

It takes a village.



Learning from COVID-19 Health Champions Summary slides

Why did we start COVID-19 Health Champions?

Most of us trust friends family, community and neighbours for information particularly when things are new or different.

We often trust the people we know more than officials, politicians and other officials

What we knew and know about COVID-19 – and the rules – changed frequently and quickly

Knowing this information is critical for people's safety and health

None of us had ever done this before. So in the Council we really need to know what works for people across Newham

And the way we had communicated with each other in the past was no longer good enough



How COVID-19 Health Champions works

Covid-19 Health Champions empowers hundreds of Newham residents to be up to date on the latest advice about COVID, discuss it and share it with friends and family.

We use WhatsApp, Zoom and email to share information about COVID-19 and to hear back from people about what does and doesn't work.



Our journey

First design
session
20 May 2020

First induction
session
18 June 2020

Test and Trace
app piloted
(alongside the
Isle of Wight)
July 2020

First National
Network
meeting
6 November
2020

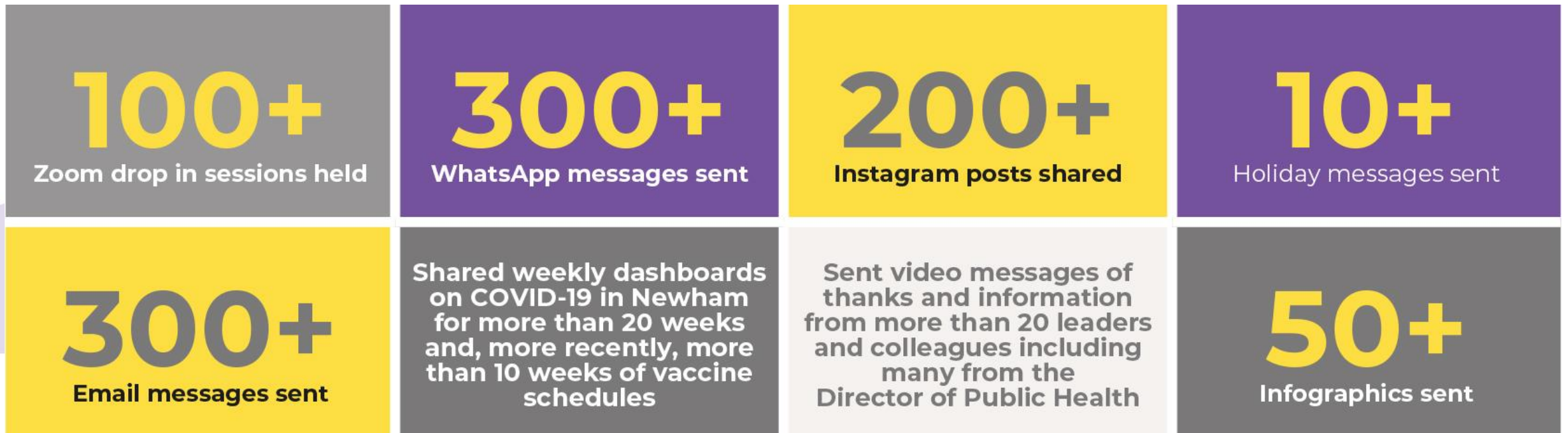
Champions Summit
29 September 2020

First Vaccine
Q&A
25 November
2020

First COVID-19
vaccine given in
the UK
8 December 2020

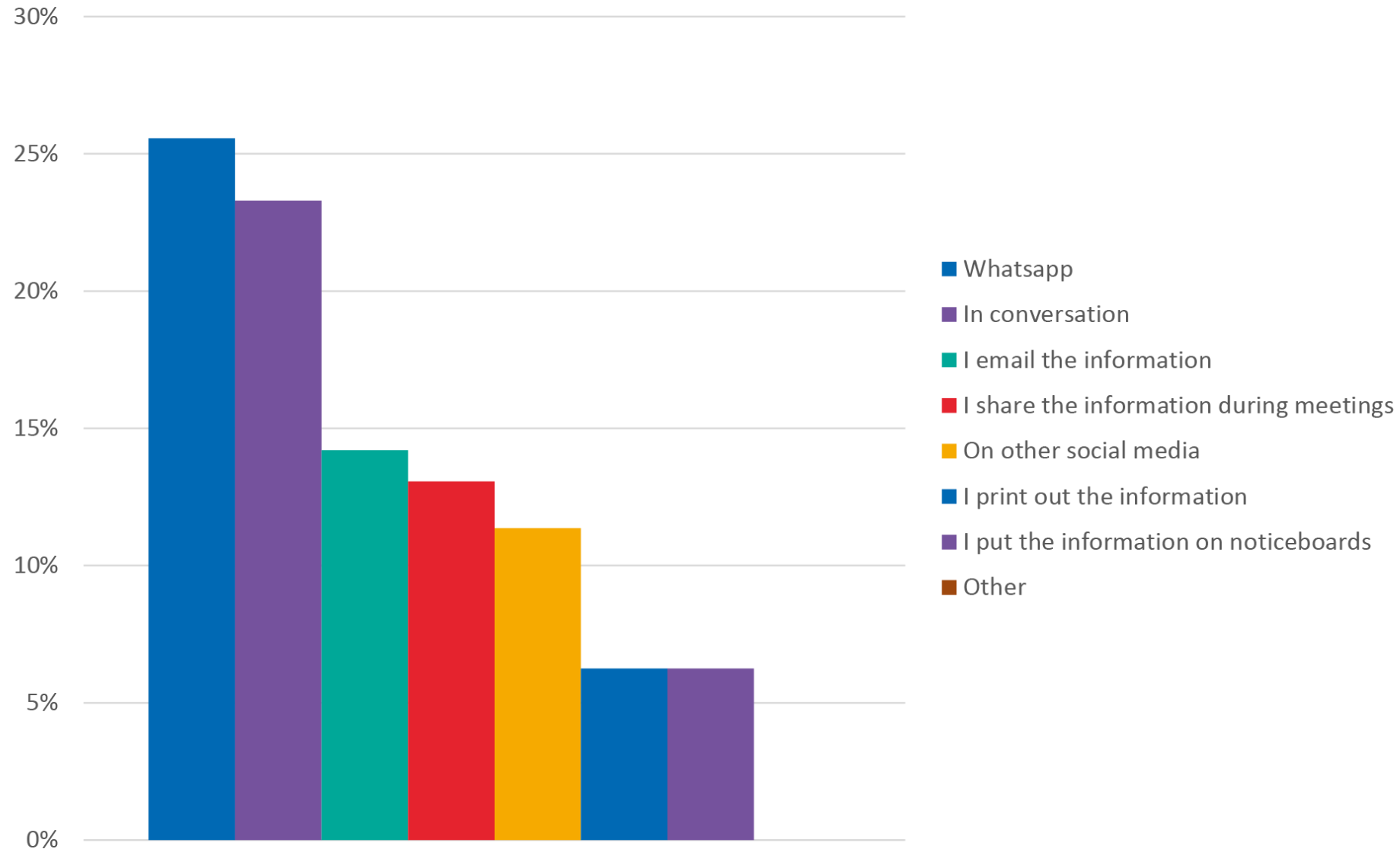
Friday Zoom
drop-ins end
Summer 2021

What the Council* has done (in numbers)

