Community Vaccination Champions Information and training

18.03.22





Department for Levelling Up, Housing & Communities

About the Community Vaccine Champions project

The Council has received funding from the Department for Leveling Up, Housing and Communities to encourage vaccine uptake in underserved and undervaccination communities.

We are using the funding to:

- tap into local community networks via Community Champions to make sure everyone has access to the most accurate and up-to-date vaccine information and vaccination opportunities
- deliver more pop-up vaccination sites
- deliver communication materials in local community languages online and offline

Community Vaccine Champions

As Vaccination Champions your role in delivering this project is vital. We want you to become ambassadors for vaccination in your community. Following this training you will be:

- Knowledgeable about the local vaccination picture in Kingston
- Knowledgeable about COVID-19 vaccines and how to book them
- Aware of the misinformation surrounding COVID-19 vaccination, with neutral, evidence based responses to this to hand
- Able to have skilled, strengths based and vaccine confident conversations with other community members

We are not expecting you to become vaccine experts!

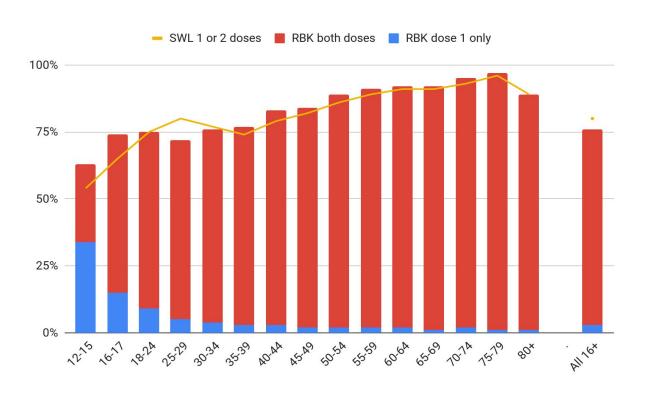
Our agenda for today

- 1. Introduction to the Vaccination Champions project
- 2. Local vaccination data
- 3. About the COVID-19 vaccines
- 4. Who can get the vaccines
- 5. Side effects and safety
- 6. Frequently Asked Questions
- 7. How to use the NHS booking system and organise an appointment
- 8. Your role as Community Vaccination Champions
- 9. Tips on Healthy Conversations
- 10. Your questions

vaccinations data

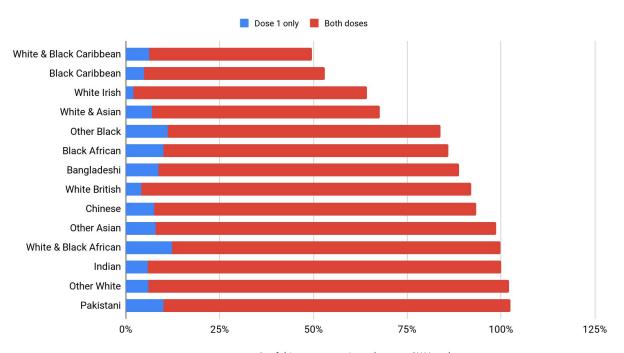
Local COVID-19

Percentage of Kingston residents vaccinated to February 27th 2022, by age group



- Good take up overall
- The yellow South West London suggests that Kingston's 25-29 population is relatively under vaccinated compared to neighbouring boroughs

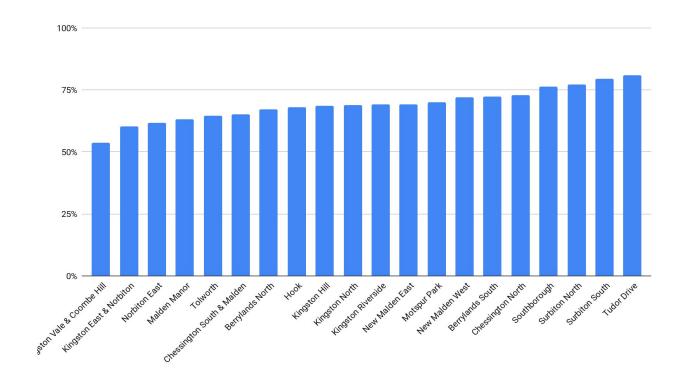
Percentage of Kingston residents vaccinated to February 27th 2022, by ethnicity



