

# Brent COVID 19 Vaccination Comms & Engagement

Update – February 2021

# Background

## Objectives

- Building public trust in the COVID 19 vaccine by sharing facts, mainly through trusted voice in the community, to tackle fear
- Tackling misinformation and enabling people to make their own informed choices
- Informing and engaging priority audiences  
Helping to reduce health inequality

## Strategy

- Adapting national and regional messaging for our audiences in Brent – content generation
- Reaching priority audiences through trusted community voices – mix of engagement and comms e.g. three webinars so far have attracted more than 2,000 to dial in live



# Key insights

- 76% of Londoners said they were likely to get the vaccine, followed by 15% who said they were unlikely
- BAME communities are significantly less likely to want to take the vaccine (52% of Black Londoners and 72% of Asian Londoners)
- Due to health inequalities, BAME groups have higher rates of infection and mortality.
- Barriers include concerns about safety, side effects, ingredients, trust and general hesitancy.
- BAME communities therefore need specific messaging, to complement the national campaigns which are less likely to be effective
- Key audiences in Brent: Black and Muslim communities e.g Pakistani and Somali heritage

# Progress so far – trusted voices approach

- Content across our external channels, focused on the trusted voices approach:
  - Video - A [behind the scenes look](#) at the vaccination hub at Willesden Centre for Health and Care
  - Video - Adult Social Care Manager Yvonne Olusankamni, [encouraging her community get the vaccine](#)
  - Video - A [first look at the Wembley large vaccination centre](#) with another Adult Social Care Manager, Amy Manji
  - News - Extensive promotion of the opening of the Wembley vaccination centre, and additional promo of the opening of the vaccination centre at Kingsbury Temple
  - Video - A [video message for our BAME residents](#) Brent Public Health's Dr John Licorish.
  - Translations - Promotion of community translation videos filmed by NHS workers in 11 community languages
  - Sharing facts, not fear – sharing a series of designed assets designed to counter common misconceptions
  - Community Toolkit - Sharing all of the above through our community networks, councillors and in our weekly community toolkit
  - E-Newsletter - Weekly updates in our e-newsletter to 20k subscribers
- **Community Webinars** – Successful series of three webinars, with a panel of community leaders and health experts answering residents' questions in real time. One session specifically focused on the black communities, and another on Asian communities. Recordings of all are available on our website: <https://brent.public-i.tv/core/portal/home>
- **Community Champions** - additional funding from the government as part of the Community Champions scheme. The funding will help us to reach out to priority groups more quickly and efficiently.

# Website – hub for all content

- Dedicated section of the council's website at **[www.brent.gov.uk/vaccine](http://www.brent.gov.uk/vaccine)** includes:
  - Who can get the vaccine
  - Why the vaccine is safe and effective
  - FAQs
  - Leaflets
  - Videos from trusted voices
  - Videos in community languages
  - Advice on avoiding scams
  - Links to the NW London CCG and NHS websites.

## Video: Getting the COVID Vaccine in Brent

Frontline care manager Yvonne Olasunkanmi explains what it was like to get the vaccine, why getting it was so important to her and encourages other Black, Asian and minority ethnic residents across the borough to get the vaccine when they are invited.



## Why the COVID Vaccine is safe and effective for everyone

Asian and minority ethnic communities have been among the worst affected by the COVID-19 pandemic. Our Deputy Director of Public Health Dr John Licorish has recorded an important

[Licorish's message for residents](#)

[NHS COVID Vaccination Pro](#)





# Aims of programmatic advertising campaign

- Raise awareness and relevance of the vaccine among key audiences on websites and digital spaces that they are on
- Support direct engagement already taking place with ongoing background comms – cementing buy-in and driving actions

# Strategy for programmatic campaign

## SOCIAL

Delivering facts and emotive messages directly through social, news and video platforms

## SEARCH

Serving our content next to search results relating to the vaccine

## CONTEXTUAL

Targeted advertising placement on home news channels, religious services and cultural platforms

