

Appendix C

Community Champions

From March 2020, Equality Together with Bradford People First, Bradford Talking Media and People First Keighley & Craven have been working with individual vulnerable/disabled people and grass root disabled people organisations to:

- Provide and circulate factual and up-to-date information and guidance in accessible formats (British Sign Language and Easy Speak) through videos and leaflets.
- Supplied “Tablets” to enable individual vulnerable and disabled people to engage digitally via the “Keeping People Connected Project”.
- Regular welfare calls to provide awareness and understanding as well as providing signposting and support to locally based community support programmes.
- Online weekly “Wellbeing Activities” to address and reduce isolation, loneliness and keeping people engaged as well as provide a platform to share valued information and address issues and concerns.
- Creation of effective referral processes in regard to Complex Needs Welfare Advice (Benefits), Non-Statutory Self & Group Advocacy and Disability Equipment that in turn supports/supported individual vulnerable and disabled people.

The Neighbourhood’s area teams launched an adapted Covid Response in September 2020, to work on community, business and voluntary sector engagement. This extended to include Home Testing offering residents self-administered COVID-19 tests on their door step by trained staff and Community Champions, duties included ‘warming-up’ and tackling rumours and engagement activities in a range of community languages.

Racial Equality Network with BEAP Community Partnership, Sangat Centre (Keighley), Karmand Community Centre and Grange Interlink and 22 grass-root organisations also were commissioned to focus on messaging and engagement of ethnic minority groups and Central and Eastern European communities. The partnership has:

- Developed a COVID-19 Training Programme with Public Health and Bradford Council for frontline VCS Staff and have trained over 30 people in round one.
- Delivered online Q&A webinars on Zoom and Facebook Live in partnership with Bradford Foundation Trust and Bradford Teaching Hospitals NHS Foundation Trust.
- Launched a COVID-19 Community Helpline to provide information and guidance to communities in different language including Bangla, Urdu, Punjabi, English, Roma, Slovakian, Czech, Hindi, Gujarati and Arabic.

1. Briefly set out proposals for additional activities your authority would like to deliver to increase outreach, engagement and communication with residents disproportionately impacted by Covid-19, in particular those with disabilities and/or from BAME communities. (500 words maximum)

Working with lead partners; Racial Equality Network and Equality Together and an additional 40 plus partners, we have:

Recruited Community Champions via existing services and our established network of partnerships. We will expand the current remit of the Council's Ambassadors programme funded through the integration area; whilst recognising that there are a wide range of community champions that already exist for example via Living Well, COVID Lead and REN. We have:

- Mapped existing provision with current champions in place, including mobilising some of the 700 unallocated volunteers registered with Volunteering Bradford.
- Re-engaged and gain commitment from current champions who are from the very communities and groups we want to reach.
- Connect and unify our champions under two of our Shared Values; We Care and We Protect, creating a newly formed collaborative network as a district wide resource under COVID-19 Community Champions. We will work with 300 residents with a combined reach of 3,000 people.
- Provide support to residents to attend training sessions. Training will include; volunteer induction, Anti-Rumour and Critical Thinking focusing on misinformation and rumours, test and trace, vaccinations and our Shared Values in Action.
- provide on-going training to staff and champions, including the latest behavioural science and government messaging.
- Provide support via our commissioned partners to develop and run support groups for residents – either face to face or via Whatsapp groups in their local communities.
- Promote the project and how to get involved.

Communications; messaging and addressing rumours

We have;

- Built on Vaccination messaging - by extending the scope of work by commissioned partners, engaging residents via various methods such as door to door knocking and warm up activities.
- Extended the Covid Helpline hours - This will enable us to build capacity via the recruitment of additional volunteers to manage phone lines and develop a database to monitor performance.
- Developed and disseminate key messages and with expediency to those with disabilities and other languages; including where needed; phone calls and visits.

The project is overseen by a Project Manager, who works with the Project Coordinators based with our lead partners. As Bradford is one of five test and learn sites, there is already a robust project management methodology in place and an Evaluation Officer who can support with measuring impact. Each lead partner will be involved in the dissemination of learning and participation in forums.

The project will be guided by REN COVID-19 Response Steering Group and report to the Stronger Communities Partnership Board which oversees the funding.