

COVID 19 – UPTAKE AND COLD SPOT ACTION PLAN

Target/ Objective	Action	Lead	Timescale	Update Position	Status
Identify Cold Spot Areas	Monitor Uptake and identify cold spot areas (including reasons for reduced uptake (i.e. location, time, no longer at address, vaccine hesitancy etc)	Programme Lead / Programme Manager	15.4.21	Weekly Uptake Report Produced – Co-horts 1-9 average uptake reported at 91% . Daily DNA report produced for P&J Live monitored at Daily touchpoint meeting and throughout the day. This data has been used to inform the location of our city centre pop up clinics which commenced on 12.5.21 and will continue until the end of the programme. The success of the extended Moray outreach has been noted and we are now considering it's transferability within Aberdeen City Cold spot map identified to support planning of local community clinics. Cold spot areas average uptake 75% . A total of 738 people require to be vaccinated within cold spot areas to achieve 90% uptake.	Complete
Community Clinics to target cold spot areas.	Organise clinics within cold spot areas to support call centre with re-organising appointments to increase uptake.	Programme Lead / Programme Manager	30.5.21	Local clinics taking place on the following dates to support uptake in cold spot areas: Health Village – 12 th May (13 th & 14 th cancelled due to number of opt outs) Tillydrone Hub – 19 th May – 11am – 6.00pm Gerrard Street Baptist Church (off George Street) – 20 th May – 11.00am – 6.00pm Seaton Community Church – 21 st May – 11.00am – 6.00pm Further clinic locations being sought in other areas of Aberdeen.	Complete & Ongoing
	Confirm Venues for ongoing COVID19 Immunisation Programme.	Programme Lead	30.5.21	Local community & city centre clinics to continue for the foreseeable future. Consideration being given to these being “walk in clinics”. Mid August – relocating from P&J Live to a City Centre and locality venues. Work commenced to identify appropriate venues.	On target.

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Non Attendance	Contact DNAs to re-arrange appointments to help increase uptake	Grampian Wide via SNOW	30.4.21	DNA letter template finalised and sent to all DNAs (11.5.21) encouraging them to re-book appointment through National Call Centre.	Complete								
	DNA's in cold spots areas to be re-offered appointments at local clinics.	Lead – Call Centre	Ongoing	Local Aberdeen Call Centre contacting all DNAs to re-arrange appointments offering at P&J Live and at local city centre venues.	Commenced 3.5.21 & ongoing								
Non Attendance	Undertake survey during DNA Contacts to identify reasons for non attendance to support planning work to increase uptake.	Lead – Call Centre	Ongoing	<p>Over 500 calls made, the vast majority of calls are unanswered. A small percentage of the total number of people called no longer live at their address or have moved abroad.</p> <p>As at 11.5.21 - 29 people have re-booked their appointments at community clinics with 100 people opting out of the programme (these people will still continue to get letters generated nationally):</p> <table border="1"> <thead> <tr> <th colspan="2">Reasons for Opt Out</th> </tr> </thead> <tbody> <tr> <td>No Reason provided</td> <td>47</td> </tr> <tr> <td>Mistrust /Press around AZ / unsure of Vaccine</td> <td>40</td> </tr> <tr> <td>Medical Reasons – Mainly allergies</td> <td>13</td> </tr> </tbody> </table>	Reasons for Opt Out		No Reason provided	47	Mistrust /Press around AZ / unsure of Vaccine	40	Medical Reasons – Mainly allergies	13	Ongoing
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Engagement	Liaise with Public Health & Community Planning Partners to look at ways of communicating with local communities/ neighbourhoods to help increase uptake.	Programme Manager	30.1.21	We are now working with Locality Empowerment groups and community planning partners to use their expertise in reaching the local community. Weekly meeting with Public Health co-ordinators to take forward further engagement through Locality Empowerment Groups and neighbourhood leads. Focus Group sessions around testing & vaccines. Facilitated discussion with Priority Neighbourhood Partnerships (Tillydrone/Woodside & Seaton and Wider Northfield Partnership) identifying potential barriers to vaccine (attached presentation, issues & actions).	Meeting Weekly.								
	Undertake Local Survey to identify reasons residents may not be attending to support ways of increasing uptake.	Programme Manager / Public Health Co-ordinator		Local online public survey undertaken and widely advertised through social media and locality empowerment groups. 149 responses received. Ongoing review with public health colleagues & ACHSCP Covid Touchpoint group to identify ways of increasing uptake	Completed – Ongoing Review								