- Good take up of both vaccine doses however there is work to be done
- Certain Mixed and Black and Asian groups are amongst the lowest-vaccinated overall

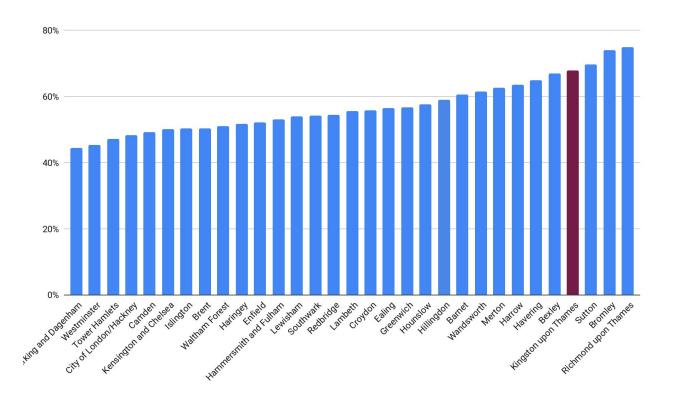
% of this group vaccinated across SW London

Percentage of Kingston residents boosted to 27th 2022, by ward



 Booster take-up across wards ranges from 55% to over 80%

Percentage of residents boosted to 27th 2022, by local authority



- Good relative uptake in Kingston
- We want to be top of this table and as close to 100% as possible!

Why does this matter?

Summary: while Kingston's data is good overall, there are clear areas for improvement, and clear areas where uptake between different groups is not equal - we want to address this disparity.

- COVID-19 vaccines provide strong protection against serious illness, hospitalisation and death
- 2. The benefits of vaccination should be available to everyone equally, and we feel Vaccine Champions are one of the key ways help bridge the gaps in uptake we see in our data

About COVID-19 vaccinations

(Dr Nick Merrifield)

Coronavirus (COVID-19) vaccines

Research has shown the vaccines help:

- reduce your risk of catching or spreading COVID-19
- reduce your risk of getting seriously ill or dying from COVID-19

The 1st dose should give you some protection from 3 or 4 weeks after you've had it. But you need 2 doses and a booster for stronger and longer-lasting protection.

The coronavirus (COVID-19) vaccines are safe and effective. They give you the best protection against COVID-19.

Types of COVID-19 vaccine

The COVID-19 vaccines currently approved for use in the UK are:

- Moderna vaccine
- Oxford/AstraZeneca vaccine
- Pfizer/BioNTech vaccine
- Janssen vaccine (not currently available)

Which vaccine will I get?

You cannot usually choose which vaccine you have. When you book, you'll only be offered appointments for vaccines that are suitable for you. Most people can have any of the COVID-19 vaccines, but some people are only offered certain vaccines.

For example:

- if you're pregnant or under 40 you'll usually be offered appointments for the Pfizer/BioNTech or Moderna vaccines
- if you're under 18, you'll only be offered the Pfizer/BioNTech vaccine

Who can get a COVID-19 vaccine?

Everyone aged 12 and over can get a 1st and 2nd dose of the vaccine.

How to get your COVID-19 vaccine

If you're aged 16 or over you can:

- book your COVID-19 vaccination appointments online for an appointment at a vaccination centre or pharmacy
- find a walk-in COVID-19 vaccination site to get vaccinated without needing an appointment
- wait to be contacted by your GP surgery and book your appointments with them

If you cannot book appointments online, you can call 119 free of charge. You can also speak to a translator if you need to using this service.

Most children aged 12 to 15 can get their vaccination done at school. Otherwise it is also possible to book an appointment online.

Side effects and safety

The COVID-19 vaccines approved for use in the UK have met strict standards of safety, quality and effectiveness.

They can cause some side effects, but not everyone gets them.

Any side effects are usually mild and should not last longer than a week, such as:

- a sore arm from the injection
- feeling tired (you may develop a temperature and feel hot or shivery for 1 or 2 days)
- a headache
- feeling achy
- feeling or being sick

More serious side effects, such as allergic reactions or blood clotting, are very rare. Millions of people have had a coronavirus (COVID-19) vaccine and the safety of the vaccines continues to be monitored. Reports of serious side effects are very rare. [Taken from NHS webpages]

You cannot catch COVID-19 from the vaccine.

