

THE VALE OF GLAMORGAN COUNCIL

CABINET: 5TH JULY, 2021

REFERENCE FROM LEARNING AND CULTURE SCRUTINY COMMITTEE:
10TH JUNE, 2021

“100 CARDIFF AND VALE TEST TRACE PROTECT SERVICE SUPPORTING
ETHNIC MINORITY COMMUNITIES (MD) –

The report informed Members of the work of the Council as part of the Cardiff and Vale Test, Trace, Protect (TTP) service in supporting ethnic minority communities in accessing COVID-19 testing and vaccination. The work had achieved significant positive outcomes and had established effective mechanisms for public health messaging to a number of communities which historically public sector organisations had found it hard to reach.

The report advised that the Cardiff and Vale region had one of the most ethnically diverse populations in Wales. Throughout the response to the pandemic there had been a clear need to actively engage ethnic minority communities in Cardiff and the Vale to support the delivery of public health messages, the work of the TTP service, and more recently, the mass vaccination programme. In July 2020 an TTP Ethnic Minority Subgroup was established.

The work of the group was a demonstration of the Vale of Glamorgan Council delivering on its Strategic Equality objectives through collaboration with a range of regional partners.

The Cabinet Member for Education and Regeneration, with permission to speak, wished to praise the hard work of the Communications Manager and the Head of Policy and Business Transformation who had presented the report. The Cabinet Member highlighted the success of the service, stating that it had been a phenomenal strategy and that she wished to publicly thank the Officers and their teams for the work carried out.

Members echoed the Cabinet Member’s thanks, and Officers addressed Members’ subsequent queries as follows:

- A key part of tackling anti-vaccine misinformation was highlighting the voices of credible community leaders, who members of a given community would trust and listen to;
- Other work to tackle anti-vaccine misinformation had included making vaccines available within faith settings and holding drop-in sessions where those with doubts regarding the vaccine could discuss their concerns and, if they wished, be given the opportunity to have the vaccine;

- A regional 'myth-busting' communications network had been established which worked to understand what myths were affecting communities and to develop a targeted approach to dispelling them;
- There was data regarding which age groups which had been most hesitant in receiving the vaccine, Officers would circulate this information to Members following the meeting;
- Work was being carried out to break down uptake of the vaccine amongst ethnic minority groups, although the health service's systems did not always record ethnicity. The information that was available, however, would be triangulated with other data available to the service in order to form demographic profiles and assist in drawing some conclusions from the work undertaken.

Having considered the report and all the issues and implications contained therein

RECOMMENDED –

- (1) T H A T the work of the Cardiff and Vale Test, Trace, Protect service in supporting ethnic minority communities in accessing COVID-19 testing and vaccination be noted.
- (2) T H A T the report be referred to Cabinet for their information and awareness.
- (3) T H A T following consideration of the report by Cabinet, the report be circulated to all Councillors, members of the Public Services Board and members of the Equalities Consultative Forum for their information and awareness.

Reasons for Recommendations

- (1) Having regard to the contents of the presentation and discussions at the meeting.
- (2) To enable Cabinet to consider the contents of the report.
- (3) To provide Members and partners with information on the work in this arena of activity."

Attached as Appendix – Report to Learning and Culture Scrutiny Committee:
10th June, 2021

Meeting of:	Learning and Culture Scrutiny Committee
Date of Meeting:	Thursday, 10 June 2021
Relevant Scrutiny Committee:	Learning and Culture
Report Title:	Cardiff and Vale Test Trace Protect Service Supporting Ethnic Minority Communities
Purpose of Report:	To inform Members of the work of the Council as part of the Cardiff and Vale Test, Trace, Protect service in supporting ethnic minority communities in accessing COVID-19 testing and vaccination.
Report Owner:	Rob Thomas, Managing Director
Responsible Officer:	Rob Jones, Communications Manager
Elected Member and Officer Consultation:	None
Policy Framework:	This is a matter for Executive decision by Cabinet
Executive Summary:	<ul style="list-style-type: none"> • The Vale of Glamorgan Council has been working as part of the regional Cardiff and Vale Test, Trace, Protect service to engage ethnic minority communities across the region in the take up of COVID-19 testing and vaccination. • A full review of the work of the Test Trace Protect Ethnic Minority Subgroup can be found here - https://sway.office.com/JPSiiWHrHeTjdfSf?ref=Link • The work achieved significant positive outcomes and has established effective mechanisms for public health messaging to a number of communities historically public sector organisations have found it hard to reach. • The work of the group is a demonstration of the Vale of Glamorgan Council delivering on its Strategic Equality objectives through collaboration with a range of regional partners.

