

PROJECT PROGRESS REPORT: UPTAKE FOR ETHNIC COMMUNITIES

Project Aims

We have been providing COVID-19 vaccination communications through our established programmes and workshops, by collaborating with religious and cultural organizations, and producing educational online content for our website and social media platforms, including video content. Our communications is focussed on interactive approaches that will both engage people using culturally inclusive methods, and inform us on needs and attitudes of the communities that we reach.

We have incorporated holistic mental, physical, and spiritual/faith-based frameworks that centres specific community concerns. For example before a covid-19 communications event we hosted, we reached out to Ethnic community leaders that are respected and well known in their community to discuss our project, and to give some resources for engagement. One of the leaders had previously communicated to us that some people from their community were hesitant to get vaccinated as they were not sure if the vaccine was Halal. This meant that our team was able to arrive for the event prepared with specific knowledge and resources in different languages that confirmed that the vaccine is Halal, and our event was supported by the leaders we had built rapport with.

Overcoming Obstacles and Barriers

We have assisted people with translation and language barriers, especially regarding online sources with misinformation regarding vaccine safety and effectiveness. We are providing our community with translation services that overcome language barriers such as communicating, and reading comprehension in English by:

- Communicating with Healthline and other services to assist our clients to answer questions and assist with accessing RAT tests
- providing online workshops that focus on assisting our clients, especially disabled and elderly, to utilize online shopping services for essentials, and assisting with contactless pick up and drop offs.

Community Feedback

Our team has constructed a questionnaire which can be taken in 12 different languages to gather feedback which has been assisting us to continue to tailor our project to best suit our communities needs and priorities. The feedback has been positive, and we have engaged many people who otherwise had not felt listened too.

Positive Outcomes

As we have mentioned, utilizing our established connections has been one of our key strengths for our project, some examples have been described below:

Cooperation with the business Waikato Driving School has been a really positive incentive for engagement as they have a large ethnic clientele and they are supporting us by offering \$15 discount vouchers for their services to distribute to our volunteers. This even lead to a situation in which two people decided to get a vaccine, contributing to our vaccine uptake. This was because a participant expressed that neither him, or his wife who was 7 months pregnant had yet been vaccinated due to their concerns of how it would impact their baby. When he learnt that the instructor has had 17 years midwifery experience, he started to ask more questions about the vaccine. The instructor then offered 10 free driving lessons if him and his wife decided to get vaccinated. They eventually agreed and are now in the process of using up their free lessons.

This was also helped by the promotion of the Covid-19 Vaccination Uptake project on the vehicle (see images below).



COMMUNITY CONNECTIONS







