



London Vaccine Comms  
Polio BAME Activity Plan

14 November 2022



Relevancepoint

COMMUNITY SERVING

Media	<ul style="list-style-type: none"> <li>• Need to utilise niche community-targeted media – good example is our planned piece in the Charedi-targeted Hatzola publication this month.</li> <li>• Assigned vaccine team media lead to collate outlets and will send tailored content directly to them over the next week.</li> <li>• The regional team and ICBs should aim to get content in blogs, printed newsletters etc. with localised signposting.</li> <li>• Continue to push broadcast media with the Ade Adepitan article and Science Museum broadcast this week.</li> </ul>
Influencers	<ul style="list-style-type: none"> <li>• Micro-influencers on Social Media targeting the various cohorts – parents in BAME and inclusion groups can produce content perceived as more relatable/trustworthy than ‘mainstream’ communications.</li> <li>• Utilise Health Ambassadors who already have a strong following to produce content to use on NHS/ICB social media channels.</li> <li>• Engage community champions to utilise vaccine messaging and toolkit assets to promote uptake.</li> </ul>
Events	<ul style="list-style-type: none"> <li>• There will be many religious holidays over the coming weeks which should be utilised to distribute information. Health stands with on-site clinicians would be ideal, but at minimum, leaflets, posters with online CTA should be provided by mail/email to religious institutions. Details of upcoming holidays can be found online: <a href="https://www.interfaith.org.uk/resources/religious-festivals">https://www.interfaith.org.uk/resources/religious-festivals</a> Materials are available on the goggle drive: <a href="#">Polio vaccination - Google Drive</a></li> <li>• Upcoming fairs and community events for winter should also be piggybacked with health stands and vaccination pop-ups or buses.</li> </ul>
Translated materials	<ul style="list-style-type: none"> <li>• Videos of other languages spoken to camera to overcome literacy barriers as well as utilise trusted voices.</li> <li>• Continued production and distribution of translated print materials from UKHSA including posters, ads in publications, leaflets: <a href="https://www.gov.uk/government/publications/polio-booster-campaign-resources">https://www.gov.uk/government/publications/polio-booster-campaign-resources</a></li> <li>• Translated social media posts running on NHS channels and in paid social media advertising.</li> </ul>
Endorsement	<ul style="list-style-type: none"> <li>• Polio letter co-produced with Orthodox community leaders endorsed by DPHs and other health leaders provides a template for a quick turnaround asset that was very well received. Letter can be produced in BAME community-targeted publications as well as mailed directly.</li> <li>• Use celebrity endorsement where possible (e.g. TV presenter Ade Adepitan’s polio media release). For BAME communities, local ‘celebs’ can be as useful, relevant and influential as A-Listers.</li> </ul>
Find & Treat and Signposting	<ul style="list-style-type: none"> <li>• London comms can produce creative assets to promote local vaccination events including vaccine buses and pop-ups.</li> <li>• Collateral developed that can be customised with information on local vaccination services. This should be printed and distributed directly to high-footfall and community-targeted spaces (shops, children’s centres, community centres, religious buildings etc.)</li> </ul>

- Focused activity to resolve the ongoing vaccine uptake gap between White British and minority ethnic children in London.

# BAME Multichannel Polio comms plan

# Key languages and scripts for videos

Videos of other languages spoken to camera can overcome literacy barriers and utilise trusted voices. This does not have to be expertly produced, the key priority is clarity of voice and language.

Please see examples in Farsi and Portuguese here: [https://drive.google.com/drive/folders/1suggZXHI\\_mxPqYzEW3OVEbHMBiTLfrv?usp=sharing](https://drive.google.com/drive/folders/1suggZXHI_mxPqYzEW3OVEbHMBiTLfrv?usp=sharing)

## General script

If your child is aged 1-9 years in London, they need an additional dose of the polio vaccine to keep them protected.

Poliovirus has recently been detected in sewage in London, and all children aged 1 to 9 in London **urgently** need a booster dose of the polio vaccine to ensure they are fully protected.

We have not seen a live case of polio in the UK since 1984, and it is vital that we prevent any community spread which could result in life-long paralysis and other disabilities, and in some cases, even death.

**There is no cure for polio, immunisation is the only protection.**

Visit [nhs.uk/polio-sites](https://nhs.uk/polio-sites) to find local vaccination services or speak to your GP.