Frequently Asked COVID Vaccination Questions

"Are the vaccines safe for me to take?"

Yes. The NHS will not offer any Covid-19 vaccinations to the public until independent experts have signed off that it is safe to do so.

As with any medicine, vaccines are highly regulated products.

There are checks at every stage in the development and manufacturing process, and continued monitoring once it has been authorised and is being used in the wider population.



"Can I get the vaccine if I am pregnant or breastfeeding?"

Yes. It's strongly recommended that you get vaccinated against coronavirus (COVID-19) if you're pregnant or breastfeeding.

You're at higher risk of getting seriously ill from COVID-19 if you're pregnant. If you get COVID-19 late in your pregnancy, your baby could also be at risk.

The vaccines cannot give you or your baby COVID-19.

If you're breastfeeding

You cannot catch COVID-19 from the vaccines and cannot pass it to your baby through your breast milk.



"Will the vaccine make me infertile?"

No. There's **no evidence** the COVID-19 vaccines have any effect on your chances of becoming pregnant or your fertility.

There's no need to avoid getting pregnant after being vaccinated.



"What is in the vaccine?"

The COVID-19 vaccines do not contain egg, human tissue or animal products.

The Oxford/AstraZeneca vaccine contains a tiny amount of alcohol, but this is less than in some everyday foods like bread.

You can find out about the ingredients in the vaccines currently available in the UK:

- Moderna COVID-19 vaccine patient leaflet on GOV.UK
- Oxford/AstraZeneca COVID-19 vaccine patient leaflet on GOV.UK
- <u>Pfizer/BioNTech COVID-19 vaccine patient leaflet on GOV.UK</u>



"If I take the vaccine, can I still catch COVID-19?"

Like all other vaccines, COVID-19 vaccines are not 100% effective against the disease, however you are **less likely to catch and spread it**. We also know that vaccinated people who catch COVID-19 are at a lower risk of severe illness.

Even if vaccinated, it still important that you take measures to protect yourself and other people, e.g., social distancing where possible and wearing a face covering.



"I've already caught COVID-19, do I need the vaccine?"

Yes. Even if you have already had COVID-19, you should be vaccinated.

The protection that someone gets from having had COVID-19 will vary greatly from person to person. The immunity people get from being vaccinated is consistently very strong. Getting vaccinated even if you have had COVID-19 means you are more likely to be protected for longer.



"Does being vaccinated stop me from spreading the virus onto others?"

There is some evidence that being fully vaccinated can prevent you from becoming infected with COVID-19. This means that being vaccinated is likely to help protect people around you by making it less likely that you will pick up the virus and pass it on.

Getting vaccinated is a positive action you can take to protect yourself and your local community.



"I'm young and low risk, why should I bother?"

Anyone can get COVID-19, including young people, and anyone can spread it. Getting vaccinated is one of the best things you can do to protect yourself and others around you from the virus, vaccines reduce infections, hospitalisations and deaths from COVID-19.

The average age of people in intensive care is 60, but people much younger have been seriously ill and died of Covid, with thousands more still suffering the effects of Long Covid after what might have been a mild initial case.



"If the vaccines are effective, why do I need a Booster?"

A booster dose of the coronavirus (COVID-19) vaccine helps improve the protection you have from your first 2 doses of the vaccine. It helps give you longer-term protection against getting seriously ill from COVID-19.

A booster serves as a reminder to the body's immune system of the virus it needs to defend against. This improves or gives the immune system a boost.



"Should people with cancer get the vaccine?"

Public health experts and cancer specialists have agreed that people living with cancer should receive the vaccine. The coronavirus vaccines that are available can be given to people who are having cancer treatment. Vaccines save lives and reduce the need for hospital stays from coronavirus.

Vaccines can be given before, during or after cancer treatment. If you are due to start cancer treatment or have cancer surgery your medical team may recommend that you have a vaccination before treatment begins. Having a vaccination before treatment gives a better chance of protection.

Source:



"Will the vaccine affect my periods?"

There have been reports from women and some trans men around the world about menstrual changes following the vaccine, including unexpected spotting and bleeding. In some cases, some people's periods have come early or been particularly heavy or painful.

However, the effect on periods is temporary - for most people their periods went back to normal within a few months.

