



# Hindle House POC Community Health & Covid- 19 City & Hackney Clinic Impact Report

## Our Work:

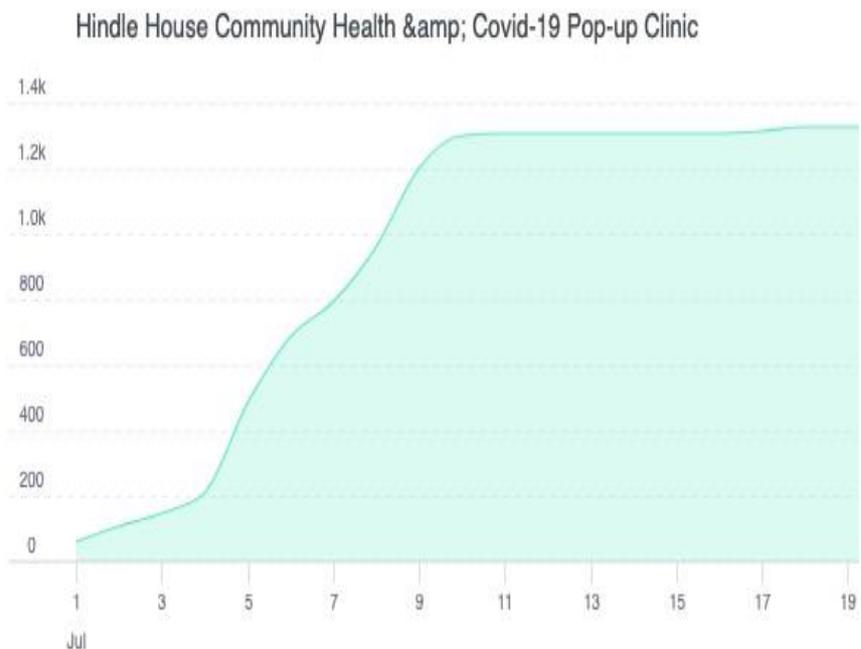
Coffee Afrik CIC was provided with a small grant, to engage with the POC community concerning the Covid19 vaccine in addition to public health support and referrals, held at Hindle House, Hackney.

As per the recorded data our event was a success, regarding POC engagement and outreach, with 165 individual visits and enquiries and 123 referrals made into services for a single-day event.

## Coffee Afrik Data: Eventbrite Views

The event was advertised through multiple social media channels with our Eventbrite link collecting a total of **1,579 page views**. Our Twitter post amassed **16,008 views**.

Our campaign was greatly assisted by support from notable members of the community such as Rt Honor Diane Abbot, Dr Ronx, Lady Phyll, Operation Black Vote and many others.



Source: EventBrite

We held public health focused stalls, with specific culturally competent pathways and advice sessions on long Covid support and guiding our NRPF citizens.

We organised stalls to assess resident's BMI, blood pressure, and mental wellness and this included the support of Charlton FC who provided wellness and BMI checks. Our event was POC-focused and about growth, resilience, and recovery. We worked with Mind City & Hackney and our in-house mental health therapist, providing support to residents with a focus on guidance, recovery, and signposting.

We offered free food, drinks and played music. The environment was positive and vibrant on the day, much enjoyed by all.

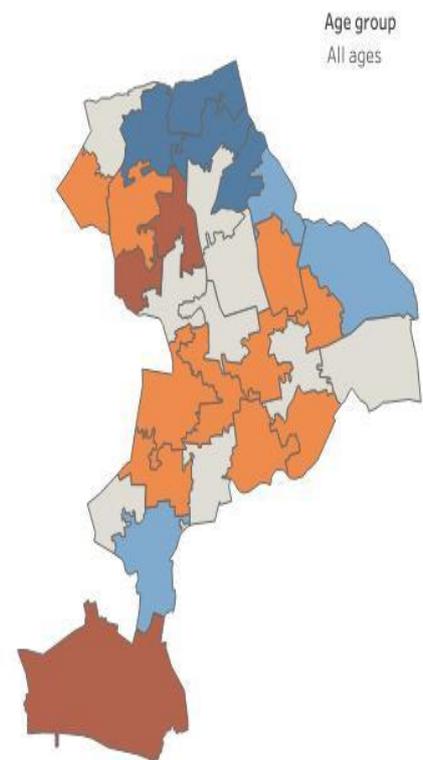
### Vaccine hesitancy/Covid Impact in Hackney

Our work was commissioned by City & Hackney to improve outcomes for Hackney residents to support the uptake of Covid-19 vaccines in high-risk unvaccinated cohorts of the community. Our work focused on Dalston which has a large proportion of its residents unvaccinated many of which are minoritised communities.