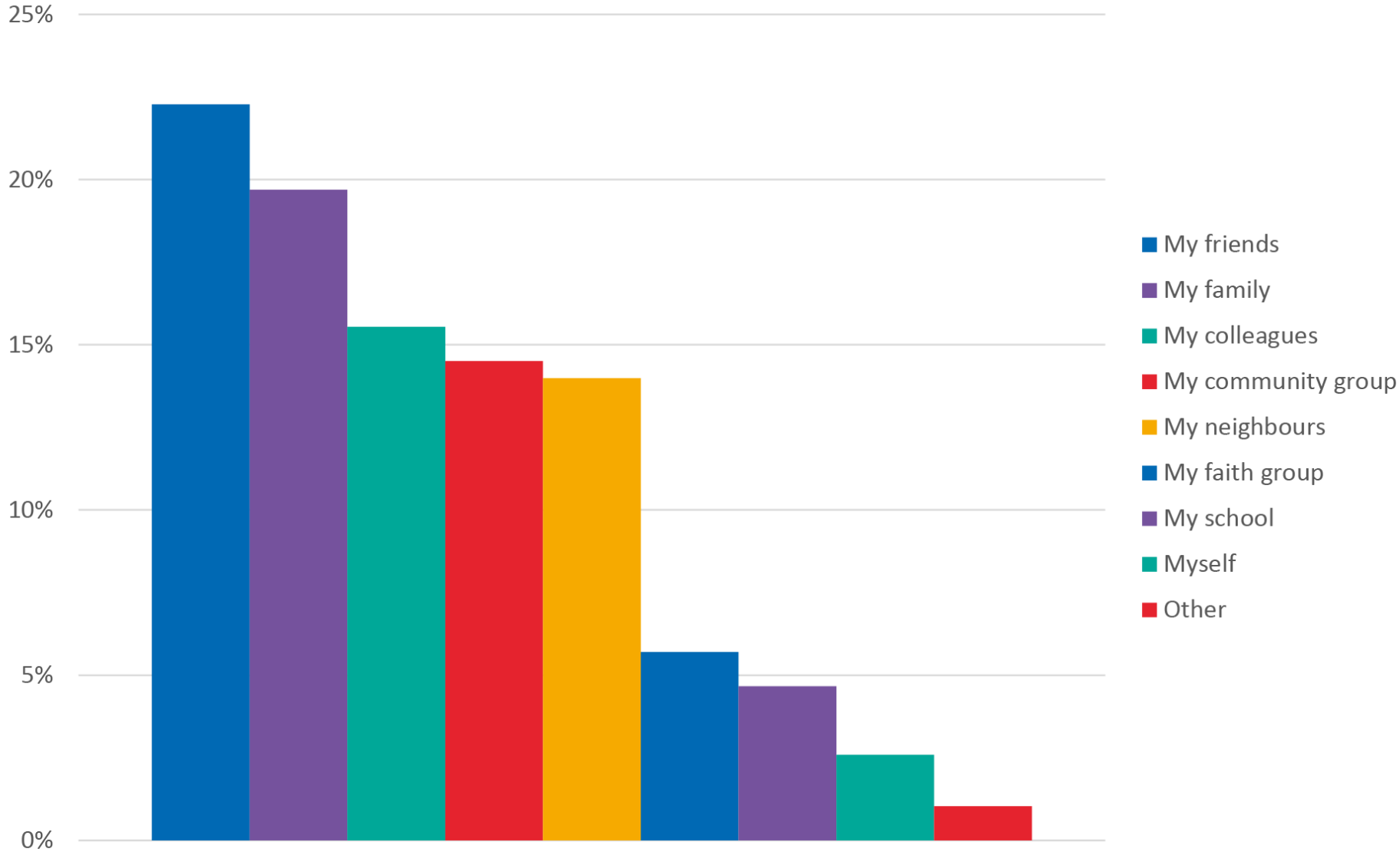


***Champions have done SO MUCH MORE!**

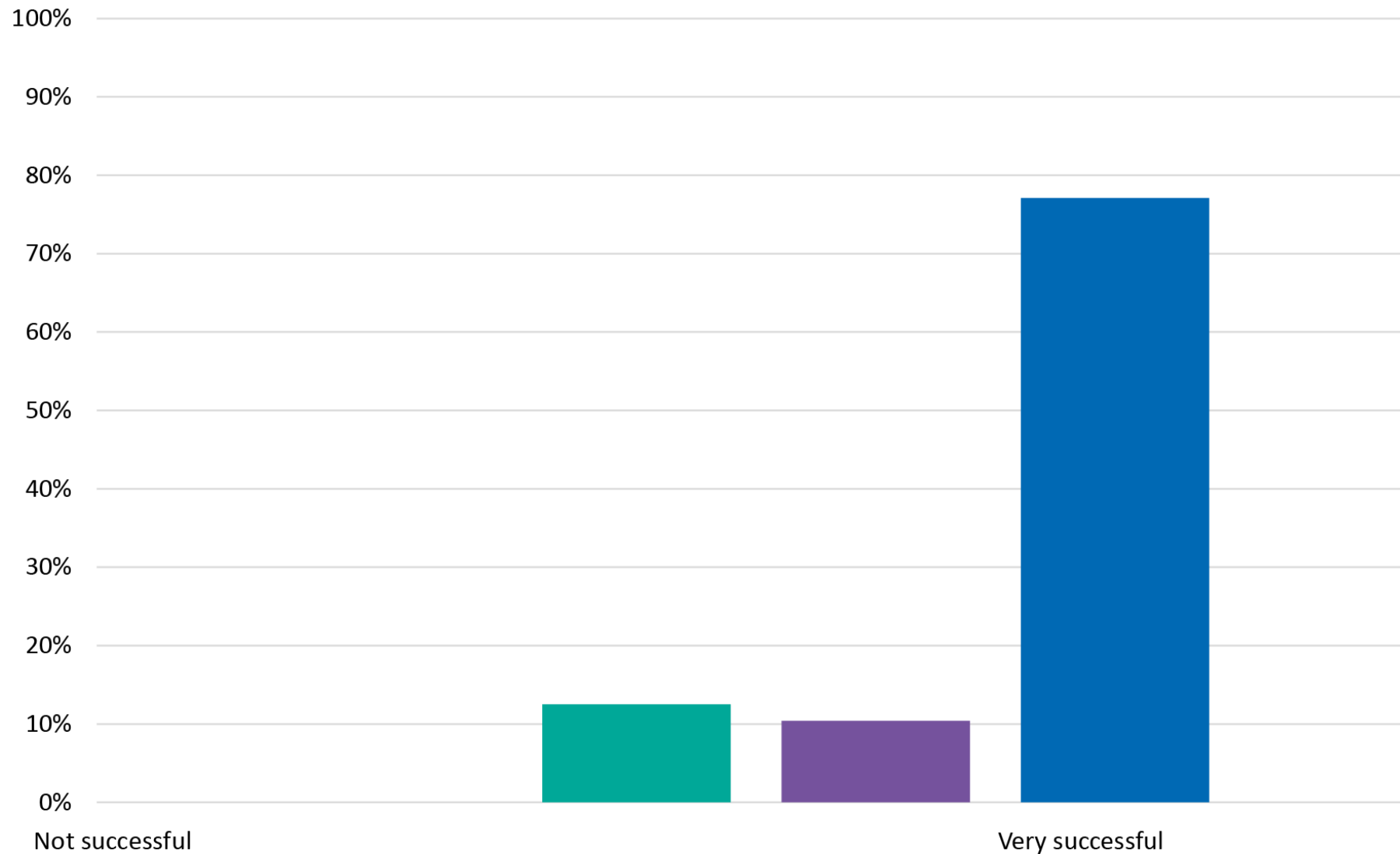
