

Specification for hosting & delivering the Covid-19 VCS grants community outreach scheme

Summary

We are looking to commission a voluntary sector organisation to host and administer a pot of funding (circa £24,000) for grassroots organisations, to help extend our reach into seldom heard communities facing barriers to accessing the Covid-19 vaccination programme.

The successful appointee would run a process to award grants of approx. £500-£2,000, and lead on monitoring and reporting on collective outputs and outcomes.

Background and context

We know that Covid has had a disproportionate impact for people in ethnic minority groups, those living in the more deprived areas and older people.

It is important that people in at-risk communities get the information they need from trustworthy sources to make decisions about their health that are right for them.

Summary of activity

Funding will be focused on intensifying existing or novel local engagement activity that focuses on one or all of the following:

- **Confidence (vaccine hesitancy)**
 - a. Understanding the reasons for low confidence in the vaccine and vaccination programme, especially in underserved and minority ethnic communities; and
 - b. Developing solutions for overcoming low confidence
- **Convenience (barriers to access)**
 - c. Understanding the barriers to access, especially for health inclusion groups, and
 - d. Addressing, minimising or removing barriers, especially for health inclusion groups
- **Complacency**
 - e. Understanding the reasons for complacency in certain groups, especially younger populations, and
 - f. Developing local solutions to support civic and individual responsibility, especially in younger populations

Communities to focus on:

- Black African communities have the lowest uptake compared to other ethnic groups
- Pakistani and Bangladeshi communities have lower rates of uptake than White British/Irish and Indian communities
- Gypsy, Roma and Traveller communities, people experiencing homelessness and Asylum seeker, refugee and migrant populations may need additional routes to access the vaccine

Income and socio-economic circumstances correlate with lower levels of uptake.

Funding pot

We have allocated £24,000 in Merton to be drawn on for grants to help deliver our work. A percentage of this funding can be used to cover the administration costs necessary to support administration of the grant programme.

We are looking to commission an organisation, with strong ties with local groups (particularly those who have connections with communities we are trying to reach) to host this pot of funding and to work with us to:

- Promote the funding pot and any application process
- Distribute the funding
- Monitor and report on outputs and outcomes

The expectation is that the funding should be used for projects that benefit communities who are eligible for the vaccine, from communities experiencing inequalities, and where we know uptake is likely to be lower.

Outcomes

Through this programme of work, we will aim to achieve the following outcomes:

- An increase in vaccine uptake in communities experiencing health inequalities and with lower confidence in the vaccination programme
- Attitudes, views and reasons for lower levels of confidence in the vaccination programme within communities are better understood
- Reasons for barriers to access are better understood and potential solutions are discussed
- Reasons for complacency within certain groups are better understood
- Questions and concerns from the community are addressed by trusted and relatable sources
- Materials and messages are co-produced with local communities, and are widely cascaded
- Key messages about the vaccine and information about accessing the NHS are shared in appropriate ways
- Location of pop-up clinics is influenced through local intelligence
- Strengthen trusted two-way relationships between communities and NHS.

Deliverables: grants can be awarded to support the following types of work

We anticipate work to include some or all of the following:

- Running dedicated live sessions:
 - With particular community groups (e.g. those experiencing health inequalities such as people from minority ethnic backgrounds, underserved communities, and younger people)
 - with those who live in specific locations (e.g. areas of high deprivation)
 - With people who live with particular conditions (e.g. hypertension, diabetes)
- Holding recorded webinars with the above cohorts
- Co-producing and distributing printed materials
- Co-producing short culturally appropriate films and other content for social media and digital channels to be shared through local communities
- Training community champions to support the cascade of messages within particular communities

Evaluation framework

Measures of success will include:

- Changes in sentiment sensitively measured by polls (where appropriate)

- Evidence of co-creation and production of materials tailored to local communities
- Evidence of materials being shared and cascaded
- Reach – numbers and community subsets
- Change over time in ethnicity and deprivation uptake data

Expression of interest process and assessment

Expressions of interest need to be made by completing the form below and will be assessed against:

- The scope of your reach – ideally you can reach into a wide range of communities
- The strength of connections with priority communities and community-based organisations
- Capacity to mobilise quickly, deliver, and report progress and learning

Responsibilities

- The grant awardee will be responsible for ensuring objectives are met and providing assurance and reporting to NHS SW London CCG

Timeline

Flexible. However, we expect grants to have been awarded, and the bulk of subsequent work by grantees to be completed by August. An interim report on performance and next steps should be submitted within three months of commencing the programme. A final report on outcomes will be due by 30 October 2021. Catch up calls are expected monthly at least.

Further information

If you would like to discuss in more detail before applying, call Kalu Obuka, Head of Patient and Public Involvement & Equalities, Merton and Wandsworth 07747118950.

Expression of Interest to host Covid-19 VCS grants community outreach scheme

Must be submitted to kalu.obuka@swlondon.nhs.uk no later than 17/05/2021

ORGANISATION DETAILS

Organisation leading the application:
<i>Here you should enter the applicant organisation name</i>
Organisation Legal Status (Charity number if applicable)
<i>Please tell us how your organisation is constituted</i>

CONTACT DETAILS (all correspondence will be sent to the applicant)

Applicant name:
<i>Here you should enter the name of the lead applicant, who will normally be responsible for all communication with the grant funder, outcome reporting and overseeing the success of the project(s)</i>
Job title / role
Correspondence address Address1, Address2, Town, Region, Postcode
Telephone number
Email address
<i>An acknowledgment of your application will be sent to the address entered here, and this is the email we will use to contact you</i>

PLEASE TELL US WHY YOU ARE WELL PLACED TO HOST THE COVID-19 VCS GRANTS COMMUNITY OUTREACH SCHEME:

PLANNING

In no more than 500 words, please provide an outline project plan describing how you will achieve the desired outcomes and deliverables as described in the specification, including key milestones and dates.

REACH

In no more than 500 words, please describe how you currently work with organisations led by or working with people in the target communities, and what experience you have of successfully engaging with these communities

MOBILISATION

This project requires the successful applicant to mobilise the project swiftly. In no more than 500 words, please confirm how you will be able to start the programme from 01 June 2021 at the latest.

BUDGET

Please provide a budget for delivering this programme, including the proportion of funding that you anticipate distributing to other local organisations.

SIGNATURE(s) BOX / DATE

I confirm I am authorised to submit this application on behalf of the organisations/people represented in this Expression of Interest

Date	Signature: Printed name:
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