

Working together to break down misconceptions

BACKGROUND

London Borough of Southwark has the second highest concentration of Latin Americans in the UK. The leading health inequalities in the borough are Mental Health, Obesity and Covid-19, people are not always accessing the health services they are entitled to.

A large proportion of the Latin American population do not speak English which has made sharing information about Covid-19 vaccines challenging.

There are networks and organisations across Southwark and other areas in London that are well established and provide support to the Latin American communities.

THE APPROACH

Covid-19 Vaccine pop-up clinics were set up across the Borough to provide easy access for residents to get their vaccine. These clinics were supported by GP practices and St Johns Ambulance.

To inform the community about the pop-up clinics, the Social Prescribing team reached out to various partners; Southwark Culture Health & Wellbeing Partnership, and various statutory and voluntary organisations to help [develop a digital map](#) to show locations of the pop-up sites.

During the development and preparation stages, webinars took place to inform organisations about the clinics and to ask for support with sharing the information across networks.

Pop-up clinics have been taking place in prominent places such as local foodbanks, supermarkets, inside ambulances and other venues on various dates and times. Translators have been on hand to support people when they arrive for their vaccine or have any questions or concerns. The clinics have been promoted on social media, local council, Housing Association and CCG websites and the digital map.

Southwark CCG translated flyers in various key languages with information about the Covid-19 vaccines and pop-up clinics.

The Latin American organisations have good knowledge about the communities and are well trusted and were happy to share the information and resources available.

TOP TIPS

- Understand your local population, go into the community.
- Find organisations and networks that support the different communities in your area.
- Make information accessible, translate your resources.
- Find local translators and translation services.
- Connect and learn from other boroughs who may have the same community groups.

THE OUTCOME

On one occasion over 80% of people who accessed a pop-up clinic in one day were from the Latin American community. At least 50% of people consistently attending Covid-19 vaccine appointments were Latin American.

People were travelling from other areas in London to have their vaccine as they had heard about the services on social media. It highlighted the power of community networks.

The webinars have increased the local network, bringing local organisations and support groups together, forming strong partnerships that intend to continue to tackle further challenges with health inequality.

It has highlighted the need for more resources in different languages and a better understanding of the level of engagement within the local community.

“It’s important to go to the community”.

“Be honest and keep information consistent. Be realistic, some people may choose not to have the vaccine. Be reassured you have given them all the information you can”.

COMMUNITY LINKS

Mental health support

VOADES UK info@voades.org.uk

Housing, immigration, benefits, education, welfare, family support

[Indoamerican Refugee and Migrant Organisation \(IRMO\)](#) - info@irmo.org.uk

[Latin American House](#) - advice@casalatina.org.uk

ABOUT THIS DOCUMENT

This case study has been produced by Healthy London Partnership in support of the development of social prescribing in London and National Covid-19 vaccination programme. For more information about this case study or to put forward your scheme as a potential case study, please contact hlp.socialprescribing@nhs.net

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