How do you share information



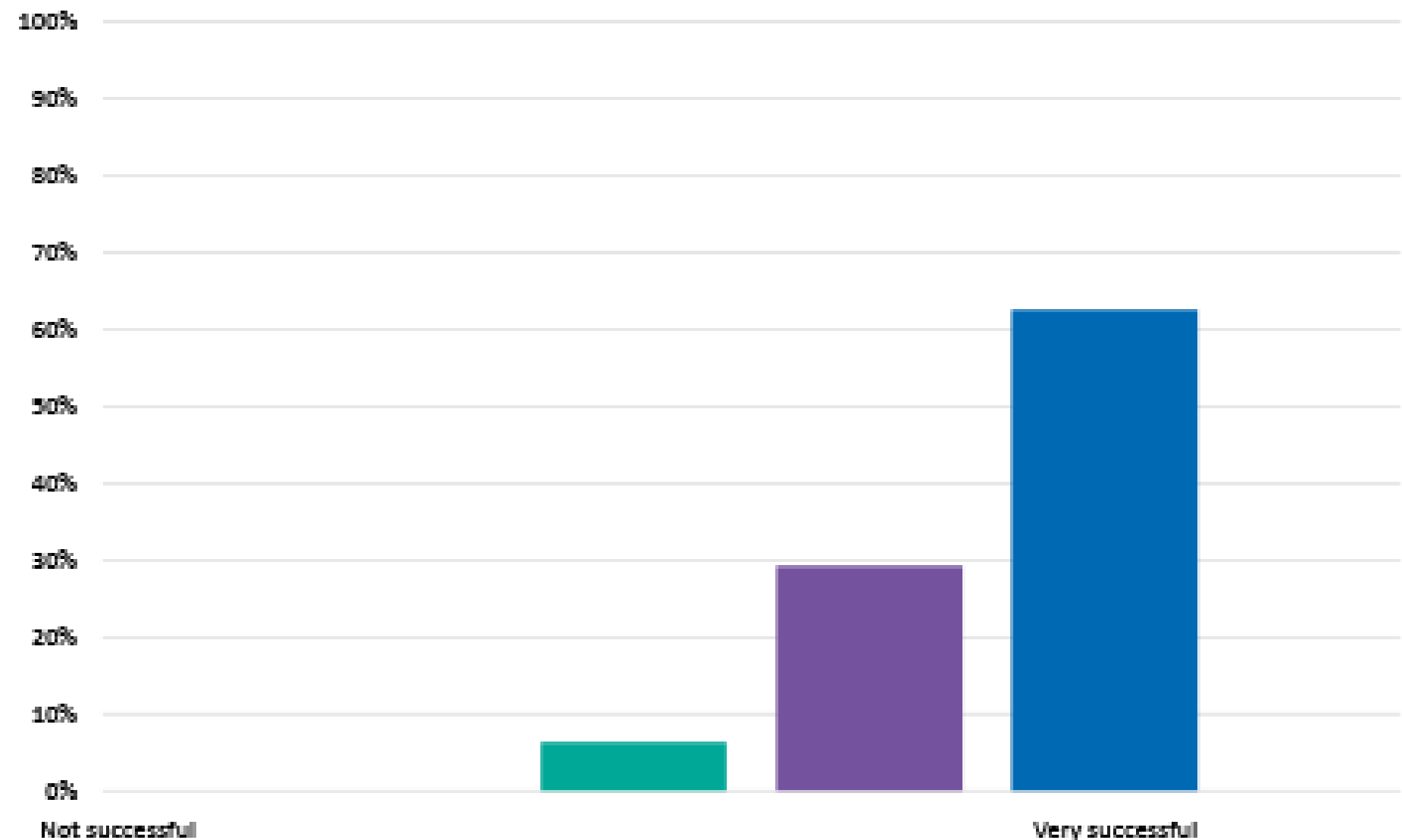
Who do you share information with



How would you rank our success in gathering and sharing information quickly and responsively



