

URN: 22-041

Subject: Community Champions' Programme

Report to: Housing & Neighbourhoods Committee – 14 July 2022

Report by: James Dudley, Community Champion Programme Co-ordinator &
Paula Boyce, Strategic Director



SUMMARY

This report updates members on the Community Champions' Programme in operation in the borough and its embedded partnership work with other health and VCSE partners which now sustains it.

The role of a Community Champion is to act as a go-to communicator in the locality, forming a grassroots network of local people. Champions are volunteers living or working in the borough and through the Programme, each has access to trusted online and physical health information, including webinars and training. Champions form part of a wider national group of Community Champions in different localities.

This report provides Members with an overview of the inventions undertaken to date, working closely with Norfolk Public Health, Norfolk County Council, Norfolk & Waveney CCG colleagues at place level, and the Great Yarmouth & Northern Villages and Gorleston & Southern Parishes Primary Care Networks.

RECOMMENDATION

That the Policy & Resources Committee resolves to:

- a) Note the successes and continued work of the Community Champions' Programme in the Borough of Great Yarmouth.
- b) Agree to continue with the Community Champions' Programme to actively engage with all sectors of the community.

1. INTRODUCTION

- 1.1 Members will recall, the council was successful in receiving £465,000 from Government to establish a 'Community Champions' Programme' in 2021 working jointly with National Health Services (NHS) England, local Primary Care Networks, the Norfolk & Waveney CCG and Norfolk Public Health.
- 1.2 The Programme was targeted at the development of new networks of trusted local health champions where they did not already exist, to build trust, communicate accurate health information, and ultimately help to save lives. Specifically working with those with long-term impacts and poor health outcomes from COVID-19 including 'seldom heard' residents, such as those living with a disability, residents from a Black Asian & Minority Ethnic background, migrant

workers and their families and young people from ethnic minority backgrounds including the Gypsy, Roma and Traveller community.

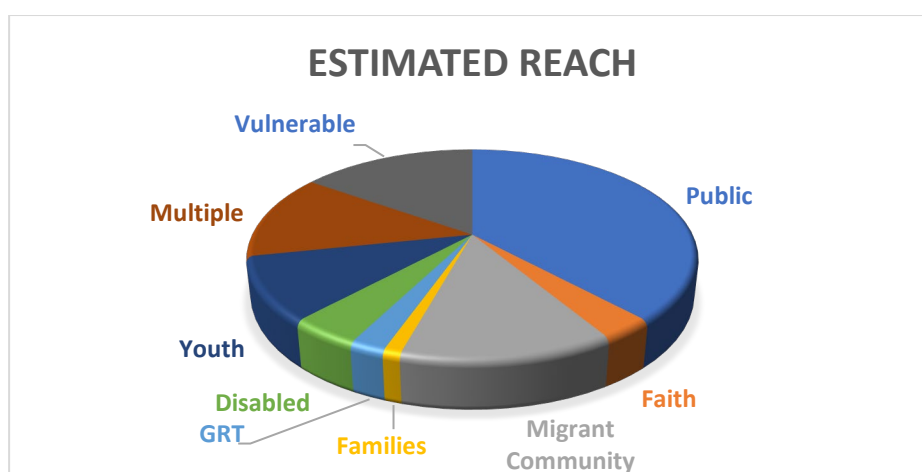
- 1.3 A series of local interventions were put in place to expand access to public-facing communications related to Covid, including vaccine advice and information to boost local vaccination take-up.
- 1.4 In 2022, there are now 105 Community Champions' in place who continue to be operational supporting a range of local interventions to build upon, increase and improve existing activities to work with residents who are most at risk of Covid and going forward, other health-related issues. With their support and trusted position within their contact circles, this includes helping to build trust and empower at-risk groups to protect themselves and their families. The broader aim of the Programme is to reduce the impact of the virus on all communities, beyond the target areas of the scheme.
- 1.5 The success of this model of community engagement and the added value of the Champions bring means the council and its health partner agencies can now expand into wider health-related work to tackle health inequalities and support recovery from the pandemic.
- 1.6 The benefits of the Programme include:
 - Building residents' confidence to integrate and engage more widely in their local communities and mix with people from different backgrounds.
 - Adopting approaches to engagement that support social connection to the local area and build confidence to use local amenities and services.
 - Providing practical solutions to overcome barriers, such as supporting those experiencing digital exclusion.
 - Following a targeted approach using the best available national and local sources of evidence of need.
 - Exhibiting good governance and the collection of robust evidence to enable measurement of progress in achieving the aims of the fund.
 - Delivering genuine value for money with robust programme management.
- 1.7 At all times the council promoted and adhered to government and Public Health England recommendations and messaging provided to them directly from Government and/or through the Local Resilience Forum on and about COVID-19 when providing any activities funded by the Community Champions' Programme.
- 1.8 To deliver the Programme across the Borough, the Council worked with the Norfolk Community Foundation, relevant local Voluntary, Community & Social Enterprise (VCSE) organisations, Norfolk Public Health, Norfolk & Waveney Clinical Commissioning Group, the two Primary Care Networks, Police and Norfolk County Council as part of the wider Norfolk Resilience Forum. Appendix 1 provides an overview of impact 2021/22.

