

Vaccination Delivery Plan

**Local Outbreak Engagement Board
February 2021**

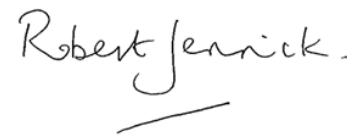
Developing role of local government

Working in partnership to support the vaccination programme

“As we continue to deliver this ambitious programme, the role of local authorities will become ever more important, and you will continue to bring core skills and resources to this work. It is therefore appropriate that we recognise this partnership effort more formally by setting out the specific areas where we know that local authorities, particularly with their public health responsibilities, can support the programme.”



MATT HANCOCK



ROBERT JENRICK

Seven Priorities

A. Immediate

1. Capacity, barriers and gaps in provision
2. Communications and engagement
3. Rollout and operation of vaccination centres
4. Frontline health and social care workers

B. Further Ahead

5. Vaccine confidence and hesitancy
6. Cohorts 5-9
7. Mainstreaming the response

Community Engagement

Our objectives:

- Maximising uptake of the vaccine
- Minimising impact on inequalities
- Targeting hard-to-reach groups

Achieved through:

- Understanding and reflecting what works and what doesn't
- Building and sustaining public trust and compliance
- Acknowledging and tackling vaccine hesitancy and vaccine resistance
- Ensuring comprehensive vaccine access
- Maintaining safety, assurance and governance
- Managing expectations and messaging around impacts
- Delivering constant data surveillance

Fostering and Maintaining Vaccine Confidence and Take-up

**Developing a locally appropriate,
tailored communications plan**

Vaccination Communications

- A local communications plan is a priority area identified by the Secretaries of State
- Draft plan in development with Warn and Inform Communications Cell – CCG, PHE, District Councils, Emergency & Voluntary services
- Our approach brings together communications and community engagement specialists
- Looking for guidance and direction from Local Outbreak Engagement Board before launch

Two approaches

- A **general** approach aimed at the general population to build trust and take up - countering misinformation with strong calls to action
 - Based on good national and local research and behavioural science principles
 - Understanding concerns, but offering support and clarity
 - Supporting 'people like me' to give the messages
 - Celebrating and thanking people for taking action
- A **specific and targeted campaign** aimed at hard to reach groups. This could be because of lifestyle, culture or language
 - Understanding the issues and supporting trusted advocates to speak
 - Easy to understand information delivered in appropriate ways

Key messages – Say Yes to the Vaccine

Our plan aims to focus on:

- Recognising where there are concerns about the vaccine
- Providing reassurance by factually addressing those concerns
- Providing clear calls to action – ‘Say Yes to the Vaccine’
- Emphasising benefits to individuals, their families, their communities

Materials already underway:

- Community leader toolkits; videos and community translations; graphics; local stories; and community leader endorsements

Community Leader Endorsements