This has affected a very small number of people, and for the vast majority, the benefits of getting vaccinated far outweigh the risks.

Source:



"Will the vaccine affect my sex drive?"

There is no evidence suggesting that the approved COVID-19 vaccines lead to decreased male libido or fertility.

In contrast, there is some early evidence that suggests catching COVID-19 can contribute to erectile dysfunction (ED) and other complications with sexual performance.



"Is it okay to mix and match my COVID-19 vaccines?"

Studies have found that mixing and matching vaccines produces a safe, effective, and sometimes even stronger immune response than having the same jab twice.

Any of the approved vaccines is better compared to no vaccine, and two doses are better than one, and you can always raise any concerns you may have about the vaccine with the clinical professional at your appointment.

You can also call the South West London helpline on 0203 880 0338 if you have **any** questions ahead of booking your appointment.

Source:

the**bm**

"Who has the vaccine been tested on?"

The approved COVID-19 vaccines have been tested on thousands of people in the UK and around the world, including:

- people from different ethnic backgrounds
- people aged between 18 and 84
- children and young people aged between 12 and 17
- people with different health conditions

All vaccines used in the UK must be approved by the independent Medicines and Healthcare products Regulatory Agency (MHRA).

At this point in time, 11.3 Billion doses of the vaccine have been administered, and 4.55 Billion people are fully vaccinated.



How and where to get a

COVID-19 vaccine

Booking online

You need to be registered with a GP surgery in England to use this service. If you are not registered with a GP, there are details on the booking website to support you to do this.

If you've had a positive COVID-19 test, you need to wait before getting any dose of the vaccine. You need to:

- wait 4 weeks (28 days) if you're aged 18 years old or over
- wait 12 weeks (84 days) if you're aged 12 to 17 years old
- wait 4 weeks (28 days) if you're aged 12 to 17 years old and at high-risk from COVID-19

You can use this service for someone else if they give you permission. You must have their consent.

https://www.nhs.uk/conditions/coronavirus-covid-19/coronavirus-vaccination/book-coronavirus-vaccination/

What information will you need to use the online service?

To book a vaccination appointment online you will need the following:

- Full name
- Date of birth
- Postcode

That's it. The COVID-19 vaccine is free. The NHS will NEVER ask for your card details to make a payment for a COVID vaccine.

If you can't book online, you can also call 119 free of charge to book your appointment. You can speak to a translator if you need to using this service.

Walk-ins

Find your nearest walk-in site

If you cannot book online for whatever reason, you can find your nearest vaccination walk-in centre on the Kingston Council website:

www.kingston.gov.uk/vaccine

This page is updated regularly with

the latest information!



Helping people to get to their vaccination appointment

For some people, the barrier between them and vaccination can be as simple as a lack of access to transport.

If you come across someone who is unable to reasonably take the bus, walk, or book a taxi to a vaccination appointment or walk-in, the **Kingston Stronger Together Hub** is available to book free transportation for whoever requires it.

As Champions, you are able to contact the Hub on 020 8547 5000 and explain that you would like to organise a taxi for someone who has made a vaccination appointment.

Vaccination Champion

Your role as a Community

Vaccine Champions

Vaccine Champions raise awareness amongst their communities of the benefits of vaccination, encouraging others to get vaccinated and having conversations with those who might benefit from some extra information or are undecided about taking the vaccine. Vaccine Champions should be knowledgeable about how and where people can get vaccinated, and know where to refer someone to if you can't answer one of their questions.

This is an incredibly important community role, as you will be helping us to reach residents with vital information about their health and the health of their communities.

What we're asking of you

- Attend a vaccination information and training session so that you have a good knowledge of vaccines and how to dispel common myths
- Where possible, to help others to book their appointments on the NHS website (this helps to strengthen people's intention to follow up a conversation with you with a positive action)
- To feedback to the Kingston Public Health team what you learn in the community about people's reasons for not being vaccinated - and also their reasons for getting vaccinated
- To be an ambassador for the information you've learned today, and to help to disseminate trusted information that helps to address concerns about vaccination in the community

What we're asking of you

- Where possible, to help us create vaccine messaging, e.g. short community videos, to help us strengthen the bond of trust between the community and important vaccination information
- To keep a record (you can choose what this looks like) of your community interactions, to help us measure the impact of the Vaccine Champions programme (you will work alongside a member of the Community Development team to help you do this)
- To signpost to other Public Health resources and local services that can help the local community stay healthier for longer (we will help keep you up to date with this information as you go)

How we'll support you

Kingston Voluntary Action will support you by...

