



INTRODUCTION

OBJECTIVE

To raise awareness around Coronavirus and the vaccination messaging within the BAME (women), Refugees and People seeking Asylum within the Wakefield District. Particularly focusing on how to remain safe, encourage vaccination and address vaccine hesitancy within certain community groups.

METHODOLOGY

The three community groups all required different modes of interaction to get the right message to individual recipients. Following were methods deployed to reach these community groups:

- Telephone conversation with BAME women
- Door to door canvassing, reinforcing the pro-vaccination message, demystify any myths and encouraging the people to get vaccinated on the day.
- Attend women only sessions held in community centres and Mosques to discuss concerns.
- Visit Urban House and the refugee hotels and take part in the agreed events.
- Visit Asylum Seekers within community housing to reinforce pro-vaccination message in various languages and answer concerns.
- Distributed hundreds of A4 flyers within the refugee community, this flyer was translated into seven major languages that existed within the Refugee and Asylum Seeker communities (Appendix II)
- Provided interpretation services where required.
- Recorded Zoom sessions with community champions, GPs and other professions to share on social media
- YouTube & WhatsApp messaging in various languages
- Website messaging with Google Ads campaigns
- Online Community Surveys
- Safety message conveyed during Friday & Eid Sermon within mosques
- Working with community during Ramadan, explaining how it was permissible to get vaccination while fasting.
- Distributing hundreds of Coronavirus Safe Packs (Image below)
- Distributed hundreds of Lateral Flow Test Packs with the community
- Distributed over 2000 masks to each of the Mosques within Wakefield.
- Collaborated with many local organisations.
- Worked with young people within the community to encourage vaccination
- Encourage patrons of Abu Bakr Mosque to get vaccinated by working with NHS to offer jabs in Wilko's carpark.

COMMUNITY IMPACT

The most rewarding part of this project has been the community links that have been strengthened, how positively the message has been received and the overall impact of HAWWA Appeal has had in supporting the pro-vaccination message.

The stories, the events and the courage of the people in Wakefield has been overwhelming, we have seen first-hand, how the community has got together to support each other to face the challenges of this pandemic.

Through the online surveys, telephone conversations, community events and face to face meeting we have gained valuable insight about our communities and each story is a tale of the impact on people's livelihoods, physical & mental health, family (especially bereavement) and education. Due to HAWWA Appeal's other work, this has given us the opportunity to support the community in other ways which were outside the scope of this project. Overwhelmingly the project has been able to achieve the desired impact by reaching those hard-to-reach community groups; our feedback has time and time again shown us that we have helped in demystifying the conspiracy theories and misinformation, by answering questions and helping people deal with their fears and concerns in an honest manner and building trust.



Covid-Safe-Packs

RESULTS & OUTCOMES



GROWING AWARENESS

- 1311 Face to Face Interaction
- 276 Telephone Conversation
- 1000 + Social Media engagement (estimate)
- 450 Print Media distribution leaflets
- 306 Other modes of interaction
- 56 Accompanied Vaccination

GROWING AWARENESS

Undoubtedly to successfully engage with such a diverse group within our community was challenging, the barriers of language, culture and individual circumstances were just the tip of the hurdles we had to overcome to create an awareness of the magnitude of the challenge we all face.

HAWWA Appeal had to adapt and change our means to grow awareness with the communities, below are some the key activities and adaptation:

- Face to face interaction were initially either on door-to-door interaction or in open places, this generally allowed open dialogue and clarification in various languages.
- As public gatherings in places of worship were allowed, we started to make regular announcement towards the end of Friday and Eid sermons.
- As one of the key community groups we were targeting were the elderly BAME women within the community, who in many cases wield a powerful influence on the family members, it was essential we approach them in their homes without compromising their safety, hence we interacted with these women via telephone calls, this was a great opportunity to grown awareness within this group.
- With the best will in the world, we were struggling particularly within the refugee community, although HAWWA Appeal was well resourced with languages like Arabic, Kurdish, Urdu and Punjabi, we further help with other languages i.e. Farsi, Burmese and Tigrinya, hence we prepared an A4 Leaflet that was translated into the 7 major languages spoken amongst the Refugees and Asylum Seekers.
- During one-to-one sessions we were given the opportunity accompany individuals to get vaccinated