The image on the right depicts vaccinated areas of the borough, with the grey representing regions with the lowest uptake.

Hackney is a very diverse borough, but data shows the most hesitant regions are largely home to communities from minority ethnic backgrounds. As a result, a more person/trauma- centred approach is required as many of these communities have long-standing distrust for the healthcare system, with vaccine hesitancy only being the tip of their concerns.

### Hackney Borough



Source: Hackney Gov

Vaccine hesitancy is a problem, even more so for areas that are demographically more culturally diverse. These communities contain individuals from a range of backgrounds, but one thing they all share for certain is a level of distrust for healthcare providers.

According to the index of multiple deprivation Hackney is among **the most deprived 20%** of neighborhoods in England with the **high levels of poverty and inequality** which further fuels this distrust. Having extensively engaged with residents, we found that many have felt let down, forgotten, and marginalised.

## Our Impact:

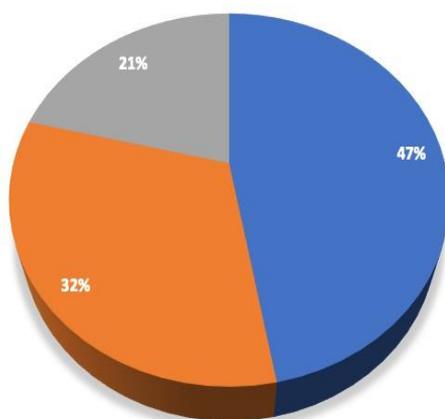
Our approach differed from traditional Covid engagements in the City & Hackney. We took a broader approach which involved organising a pop-up community health clinic. Our data clearly shows we have provided an incredible return of investment for Public Health and CCG and that the needs of the community concerning mental health, culturally competent safe spaces and funding inequity issues are good learning moments, in addition to improving critical young people pathways as vaccine uptake remains the lowest in the country, after other NEL boroughs.

The inspiration behind this concept derived from intelligence gathered at our community focus groups; **68% of residents would not engage with any event if vaccine led.** As such this called for a more inclusive approach, hence our development of other critical health pathways. The image on the right show's residents engaging with our lead therapist around mental provision and access.

## Mental Health Stall



## **Referrals made via our Pathway Model**



■ Mental Health ■ 3rd Sector Support Pathways ■ Financial & Housing Inclusions

Source: Internal Salesforce data platform

An example of this is client X, who attended our event on the day. This client had complex mental health, (TW) childhood sexual trauma, and housing issues. Utilizing our referral pathway model, we were able to involve client X via our peer-to-peer group, one-to-one' with our in-house therapist. This same client also took the vaccine, despite initially displaying concerns, however, once we were able to answer all their queries and concerns, they felt reassured and confident to take it.

The incorporation of our **referral pathway model** greatly assisted in referring clients to local services. Our Salesforce platform is able to connect clients to over 45 different local service providers depending on their specific needs.

As a result of our event, we were able to increase awareness of vaccines and tackle the issue of misinformation within the community. Resulting in a successful vaccine drive which saw many previously reluctant clients now taking the vaccine and even more so advocating for their peers to do the same.

### **Long Covid**

During our event, we witnessed a high number of residents and local members of the community exhibiting signs of Long Covid. Recently released statistics have shown a missing cohort of people struggling with Long Covid but not receiving the necessary support. This has prompted us to act and call for action from statutory bodies with clear strategies to tackle as **funding equities, cultural competence and addressing structural racism in NEL**.

According to a recent assessment carried out by Hackney council of those identified to have signs of Long Covid, no cases have been treated for people of 'Black or Black British – African', 'Black or Black British – Any other', 'Mixed – White & Black Caribbean' or 'Mixed – White & Black African' ethnicities. As such, more must be done to ensure these groups receive the necessary care and support.

Therefore, we call upon CCG to fund and create more pathways to tackle Long Covid and provide support to minority communities as per the Equality Act. We cannot ignore the multiple intersectional issues which have risen due to the pandemic. Homerton Hospital has attempted to do its part by creating a [resourceful information pack](#), which we have relayed to our clients. Although this is not enough as more direct engagement is needed especially among those most marginalised.