- Keeping you updated on the latest local COVID-19 data
- Having a dedicated space on their website with all the latest information and resources for you to access and download
- Creating a Vaccine Champion support network where you can share questions, good news, concerns and good practice

The Community Development team will support you by...

- Helping you to keep on top of monitoring requirements
- Working with you to create new messaging that is hyper relevant to your community group
- Organising pop-up vaccination sites for your community group to support your events

Monitoring

The Monitoring Process:

- Monitoring will be gathered monthly at the end of each month.
- The first monitoring due date is 31st March. The project has only just started so we are not expecting big results from you this month but it would be a good idea to evidence plans you have in place so far.
- Evidence will be gathered into a slideshow presentation in a similar manner that Test and Trace is gathered.
- Throughout the process it will be useful to have monitoring in mind and gather what you can.
 Then at the end of the month, your designated Community Development Officer will contact you via a virtual meeting or over the phone to discuss what your achievements have been and what you have learned over the last month.
- Please make sure to maintain good communication with your Officer and find a pattern of support that will work for you over the next 4.5 months.

Monitoring Requirements

Primary Evidence:

- Pictures, videos and screenshots of social media posts
- Testimonials and case studies
- Vaccination conversations

Secondary Evidence:

- Social media impacts
- Events or activities facilitated
- Vaccination appointments booked

Healthy Conversations and Connected Kingston

Having a healthy conversation about vaccines

Do actively listen to people's concerns - they are all valid

Do try to find things you agree on to bring people with you

Do respond with relevant information that might help someone rethink their view

Do signpost to quality information sources and offer to help where you can

Do respect people's individual differences, circumstances and opinions

Don't dismiss people's concerns

Don't belittle or stigmatise misinformed opinions - everyone is always learning

Don't preach, argue or try to persuade - have constructive conversations instead

How to have a Healthy Conversation

Ask Assess Advise Assist

Use the opportunity during your regular interaction to strike up a conversation or respond to a comment or situation (e.g. the change of rules around Covid, no isolation etc)

Decide if you feel the time is right to continue the conversation. Let them know they can have this conversation another time.

Give messages about the need to take care and that the better protected you are, the lesser the adverse effects of Covid - which for some may be quite debilitating for a while afterwards.

Signpost people to where they can find local support.

Ask

Routine interactions are the perfect opportunity to engage people in healthy conversations, but it just as important that you **listen as well as ask**. Listening to what people say will help you understand whether they are open to other perspectives or whether they are completely unmovable. Listening also gives you the chance to personalise the benefits of vaccination - it gives you the opportunity to draw the link between getting vaccinated and the things they care about, e.g. friends/family.

Can I talk to you about vaccinations today?

You've obviously given it a lot of thought.

Assess

Does the person have the opportunity (e.g. time) to have the conversation right now? If not, **don't force it** - if someone feels pressured it won't predispose them to different perspectives anyway. If a person is happy to chat, this is a good opportunity to find out what would or has motivated them to get vaccinated. If they have not being vaccinated, is it because they haven't had the opportunity? Assess the person's circumstances based on the information they are willing to share with you.

Have you thought of what it is that puts you off the vaccine?

What motivated you to get the vaccine?

It sounds like you need help in getting there - let's see what we can do

Advise

Give the person messages about the benefits of vaccination in line with their concerns. Make sure you are brushed up on your facts about COVID-19 vaccination.

All the evidence suggests that vaccination is safe for pregnant women and that your baby is not at risk

There are some common side effects, like feeling lethargic and having a sore arm, but these usually pass quickly and are nothing like the severe effects Covid-19 can have on the unvaccinated.

Assist

Your conversation so far should have helped you identify whether the person would like additional support or services to help them get vaccinated. Your support may be as simple as signposting to the NHS Vaccine booking page, or the person may need some additional help, e.g. help to get to a walk in, help filling in the booking form online, etc.

I understand that you have a lot on your mind at the moment. If you change your mind any time soon, you can give me a call or have a look online for the nearest vaccine centres.

