

COVID Vaccine: reaching into our communities

Health on the Move van

- The aim of this facility is to increase access to the Covid-19 vaccination
- From July to 12th September, the van has given 1059 vaccinations in Oxfordshire. This includes a mixture of first and second dose Pfizer and Astra Zeneca vaccines
- Communities that have benefitted include the homeless population, farm and shift and factory workers, businesses, women's groups, ethnic minority groups and 16-17 year olds
- We continue to work with different communities to plan vaccination clinics, as well as other uses for the van i.e. health promotion



Credit to: Milton Park and Aurelien
Langlais photographer

COVID Vaccine: reaching into our communities

- Pop-ups in local Oxford Mosques- multi-agency approach. All local communities were invited, not just the Muslim community
- HoM in area of inequality in Oxford city (as previous slide), which has a significant BAME population. Specifically targeted the local Asian Women's group
- Large pop-up sites for both universities in Oxford and other focused areas to respond to the data on surge
- Liaison with Margaret Clitherow Trust which has links to Gypsy, Traveller & Roma communities. They have conducted outreach to the Oxfordshire County Council managed sites which have had good vaccine take up. Work continues with some private sites to ascertain the health status and vaccine uptake
- The local Polish community in Banbury were invited to HoM clinics when the town or surrounding area
- Initial work undertaken with refugees to impart information on the vaccine through a Q&A panel with a GP
- HoM outreach to Luther Street in Oxford (GP Practice with registered population from the homeless community)
- Pop-up at St Mungos centre in Oxford (homeless charity)

COVID Vaccine: communications

- We continue to promote confidence in the vaccination programme and encourage take up in the population and highlight the importance of the second dose of vaccine to maximise protection
- Communications materials being used to reach different groups include:
 - Short films in different languages being shared via social media, websites etc.
 - Translated written material being made available in different languages
 - Films and [animations](#) focussing on facts being shared widely e.g on fertility, pregnancy, myth busting
- Support provided to community groups for online events – including providing speakers and publicity
- Significant amount of work undertaken via non paid for and paid for digital advertising and social media for all priority groups and ages
- Flyer, leaflet and poster drops to support specific walk in and / or pop up clinics



Aged 16 Or Over?

NHS

COVID-19
Vaccination Walk-in Clinic

| OXFORD CITY CENTRE | KASSAM STADIUM |
|---|---|
| 11-12 September 2021 10am – 5.30pm Health On the Move Van Clarendon Building, Broad Street, Oxford, OX1 3BD | Ongoing - September 2021 9.30am – 7pm Kassam Stadium Littlemore, Oxford, OX4 6DE |

Help protect yourself, your family and your friends

The flyer features an illustration of a healthcare worker in blue scrubs and a mask administering a vaccine to a woman with red hair and glasses. The NHS logo is in the top right corner.



NHS

GRAB A JOB!

If you are aged 16 or over just drop in to the COVID-19 walk-in vaccination clinic listed below at any time.

YOU DON'T NEED AN APPOINTMENT

11 – 12 September 2021
10am – 5.30pm
Clarendon Building, Broad Street, Oxford, OX1 3BD

The flyer features a photograph of a smiling young man in a plaid shirt. The NHS logo is in the top right corner.



NHS

Make sure it's football coming home

Not COVID-19

Cases are rising
Stop the spread



The poster has a green background with a soccer ball illustration in the bottom right corner. The NHS logo is in the top right corner.

Long COVID

- New national Long COVID plan and funding announced June – BOB ICS allocation confirmed August 2021 - to:
 - Enhance and expand adult services
 - Develop childrens' services including specialist hubs
- Oxfordshire Adult Service is an integrated service delivered by OUHFT and Oxford Health FT that accepts referrals from the community or following Post-COVID hospital discharge.
- The service includes specialist triage, multi-disciplinary Post-COVID Assessment Clinic and a Post-COVID Rehabilitation Pathway. It includes specialists in: respiratory medicine, rehabilitation medicine, sports and exercise medicine, psychology and psychiatry, respiratory physiotherapy, chronic fatigue occupational therapy, vocational support and a specialist nurse care coordinator.
- The rehab pathway includes: holistic assessment, symptom tracking, virtual fatigue management, virtual breathlessness management, psychological therapies (IAPT), dietetics, pulmonary rehab, 121 specialist support, peer support, and Imperial College and English National Opera breathing rehab programme.
- Personalised care and supported self-management is also encouraged throughout the pathway including usage of the Your COVID Recovery online platform.
- The Childrens' service is in development. Oxfordshire will have a local paediatrician and rehabilitation resource. Also specialist Children's Hub provided by OUHFT that includes multi-disciplinary assessment - virtual and in clinic. Specialist children's Post-COVID rehabilitation will be delivered in connection with the Hub for the most complex cases.