- 1.9 In June 2022, Great Yarmouth's Community Champions' Programme was nationally recognised at the Municipal Journal Awards for Local Government 2022, with a Highly Commended Award in the Community Heroes category. The accolade marks it out as one of the top community projects nationally.



2. COMMUNITY CHAMPIONS' PROGRAMME

- 2.1 The Community Champions Programme in Great Yarmouth consists of outreach work to engage with communities together with a series of practical interventions to ensure all residents, including marginalised cohorts, receive information and guidance in a timely and understandable manner. For the purpose of this Programme, the target cohorts of residents include; those with a learning or physical disability (including sight & visual impairment), speakers of other languages, migrant workers, the Gypsy & Roma Traveller community, and more broadly, Black Asian & Minority Ethnic (BAME) residents.



- 2.2 The Programme has seen great progress in the community since its launch in March 2021, by recruiting Champions who have existing trust within our target cohorts. Some successes from this approach include:

- **Gypsy and Roma Traveller Community** – the council's Gypsy and Traveller Liaison Officers became Community Champions themselves and worked with health colleagues and the relevant faith groups within the Community Champions' Programme to drive and agree physical improvements to the Garton Hall Travellers' Site alongside organising health roadshows and offering support through the Household Support Fund.
- **Residents with physical disabilities (including sight & visual impairment)** – By recruiting Champions from Vision Norfolk, Centre 81 and Headway, the Programme maintains links with trusted figures within this target community. These Champions have delivered valuable feedback and established long-lasting relationships that is aiding the Council in planning events, green spaces, and wider health inequality work.

- **Resident migrant workers** – The local Portuguese community is well represented within the Programme in the form of 10+ Portuguese-speaking Champions, from community activists to coffee shop owners. This reach has accelerated the success of vaccination clinics at St George's Theatre, which has seen a high level of uptake in the Portuguese-speaking community.
- **Residents from a BAME background** – Currently, around 10-15% of Community Champions are from BAME backgrounds, which we believe, subject to the 2021 Census data becoming available, broadly reflects the current population of the Borough. The intelligence gathered from these Champions has helped develop communication processes and increased understanding of the experience different communities have of health services.

2.3 The outcome of the Programme to date has included the establishment of a growing network of local volunteers; residents, members and local community leaders supported 'Community Champions'. Support has included access to online materials, regular briefings and informative webinars together with hardcopy communication resources written with our key target audiences in mind, to explain about COVID-19 testing services, vaccinations services and general advice about staying safe and how to access support should someone need to self-isolate.

2.4 There are four workstreams within the Community Champions' Programme, they are:

- Recruitment of (volunteer) Champions - adult and youth
- Community Outreach services – working with four VCSEs (Citizens' Advice, Community Access Trust, DIAL and Shrublands Trust)
- Establishment of a Great Yarmouth Multicultural & Faith Network
- Set-up of Community-operated food clubs – working with Shrublands Trust and The Salvation Army.

