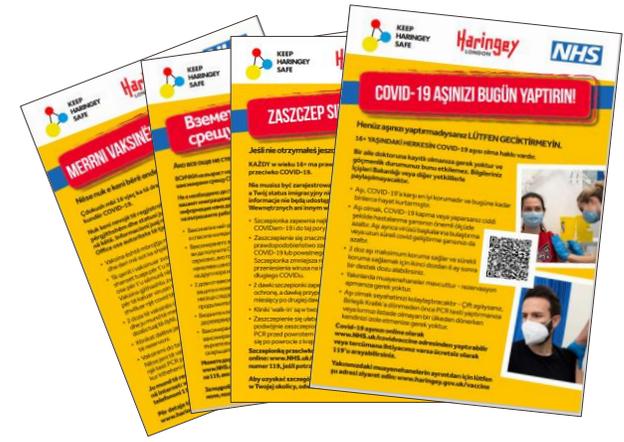
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More information bit.ly/3h1fyHh

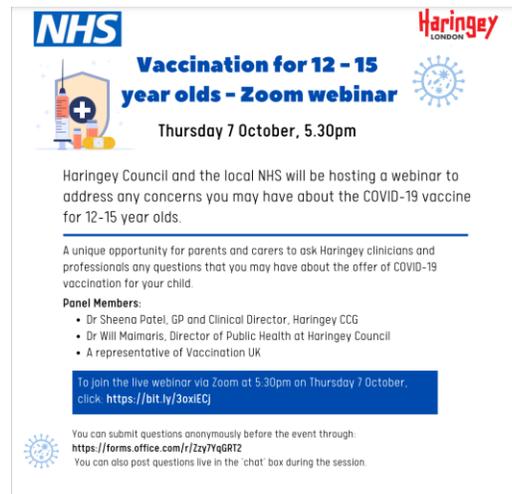
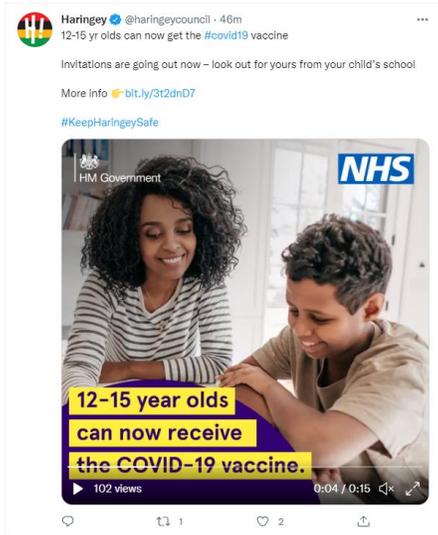
Let's [#KeepDoingTheRightThing](#)
[#KeepHaringeySafe](#)

[@NCLCCG_Haringey](#)

- Promotion of offer of vaccines for everyone 16+
 - Online booking
 - Walk in clinics
- WhatsApp messaging via Mutual Aid network
- VCS partners
- Community link workers
- Comms support for outreach work
 - Leaflets in different languages
 - Tailor messages for different groups e.g. construction workers – travelling at Christmas a key motivator for double vaccination.



Supporting vaccination for 12-15 year olds



Use of PHE assets focussing on:

- ✓ **Benefits** – Keep life moving, less disruption, supporting mental health and wellbeing
- ✓ **Reminder** to parents/carers to look out for information from schools.
- ✓ **Consent** – the offer of vaccination is subject to consent being given.

Letter sent to all schools from Director of Public Health announcing start of programme.

Live webinar for parents / carers held 7 October
Q&As to be added to website

Clinics to be available during half term for any children who missed out – due to capacity issues, absence or other reasons.

Uptake in schools has been strong to date.

