**Join us in raising awareness of the findings from the Collaboration for change: Promoting vaccine uptake**

***Campaign toolkit***

With the uptake of the COVID-19 vaccine currently varying across communities, it’s important for people to understand why this variation exists and for vaccine uptake to be improved.

Collaboration for change: Promoting vaccine uptake is a unique project — and the evidence-based and true-to-life recommendations couldn’t have been created without your input.

Together, we need to raise awareness of the findings from this project and the reasoning behind it, as the more people that are aware of this collaborative and your recommendations, the more likely that actions will be taken to improve vaccine uptake.

**What can I do to help raise awareness of the collaborative?**

As proud community leaders, you can let others know about this unique collaborative and your involvement, by raising awareness through social media, sharing the press release and reaching out to your contacts.

* **Press release and media interest** — share the press release on your webpages and reach out to any existing media contacts.
* **Social media** — share messages across your social media platforms about the collaborative and provide the link to the press release so they can read more.
* **Project landing page** — [collaborationforchange.co.uk](https://wearecouch.sharepoint.com/sites/Couch/Shared%20Documents/Research%20and%20Insights/IN001UKRI%20Vaccine%20Hesitancy%20Study_UKRI/03.%20Copy/Social%20media%20toolkit/collaborationforchange.co.uk) It is good to use this link in all of your activity related to the collaborative, as it provides the relevant information in one central place. Currently, the project landing page includes:
* The final report from University of Aberdeen
* The framework documents from University of Aberdeen
* Project launch press release
* The organisations involved in the project
* Contact details for press

This toolkit includes some tips to help you get started in raising awareness, examples of social media posts that you can share, and images that you can upload alongside your posts.

**PROJECT PRESS RELEASE AND MEDIA INTEREST**

A press release has been developed that is available for everyone to share. This has been approved by all the parties in the collaborative and the project sponsor. The content of the press release **must not be updated**.

A copy of the finalised press release can be found in Appendix A.

**How can I share the press release?**

* Add the press release to your community organisation website
* When sharing on social media, provide the link to the main project landing page — [collaborationforchange.co.uk](https://wearecouch.sharepoint.com/Users/katierishi/Dropbox%20(COUCH)/WAC%20Insights/IN001UKRI%20Vaccine%20Hesitancy%20Study_UKRI/03.%20Copy/Social%20media%20toolkit/collaborationforchange.co.uk)
* Send the press release via email to a media contact

To ensure we share the details of all the organisations included in the project and we highlight those happy to be contacted, it is useful to provide the link for the main project landing page in all activities around the collaborative — [collaborationforchange.co.uk](https://wearecouch.sharepoint.com/Users/katierishi/Dropbox%20(COUCH)/WAC%20Insights/IN001UKRI%20Vaccine%20Hesitancy%20Study_UKRI/03.%20Copy/Social%20media%20toolkit/collaborationforchange.co.uk)

This will be updated with the final report is available, and at points when we feel that updates are important.

**Media outreach**

We encourage everyone to share the press release or the link to the main project landing page with any media contacts they have.

**What is the process if I share or comment on the collaborative for press purposes?**

1. Sharing the press release with media outlet:
   1. Email Ria and let her know who you have been in touch with and the media outlet.
   2. Keep Ria updated — regardless of whether you received any engagement or not.
2. Media outlet in touch for comment:
   1. Share the media contact page and provide the opportunity for other organisations to be included where appropriate.
   2. Update Ria with the details of who was in touch, the output, and when it will be shared. This will enable us to monitor engagement and update the wider team so we can share on social media channels or the landing page.

**USING SOCIAL MEDIA TO RAISE AWARENESS**

* **Look out for posts shared by others**.  
  When you see posts about the Collaboration for change project, whether they’re shared by the University of Aberdeen, Egality Health, COUCH Health, the community organisations, or other people on social media, be sure to engage with these posts by adding a comment, liking or sharing. These provide a great opportunity for engagement and can expand the reach of the posts.
* **Tag your followers and people you think might be interested in the collaborative.**Do you know people that might be interested in the collaborative and the recommendations being delivered? That could be friends, family, public figures, other community leaders, or others who you may not know, but you think would be interested. If so, tag them in your posts and encourage them to get involved.
* **How often should I post?**

In the first week, frequent posts will be going live about the launch of the project. So, feel free to post a couple of times and engage with other posts from collaborating organisations. After this point, a weekly post about the project would be beneficial, to ensure people who missed the launch posts are redirected to the project landing page.

