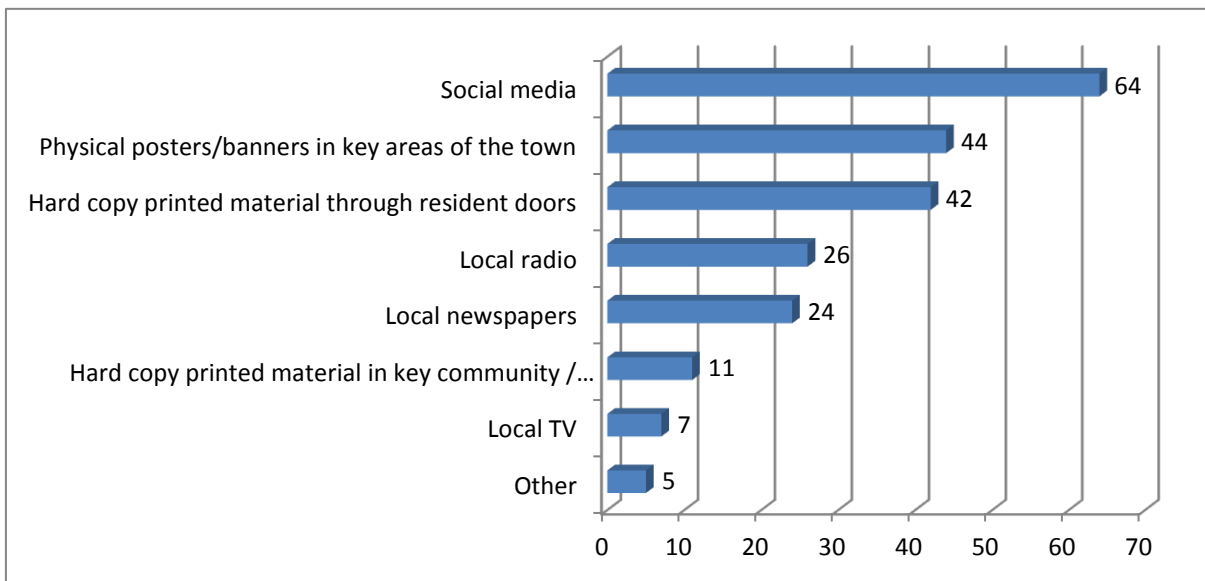


#One Slough Community Champions

The One Slough community champions received a tailored 4 question survey for 4 weeks from mid November to mid December 2020. The aim of the survey was to gauge feedback from the champions to help shape and tailor the local response to coronavirus, and to understand how they can be better supported by the #OneSlough partnership.

The survey was completed by 75 champions which equates to c.15% of the total number of champions.

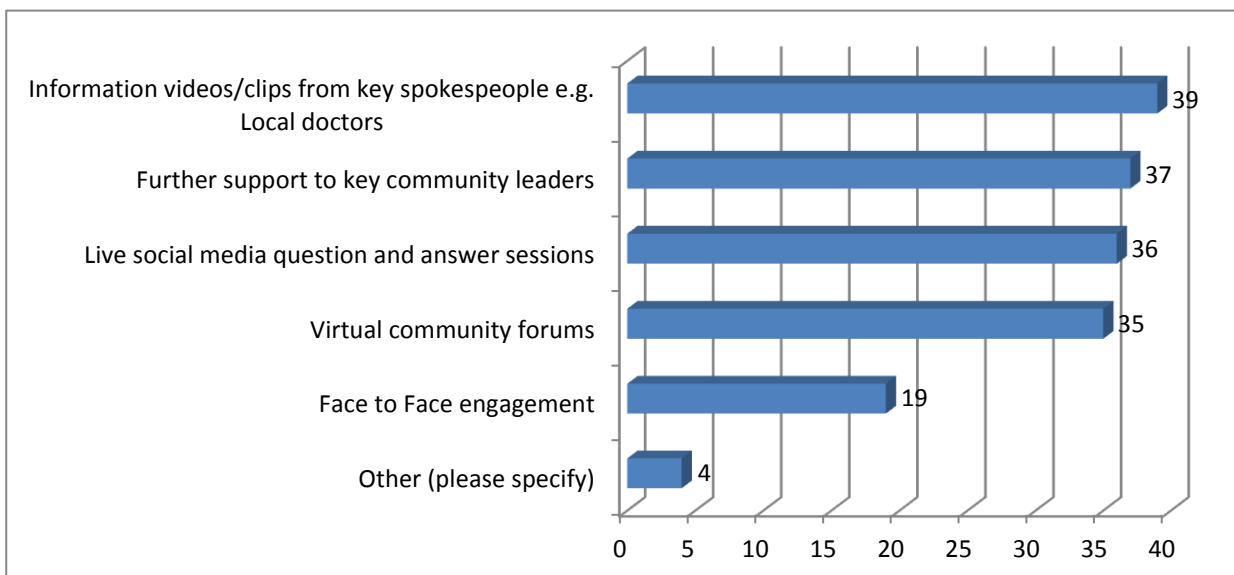
Q1. Which communication platforms should we be prioritising over the coming months?



