

PRESS RELEASE

The Caribbean & African Health Network (CAHN) to engage with the Black community in Frimley to increase uptake of COVID-19 and Flu vaccines

CAHN will be engaging with the Caribbean and African communities in Frimley to understand their concerns about vaccination towards increasing the uptake of COVID-19 and Flu winter vaccines.

NHS Frimley Health and Care Integrated (ICS) will be collaborating with CAHN on this targeted engagement initiative.

The key focus will be to educate and prepare the Caribbean and African community for the autumn/winter vaccination by providing accurate information about COVID-19 and Flu vaccines as well as encouraging uptake amongst the unvaccinated – the evergreen offer for COVID-19 vaccines. These vaccines are essential this winter and are the best way to protect yourself, friends and family from these dangerous viruses.

Charles Kwaku-Odoi, Chief Officer of CAHN said: “We are pleased for this opportunity to work with Caribbean and African families in Frimley by engaging with the Black community, listening to peoples’ concerns about vaccines and working with Black doctors and nurses to increase uptake of the vaccines so our Black community is better protected over the winter and beyond.

“As part of this collaboration, we will run a Helpline, educative online health webinars and face-to-face community engagement to raise awareness, offer reassurance, dispel and challenge misinformation about the vaccines. We will also provide opportunities for community members’ questions and queries to be appropriately answered by Black medical professionals.”

Sarah Bellars, Chief Nursing Officer, NHS Frimley, said “We are really pleased to be working with CAHN and the community initiatives they will be using to raise awareness of both, the COVID-19 and Flu vaccinations.

“As a system, we are really keen to keep our residents protected against becoming unwell. An important part of this is listening to people’s views about vaccination and offering information to support their decision-making about getting vaccinated.

“We hope that our initiative in partnership with CAHN will promote inclusivity and enhance our residents’ health and wellbeing.”

There is a wealth of evidence that targeted engagement and active listening yields positive outcomes as part of building trust when addressing communities’ concerns.

You can book your vaccination via the [National Booking System](#) or by visiting [Frimley Health and Care](#) to find out where your local walk-in sites are.

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For further information or collaboration opportunities please contact:
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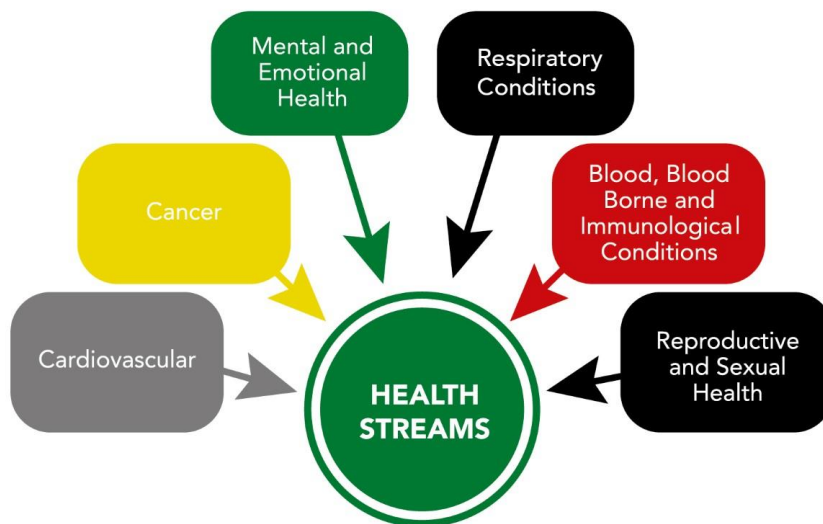
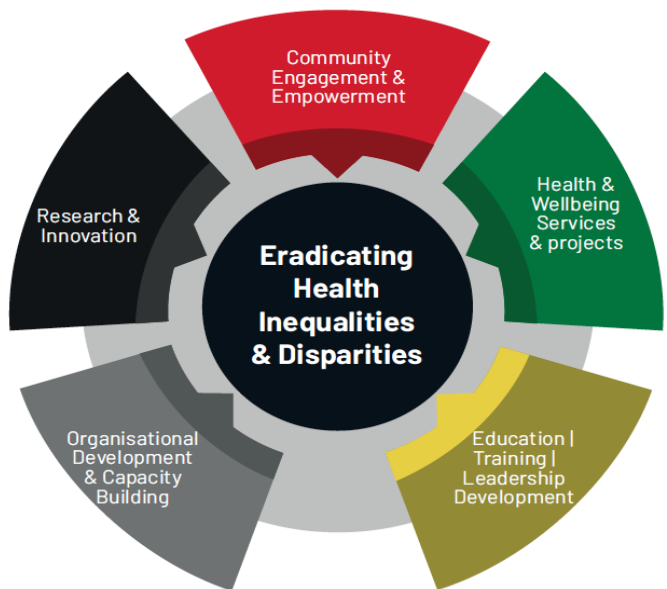
CAHN Social Media Handles

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CAHN is a Black-led organisation set up to address health inequalities and the wider social determinants for people of Caribbean & African descent within the United Kingdom. We work with the Black community and cross-sector organisations to build community resilience, relationships, and a social movement to reduce health inequalities.

CAHN’s vision is to end health inequalities and the wider disparities for Caribbean and African people in a generation.

Our mission is to lead strategic engagement on behalf of the Caribbean and African community so that Black people and organisations are empowered to improve and sustain holistic health and wellbeing.





Notes for editors

Frimley Health and Care Integrated Care System (ICS) is a formal partnership of health and social care organisations working together to improve services for the 800,000 people across East Berkshire, North East Hampshire and Farnham and Surrey Heath. The ICS includes NHS Trusts, Clinical Commissioners, GP federations and out-of-hours GP providers, Hampshire and Surrey County Councils and Bracknell Forest District Council.