It sounds like you might need some help to get booked in, let's find somewhere close to you.

Conversation not going well?

Exit strategy

Exit strategies may be needed if you realise that the person doesn't want to continue the conversation. **Back off gracefully but leave the door open**.

You may come across a situation where the person wants to know things that are beyond your knowledge. Don't try and make up an answer, you can get in touch with the Public Health team for help.

It sounds like you've made your mind up on this and come to a decision...if anything changes and we can help, let us know.

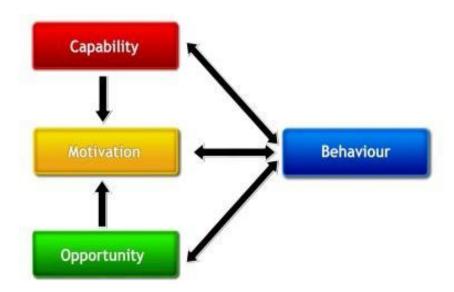
Maybe now isn't a good time for you but do have a think about it.

Points to remember

- Listen
- Ask permission before continuing the conversation
- Be aware of your surroundings
- Focus on the person
- Use clear simple language
- Don't presume, ask for clarification
- Be empathetic
- Find areas of agreement to foster a willingness to engage
- Don't give advice outside your remit
- Provide feedback and praise as required

COM-B - a useful tool

The **COM-B model** is a simple way of showing that performance of a behaviour (e.g. getting vaccinated) is dependent on an individual having the *capability*, *opportunity* and *motivation* to do it.



Capability

Psychological

knowledge, memory, cognitive skills

+

Physical

physical strength, stamina, skill

- Are individuals physically **capable of getting to the vaccination centre and back**? (Able to walk, take a bus, drive or use another means of transport).
- → Do people understand why it is important to be vaccinated (for themselves, others, and their community)? (i.e have an understanding of the potential health consequences of catching C-19).
- → Do they know that the vaccine is safe and effective?
- → Do they know how to get the vaccine (where to go, how to get there, when to go)?
- → Do they have the **skills required to access the vaccine** (e.g., using an online booking system to book a test)?
- → Are there language or other **communication barriers**? (E.g. deafness/blindness?)

Opportunity

Physical

afforded by environmental, e.g. time, resources, location

+

Social

interpersonal influences, e.g. norms, social cues

- → Does the person feel they have the **time** to get vaccinated?
- → Are the vaccination sites easily accessible to them (e.g. close enough to walk, reachable by public transport, access to car)?
- → Are there **financial implications** for them, e.g. time away from work? Is childcare a factor?
- → Do they have access to information that meets their language or other communication needs?
- → What news sources do they rely on/have access to?
- → What are the **social influences** around them? What do close friends/family think?

Motivation

Reflective

beliefs, intentions, goals, Id

4

Automatic

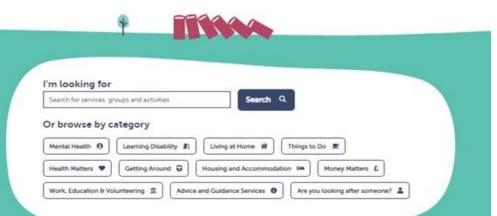
feelings, desires, impulses, reflex responses

- → Do they have an intention to be vaccinated and believe that doing so is within their control?
- → Do they **believe** getting vaccinated will have positive health outcomes for them/others?
- → Do they **believe** any conspiracies/myths about the vaccine?
- → Do they **believe** vaccines are just for sick people?
- → Do they have strong competing beliefs around the idea of freedom?
- → Do they have **negative attitudes** towards the motivations of pharmaceutical companies and/or the government?
- → Do they hold positive **attitudes** towards vaccination, which outweigh concerns?
- → Is there an identity aspect? Do they self-identify as 'anti-vax' or 'pro vax'?
- → Are any reflexive responses playing a part? (E.g. fear of needles, fear of visiting 'crowded' or 'unclean' vaccination site?)

You don't need to know all the answers!

SWL NHS have set up a COVID-19 Vaccination Hotline that residents can call to ask their questions about the COVID vaccinations - with no pressure to get the jab. Call 0203 880 0338 or <u>fill out the online form</u>.





I want to ...