* **Timeline

  Description automatically generatedAdd images alongside your post.**We’ve created some images that you can share. Please attach one of these to your social media post, as they highlight our key messaging for the collaborative and will provide consistency across all the posts being shared. Need an image unique to your organisation? Reach out to the team and we can get that developed for you.

**Example social media posts**

Alongside the image cards provided, feel free to use one of these messages below to complete your social media post. The link to include in your post is: [collaborationforchange.co.uk](https://wearecouch.sharepoint.com/Users/katierishi/Dropbox%20(COUCH)/WAC%20Insights/IN001UKRI%20Vaccine%20Hesitancy%20Study_UKRI/03.%20Copy/Social%20media%20toolkit/collaborationforchange.co.uk)

All messaging below has been reviewed and approved by the collaborative.

**Facebook/LinkedIn/Instagram**

*Our learnings from the launch of the Collaboration showed that LinkedIn was the best social media platform for COUCH to engage with others. Consider which is your most popular or most used social media platform to spread the word about the report.*

*On LinkedIn, we found that posts with fewer hashtags were engaged with more than the posts with multiple hashtags.*

* We are thrilled to have worked alongside the @University of Aberdeen to explore factors that contribute to low vaccine uptake in some ethnic minority communities, and to identify strategies that could help improve it. Find out what we learnt by reading the report:
* In a new collaborative research project with @University of Aberdeen, Collaboration for change, we are pleased to announce the release of our report, outlining all our findings. You can read it here: [INSERT LINK] #Collab4Change
* In the Collaboration for change research project, we found that providing culturally and linguistically inappropriate information was one of the biggest factors contributing to low vaccine uptake. Learn more about our findings here: [INSERT LINK]
* According to our new research with @University of Aberdeen, lack of trust in organisations can contribute to reduced vaccine uptake in some ethnic communities. But, there are clear strategies that are likely to help improve vaccine uptake. See what they are here: [INSERT LINK]
* To help improve vaccine uptake across different ethnic communities, several strategies must be put in place. This includes improving trust, creating culturally and linguistically tailored information, and more convenient appointment times and locations. Learn more in our report: [INSERT LINK]

**Twitter**

*Remember when creating your own posts to write a maximum of 257 characters for your main message, to allow space for the link to be included.*

*Our learnings from the launch showed that tweets posted in the afternoon were seen by more people and were clicked more than tweets posted in the morning.*

* We are thrilled to have worked alongside the @aberdeenuni to explore factors that contribute to low vaccine uptake in certain ethnic communities, and to identify strategies that could help improve it. Find out what we learnt by reading the report: [INSERT LINK]
* In a new collaborative research project with @aberdeenuni, Collaboration for change, we are we are pleased to announce the release of our report, outlining all of our findings. You can read it here: [INSERT LINK]
* In the Collaboration for change research project, we found that providing culturally and linguistically inappropriate information was one of the biggest factors contributing to low vaccine uptake. Learn more about our findings here: [INSERT LINK]
* According to our new research with @Aberdeenuni, lack of trust in organisations can contribute to reduced vaccine uptake in some ethnic communities. But, there are clear strategies that are likely to help improve vaccine uptake. See what they are here: [INSERT LINK]
* As identified by our research with @Aberdeenuni, several strategies must be put in place to improve vaccine uptake across communities. This includes improving trust, and more convenient appointment times and locations. Learn more in our report: [INSERT LINK]

**Tagging profiles and using hashtags**

Feel free to tag the other organisations involved in the project, and ideally always include the link to the central project landing pages.