3. COMMUNITY CHAMPIONS RECRUITMENT

3.1 To further develop understanding of the community and build stronger and more inclusive relationships with residents at greater risk from Covid-19. To date Great Yarmouth's Community Champions' Programme has recruited 106 Champions, who all bring a varied reach and perspective to the programme. As members are aware, and a number are themselves Community Champions, the role of a Community Champion is to act as a go-to communicator in the locality, forming a grassroots network of local people. Champions have access to trusted online and physical health information, including webinars and training, and form part of a wider national group of Community Champions in different localities.



- 3.2 Moving forward the Programme will continue to expand on its successes, by continuing to recruit more volunteer Community Champions; in particular, from diverse backgrounds. This will enable the nuances within each community resident in the borough to be further understood. For example, the local Portuguese-speaking community consists of residents of European, South American, African, and Asian countries, including the Portuguese-speaking Gypsy, Roma, and Traveller Community. Hence the Community Champions network maintains a reach into these smaller pockets of the community, whilst it is not reflected in the breakdown of the Champions' nationalities alone.



- 3.3 Each Community Champion has their own reach, capacity to share information, and trust within the Community. For example, Community Champion Ana has a trusted network within the local Portuguese and BAME community, and as such had a powerful impact when she became a local face of the #IHadMine vaccination campaign, which convinced a number of unsure residents to get vaccinated.
- 3.4 We have recruited 10 Youth Health Champions, utilising links at Access CT and both local colleges. This programme of work will develop with the help of the Youth Champions steering its priorities, and work streams to help achieve outcomes pertinent to the demographic engaged. The Youth Health Champions act as peer mentors and communicators to help signpost friends and family into services.
- 3.5 Using the established network of trusted communicators, we are able to work in partnership with the CCG for wider health benefits. For example upcoming Community Voices programme will utilise the trust communicators to give honest feedback to help inform system change.

4. OUTREACH WORK WITH VCSE PARTNERS

- 4.1 To increase vaccination rates and reduce health inequalities, it was important that the programme was informed by a thorough understanding of the community it served. To aid in understanding, local VCSE organisations were invited to quote for funding to reach members of different communities across the Borough. Successful awards were made to the following organisations:

- **DIAL** – Community Health Engagement Workers (CHEW)
- **Shrublands Youth and Adult Centre** – Community Checkers
- **Access Community Trust** – Community Circles
- **Norfolk Citizens Advice (Great Yarmouth)** – Community outreach work

- 4.2 As part of the quotation process, VCSE providers agreed to submit 3 interval reports detailing works undertaken and case studies, with fortnightly meetings arranged to ensure project aims



were adhered to and learning points addressed. The work, impact and outcomes are summarised in Appendix 2.

5. GREAT YARMOUTH MULTICULTURAL & FAITH NETWORK

- 5.1 The Great Yarmouth Multicultural and Faith Network was established to provide a space for faith organisations, VSCEs and health partners to learn about upcoming events and programmes and add value and a multicultural perspective to existing works. To date, 10 monthly meetings have taken place so far with over 200 attendees, averaging 20 per session, subjects covered include UK City of Culture, Community-operated Food Store updates, promotion of NSFT and MIND wellbeing services, Freshly Greated, Out There Arts and new initiatives such as the DWP's Household Support Fund.
- 5.2 The Network has been successful in adding value to existing work, such as helping to develop the Fire and Water Festival for 2022, to represent religions which feature fire. This follows the successful model of engaging some of our seldom heard residents through third parties and directly. The Network has formed a key communication platform for organisations and faith partners in the Borough, with more and more organisations requesting to attend as word of the Network spreads.