Supporting winter flu and booster programmes

 **Haringey** @haringeycouncil · Oct 9

The NHS will tell you when it's time to get your #COVID19 booster jab

If you work in health or social care worker or an unpaid carer, you can also get your booster now

Find a local walk-in clinic by visiting: haringey.gov.uk/vaccine

Protect yourself and #KeepHaringeySafe



ESSENTIAL WINTER PROTECTION

There are two essential vaccines that you may need this winter – flu and COVID-19 booster. Vaccines are the best way to protect yourself, friends and family from these dangerous viruses.

Find out if you're eligible now at nhs.uk/wintervaccinations



Vaccines are our best protection this winter.

It's easy for us to pass on COVID-19 or flu viruses without knowing. This winter there are two essential vaccines you'll need to protect yourself and your loved ones.

Find out if you're eligible now at nhs.uk/wintervaccinations

 **Haringey** @haringeycouncil · Oct 15

If you are entitled to a free Flu vaccine, you will be invited to have it by your GP. Book your appointment as soon as possible & talk to your GP about your eligibility for the Covid Booster.

This is important for keeping you well this winter. Read more: bit.ly/3mD5Ely



Look out for your winter vaccines invite.

Dangerous viruses spread quickly when we're all crowded together inside. That's why it is more important than ever to get vaccinated this autumn.

For more information visit nhs.uk/wintervaccinations



BOOST YOUR IMMUNITY THIS WINTER

WITH YOUR FLU VACCINE + COVID-19 BOOSTER

Flu and COVID-19 can be life-threatening, so protect yourself, your family and the people you care for. Don't delay, get your free vaccines now.

Use of PHE assets to INFORM on:

- ✓ **Eligibility** – NHS will contact you when it's time for your booster. Do NOT contact your GP until then.
- ✓ **Priority** given to HSCW and unpaid carers – easy access
- ✓ **Benefits** – Dual protection offered by both vaccines to boost your immunity this winter.
- ✓ **Access** – where and how to get vaccinated - local delivery

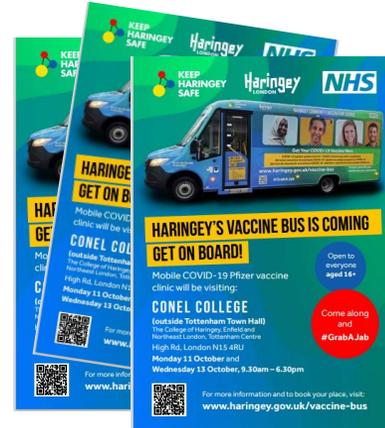
Age 65+ campaign actions:

- Work in tandem with other NCL boroughs and support CCG local delivery model
- Enlist the support of VCS sector partners to reach different groups – Mutual Aid Network
- Send communications to and through Adult Social Care, Housing Departments, carers and service users.
- Capitalise on face-to-face engagement opps – Pensioners forum, Cypriot Centre, Food banks
- Where possible use printed media – Haringey People Magazine feature
- Leaflets to be distributed with prescriptions at pharmacies

Supporting outreach work



Flyers and materials available in:
Spanish, Portuguese, Polish, Italian, Albanian, Bulgarian, Romanian, Turkish



Vaccine bus

- Bespoke comms promotional plan for each scheduled clinic.
- Webpage with booking system www.haringey.gov.uk/vaccine-bus
- Social media graphics
- A5 flyers and posters produced weekly for outreach teams.

Outreach teams working in high footfall areas, providing information on vaccination in community languages, booking appointments and distributing LFD home test kits.

Teams deployed to support vaccine bus schedule, raise awareness of forthcoming clinics and book appointments.



Vaccination 16-30s

An insight-led and localised strategy, using a range of social media, digital and traditional approaches to meaningfully engage with this audience, address their concerns and amplify key messages from the ground up.

Unity Xtra 'VAX chat' radio shows: 20 Oct / 27 Oct / 3 Nov / 10 Nov

- ❑ 4 x 2-hour radio shows led by young presenters with young people from Haringey and health care professionals.
- ❑ A mix of music and live On Air discussions, live streamed on YouTube
- ❑ Promoted on air www.unityxtra.com and through organic posts with youth-focused community partners, promoted social posts and digital programmatic advertising.

