

# Community Commissioned Provider COVID-19 Communications & Engagement

2020-21 EOY Overview



# Project Overview

## Communities of Identity

- 1<sup>st</sup> Class Legacy (Black African and Caribbean)
- Bahu Trust
- Nishkam (Sikh)
- WM Faith In Action (Black African and Caribbean led churches)
- Shree Hindu Community (Hindu)
- Birmingham LGBT

## Communities of Language

- Chinese Community Centre
- Polish Expats (Eastern European Communities)
- Refugee & Migrant Centre (Roma)
- Bahu Trust (Arabic, Urdu, Punjabi, Bengali, Islamic)
- Citizens UK (Pakistani, Kashmiri & Asylum Seekers/Refugees)
- Supreme Linguistics (Hindi, Pakistani, Punjabi, Gujarati, African Language: Somali)

## Older People, Children and Young People

- Age UK (50yrs+ with no access to technology)
- Amber (0-5yrs olds)
- Orbita CEX (primary and secondary age)
- Borne (young adults under 25s)

## Health messages/ pre existing conditions

- Disability Resource Centre (visual impairments and learning difficulties)
- BID (Deaf/Hard of Hearing)
- Hawkmoth (Stroke, COPD, Diabetes, high blood pressure)

## What is their aim?

- Understand and raise awareness of how COVID-19 is impacting certain communities and share information on the concerns of those communities
- Develop appropriate messages to tackle the spread of COVID-19 and provide the most appropriate wellbeing advice
  - Use effective and appropriate culturally sensitive methods to communicate messages effectively.

# Project Delivery Timeline

Project start dates were staggered throughout 2020 as community need was assessed and providers commissioned

Total Commissioned Providers: **18**

Total Project Spend: **£380K** (exc. VAT)\*

## May 2020 – March 2021

First Class Legacy  
BID Services  
B'ham Disability Resource Centre  
Chinese Community Centre  
Citizens UK  
LGBT+ Centre Birmingham  
Refugee and Migrant Centre  
Polish Expats Association

## 27<sup>th</sup> October 2020 – 31<sup>st</sup> March 2021

CREC  
The Bahu Trust  
Nishkam  
Insight Now  
West Midlands Faith in Action  
Supreme Linguistic Services  
Borne  
Hawkmoth Consulting  
AGE UK  
Shree Hindu Community Centre

2020  
May Jun Jul Aug Sep Oct Nov Dec 2021  
Jan Feb Mar Apr

\*All subsequent funding references are exclusive of VAT

Making a positive difference every day to people's lives

PAGE 3



## Aims and objectives

- To collect, curate and validate trusted information and resources relevant to children aged 0-5.
- Disseminate information via campaigns (website, Facebook, Twitter) to parents and Early Years settings

## Summary

- Website created which included: information, animations, videos and other resources
- Facebook page created in December, has seen growth up to 135 members who are mostly Birmingham-based practitioners

## Achievements

- Newsletters sent to website subscribers had click through rates above the industry standard.
- Website quickly became a trusted source for practitioners within and beyond Birmingham.

## Challenges

- Engagement with parents was more challenging than with practitioners.
- Was able to identify the reach of the project, however found it challenging to assess the impact of the resources

## Project Learnings

- Would benefit from qualitative survey of website users
- In future may be beneficial to target parents specifically via paid advertising.



## Digital Engagement

	Engagement	Reach
Website		1801
Facebook		>2500
Twitter	13	3400

### Newsletter

Sent out to website subscribers every fortnight, reaching 650+ practitioners

5 newsletters sent out received a total of 419 clicks and 4087 opens





# Chinese Community Centre

Target community: Chinese

Funding Total: £11,735

## Aims and objectives

- Produce and disseminate COVID-19 information to community
- Aimed to produce surveys, online meetings, updates, booklets, flyers
- Create content in Traditional and Simplified Chinese

## Summary

- Weekly updates via social media generated consistent reach.
- 5 online groups were created to enable focus of specific issues and topics of relevance. Largest participating group was adults aged 65+
- Video content favoured due to accessibility

## Achievements

- Presentation resulted in anecdotal stories of participants wanting to receive the COVID vaccine rising from 67% to 88%.
- Content surrounding social bubbles proved popular
- Engagement with new groups within community

## Challenges

- Majority of members aged 65+ with low literacy levels and limited experience of educational settings
- None of the members used computers
- Difficulty in engaging via zoom.