Many vaccination sites offer walk-in services (you don't need to make an appointment); and at others you can book online or by phone.

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## Additional points on ingredients for Somali, Arabic, Kurdish, Turkish, Bengali, Punjabi

The injected polio vaccines used in the UK do not contain porcine gelatine or other porcine products in the final vaccine.

## Languages needed:

- Albanian
- Arabic
- Bengali
- Cantonese
- Farsi
- Gujarati
- Kurdish
- Lithuanian
- Mandarin
- Polish
- Punjabi
- Romanian
- Somali
- Tamil
- Turkish
- Ukrainian
- Urdu

# Orthodox Jewish community polio endorsement letter

## **URGENT Communication for the Jewish Community: Booster Polio Vaccination for Children Aged 1 to 9 in London**

We all want to keep children safe and protected from serious illness, this is why we are asking parents throughout London, including those in the Jewish community, to get their children vaccinated against polio now.

Following identification of a strain of polio virus in sewage in London boroughs, the Joint Committee on Vaccination and Immunisation (JCVI) have recommended that all children aged 1 to 9 in London are given an additional booster or catch-up dose of the polio vaccine as soon as possible to ensure they have maximum protection from the virus and to help stop the virus spreading further.

Although no cases of polio have been reported in the UK since 1984, we need to act now to prevent further transmission of the virus. Polio is a serious infection that can cause paralysis and other disabilities, and in some cases death.

The NHS have been contacting parents to arrange polio vaccinations at local GP practices. There are also additional vaccine centres and local pharmacies available where you can access the vaccine for your child.

Parents can take action to protect their children:

- Attend the polio clinic pop-ups that will be available
- If you are contacted by your GP, please make an appointment as soon as possible.
- Check your child's health record (red book) to see if they are up to date on all their immunisations- Note that all eligible children aged 1-9 are being offered a polio vaccine whether they have completed all routine vaccinations or not
- Visit [nhs.uk/polio-sites](https://www.nhs.uk/polio-sites) to find local vaccination centres and pharmacies providing vaccination. Many offer walk-in services (no appointment necessary), and at others you can book online or by phone.
- Spread awareness of the polio booster with parents you know that have children aged 1 to 9

Please see further information about polio and the vaccination programme below [\[Jewish community leaflet\]](#). You can get in touch with your GP or health professional if you have any questions.

Yours faithfully,

# Schools polio support letter

## URGENT: Responsive Polio Vaccination for Children Aged 1 to 9 in London

In response to the alarming findings of the poliovirus in sewage in London boroughs, the Joint Committee on Vaccination and Immunisation (JCVI) have instructed all children aged 1 to 9 in London to urgently get a booster dose to ensure children are fully protected.

We have not seen a live case of polio in the UK since 1984, and it is vital that we prevent any community spread which could result in life-long paralysis and other disabilities, and in some cases, even death. There is no cure for polio, immunisation is the only protection.

We are asking for your support in this drive to protect children by helping the NHS to raise awareness of the polio booster and directing parents and guardians at your school to take action.

The NHS have been contacting parents to arrange a booster vaccination at local GP practices, however, due to the urgency of the situation, we have also stood up additional vaccine centres and pharmacies to aid in the delivery of the vaccine.

### Call to action:

- Visit [nhs.uk/polio-sites](https://nhs.uk/polio-sites) to find local vaccination centres and pharmacies providing vaccination. Many offer walk-in services (no appointment necessary), and at others you can book online or by phone
- Visit **[local borough/ICB website]** for local services and information
- Check your child's health record (red book) to see if they are up to date on all their immunisations

You can find more information about polio and the vaccination programme at <https://www.gov.uk/government/publications/polio-booster-campaign-resources>

Assets are available for download and print here: [https://drive.google.com/drive/folders/1W\\_ZloqOfdjHpN72Cg4C203JQ079hKEg4?usp=sharing](https://drive.google.com/drive/folders/1W_ZloqOfdjHpN72Cg4C203JQ079hKEg4?usp=sharing) Please display posters at your school and share the social media posts on your parent-targeted channels.

You can get in touch with us if you have any questions at **[email inbox at local ICB or borough]**

Yours faithfully,

**[Local signatory]**