### **Conclusion**

To close despite our success, it is evident more work is needed to support those who are ignored due to the existence of inequality and lack of culturally competent services. The lasting impact of Covid will be felt for years to come. As such we call for the strengthening of relationships between statutory bodies and VCSE. We are experts by experience this should be utilised when developing strategies and policies aimed at our communities.

As per our track record, we were able to deliver on vaccine levels, community engagement and our marketing of the event, superseded other parties, including the councils' own methods. We urge the CCG, Public Health, and others to work with us, because the data is clear, POC communities and young people are not engaging with you, and we can act as a partner to help build harmed bridges.

## **Recommendations**

- Any Covid engagement moving forward should be a part of a wider health care drive, especially among minority ethnic groups.
- Call for more ring-fenced funding to be allocated towards POC focused organisations.
- Focus groups should be organised in areas with low vaccine uptake to better understand demographic concerns and reasons for hesitancy.
- Involvement from notable members of the community/third sector organisations should be included for a vaccine drive to be successful, as residents are more trusting of VCSE.
- Discussion around other intersectional pathways such as mental health should be included at future events to entice community interaction.
- Hyperlocal level of engagement is needed to ensure we remain in line with NHS Long term plan.
- Utilise local community spaces to engage and open room dialogue with the most hesitant communities. Meeting them where they feel most comfortable helps greatly to establish trust.

**Photos from the event:**



Abdi Hassan and Rt Honor Diane Abbot MP

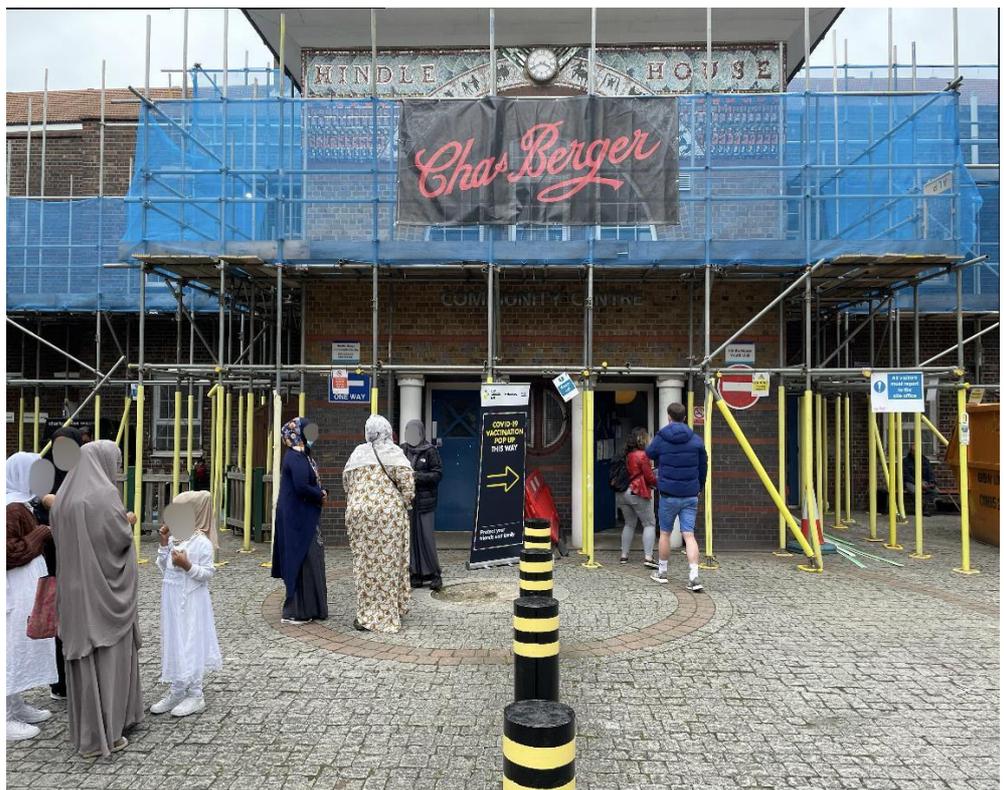
Residents queuing to receive their vaccine.





A local resident getting his BMI assessed.

Local Somali Mothers receiving Covid information with some even taking the vaccine.





Families receiving free books and information packs from Hackney Play bus, with music playing in the background.



Kate with Dianne and Abdi. A huge thank you to her and the team for the smooth operation.