## Project Learnings

- Some people still not had vaccine as they cannot read the letters
- More time was spent on translating materials than initially theorised
- Started to use secondary materials to save time

## Quantitative Outputs:

Activity	Outputs
Online meetings	17 meetings took place
WeChat + WhatsApp	Messages with 480+ people
Trilingual Booklet	500 distributed

## Digital Engagements:

	Reach
Twitter (social bubbles)	26.7K
Stay at home poster	31.6K
Facebook	3517

Delivery Timeline: May 2020-March 2021



Making a positive difference every day to people's lives

# B'ham LGBT+ Centre

Target community: LGBTQ+

Funding Total: £23,884

Delivery Timeline: May 2020-March 2021

## Aims and objectives

- Establish issues most relevant to LGBT+ community and develop targeted messaging
- Work with PH to develop appropriate content
- Aimed to identify key impacts of virus on community

## Summary

- Held 2x focus groups (18 community members) and [designed survey](#) (158 respondents) to identify impact of pandemic
- Created telephone befriending services
- Online events and activities went underway

## Achievements

- Increase in referrals (177 Oct-Feb) to mental health and wellbeing services
- Increased knowledge about how to stay safe
- Meeting with other community providers gave insight

## Challenges

- Initially set unrealistic timelines and deliverables. Due to breadth of research and planning campaign not live until September
- Survey completion and analysis took longer than expected

## Project Learnings

- Most vulnerable users could not always get information online – required funding for laptops, data packages etc
- Project highlighted need to be flexible and adaptable

## Digital Engagement (Sep-March)

	Engagement	Reach
Facebook	1485	27,900
Twitter	2236	66,509
Website		28,604

## Additional Outcomes:

- 51% of survey respondents reported increased knowledge of B'ham LBGT+ services
- 40% increase in referrals to mental health support services since beginning of campaign





# First Class Legacy

Target community: Black African & Black Caribbean  
Funding Total: £19,748

Delivery Timeline: May 2020-March 2021

## Aims and objectives

- Capture voices and experiences on issues such as lockdowns, mental health, vaccines, track & trace
- Utilise both digital and non-digital methods of delivery

## Summary

- BAME communities felt high levels of distrust surrounding vaccinations
- Communities felt disproportionately affected by rules

## Achievements

- COVID-19 conversations achieved good feedback
- High engagement on social media, especially surrounding: track and trace polls, news reports, vaccination information

## Challenges

- Difficulty in gaining support from African Caribbean community due to government mistrust
- Community felt as if their voices were not listened to or welcomed in affecting positive change

## Project Learnings

- More posts were needed regarding 'staying safe' during COVID
- Increased analysis of effectiveness of social media polls and engagements
- Provider suggested introducing summary newsletter to stakeholders

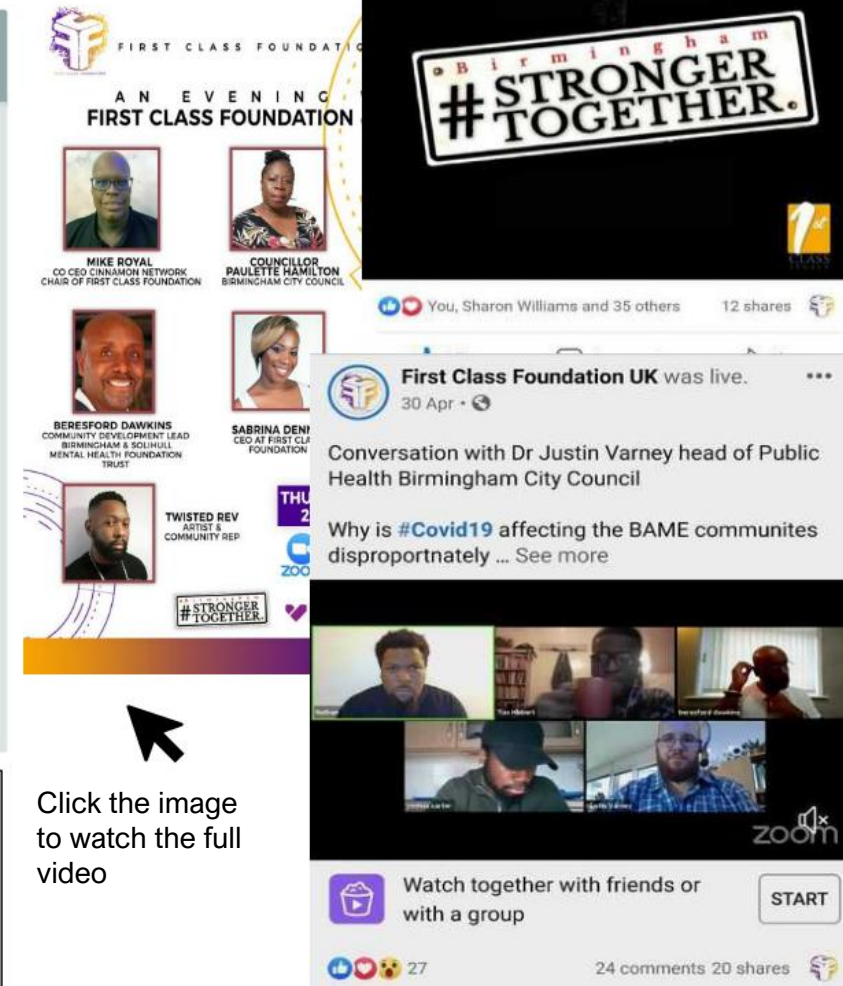
## Digital Engagement

	Engagement	Reach
Facebook	133	5801
Instagram	669	9472
Twitter	1650	33135

### COVID-19 Conversation (17.09.2020)

Currently has 248 views, 7 likes, 17 comments and 3 shares

Panel members encouraged community to adhere to current guidelines including: face coverings, social distancing and hand washing