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Engagement	Produce Staff Handbook to support staff to help encourage uptake in vaccine.	Public Health Co-ordinator	7.5.21	As a result of information received during local survey, Staff handbook produced and distributed widely to support staff to encourage uptake and help answer queries from anxious members of the public.	Completed
Inequalities – Increase uptake	<ul style="list-style-type: none"> Homelessness 	Programme Lead	30.4.21	It is estimated there are 400 people in this target group. Worked with the Homeless GP Practice to reach out to this group who have a ongoing relationship with the practice. Homeless clinic organised in conjunction with Substance misuse Service, Social work and Street Friends/food bank – vaccinated over 100 people at first clinic. Second clinic planned for the 16 th May and 3 rd clinic will be held in another community location.	Complete & Ongoing Clinics
	<ul style="list-style-type: none"> Race and Ethnicity 	Programme Lead / Programme Manager	30.4.21	Black, Aisian & Minority Ethnic <ul style="list-style-type: none"> Jesus House Clinic – 23rd April (65 Vaccinated) Jesus House Clinic – 13th May (62 booked) BBC and Evening Express/Social Media Coverage. Aberdeen City Met with GREC and Fountain of Love Church representatives on 13.21 and a series of clinics will now be held from late May with people invited that are known to GREC and the Community Champions. 	Complete and ongoing
		Public Health Co-ordinators / GREC	31.3.21	GREC – Funded project through endowments creating Health Champions – trusted individuals within Communities. Currently focussing on Vaccines. Public Health co-ordinators provided training – upskilling people to have conversations in the community around vaccine uptake – particularly in Ethnic Minority Groups. Feedback through weekly meetings with COVID Management team to take forward actions (examples: Promotion of Language Line, Fertility queries, survey uptake targeting ethnic minorities etc). Using City Public Health Co-ordinators to link with Community Champions to support promotion of vaccine within City population in particular within vaccine hesitant populations.	Complete & ongoing
		Programme Manager	28.2.21	Gypsy Travellers – Residents at Clinterty registered with GP Practice and received appts at P&J. NHS G liaison officer working with them – no obvious hesitancy reported. Liaison Officer linking with any new traveller groups.	Complete & ongoing
Inequalities	<ul style="list-style-type: none"> Non English Speaking 	Programme Manager	30.4.21	<ul style="list-style-type: none"> Vaccine leaflets available in various languages. Language Line available at P&J to support translation of pre-immunisation questionnaire. 	Complete & Ongoing

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				<ul style="list-style-type: none"> Covid Flyers translated into 7 different languages to support promoting access to local clinics to increase uptake. 	
	<ul style="list-style-type: none"> Men & Obesity 			In our targeted Social Media campaign which commences on 17.5.21 – we will be taking advice from NHS Grampian and the Media company they have commissioned on how best to target social media vaccination adverts towards Men and people with obesity. Aberdeen City are also working with Aberdeen Football Club Community Trust Partners to potentially have role models from Aberdeen FC are relevant to the City male population promoting vaccine as part of media campaign.	
	Low Income / deprived areas <ul style="list-style-type: none"> Transport Links to P&J Live. Local Community Clinics. Links with larger companies with workers on low income to promote vaccine and arrange local clinics where necessary to support uptake. 	Programme Lead / Programme Manager	28.2.21 30.5.21 30.5.21	Signposting to THInC (Transport) for those struggling to pay for transport to P&J Live. Kitty available at P&J Live for Taxi's to support anyone identified as requiring support for return journey. Promoted Car Sharing to Vaccine Clinic via Social Media. Following review of uptake data - Local Clinics being organised within cold spot Areas (see below). Contact made with hospitality/building sector to look at setting up local clinics to target those on low income unable to leave work to attend vaccination clinics.	Complete Ongoing Ongoing
	Mental Health, SMS & Learning Disabilities	MH Service Manager / Support Manager	30.5.21	<ul style="list-style-type: none"> Learning Disabilities Accessible information produced for Immunisation Programme to support Vaccinators at P&J Live. Quiet Area developed at P&J Live to support persons with Learning Disabilities, Mental Health or Anxiety. Local Clinics held at RCH and within residential homes for MH & LD vulnerable groups. Substance Misuse Service vaccinated client group within Timmermarket. 	Complete Complete Ongoing Complete
	Sensory Impairments	Programme Manager / Data Co-ordinator	28.2.21	<ul style="list-style-type: none"> Engagement with North East sensory Service. Received list of people with sensory issues – proactive outbound calls to notify of appointments. Requested Letter in Brail 	Ongoing
Communications & Promotion	Targeted Leaflet drop – ensuring this covers different languages – targeted at cold spot areas and delivered on different days to ensure Call Centre is not overwhelmed with calls.	Programme Manager	10.5.21	Leaflets developed and translated to include 7 different languages. 3,000 Leaflets printed and delivered by 12.5.21. Further 15,000 leaflets planned for targeted delivery to cold spot postcodes throughout Aberdeen City	Completed and ongoing