6. COMMUNITY-OPERATED FOOD CLUBS

6.1 The COVID pandemic increased the need for emergency food support in the community. This rise in demand led to an increase in the number of food providers in the Borough, and existing providers increasing their delivery dramatically. To coordinate this increase in demand, Great Yarmouth Borough Council established the Food Provision Network for community food providers to share information and offers in other areas. This increase in food bank dependency led to the decision that community food clubs would benefit the Borough's residents, providing lower cost yet still quality groceries as a bridge between emergency food provision and regular supermarkets. This allows for foodbank users to move on to more sustainable provision and provide a pre-crisis safety net for residents who were struggling but could afford low-cost groceries. This process would ease the strain on foodbank resources while delivering wraparound support for individuals and families in need that attend the club.



6.2 The first Food Club was established at the Shrublands Youth and Adult Centre in Gorleston, with membership available for all Gorleston residents. Prices at the shop are set on a points system due to an agreement between the manufacturers and Norfolk Community Foundation to allow the shop to stock well recognised high-quality brands without conflicting with their commercial interests. The choice available at the Club compared to foodbanks gives customers the dignity of choice, with an offer of fresh meat, vegetables and fruit, cleaning products, nappies and gluten free food, among others.



6.3 To date, the Shrublands Community Food Club in Gorleston, which opened in December 2021, has over 100 members supporting 500 individuals. The location of the club itself is within the Community Hub where staff and partner agencies can provide customers receiving wraparound support alongside having their immediate needs met.

6.4 In April 2022, a second Community Food Club, 'Sally's Store' opened at Peggotty Road Community Centre in Great Yarmouth and within 12 weeks, had 111 members which meant it was able to provide wraparound support to 358 individuals. 48 referral to other agencies have been made with families saving estimated 65% of a weekly shop.

6.5 Both Food Clubs are promoted through Community Hub partners, such as the PCN, DWP, Voluntary sector and local foodbanks and form part of the wider and growing Nourishing Norfolk campaign led by the Norfolk Community Foundation and supported by Norfolk CC.

7. FINANCIAL IMPLICATIONS

7.1 The Community Champions' Programme in the Borough has been funded from the MHCLG's original £465,000 grant. The Norfolk & Waveney CCG has additionally provided £20,000 for further targeted outreach work as part of its Community Voices project.

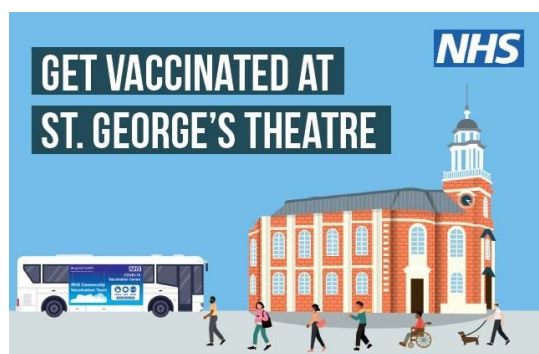
- 7.2 With the seed funding supplied and the assets and resources in place, subject to members agreement, it is proposed to sustain the Great Yarmouth Community Champions' Programme within the communities team which operates as our Community Hub operating model and outreach work with partners.

8 CONCLUSION

- 8.1 Great Yarmouth's Community Champions have tapped into their local networks to provide advice about Covid, including testing and vaccinations. The Council proposes to expand on this work with Community Champions to now tackle wider health issues and health inequalities. This work will include identifying of barriers to accessing accurate and timely health information, providing tailored support working closely with primary, acute and community health and social care providers, and supplying local intelligence to the NHS as part of the new Integrated Care System partnership.
- 8.2 Finally, in 2022, the Great Yarmouth's Community Champions' Programme has been named as a finalist in two national awards: the Municipal Journal's Community Hero and Local Government Chronicle's – Public Health project.

Area for consideration	Comment
Monitoring Officer Consultation:	Yes via ELT
Section 151 Officer Consultation:	Yes via ELT
Existing Council Policies:	Corporate Plan, Annual Action Plan, Great Yarmouth Locality Strategy
Financial Implications:	Within existing budget
Legal Implications (including human rights):	No
Risk Implications:	No
Equality Issues/EQIA assessment:	Yes
Crime & Disorder:	No
Every Child Matters:	No

COMMUNITY CHAMPIONS: Increasing COVID-19 vaccination take-up



NHS Pop-up Clinic – COVID-19 Vaccinations
Not vaccinated yet? First, Second and boosters are available

St Georges Plaza, King St, Great Yarmouth NR30 2PG
Friday 20th May 2022, 12-7pm

Not registered with a Doctor? No problem, just come along and talk to the team.
First, second and boosters will be available.