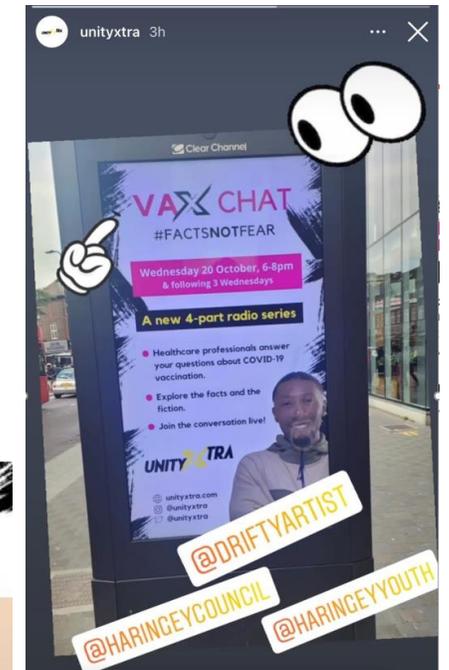


'VAX chat' QuestionTime style event 17 Nov

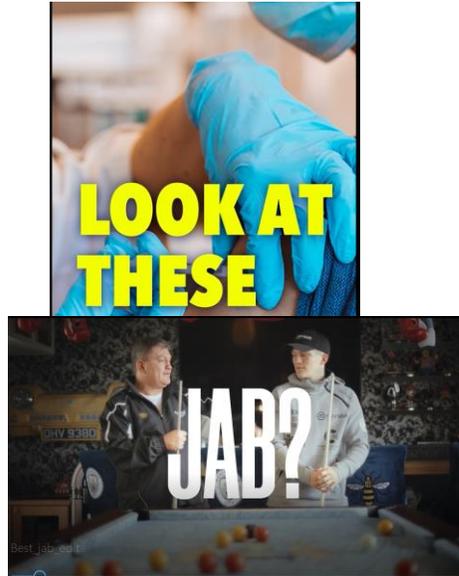
- ❑ Live event at Haringey 6th Form College
- ❑ Discussion with a panel of representatives and health care professionals.
- ❑ Panel to address questions raised by audience members.
- ❑ Live streaming to reach wider audiences

Vaccine bus outreach 'stops'

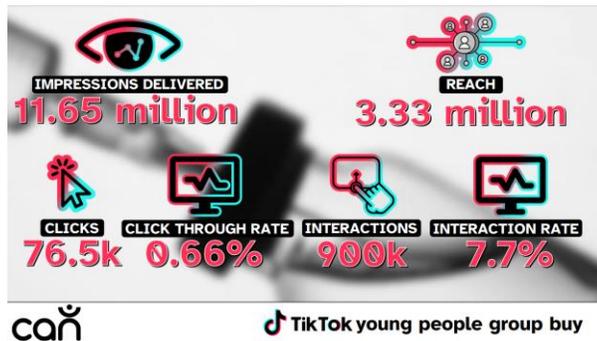
Clinics scheduled at 6th form and FE colleges, UNITE Student Accommodation at Hale Village and other youth hubs.



Vaccination 16-30s Digital assets



djkyeuk Kye · 9:22
 Reply to @the_pigman_ My vaccination experience #Covid-19vaccine
 #GrabAJab #Sponsored
 🎵 Love Nwantiti(Dance Ver) - FYP ❤️



- Integration of EverythingCovid in our comms as a destination for young people looking for information on the vaccine – CTA from social media messaging - directing to local offer
- Participation in group buy-in for a national campaign targeting young people on TikTok
- Use of social influencer content commissioned by CCG and by Westco / CAN that resonates well with local youth audiences
- Commissioning of localised Haringey vox pops in progress to use across our platforms
- Digital programmatic advertising being used to ensure that we reach our target audience with optimised content.