Click the image to watch the full video

# BID Services

Target community: The Deaf and Hard of Hearing

Funding Total: £16,187

Delivery Timeline: May 2020-March 2021

Aims and objectives	Summary	Achievements	Challenges	Project Learnings
<ul style="list-style-type: none"> <li>Provide accessible COVID advice and guidance to deaf and hard of hearing community</li> <li>Digital engagements: live Q&amp;As, webinars, videos</li> <li>Non-digital: use places of interest to deliver targeted support</li> </ul>	<ul style="list-style-type: none"> <li>Utilised a variety of social media platforms to reach a larger proportion of the community</li> <li>Produced a variety of easy read posters for those without internet access</li> <li>Deaf community communicated how government materials did not include enough BSL</li> </ul>	<ul style="list-style-type: none"> <li>Regular meetings with PHE ensured project was kept relevant</li> <li>Reluctance to take the vaccine has been reduced by providing Q&amp;As on a 1:1 or group basis. In Nov 76% stated they would not have the vaccine; decreased to 33.3% by Feb</li> </ul>	<ul style="list-style-type: none"> <li>Didn't achieve initial target goals for Q&amp;A sessions/ video conferences – had to adapt and change strategies</li> <li>Had to adapt content and platforms used due to difference preferences and social media usage</li> </ul>	<ul style="list-style-type: none"> <li>Clients preferred BSL content to access relevant information</li> <li>Include standardised logos to COVID-19 communications was advised</li> <li>Would like to invest more in educational settings</li> </ul>

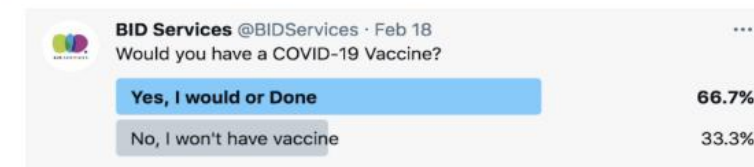
## Quantitative Outputs

Activity	Output
Interpretation/ communication	37,696 hours provided
Access to services	5,898 people

## Quality & Standards

BID services included in their report that they achieved re-certification for ISO 9001 quality assurance accreditation.

They also achieved ISO 14001 environmental standard





# The Refugee and Migrant Centre

Target community: Romanian/Roma

Funding Total: £17,823

Aim and objectives	Summary	Achievements	Challenges	Project Learning
<ul style="list-style-type: none"> <li>Engage with Roma community members to increase COVID-19 and vaccine knowledge</li> <li>Gain understanding of community needs</li> <li>Work with stakeholders to facilitate communications</li> </ul>	<ul style="list-style-type: none"> <li>Range of communications created in English, Romanian, Czech and Slovak</li> <li>Utilised many methods to approach community (face-to-face, phone, leaflets, email, text, social media, website, video links)</li> </ul>	<ul style="list-style-type: none"> <li>The RMC Roma/Gypsy Heritage Consultation group was successful in facilitating work within project.</li> <li>Participants submitted questions and engaged successfully for a Q&amp;A.</li> </ul>	<ul style="list-style-type: none"> <li>Had hoped to utilise radio channels – could not find directed channel</li> <li>Limited delivery via Facebook</li> <li>Participants still showed high vaccine hesitancy after completion of project</li> <li>Limited information in Romany</li> </ul>	<ul style="list-style-type: none"> <li>More information regarding travel advice and guidance needed</li> <li>More attention is required to distribute vaccine information to reduce hesitancy</li> </ul>

## Digital Engagement

	Engagement	Reach
WhatsApp	2x monthly messages	200
Twitter	23 monthly	635 monthly
YouTube		99 monthly

## Overall Reach:

RMC have had multiple contacts with a minimum of 1350 target group individuals over the project.

The methods used reached: ~90-100 clients per month, 800 leaflets per month, 200 members of Romanian church



Andreea Rmc

Shared secondary content found [online](#):



Aim and objectives	Summary	Achievements	Challenges	Project Learning
<ul style="list-style-type: none"> <li>Identify main community COVID concerns</li> <li>Effectively respond to issues affecting target communities</li> <li>Use social media, Q&amp;A sessions and website to engage with community</li> </ul>	<ul style="list-style-type: none"> <li>Joined community leaders at stakeholder summit</li> <li>Referrals made to additional groups who could provide continued support for vulnerable individuals/families</li> </ul>	<ul style="list-style-type: none"> <li>Built trust and confidence with local public service leadership</li> <li>Enabled people across the supported communities to access up-to-date information on changing and complex restriction news</li> </ul>	<ul style="list-style-type: none"> <li>Finding right medium to access the target communities.</li> </ul>	<ul style="list-style-type: none"> <li>Would include an increase in the number of personal story messaging</li> <li>Suggests more workshops which focus on alliances with other communities.</li> </ul>

## Digital Engagement

	Reach
Website	638
Twitter (4 posts recorded)	7633
WhatsApp broadcast list	256 individuals

## Additional Reach:

- Direct email list of 142 civil society leaders
- WhatsApp daily group chat of 50 primary civil society leaders
- 2,565 followers on Twitter



## Citizens UK: Birmingham Delegates Assembly 2020

Wednesday 25<sup>th</sup> November 2020  
6pm-7.30pm on Zoom  
Register here to book your place:  
<https://tinyurl.com/yyejqzy9>

Join leaders from across Citizens UK member organisations to review 2020 and plan ahead to next year's regional elections.