Other:

- Direct messages/text/WhatsApp

Q2. Is there specific community engagement work that we should be prioritising over the coming months?

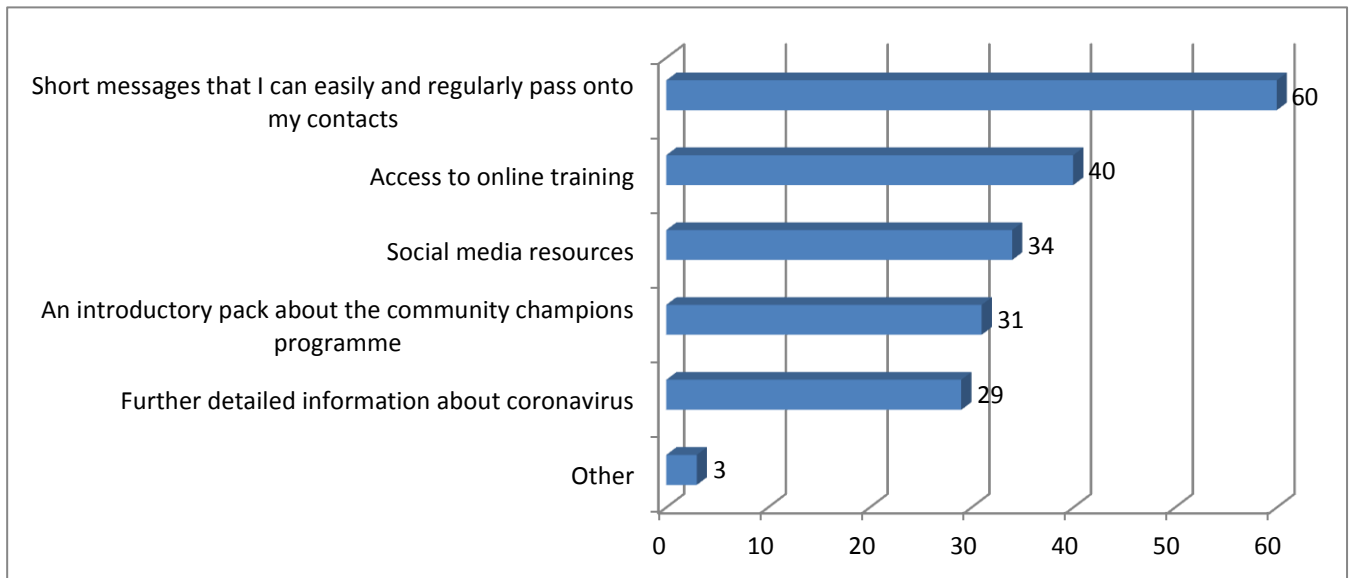


#One Slough Community Champions

Other:

- Short Video clips with Sbc approved message that can be shared. Videos of familiar local people- such as myself who are key to building great positive community interactions and relationships.
- WhatsApp
- Give people real information about how covid is affecting people

Q3. Is there any specific support that you think could be provided by Public Health Slough or the Slough CVS to help you in your role as a community champion? (Tick all that are applicable)



Other:

- audio/video version of the key messages

Q4. Is there anything further you wish to add?