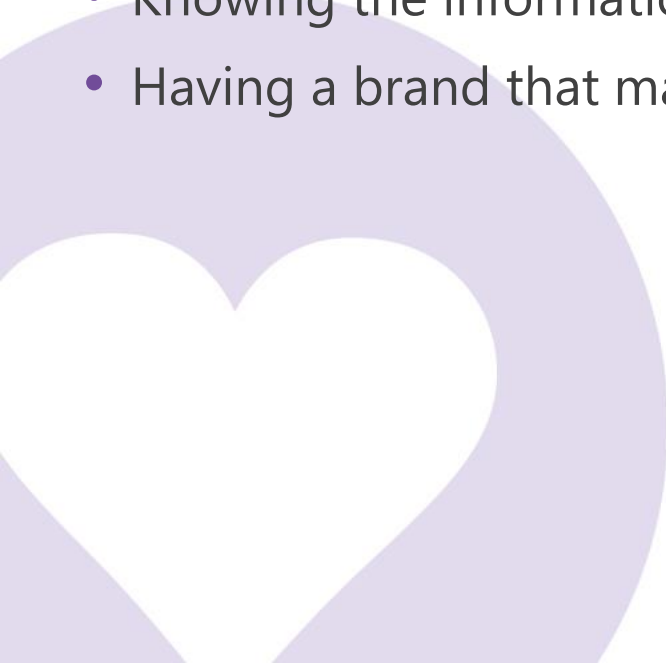
How would you rank our success in sharing on channels that are simply and easy to use





What worked...

- Using technology and ways of sharing that are part of everyday life
- Sharing infographics – even if there are some words the pictures make it easier and calmer to read and see the information
- Knowing the information came from the Public Health team – it was credible and local
- Having a brand that makes things recognisable

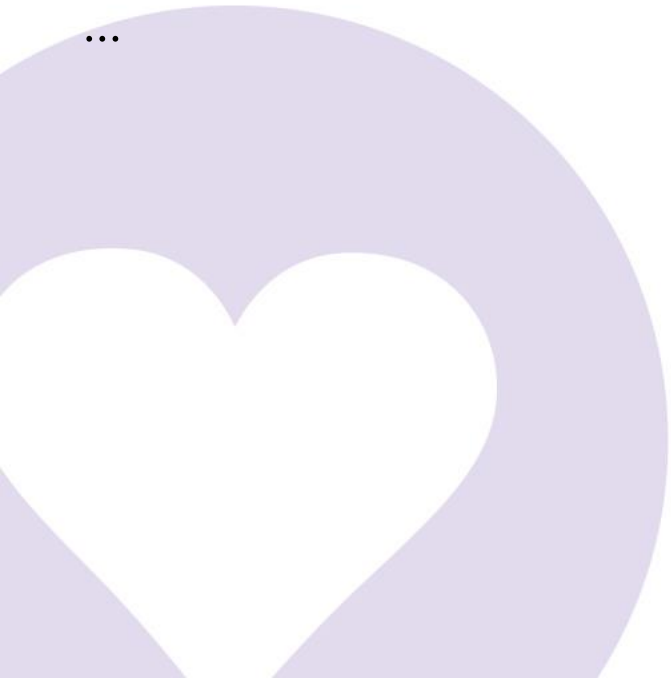




What could be better...

- Find ways for Champions to use all of their skills
- Find ways to include more people e.g. British Sign Language, speaking other languages besides English

...





What was surprising...

- We didn't expect to create community between Champions and for some that has happened
- We didn't expect to influence national and London policy the way we have





What we've learned for future work

- Put power in the hands of the community
- Be honest about what the Council knows and doesn't know (and also what the NHS and others know and don't know)
- Respond to issues on the community's timeline not the Council's
- Trust – and earn trust
- Be authentic – share yourself
- Balance the serious with the joyful

What we learned for how the Council works

- Meet people where they are not where the system / officials are
- Connect into policy and practice – share what we hear
- Be careful to share information that Champions can use – but don't tell Champions what to do
- Be human and open
- There are things that we need to balance
 - Working deeply with a small core group or supporting a large number of people at a more shallow level
 - Making it easy to join but also wanting to know where there are gaps
 - Being responsive and available – but also balancing life with work
 - Being authentic and professional



Where next?

- COVID-19 is still here – the COVID-19 champions programme will continue
- Champions in other areas such as mental health, climate and food
- Using the tools of Champions in other ways – particularly WhatsApp and Zoom





Find the evaluation at

www.newham.gov.uk/coronavirus-covid-19/covid-health-champions