



Report sponsor: Robyn Dewis, Director of Public Health  
Report author: Alison Wynn, Assistant Director of Public Health

## **Community Vaccine Champion Programme**

### **Purpose**

- 1.1 To seek approval to bid and accept funding from the Department for Levelling Up, Housing and Communities (DLUHC) of £0.485m from the Community Vaccine Champions programme, to promote vaccine uptake amongst hard-to-reach communities in Local Authorities showing low rates of COVID-19 vaccine uptake.
- 1.2 This funding from the DLUHC will be used to run events in communities across the city to make sure everyone has access to the most accurate and up-to-date health advice, and to fund pop-up vaccination centres as appropriate, such as in places of worship.
- 1.3 To ringfence this funding for the purpose of creating a network of Community Vaccine Champions within the city and associated infrastructure to enable delivery.

### **Recommendation(s)**

- 2.1 To approve bidding for and accepting funding from DLUHC of £0.485m.
- 2.2 To delegate authority to Director of Public Health to allocate the funding in line with the terms of funding.
- 2.3 To approve that this funding is ringfenced for the specific purpose of establishing and implementing a Community Vaccine Champions programme within the city.

### **Reason**

- 3.1 To comply with Contract and Financial Procedure Rules.

## Supporting information

- 4.1 Derby would like to develop quality conversations with trusted voices by creating The Vaccine Confidence Project.
- 4.2 Derby has a growing, trusted, authentic and proven Health Inequalities Partnership. The partnership was formed during the COVID-19 response as is a collaboration between the Council, Derby Homes, Community Action Derby and VCSE organisations. To date the Partnership has supported the NHS vaccination programme with targeted support and engagement in the South Asian and West Indian communities. This resulted in a growth in first and second vaccination doses and was welcomed by these communities. The partnership is currently doing in-depth work with minority ethnic healthcare workers and other vaccine hesitant communities.
- 4.3 Key to the success of the Partnership has been its co-production with trusted community members. A year into the vaccine programme we have identified a need to have targeted, one-to-one conversations with trusted, representative, and relevant faces in the ethnically diverse, deprived south of the city.
- 4.4 The Derby Vaccine Confidence Project will include:
  - Face-face connections with vaccine champions with opportunities to have an informed conversation about vaccinations to reliable, evidence-based answers.
  - Use of non-mainstream media channels that the communities' access to provide accurate information on vaccination- radio stations, WhatsApp.
  - Vaccine van at community venues e.g., faith, sporting, and celebratory events.
  - Co-production of messaging using behavioural and community insight including gain framing by highlighting positives and not negatives e.g. *'Did you know that most people in the black community have already had all three doses and it's never too late to get a vaccine'*
  - Rapid and adaptable resources that address changing mis/disinformation that are endorsed and distributed by vaccine champions.
- 4.5 It is important to ensure high vaccination uptake to ensure the best protection to all our communities within the city through reducing the transmission of COVID-19, reducing the risk of contracting COVID-19 and reducing the likelihood of severe illness or death. This Programme will help us to increase vaccination rates in our communities where vaccination uptake is relatively low.

## Public/stakeholder engagement

- 5.1 Communities and key stakeholders will be engaged as part of the development and implementation of the Programme. Co-production with local communities is absolutely central to the successful delivery of the Programme.

## Other options

- 6.1 If the funding is not spent it will need to be returned to the DLUHC.

## Financial and value for money issues

- 7.1 None

## Legal implications

- 8.1 To receive the monies and participate in the Programme, the Council will be required to sign a non-binding Memorandum of Understanding and provide monitoring and evaluation reporting to DLUHC.

## Climate implications

- 9.1 None.

## Other significant implications

- 10.1 None.

This report has been approved by the following people:

Role	Name	Date of sign-off
Legal	Emily Feenan, Director of Legal, Procurement and Democratic Services and Monitoring Officer	11/01/2022
Finance	Janice Hadfield, Head of Finance – Service Support	11/01/2022
Service Director(s)	Robyn Dewis, Director of Public Health	11/01/2022
Report sponsor	Robyn Dewis, Director of Public Health	
Other(s)		

Background papers:	None
List of appendices:	None