We will be outlining our updated priorities to make families better off, communities safer and our region a place of welcome.

We will also celebrate the work of so many in our communities who have taken charge to make a difference to people's lives during this pandemic.

More info: [saidul.haque@citizensuk.org](mailto:saidul.haque@citizensuk.org)

# B'ham Disability Resource Centre

Target community: Blind and Sight Loss and Learning Difficulties/High Risk Conditions

Funding Total: £31,112

Delivery Timeline: May 2020-March 2021

Aim and objectives	Summary	Achievements	Challenges	Project Learning
<ul style="list-style-type: none"><li>Conduct interviews centred around 16 key questions regarding COVID-19</li><li>Interview frontline/key workers</li><li>Build on pre-existing support groups and mutual aid groups to share information</li></ul>	<ul style="list-style-type: none"><li>51 individuals interviewed via 1:1 phone calls and zoom.</li><li>Found widespread reporting of issues of isolation and negative impacts on mental/physical health</li></ul>	<ul style="list-style-type: none"><li>Increased opportunities for disabled individuals – radio interviews &amp; involvement in the National Disability Strategy</li><li>Ensured resources were in accessible formats, including captioned videos and PDFs</li></ul>	<ul style="list-style-type: none"><li>Difficulty in running online groups due to accessibility issues and levels of digital engagement – adapted by using telephone/zoom instead</li></ul>	<ul style="list-style-type: none"><li>The project identified that many attitudes have changed over the course of the pandemic and it may be worthwhile revisiting some of the original discussion topics.</li></ul>

## Digital Engagement

	Engagement	Reach
Facebook		20,452
Instagram		16,782
Twitter		1,746

## Website Engagement

The website had a collection of 50+ resources which had a total of 1,630 hits.

Toonly was used to create 2 animated videos which gained 1,264 hits.



Disability Resource Centre @DisabilityRC · 5 Feb  
We are undertaking research into the impact that COVID-19 has had on key workers supporting disabled people. If you would like to have your say, please follow this link:



Frontline Worker Survey  
Take this survey powered by surveymonkey.com. Create your own surveys for free.  
[surveymonkey.co.uk](https://surveymonkey.co.uk)

1 2



# BORNE

Target community: Older Young people under 25

Funding Total: £13,330

## Aims and objectives

- Finding positive voices from within the YP community to amplify messages about keeping that community safe from COVID-19.
- Campaign messaging were centred around a core headline message and supporting the themes: Lockdown, Hands, Face, Space & Asymptomatic transmission

## Summary

- Creation of the campaign hashtag #bringbackbrum
- Influencer shared and created a bespoke and individual response to the campaign message in a spoken word video entitled Hands, Face, Space.

## Achievements

- Positive engagement through influencers posts
- Successfully accessed and engaged with hard to reach community groups, using appropriate champions from that community to share relevant and optimistic messaging around the challenges of COVID-19.

First Influencer: Spoken word artist Casey Bailey was identified as one of the key influencers

Second influencer: Alina, Just Your Little Asian Friend (JYLAF), a Birmingham-based TikTok and Instagrammer who is active across social media.

## Results summary across channels



Targeting: Video views (key wards)  
Spend: £400



With Facebook we drove a high quality of ThruPlays with an average view rate of **2.5 each person**. This means we reached a significant number of high quality results for a very low spend. Predicted ad recall (those likely to remember an ad within 48 hours) was approximately **10%** - an excellent indicator of creative impact and/or relevance of message.



Targeting: Reach (key wards)  
Spend: £300



Instagram proved an **incredible driver of scale** with an impressive reach, especially considering the specificity of the targeting and we ultimately drove a **12%** higher reach than predicted.



Targeting: Video views (Birmingham)  
Spend: £300

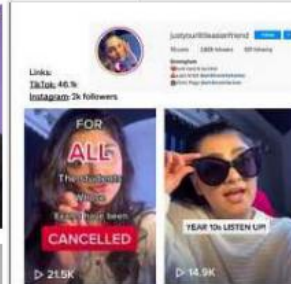


Snapchat drove both a **high quality view rate** alongside very **impressive reach** covering a wider demographic across the whole of Birmingham.

## Casey Bailey



Instagram: 4.5k followers  
YouTube: 563 subscribers, (with views reaching 11K)  
Facebook: 1,672 followers



Making a positive difference every day to people's lives

# Shree Hindu Community

Target community: Hindu

Funding Total: £9,500

Delivery Timeline: May 2020-March 2021

## Aims and objectives

- Regular COVID-19 updates on testing facilities, Govt guidelines, Vaccination information etc through their Facebook page in Gujarati, Hindi and Punjabi.
- Engaging medical professionals within the community as key speakers.
- Vaccination Van promo
- Important announcements through emails and WhatsApp groups.