Sometimes it's hard to know where to start - here are some suggestions



Avoid a Housing Crisis

Many things can lead to a housing crisis, from relationship breakdown to job



Get Active

There are many ways busy mums and dads, families, young people, office workers and older adults can build and older adults run to thair lives.



Meet New People

Kingston has many local, groups looking for new members that would love to meet you. There are groups and artistical that cates to all

Use <u>www.connectedkingston.uk</u> for information on local services



Our Wellbeing Wednesdays project offers a range of structured psycho

educational courses and workshops, aimed at improving the general

wellbeing of participants. The courses and workshops vary in emphasis.

View More >

Service • Free

Welcare

Service • Free

O Gilpin House

experienced meditators

Mindfulness practice for happiness and wellbeing. Suitable for new and

View More >

Camden and Islington Foundation Trust

Kingston Wellbeing Service offers a range of community based

treatment for people who are experiencing drug and I or alcohol problems Kingston residents, aged 18 or over. There is a simple referral

View More >

process which can be done via email or over the phone

\$ Service • Free

O Surbiton Health Centre

Hestia - The Good Energy Club

Page last updated 10th March 2021 Give feedback



Who is it for?





Anybody sving in the Kingston Borough with a mental health condition.



(2) Instructors speak English

What is this group?

WE HAVE ADAPTED OUR CLASSES DUE TO THE CORONAVIRUS (COVID-19). PLEASE GET IN TOUCH FOR DETAILS.

A physical exercise programme for anyone over the age of 18 living with a mental health condition or experiencing a low level of wellbeing

What we offer?

Physical Exercise

We are currently running some activities online and some of them in person. Please get in touch for more details.

The 'Good Energy Club' is a physical exercise programme for anyone over the age of 18 living with a mental health condition in the Royal Borough of Kingston. The project encourages members to get outside and to engage with others in varied physical activities to boost their physical and mental health.

The timetable runs on weekdays and encompasses many different exercises. including tennis lessons, yoga, badminton, walks and classes at the Kingfisher centre such as Zumba, Box fit and Circuits.

Anyone who lives in the Kingston borough and struggles with their mental. health or physical well being is welcome to refer themselves.

What people say



" Good Energy Club has been very beneficial in meeting like minded people and knowing that I'm not alone in having to deal with anxiety related irracs *

Where can I access it?

18 Richmond Park Road Kingston, KTZ 6AH

View on Google Maps #1 Get directions on Google Maps = Opening hours Monday 9:00am - 5:00pm Tuesday 9:00am - 5:00pm Wednesday 9:00am - 5:00pm Thursday 9:00em - 5:00em Friday 9:00em - 5:00pm





How can I contact this group?



⊕ Website https://www.hestia.org/

J Telephone 07772 920416

25 Email phoebe.smith@hestia.org

Who runs this group?



Hestia

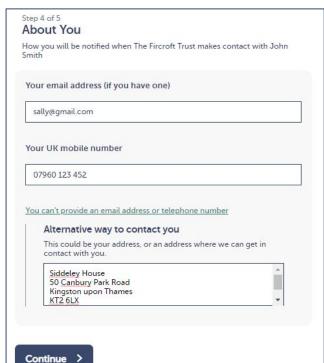


Add to fevourities *



1 It can take up to 2 weeks to receive a reply

Make a connection →



Step 3 of 5

How we will use this information

If you click I agree below, you are consenting to the following:

- To have the information shared with The Fircroft Trust
- · For The Fircroft Trust to contact you regarding the service you have connected
- For the Connected Kingston admin team and/or the Royal Borough of Kingston Council to contact you/the client regarding your experience or to request feedback
- For the Connected Kingston admin team and/or the Royal Borough of Kingston Council to contact you to let you know about changes to our terms of service

For further information, please view our privacy policy



I agree, please proceed with the connection to The Fircroft Trust

I do not agree, please take me back





You've successfully connected to The Fircroft Trust - The Fircroft Trust

The service will make contact using the details provided as soon as possible.

Your referral ID is DCG0QRMS9M. If you have any feedback regarding this connection, please contact the admin team via admin@connectedkingston.uk or complete the referral feedback form



Your questions

Or email <u>antoine.alhosri@kingston.gov.uk</u> and <u>anna.searight@kingston.gov.uk</u>