Recommendations

1. That Scrutiny Committee (Learning & Culture) Members consider the work of the Cardiff and Vale Test, Trace, Protect service in supporting ethnic minority communities in accessing COVID-19 testing and vaccination.
2. That Scrutiny Committee (Learning & Culture) refer this report and any comments from the Committee to Cabinet for their information and awareness.
3. That Scrutiny Committee (Learning & Culture) recommend to Cabinet that following their consideration of the report and Committee's comments that this report be circulated to all Councillors, members of the Public Services Board and members of the Equalities Consultative Forum for their information and awareness.

Reasons for Recommendations

1. To ensure the Council clearly demonstrates progress being made to deliver on its Strategic Equality Plan and contribution to regional partnership working.
2. To enable Cabinet to consider the contents of this report and the comments from this Committee.
3. To provide members and partners with information on the work in this arena of activity.

1. Background

- 1.1 The Vale of Glamorgan Council has been working as part of the regional Cardiff and Vale Test, Trace, Protect service to engage ethnic minority communities across the region in the take up of COVID-19 testing and vaccination.
- 1.2 The Cardiff and Vale region has one of the most ethnically diverse populations in Wales. Throughout the response to the pandemic there has been a clear need to actively engage ethnic minority communities in Cardiff and the Vale to support the delivery of public health messages, the work of the Test Trace Protect (TTP) service, and more recently, the mass vaccination programme.
- 1.3 In July 2020 an TTP Ethnic Minority Subgroup (initially called the TTP BAME Subgroup) was established.
- 1.4 The starting point for this work was a detailed mapping of the many ethnic minority communities across Cardiff and the Vale and the identification of suitable community groups and community figures with whom we could work in partnership. The network of community figures and groups has provided the framework for a very effective programme of communication and engagement.
- 1.5 The group has, via coproduction with the key members of the wider network, developed a suite of digital and printed materials to promote access to testing and vaccination across the region.

- 1.6 The campaigns delivered using these materials have been crucial in addressing testing and vaccine hesitancy amongst some of the population groups at highest risk of COVID-19.

2. Key Issues for Consideration

- 2.1 A full review of the work of the Test Trace Protect Ethnic Minority Subgroup can be found here - <https://sway.office.com/JPSiiWHrHeTjdfSf?ref=Link>
- 2.2 The work achieved significant positive outcomes and has established effective mechanisms for public health messaging to a number of historically hard to reach communities, as detailed in the report.
- 2.3 The work of the group is a demonstration of the Vale of Glamorgan Council delivering on its Strategic Equality objectives through collaboration with a range of regional partners.
- 2.4 It is recommended that the Committee consider this report and the review report and refer the same, along with any comments to Cabinet for their consideration. It is also recommended that the Committee recommend to Cabinet that this report is distributed to all elected members, members of the Public Services Board and those of the Equalities Consultative Forum for their information and awareness.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

- 3.1 The Strategic Equality Plan was developed in accordance with the five ways of working and these are also reflected in the content of the plan. In this particular arena, there is strong emphasis on collaboration, the interrelation of the Council and other public bodies' objectives, preventing long-term harms from the coronavirus and involving residents. The Council recognises the need to work with partners to deliver services and improve local well-being and this programme of work is an excellent example of these principles in action.

4. Resources and Legal Considerations

Financial

- 4.1 None as a direct result of this report.

Employment

- 4.2 None as a direct result of this report.

Legal (Including Equalities)

4.3 None as a direct result of this report.

5. Background Papers

Test, Trace, Protect Supporting Ethnic Minority Communities Sway presentation

<https://sway.office.com/JPSiiWHrHeTjdfSf?ref=Link>

Test Trace Protect supporting ethnic minority communities

The Cardiff and Vale region has one of the most ethnically diverse populations in Wales.

Throughout the response to the pandemic there has been a clear need to actively engage ethnic minority communities in Cardiff and the Vale to support the delivery of public health messages, the work of the Test Trace Protect (TTP) service, and more recently, the mass vaccination programme.

Ethnic minority communities, of course, are not one homogenous group. There is no one size fits all approach and so a way of working was required that would enable us to refine the overarching national messages where possible and develop bespoke communications to individual ethnic minority communities where required.

In July 2020 the Regional Operational Test Trace Protect Board established an ethnic minority work stream to identify how best to achieve this.