## Summary

- Regular updates through Facebook posts resulted in more awareness about COVID-19 and Vaccination
- Questions and concerns on COVID-19 and Vaccinations have been clarified by the medical experts during the interactive Zoom webinars.
- Overwhelming response to their Vaccination Van programme

## Achievements

- Awareness about COVID-19 and Vaccination through Facebook posts.
- Overwhelming response to Vaccination Van
- Collaboration with 18+ Hindu organisations to reach more than 10k members.

## Challenges

- Multi-generational household, which has been a major concern during COVID-19 pandemic.
- The Hindu communities also love to socialise with families and relatives regularly, particularly celebrating various Hindu festivals together
- Adverse effect on the mental health due no social events

## Project Learnings

- Religious events and posts had more reach (audience)
- Co-ordinating with various Hindu organisations has been a challenge.
- Need access to WhatsApp group, Email, distribution List and YouTube account to reach wider group of members.

More than 200 posts shared on Facebook page on COVID-19



Making a positive difference every day to people's lives



# Age UK

Target community: Older people

Funding Total: £8,000

Delivery Timeline: Oct 2020-Apr 2021

## Aims and objectives

- Understand the needs of older adults and BAME communities
- Ensure there is faith and cultural diversity throughout their campaign
- Create non-digital campaign for adults

## Summary

- Three information guides developed (wellbeing and COVID-19 safety, vaccine information and comprehensive vaccine booklet).
- Guides translated into Polish, Urdu, Bengali, Punjabi and Gujarati.

## Achievements

- Clients feel less anxious and more informed about COVID-19.
- Myth-busting of misinformation and reassurance was key.

## Challenges

- Getting a large reach on social media.
- 20 posts were implemented with an overall reach of 1,368, averaging a reach of only 82 per post.
- Adapting project plans to ensure project is delivered in line with the latest government guidelines.

## Project Learnings

- More in depth collaboration.
- Work with PHE WM to create a shared resource centre.
- Identify earlier opportunities for local media engagement.

### Social Media –

Reach – 1,368

### Website –

7,127 visitors to website

New users: 7,019

### Calls – as of 15th March

3158 calls received

377 calls from BAME clients

1088 COVID-19 related calls





# The Polish Expats Association

Target community: Eastern European

Funding Total: £18,529

## Aims and objectives

- Promote COVID-19 related information such as lockdown rules, tier system rules, symptoms and testing, social distancing and masks to Central and Eastern European communities in Birmingham.

## Summary

- Completed 32 live sessions hosted in 7 languages, organised 4 mental wellbeing workshops and 1 healthy eating during COVID-19 workshop.
- Printed leaflets containing COVID-19 messages in Polish and Romanian about symptoms, testing, self-isolation and vaccinations

## Achievements

- 63 people provided with support on the impact of lockdown on mental wellbeing of children and young people as well as coping strategies from a Polish-speaking children and youth psychologist and therapist.

## Challenges

- Some language barriers for CEE communities in accessing UK based news, typically they followed news from home countries instead.

### Content Share

Content was shared in 100+ Central and Eastern European (CEE) Facebook groups

71,000, weekly live sessions had 24,500 views

Delivery Timeline: May 2020-March 2021



Making a positive difference every day to people's lives



**Target community: Primary and Secondary Children**  
**Funding Total: £22,000**

[illegible]

There is higher proportion of boys who are not worried about the virus (37%) compared to girls (28%).

Asian and black children are slightly more worried than white children, 30%, 29% and 25% respectively.

Almost 1 in 4 children over 14 think that people their age do not follow the rules.

## Project Learnings

- Use appropriate methods to enable information to be shared with children and young people.
- Raise awareness and understanding of COVID-19 access to testing.
- Knowledge of how to respond you test positive in contact of a case.
- Knowledge of how to reduce risk factors associated with increased risk of severe illness or death from COVID-19.

- CYP feel the guidance is not aimed at them.
- Older children are concerned that they will be at an disadvantage in the future due to missing out on education and grades.
- Significant variations in the responses when summarised by age, gender, or ethnicity

- Conducting a pilot survey with several schools enabled head teachers to provide feedback, increasing engagement and improving take-up of the survey.
- Personalised data dashboards for individual organisations.
- Engaging with Birmingham Aspiring Youth Council.
- Providing children and young people with a voice.

- Timings & changes in Covid-19 regulations, e.g., preparations for the return to school and the return w/c 8 Mar-21 coincided with the launch and running of the survey

- Continue with the survey to gather additional key evidence and further statistical validation of findings.
- Working with CYP to create an awareness video resource – responding to survey findings and the needs of CYP.
- Increasing awareness and interest through campaigns on social media to promote the video and key messages.

# Hawkmoth Evaluation Report

Target community: High Risk Long Term Conditions

Funding Total: £44,800

## Aims and objectives

- Target community audience with broader COVID-19 health messaging campaign and underlying health conditions affecting ethnic minority communities.
- Work closely with their network of community partners and influencers, ensuring all communities are engaged and approached.