**Mixture of emotive human stories and factual content served directly to demographically targeted audiences**

# Creative 1 – Don't wait





# Creative 2 – What's in the vaccine



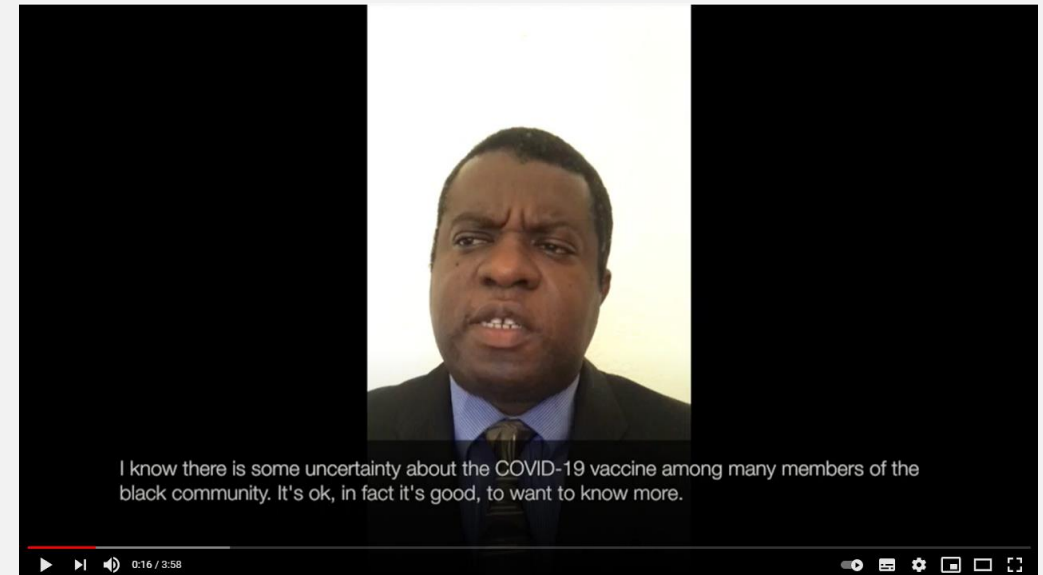
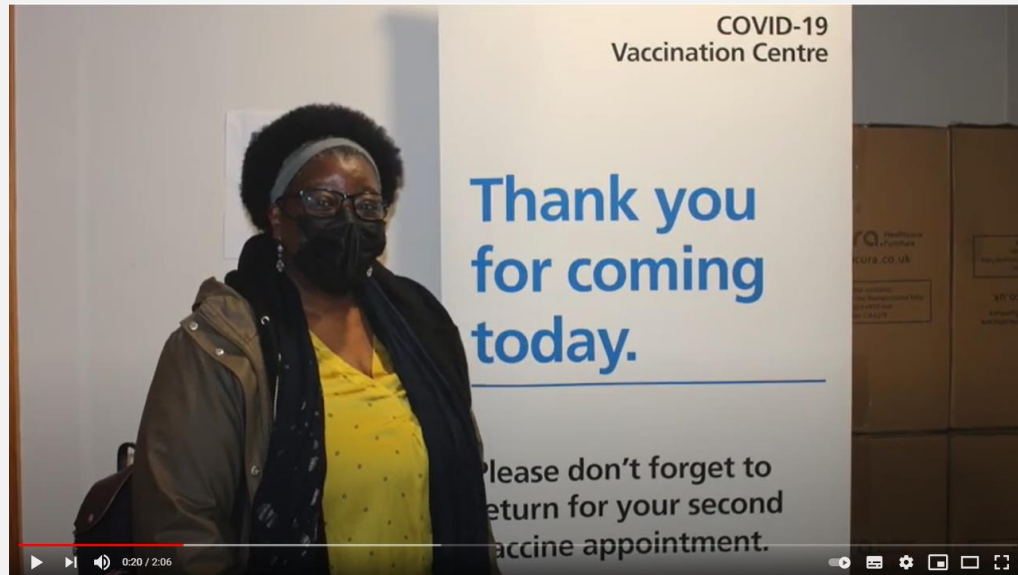
# Creative 3 – How was it produced so quickly?



# Creative 4 – Who was it tested on?



# Creatives – targeted video content



# Next steps

- Adapt artworks to our audiences in Brent
- Launch campaign, benchmarking engagement
- Tailor media spend and targeting to demographics, as our insights evolve
- Add more of own-generated, emotive content as the vaccination programme moves ahead