The starting point for this work was a detailed mapping of the many ethnic minority communities across Cardiff and the Vale and the identification of suitable community groups and community figures with whom we could work in partnership.

From this a community asset directory was established and an initial programme of engagement was undertaken to gain an understanding of the issues at play.

It became quickly apparent that considerable work would be required to engage some ethnic minority communities and that doing so would be essential in supporting the objectives of the TTP service and preventing transmission within those population groups considered to at the greatest risk.



The ethnic minority subgroup

From the outset the regional board was committed to a principle of co-production. It was clear that successful outcomes could only be achieved by supporting the many community groups already connected to the BAME population and engaging them in our programme of work.

To enable this, key partners drawn from the community asset directory were brought together with representatives of the three lead statutory services to form the TTP ethnic minority subgroup. Members of the group include representatives of the South Riverside Community Development

Centre, Welsh Refugee Council, Cardiff and Vale College, Oasis Cardiff, Butetown Community Centre, as well as health promotion specialists and communications professionals.

This group was given a remit to develop a programme of communications and engagement to promote access to Covid-19 testing and compliance with the national restrictions. The position of Cardiff and Vale BAME COVID-19 Programme Manager was established to coordinate the work of the subgroup and the Vale of Glamorgan Council's Regional Resettlement Co-ordinator was identified to take up the post.

The group first met in October and a regular open dialogue was established.





Targeted communications

Initial feedback from the group centred upon the need for simple information to be available digitally and in formats that could be easily shared within communities. Paid-for social media campaigns were developed to push the overarching key messages on symptoms and when to book a test. These proved very effective at reaching parts of these communities. For example, a campaign to promote testing centres achieved 65,848 impressions with social media users in the city's southern arc.

Throughout the autumn and winter of 2020 the subgroup shared comms resources including graphics, GIFs and accompanying social media posts with the wider community asset directory to enable them to in turn share with their networks.

As with all aspects of the group's work in addition to ground-level intelligence from subgroup members, the group also use the Public Health Wales public tableau data alongside data extracted directly from the Cardiff and Vale TTP CRM to inform and guide its work. This enables those leading the work to identify those communities most at risk and, more recently, where there is the greatest inequity in the uptake of the vaccines, in particular people of Black-African, Black-Caribbean and Chinese ethnicity.



Building a library of resources

It was also identified at an early stage that short video clips would be a very effective form of communication and address literacy issues within some communities. However, the insight of the subgroup also told us that any locally produced video resources would only be effective if they were fronted by spokespeople these communities felt to be credible.

The subgroup determined that recognisable local ethnic minority medical professionals and community leaders would be those most trusted. A number of such spokespeople were then identified through the wider network. These included local doctors, religious leaders, and well known community figures who fronted a wide range of short information films on topics such as the firebreak lockdown, how to spot symptoms of Covid-19 and the importance of getting tested, and the importance of following the national restrictions in place in Wales.

Once produced these videos were shared on social media by the organisations represented in the subgroup and again with the community asset directory.

This work not only fostered trusted links with the ethnic minority population at a community level it also established a library of resources for those working within the community to use. This library is available for anyone to access via Google Drive and has subsequently been developed to include best practice from other areas, and a selection of the best sharable content produced by Welsh Government and Public Health Wales.



Operational feedback

As the subgroup became established as a forum through which communities could engage with the TTP programme the remit of the group developed to capture operational aspects of the service.

Some of the most impactful feedback from the group centred upon the need to take testing closer to ethnic minority communities themselves. What mattered, we were told, was not so much the travelling distance to get tested but the feelings about travelling 'outside' of a community area.

In response to this mobile testing facilities were opened at two sites in southern Cardiff during December. Both experienced very high demand.

Vital feedback was also received about the need for printed materials in a wider range of languages at testing centres and the need for simple pictorial guidance for those with literacy issues.



The pivot to tackling vaccine hesitancy

The subgroup's work programme was refreshed in January following an engagement session with BAME community and faith leaders. The session was also attended by the First Minister.

With issues around access to testing resolved the focus of the group now shifted to addressing misconceptions about Covid-19 vaccines. The group now began working to enable ethnic minority residents to make an informed choice about the vaccine by addressing widespread online misinformation.

Again, this is being done in part by producing video content with community leaders. The group has worked closely with Muslim Doctors Cymru, the Muslim Council of Wales, and a number of GPs from

Black, Asian and minority ethnic communities across Cardiff and the Vale to produce a series of bite-sized educational videos covering issues such as the ingredients of the vaccine and how it was developed.