## Summary

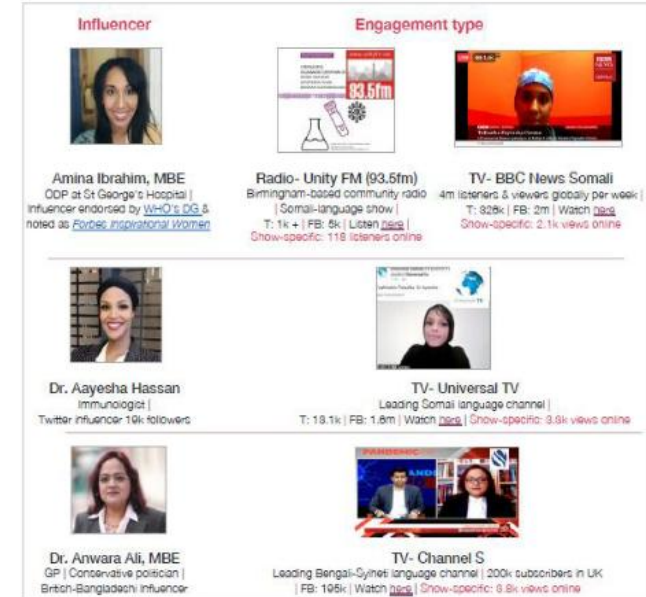
- Disseminated posters via community network, including Aap Ki Awaaz Radio.
- Identified myths and concerns present in all communities, including those present in South Asian languages to enable creation of myth busting factsheets.
- Co-created posters covering underlying health conditions and stressed the importance of vaccine.

## Achievements

- >70% of the participants either deciding to or seriously considering taking the vaccine.
- The positive feedback has translated into the mosques swiftly committing to amplifying these assets and the Imam reciting key messages from their script during Friday prayers, which have had 400+ visitors at each prayer session.

## Challenges

- Keeping community partners engaged, which can be more difficult with fast changing government rules.





# West Midlands Faith in Action

Target community: Black African & Black Caribbean  
Funding Total: £9,999

Delivery Timeline: Oct 2020-Mar 2021

## Aims and objectives

- Bringing faith based related COVID-19 messages and updates to Black majority congregations in Birmingham
- Simplifying restrictions into a digestible format and sharing best practice

## Summary

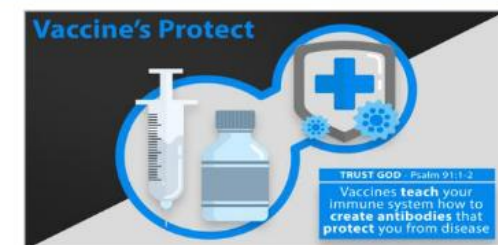
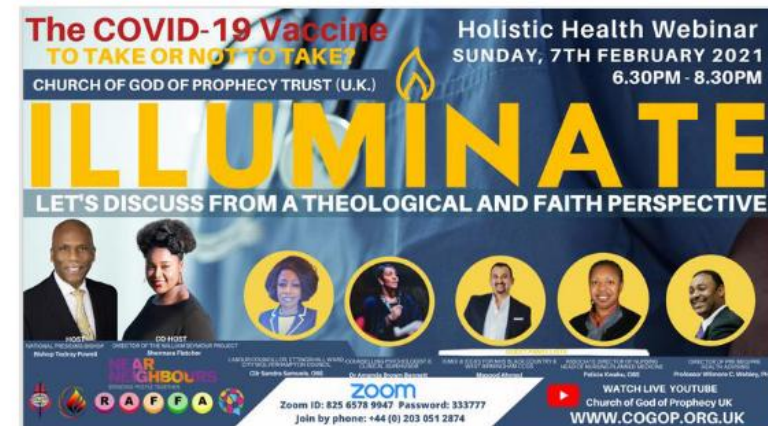
- Messages reached over 60 local Black Majority Birmingham Church Network.
- 102+ messages shared by email and social media
- COVID-19 Testing & Tracing Message - 17 messages shared by email and social media.

## Achievements

- 500 Zoom, 438 on Facebook, 643 on livestreaming on YouTube, 2.1K visited the video link on YouTube for COVID-19 & Vaccine Health & Theological & Faith Symposium.
- 7th Feb 2021 - 500 Zoom, 365 on Facebook, 243 on livestreaming on YouTube, 674 visited the video link on YouTube.
- Churches keen and engaging.

## Project Learnings

- Messages must be consistent and repetitive.
- Listen and address the concerns and act as quickly as possible.
- Address mis/disinformation as quickly as possible.



Making a positive difference every day to people's lives

**Target community: Somali, French, Gujarati, Pahari and Hindi speakers**  
**Funding Total: £41,945**

## Project Learnings

- Several channels to communicate with communities via Facebook groups
- Members of communities are more interested in face to face interactions as they feel that responses are more tailored to their needs.