Безплатни първа, втора и бустерна дози ваксина. Отговори на въпроси относно Covid. Не е нужно да сте регистрирани при лекар или да имате NHS номер.

Galima gauti pirmą, antrą ir sustiprinančią vakciną. Atsakoma į Covid klausimus. Nereikia registracijos pas gydytoją ar NHS numeris.

Primeiras e segundas doses, assim como dose de reforço disponíveis. Respostas a perguntas sobre a Covid-19. Não é preciso registo em gabinete médico de família nem de número do NHS.

Prima doză, a doua doză și doza booster sunt disponibile gratuit. Se va răspunde la întrebări despre Covid. Nu este necesară înregistrarea la un medic sau un număr NHS.

Доступны бесплатные первая, вторая и бустерные дозы вакцин. Отвечаем на вопросы о Covid. Нет необходимости регистрироваться у доктора или иметь номер NHS.

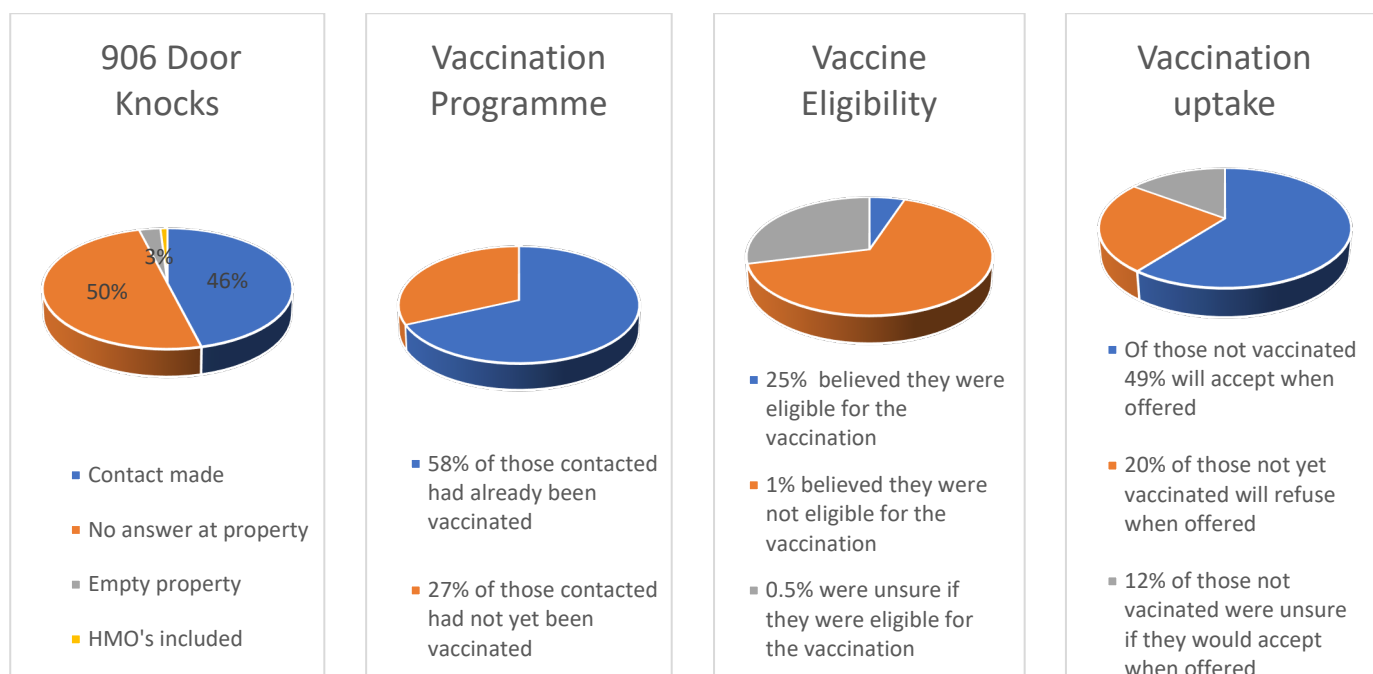
GREAT YARMOUTH BOROUGH COUNCIL **Norfolk County Council** **in good health**