- The Community Champions team is really important.
- Too many people don't/won't follow rules - little community spirit and much negativity about local leaders and never getting out of tier 3 because of this
- WhatsApp weekly message with no. of confirmed cases, deaths and high ward area- key one message what to do
- Yes I think from the feedback I'm hearing people are very concerned that Tier 3 restriction wording is too grey. eg you shouldn't go to other tier areas to socialise then you CAN go to other venues/amenities but not too many unnecessary journeys!!! People are saying well I can go to other venues i.e. Windsor Theatre or grottos or pubs but not too often - It needs to be

#One Slough Community Champions

simple, straight forward no room for misunderstandings. Tier 3 essential travel out of Tier for work, shopping for food etc - this is the feedback I'm getting - At the moment people are saying they'll just say if asked they are in lower Tier

- I appreciate the efforts of SCVS
- More targeting of the biggest demographics in hot-spot areas (Romanian in Chalvey for example), locate some community leaders or equivalent to engage their community however is best. Deploy Covid wardens or PCOS to these key hotspots who can speak that language to engage
- I would like to talk to a member of the organising team over telephone or preferably face to face to build rapport and discuss further regarding making of the Information sharing audios and videos.
- I feel communication is key to ensure we are in touch with the community and people who are vulnerable and need support
- Would be keen to know the progress , our view of the initiative itself thanks
- Thank you and continue your hard work
- Information explaining why the numerous conspiracy theories are untrue.
- A token of recognition to champions would be great.
- Media showing key local people getting the vaccine to dispel fears and anti-vax lies.
- Need to monitor businesses - as on many occasions I have seen customers not wearing masks or keeping safe distance. The proprietor states they can't enforce good practise - poor excuse as they are not bothered. Need to be held to account to support central messaging.
- people feel the information is too open to interpretation- it needs to be direct and simple as at the moment it could cause conflict
- There's too many theories and people don't trust the government. They do trust doctors though so use the Thank the NHS approach to get buy in as no one argues with that
- You're doing a great job
- We need target community regarding protect themselves against virus repeat message
- Vaccination information.
- The message to certain community groups isn't getting through. People continue to mingle! We need communication via local channels in various languages targeting those groups
- More information on vaccine access
- Do we get a certificate for being COVID champions
- It will be good to have a whatsapp group where only moderator can send messages to get key updates. It will be good to forward them to other local groups.

#One Slough Community Champions

Already planned/being actioned ('You said, we did')

- 1) Dedicated champions social media resources have been created (Logo, email signature and social media banner) – Provided beginning of December
- 2) Video's with key NHS GP's – Launched w/c 7th December
- 3) Short and regular WhatsApp broadcasts – Ongoing
- 4) Mobile phone app for champions – Being planned
- 5) Launch of a new 'one stop shop' webpage for vaccine information and further workshops – Launched 14/12
- 6) Live social media Q&A for young people with Aik Saath – 24/11
- 7) Faith leader virtual forum with NHS CCG – 1/12

Possible recommendations

- 1) Weekly text/WhatsApp broadcasts to champions with a link to the Berkshire data observatory and an update on numbers of cases and deaths
- 2) Having one of the COVID wardens present to the champions and be there to answer questions
- 3) Further recognition of the champions e.g. Certificate
- 4) Launch a training package for champions e.g. MECC, Mental Health First aid, other suitable and tailored training etc...
- 5) Photos and case studies of key local leaders getting vaccinated
- 6) Further live social media Q&A sessions with key covid response leaders