REACH & IMPACT

- Face to face - 1311
- Social Media – 553
- Print Media – 400
- Other – 431

REACH & IMPACT

	Face to Face	Social Media	Print Media	Other (Website)	Totals
May	13	81	0	6	100
June	83	50	50	150	333
July	150	152	200	76	578
Aug	250	50	100	87	487
Sept	200	50	50	50	350
Oct	430	80	0	32	542
Nov	120	50	0	15	185
Dec	65	40	0	15	120
Total	1311	553	400	431	2695



ONLINE SURVEYS

- 83 Completed Surveys
- 1925 Website Visitors
- 431 Wakefield Area Visitors

ONLINE SURVEYS

Throughout the project we have continued to survey the residents of the Wakefield area, the purpose of the survey was to understand how the inhabitants were coping with the adverse conditions imposed by the pandemic and how the service providers were performing.

Majority of the survey were completed online, whilst about 25% of the surveys were completed over the phone, purely to capture feedback from those who were illiterate or not tech savvy.

A detailed survey statistics can be found in Appendix I.

COMMUNITY PARTNERSHIPS

HAWWA Appeal through its original and new network, has worked closely with many organisations to deliver and support others to deliver the ultimate aim of improving access to information, clarifying the message, deal with misinformation, encourage vaccination, demonstrate how to keep safe, Mental Health & Wellbeing, provide Covid Safe Packs and much more.

Below is a list of the organisation we have partnership with and brief description of nature of work:



COMMUNITY PARTNERSHIPS

- 400+ COVID Safe Packs Distributed
- 40,000+ Surgical IIR Masks Distributed
- 7600 Lateral Flow Packs Distributed
- 2000 Face Masks given to each Mosque in Wakefield
- 100+ Women attended Women Sessions held in Mosques & Community Centres
- Bridge-it Housing [Provided 72 people with Covid Safety Packs, direction for vaccination, these community members had no access to internet or phones, unaware of where to book how to access information]
- Sandal Magnet School [BAME parents with language barriers supported with information and direction on how to get vaccinated]
- Dominions Training [Safety Packs and referred to various vaccination centres in Wakefield]
- The Quakers [Covid Safe Packs]
- St Catherine's Church [Covid Safe Packs]
- Wakefield City of Sanctuary [Major Partnership in many areas]
- The Careers [Referrals]
- Humanity One [Women support for African women, supporting them with many aspects, also provided Covid Safe Packs, Mental health and Wellbeing discussions]

- Masjid Zakariya [Women's discussion group, Mental health and Wellbeing discussions, Covid Packs, 2000 masks]
- Masjid Abu Bakr [Regular reminders, women discussion group, Covid Safety Packs, vaccination centre outside Mosque, 2000 masks]
- Masjid Duke of York Street [Women's discussion group, Mental health and Wellbeing discussions, 2000 masks]
- Masjid Sawafia [Covid Safe Packs, 2000 masks, Individual Discussions on Covid Vaccination hesitancy]
- Wakefield Central Mosque [2000 Masks]
- Markazi Jamia Mosque [2000 Masks]
- Maybush Surgery [Worked with Doctors, Partnership Videos and working on difficult BAME patients, Training]
- New Southgate Surgery [Spoke to Doctors for referral of hesitant BAME patients]
- Toy Box Nursery [Covid Safe Packs distributed for parents]
- Urban House [Major works carried out]
- Cedar Court [Attend Covid Awareness meeting, interpretation and literature]
- Mesmac [Training, interpretation, hesitancy workshops]
- Markazay Islamia Centre [Discussion, referral, case studies, mental health support]
- Well Women Centre [Discussions]