PROTECT OURSELVES. PROTECT OTHERS. PROTECT GREAT YARMOUTH.

Commencing 21st April 2021, Community Champions and COVID (now termed Community) Marshals made doorstep calls on 906 residents focussing on the areas where uptake of the vaccine had been particularly low. This was a precursor to the CCG's new mobile COVID Vaccination Bus operated by NHC&C partners, in association with the PCN, bringing health into the heart of the community.

This was a targeted outreach project to raise awareness within areas where it had been identified that they currently had the lowest uptake of vaccine in the county. Due to GDPR restraints we did not want to access the names of the individuals concerned and therefore it was agreed to door knock all residents in the area. Using this approach, we felt that we would be able to either speak those who had not taken up the offer of a vaccine or be able to spread the information further by word of mouth.

It also proved to be a good opportunity to connect the precursor to the roving vaccination bus whilst giving people the opportunity to discuss any concerns they may have face to face and for us to understand those issues.



Reasons cited for not wanting the vaccine included:

- Concern about the potential side-effects following the vaccine. Information had been taken from various areas including TV, Internet and social media,

- Some would not have the vaccine but would not give a reason why.
- Some people stated they were healthy and did not believe they needed it.

The Champions discussed these concerns with the residents and encouraged them to visit the vaccine bus. Bus leaflets were left with location and timing details.

SUMMARY

The Community Champions' Programme is successful in raising awareness of the COVID-19 vaccine in both our more deprived wards and within our multi-cultural communities. It also played a part in the introduction of our new Community Champions to our residents.

By having the vaccination bus brought to the community regularly means the uptake exceeded the goals with over 100% of vaccine capacity taken up.

In addition to this the Community Champions gained a wealth of information from the residents around their attitudes and understanding to their health. By sharing this insight, we will enable the Borough Council and Health Partners to improve their engagement with some of our hardest to reach and least responsive residents who are living in one of our most deprived wards with the lowest health outcomes.

The Borough Council through this outreach project acknowledge the increased working partnerships with the CCG NHS PCN and Health colleagues and will continue to develop this for the future.

I Had Mine (Lana, Nev and Ana – local residents and Community Champions)



Community Champions – VCSE Outreach

VCSE Partner: DIAL	Name of Outreach: Community Health Engagement Workers (CHEWs) Summary: 2 x workers were provided to gain trust with disengaged individuals with high needs to support them into appointments and support services.
<p>To identify individuals requiring support, the CHEWs attended local food banks, community groups, and hosted pop-up events and received referrals from the Department of Work and Pensions, General Practitioners, and other support services.</p> <p>In total, over 2,500 contacts were made by CHEWs, with 10% becoming ongoing cases which were supported into voluntary or statutory services.</p> <p>90% of resident engaged with by the service were in the target group of people living with a physical or learning need.</p>	
<p>Case study</p> <p><i>A young lady visited DIAL's employment support as she had been offered a job at a care home she could not accept as she had not been vaccinated. The reason for her hesitancy was needle anxiety, the CHEW listened to her concerns, booked the vaccination, and attended with her to offer emotional support.</i></p> <p><i>Other examples include but are not limited to, supporting residents to attend cervical screening, mental health appointments, breast screening, drug and alcohol support meetings.</i></p>	