## 2021-01-07 By admin Français

	<h1>Verrouillage National</h1> <h2>Rester à la maison</h2>	
<p><b>Intérêt social</b></p> <p>Le V.N. est un verrouillage avec 2 étages de sécurité. Le premier étage est la mise en œuvre de la réglementation en matière de sécurité incendie et de sécurité civile. Le second étage est la mise en œuvre de la réglementation en matière de sécurité civile. Le V.N. est un verrouillage avec 2 étages de sécurité. Le premier étage est la mise en œuvre de la réglementation en matière de sécurité incendie et de sécurité civile. Le second étage est la mise en œuvre de la réglementation en matière de sécurité civile.</p>	<p><b>Sécurité</b></p> <p>Le V.N. est un verrouillage avec 2 étages de sécurité. Le premier étage est la mise en œuvre de la réglementation en matière de sécurité incendie et de sécurité civile. Le second étage est la mise en œuvre de la réglementation en matière de sécurité civile. Le V.N. est un verrouillage avec 2 étages de sécurité. Le premier étage est la mise en œuvre de la réglementation en matière de sécurité incendie et de sécurité civile. Le second étage est la mise en œuvre de la réglementation en matière de sécurité civile.</p>	<p><b>Impact</b></p> <p>Le V.N. est un verrouillage avec 2 étages de sécurité. Le premier étage est la mise en œuvre de la réglementation en matière de sécurité incendie et de sécurité civile. Le second étage est la mise en œuvre de la réglementation en matière de sécurité civile. Le V.N. est un verrouillage avec 2 étages de sécurité. Le premier étage est la mise en œuvre de la réglementation en matière de sécurité incendie et de sécurité civile. Le second étage est la mise en œuvre de la réglementation en matière de sécurité civile.</p>
<p><b>Environnement</b></p>	<p><b>Accès à l'habitat</b></p>	<p><b>Accès à l'habitat</b></p>
<p><b>Norme</b></p>	<p><b>Norme</b></p>	<p><b>Norme</b></p>
<p><b>Intégration de nuit</b></p>	<p><b>Norme Résidence</b></p>	<p><b>Norme Résidence</b></p>
<p><b>Design et matériaux</b></p>	<p><b>Norme de sécurité de plan de</b></p>	<p><b>Norme de sécurité de plan de</b></p>
<p><b>Norme de sécurité de plan de</b></p>	<p><b>Norme de sécurité de plan de</b></p>	<p><b>Norme de sécurité de plan de</b></p>

### SYMPTOMS

- x Les principaux symptômes de coronavirus sont :
  - une température élevée : c'est-à-dire être chaud(e) au toucher sur le torse ou les bras (sans avoir la fièvre) (selon température)
  - une toux nouvelle et persistante : c'est-à-dire une toux nouvelle pendant plus d'une semaine, ou suite à l'arrêt de la toux pendant plus de 48 heures, ou une toux très bruyante habituellement, voire sous forme d'une crise d'asthme
  - une perte, ou diminution, de l'odorat ou du goût : c'est-à-dire que vous ne sentez plus rien, ou que votre odorat ou votre goût n'est pas le même que d'habitude
- x Le plupart des personnes infectées par le coronavirus présentent des motifs (ou l'un des) suivants :
  - Que leur «*soin*» présente des symptômes liés au coronavirus.
  - Ils ont eu un test de sérologie du coronavirus des résultats positifs.
- x Sous les membres de votre foyer vivent des personnes âgées et/ou en état de vulnérabilité de diverses formes d'attention des autorités de votre test :
  - En quelle phase votre famille souffre-vous votre famille ?
- x Quelle personne (personnes) dans votre foyer est la





# The Bahu Trust

Target community: Arabic, Islamic & Asian

Funding Total: £53,575

Delivery Timeline: Oct 2020-Mar 2021

## Aims and objectives

- Deliver accurate and targeted COVID-19 information to minority language communities including Arabic, Urdu, Panjabi, Bengali and Sylheti
- Cover three key areas for messages: testing, social distancing and vaccinations

## Summary

- 4 page leaflets and 45s video created for each key message
- Targeted content created for all communities
- 250 influencers chosen to share materials via social media
- Monitoring sheet used to monitor engagement

## Achievements

- Gained support from the targeted communities after initial engagements.
- Identified that the community members felt under-represented in terms of targeted information and support.

## Challenges

- Initial deadlines missed and **distribution of non-digital materials did not occur** – not enough time to meet original plans
- Time taken to produce materials meant they would be outdated upon release