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				(121 postcodes). Posters created in different languages to be advertised in local European food shops.	
	Social Media - Posting to NHS /ACHSCP Social Media – Phased approach to ensure we do not overwhelm call centre.	Public Health Co-ordinator	31.3.21	Tag Tree developed with neighbourhood leads – to ensure key messages are shared within Community Groups. Links with NHSG & ACHSP Corporate Comms and targeted social media posts to promoted week ending 10.5.21.	Completed and ongoing
	Radio - SHMU (Community Radio)/Northsound Radio – Contact to discuss with volunteers – key community groups / social media pages and a phased approach to advertising to support local call centre.	Public Health Co-ordinator	31.5.21	Links made with Murray Dawson, SHMU to look at key messages / myth buster session around vaccine to help promote uptake.	Commenced
	Local Elected Members/Lord Provost - Liaise with Local Elected Members to support with liaison with community around vaccine hesitancy and promoting local clinics.	Programme Lead	17.5.21	Letter sent 12.5.21 to promote local clinics and request promotion within local communities.	Completed.
	Communication with Primary Care & other local Community Groups to promote COVID Vaccine within low uptake areas	Programme Lead	17.5.21	Raised at ACHSP Leadership Team Meetings to support promotion within Primary Care. Leaflets to be sent to all GP Practices within Cold spot areas to support promotion. Links made with GP Lead for COVID to build on the significant contribution from Primary Care colleagues in the City, who provided the Over 80s Vaccination.	Ongoing
	Staff brief – Raise awareness through staff brief.	Programme Manger	Ongoing	Staff Brief updates and promotion.	Ongoing
	Advertising – Consider options for bus stop, buses, radio & newspaper advertising.	Programme Lead / Corporate Comms	17.5.21	Agreed with corporate comms to promote targeted adverts on social media and links to be made for bus stop and bus service advertising.	Completed and ongoing
Communication & Promotion	Local Shopping Centres within coldspot areas – Link with Shopping centres to hand out leaflets.	Programme Manager	17.5.21	Contact currently being made with local shopping areas to get authority to hand out leaflets and promote posters.	Ongoing
	Aberdeen City Digital Road Signs - Liaise with ACC to look at promoting vaccine uptake.	Programme Lead	17.5.21	Agreed with ACC to promote vaccine uptake on Digital road signs. Wording currently being agreed.	Ongoing

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	Myth Buster/ Vaccine Uptake Videos - Produce Videos to promote Vaccine Update.	Corporate Comms/Public Health	17.5.21	Corporate Comms – Public Health Working on promotion videos for social media to promote vaccine.	Ongoing
	Promoting Vaccine to families and younger population: <ul style="list-style-type: none"> • Link with Aberdeen Football Club to look at promoting vaccine. • Promoting area outside P&J for selfie's to promote on social media. 	Programme Manager	17.5.21	Contact currently being made with Aberdeen Football Club to look at promotion material focussed at younger age group.	Ongoing

Updated 10.5.21

Programme Lead / Programme Manager