* Caribbean & African Health Network Greater Manchester

Facebook; LinkedIn; Instagram: @cahngm

Twitter: @cahn\_gm

* Ethnic Health Forum (Manchester)

Facebook: Ethnic Health Forum

Twitter: @HealthEthnic

* Manchester BME Network

Twitter: @MancBMEnetwork

* Social Action for Health (London)

Facebook/LinkedIn: Social Action for Health

Twitter: @SAfHUK

Instagram: @safhuk

* South Asian Health Action (Leicester)

Facebook: SouthAsian HealthAction

Twitter: @SAHealthAction

Instagram: @southasianhealthaction

* Rotherham Ethnic Minority Alliance (Yorkshire)

Facebook: Rotherham Ethnic Minority Alliance (REMA)

Twitter: @REMACharity

* Ipswich and Suffolk Council for Racial Equality

Facebook: ISCRE (Ipswich & Suffolk Council for Racial Equality)

Twitter: @ISCRE\_Official

* Kanlungan Filipino Consortium (London)

Facebook: Kanlungan Filipino Consortium

Twitter: @kanlunganuk

Instagram: @kanlungan\_uk

* Reach Health (Glasgow)

Facebook: Reach Community Health Project

Twitter: @ReachHealthOrg1

* COUCH Health

Facebook; LinkedIn: COUCH Health

Twitter: COUCHhealth\_co

Instagram: @couchhealth

* Egality Health

Twitter: @EgalityHealth

LinkedIn: Egality Health

* University of Aberdeen

Facebook; LinkedIn:@universityofaberdeen

Twitter:@aberdeenuni

Instagram:@uniofaberdeen

You can also expand the reach of your social posts by using the following hashtags.

* **Hashtags:** #Collab4Change #COVID19 #COVIDvaccine

APPENDIX A: Press release

**Mistrust is among the main factors influencing vaccine uptake in ethnic minority groups**

The main factors that influence vaccine uptake among ethnic minority groups have been identified in a study published today.

Uptake of the Covid-19 vaccine remains consistently lower among some ethnic minority groups than among the general population. To understand and address this, the organisations involved in the *Collaboration for change: Promoting vaccine uptake* project carried out research to identify the factors that influence uptake of vaccines in ethnic minority groups, and find strategies that may increase uptake.

Three key factors were identified: lack of trust in organisations and individuals who advise on or promote vaccine uptake, lack of culturally and linguistically appropriate information, and inconvenient locations and timings of vaccine appointments.

Led by Professor Shaun Treweek, of the University of Aberdeen, the *Collaboration for change: Promoting vaccine uptake* project funded by the UK Economic and Social Research Council comprised of nine UK ethnic minority community organisations, two community-focused small enterprises and two UK universities. Part of UK Research and Innovation’s rapid response to Covid-19, the team joined forces to investigate and improve the disparity in vaccine uptake.

Professor Treweek explains: “Management of Covid-19 relies on a high level of vaccine uptake. Knowing why uptake is lower amongst some ethnic minority groups will make it easier to develop approaches that provide reassurance and enable more people to accept the offer of a vaccine. This will help both the individual and society as a whole.”

The collaboration included University of Aberdeen and University College London, five community organisations based in Leicester, London, and Manchester, two patient-engagement focused small and medium size enterprises, health services and educational researchers at the two universities, and four additional community organisation partners based in Glasgow, Ipswich and Suffolk, London, and Rotherham.

The research itself involved a sweep of all relevant international research, in combination with discussions and accounts of lived experiences from ethnic minority communities.

The collaboration then used their findings to identify strategies that can be used to help address each of the main factors. Three strategies were suggested: using trusted messengers to provide information, tailoring the message both culturally and linguistically and ensuring relevant issues are covered, and providing flexible venues and times for vaccination.

Professor Treweek adds: “It is important vaccine uptake is as high as it can be here in the UK and elsewhere. Any approach to increasing vaccine uptake in ethnic minority groups needs to consider the factors and strategies we list. Moreover, it is essential that organisations promoting vaccine uptake work with ethnic minority communities and organisations to tailor strategies appropriately.”

The full results are available at https://www.collaborationforchange.co.uk.