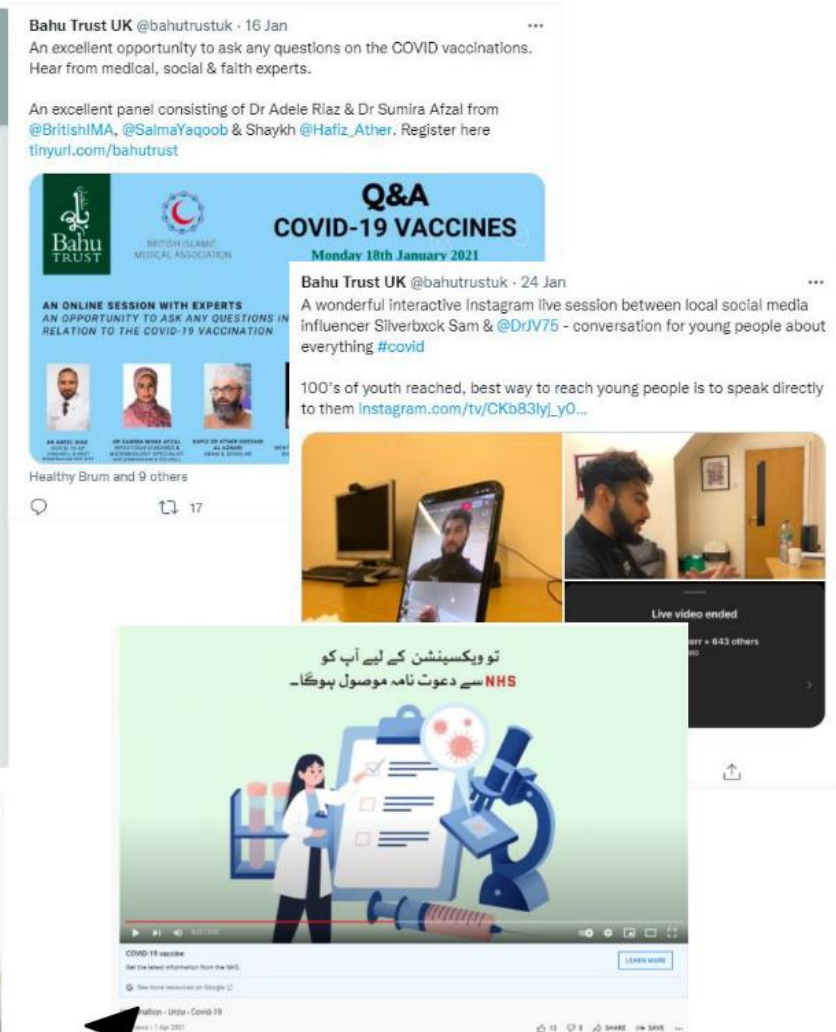
## Project Learning

- Future projects shall rely more on secondary resources which can be updated regularly
- Individual promotion was favoured over traditional media – delivery to more diverse audiences

## Utilisation of Social Media Influencers

250 influencers were selected to be responsible for sharing materials amongst the communities via Facebook, Instagram and WhatsApp

These influencers were allocated £50 each for participation



Making a positive difference every day to people's lives



# Nishkam

Target community: Sikh

Funding Total: £9,999

Delivery Timeline: Oct 2020-Mar 2021

## Aim and objectives

- Create videos in English and Punjabi to raise awareness on how to deal with COVID-19, Testing/Vaccinations and Community Updates.
- Work with key Partners and Stakeholders
- Increase the number of Sikh Community COVID-19 Champions in Birmingham and during the project, managed to recruit 18.

## Summary

- Commissioned by BCC to deliver a targeted Sikh Messaging Programme which could both inform and demystify any community misunderstandings on what they needed to do during the lockdown.
- Helped and provided support to fellow partners such as Age Concern UK with Punjabi translation

## Achievements

- Gentleman at Gurdwara decided to get vaccinated.
- Built relationship with Sangat TV a Sikh community TV station
- Positive feedback from community regarding the programme and having both male and female representatives on the programme had such a powerful impact on the community.
- Creating visual information from elder generation

## Challenges

- Creating visual information in Punjabi in short period of time.
- Elder members had basic literacy levels so the posters had to reflect this.

## Project Learning

- Advantage of having both social media and traditional Media approach to communicate with diverse audience
- Keep the message simple and basic as vocabulary and literacy levels
- Involving medical experts and respected community members is vital to buy in from the community.



Making a positive difference every day to people's lives



# Moving forward: 2021-22 Project Delivery

How we're using learnings from last year's activity and Provider feedback to shape continuous improvement:

We regularly ask Providers what's working well and what could be improved.

- 1. Non Digital Engagement:** Not everyone is digitally enabled, so we can't rely on digital engagement being the only route going forward. BVSC will deliver training and a legacy resource toolkit to support Providers with the implementation of non digital activities i.e. door knocking, outdoor events, face-to-face sessions.
- 2. Bi Monthly Reporting:** The creation of a standardised reporting template allows Providers to capture their activity outputs, impact/response of delivery on communities, successes & learnings. In response to feedback we have shortened the template & provided a telephone reporting option to support those who prefer to communicate over the phone.
- 3. Monthly Provider Engagement Meetings:** PH and Providers meet to discuss PH updates, priority messages and share best practice. The forum provides an opportunity for Providers to share delivery highlights & challenges within their community.
- 4. Quarterly Commissioned Provider Feedback:** Providers complete a PH survey quarterly to outline: 1. What's working well, 2. What needs improving, 3. Suggestions. PH then feedback to outline how we will precisely continuously improve our engagement and support of Providers to enable their delivery success.
- 5. Best Practice/Provider Led engagement sessions:** Peer led sessions (during the monthly meeting) provide an opportunity for Providers to present their methodology and experiences behind their successes to inspire Providers through best practice case studies.
- 6. Newsletter Spotlight corner:** Providers write blog articles to showcase their community engagement and any delivery turning points/successes.
- 7. Engagement Talking Points:** In response to 'COVID-19 fatigue' we've developed a weekly newsletter feature that highlights 3-5 fresh talking points to use when engaging with community members i.e. vaccine incentives for YP
- 8. Asset/Resource Creation:** PH create up-to-date shareable digital and non digital content i.e. infographics to support responsive and easy dissemination information of key PH news in non digital and non-digital formats.