It has also worked through intermediaries such as the Cardiff and Vale University Health Board Multi-cultural Link Workers to access communities directly.

More recently a range of materials included printed and digital assets have been produced to help explain to those that might be hesitant about attending a vaccine centre what to expect.



Supporting the community response

The second phase of the subgroup's work has increasingly seen the statutory organisations work to support and amplify the work of voluntary organisations and community groups already taking place within Cardiff and the Vale.

As well as continuing to provide communications resources such as videos and graphics, the subgroup has identified public health experts to speak at online Q&A sessions, used the large reach of the lead organisations' social media channels to promote community events, and facilitated broadcast media coverage to highlight the good work taking place.

This approach of seeking to add value to the community response has subsequently become a guiding principle for our work.

Work also commenced to establish a WhatsApp broadcast list to provide people with content via this means. This work was overtaken by the launch of a national WhatsApp list administered by Public Health Wales. The subgroup now instead helps to promote this locally and provide insight to the PHW team that administer the service to ensure the national content is relevant to local issues.



**COVID VACCINATION:
CHRISTIAN WEBINAR AND Q&A**

**MARCH 03, 2021
6pm-7.30pm (online)**

The webinar will be an opportunity for members of Ethnic Minority communities to ask questions and hear directly from a panel of Church leaders and Health specialists.


The session aims to inform choice and address misinformation about vaccination through scientific and theological discussion.

Hosted by:
Siân Rees (EA Wales)

Speakers:

- Dr Kofi Obuobie, Consultant physician and Endocrinologist
- Dr Owain Edwards, local GP in Bala
- Pastor Dominic De Souza, City Church, Cardiff
- Jasmin Chowdhury, Senior Practitioner, Vaccine Preventable Disease Programme
- Hannah Lindsay, Communications Manager PHW
- Dr Rebecca Payne, National Professional Advisor on Urgent and Emergency Care at CQC - Convenzis

Register in advance for the webinar:
https://zoom.us/webinar/register/WN_D7tNJ1CSPeH_5WpQccKAA





The community leaders bulletin

The key feedback from the first phase of work to promote testing was that the materials we were providing to community groups needed to be succinct, available in a wide range of languages and easily sharable. We had also identified that there was a huge wealth of information available from trusted sources online that could be used to help achieve the objective of tackling misinformation.

To address all of these issues a regular e-bulletin was established as a way of providing a selection of shareable content that addressed local issues in a format that could be easily passed on, either individual elements or in its entirety.

The Cardiff and Vale COVID-19 Vaccination Programme Community Leaders Bulletin is currently issued fortnightly. It includes latest news from the vaccination programme, links to the latest videos produced by the subgroup, links to other reliable information online, and a list of other trusted sources of information. Anyone can sign up to the bulletin and everyone who receives it is encouraged to pass the information on.



Cardiff and Vale COVID-19 Vaccination Programme - Community Leaders Bulletin

Welcome

Hello/Shwmae,

Welcome to the latest edition of our COVID-19 vaccination community bulletin. You're receiving this because you, or the organisation you represent, are well known within one of the many diverse communities that make up Cardiff and the Vale of Glamorgan.

We'd like to start this edition by wishing Ramadan Mubarak to all of those who will be observing the holy month.

There is fantastic work being done across Cardiff and the Vale to immunise people against COVID-19. In these bulletins we want to share with you news of how the roll out is progressing. We believe each of us play an important role in ensuring our families and communities are protected from the virus. One way of enabling that is making sure the right information is accessible to everyone, questions and fears addressed, and experiences and messages on safe practices, as well as getting the vaccine shared widely.

Through this bulletin, we hope to provide a platform for sharing experiences and available information on the programme from familiar people and trusted sources.

What next?

In the short term the TTP ethnic minority subgroup will continue to support the regional response to the pandemic and rollout of the vaccine by engaging local ethnic minority communities and responding to their needs. The work of the group is increasingly aligned with the Seldom Heard Voices project group established to support the Cardiff and Vale Mass Vaccination Programme Board.

Looking beyond the current phase of the response the intention is to continue to evolve the remit of the group so it can provide a mechanism through which to address other health promotion challenges for these and other hard to reach groups.

Get tested if you've got any symptoms

High temperature
New continuous cough
Loss or change in taste or smell

Self-isolate immediately and
book a test online, use the
NHS COVID-19 app or **call 119**