VCSE Partner: Shrublands Youth & Adult Trust	Name of Outreach: Community Checkers Summary: During the early stages of the pandemic, Shrubland's Youth and Adult Centre provided Community Checkers to knock on the door of all Gorleston addresses to identify the needs of the residents. The checkers offered advice on COVID-19 testing and vaccinations and helped identify isolation and social issues.
<p>Over 800 residents discussed a wide variety of issues, and by using their knowledge of Gorleston facilities, the Community Checkers were able to de-escalate issues that may not have normally reached professionals if they were not given support on their doorstep.</p>	

Case study

The Community Checkers met a retired resident whose partner recently passed away. She was lacking social engagement and activities and suffering from depression. The Community Checkers were able to signpost her to local craft groups, exercise classes and friendship groups at a local church, she now feels part of the community and her mental health has improved.

VCSE Partner: Citizens Advice Great Yarmouth

Name of Outreach: Community Outreach

Summary: Migrant workers and Black, Asian and minority ethnic (BAME) residents were identified as key cohorts with the project due to their higher COVID-19 infections, lower vaccination rates, and prevalent hesitancy accessing health services. With a history of high engagement with migrant workers and a diverse workforce reflective of the makeup of the local migrant population, Citizens Advice were well placed to begin work with this seldom heard community within the Community Champions' Programme.

Norfolk Citizens Advice (Great Yarmouth) workers identified the most effective methods to engage with residents and promote their services, including developing working relationships with local recruitment agencies, coffee shops, and convenience stores to ensure health messages were delivered in settings where people were trusted in migrant and BAME communities.

The work of Citizens Advice within the Community Champions' Programme led to a greater understanding of the diversity within our migrant community, such as the different linguistic patterns within the local Portuguese community, which enabled workers to develop more targeted and relevant communications through trusted communicators.

Another key finding came when clients became untrusting when asked about their nationality. While it was an aim of the project to understand local demographics further, when this came at the expense of connecting with people who required support, asking for client's nationality was discontinued. This led to a change in approach, with workers focussing on supporting residents to fix their problems, during which the client's nationality would often come up. If their nationality was not clear, there had been no loss in support.

The success of the vaccination clinics at St. George's Theatre, which had been publicised using key learning and contacts made by the Citizens Advice project, is a key indicator of the better understanding and further reach into the local migrant and BAME community. The Community Outreach team were able to reach to 1,200 residents through the project.

Case study

A non-English-speaking resident engages with the outreach team with some minor concerns. During what became a 20-day isolation period, the client was assisted by the Citizens Advice outreach team to get groceries, medicines, reschedule GP appointments, and obtain financial support from the DWP Household Support Fund. The client was also advised of their employment rights during isolation.

VCSE Partner: Access Community Trust	Name of Outreach: Community Circles – Youth Health Champions – Summary: The Access Community Trust (ACT) operates a Community Circles initiative and gave full wrap-around support for 377 marginalised residents, with issues ranging from access to children, mental health needs, or difficulty booking a vaccine.
<p>Referrals for support came from residents walking in at Steam House Café (a local café offering mental health support ran by ACT), statutory bodies, and signposting from other VCSE organisations. The Community Circles programme offered short-term, mid-term and long-term support for individuals, including support into statutory services.</p> <p>Through the programme, 43 peer mentors were trained from service users using the ‘five ways to wellbeing’ approach. By training existing service users, ACT Community Circles produced a group of peer mentors who were able to understand deeply the needs of other service users and feel empowered to help.</p> <p>After identifying the need for engaging younger residents, ACT recruited 10 Youth Health Champions who will be trained to support peer mentors and drive the priorities of the programme.</p>	
<p>Case study</p> <p><i>A resident suffering from ADHD, anxiety and depression was referred by his GP to the Steam House Café. After building up trust with support workers at the café, the resident explains he is facing a relationship breakdown, delay in his benefits, and loss of access to his children. The Community Circles team supplied essential food to the resident and supported him to make an application for benefits, register with a new GP, make a housing application, and receive a COVID-19 vaccination. By having his basic needs met by the wraparound support of the Community Circles programme, the resident regained the capacity to have constructive conversations with his ex-partner, regain access to his children and secure sustainable accommodation.</i></p>	