

Working together across Newham's communities to navigate Covid-19



Newham's Covid-19 experience

COVID-19
**HEALTH
CHAMPIONS**

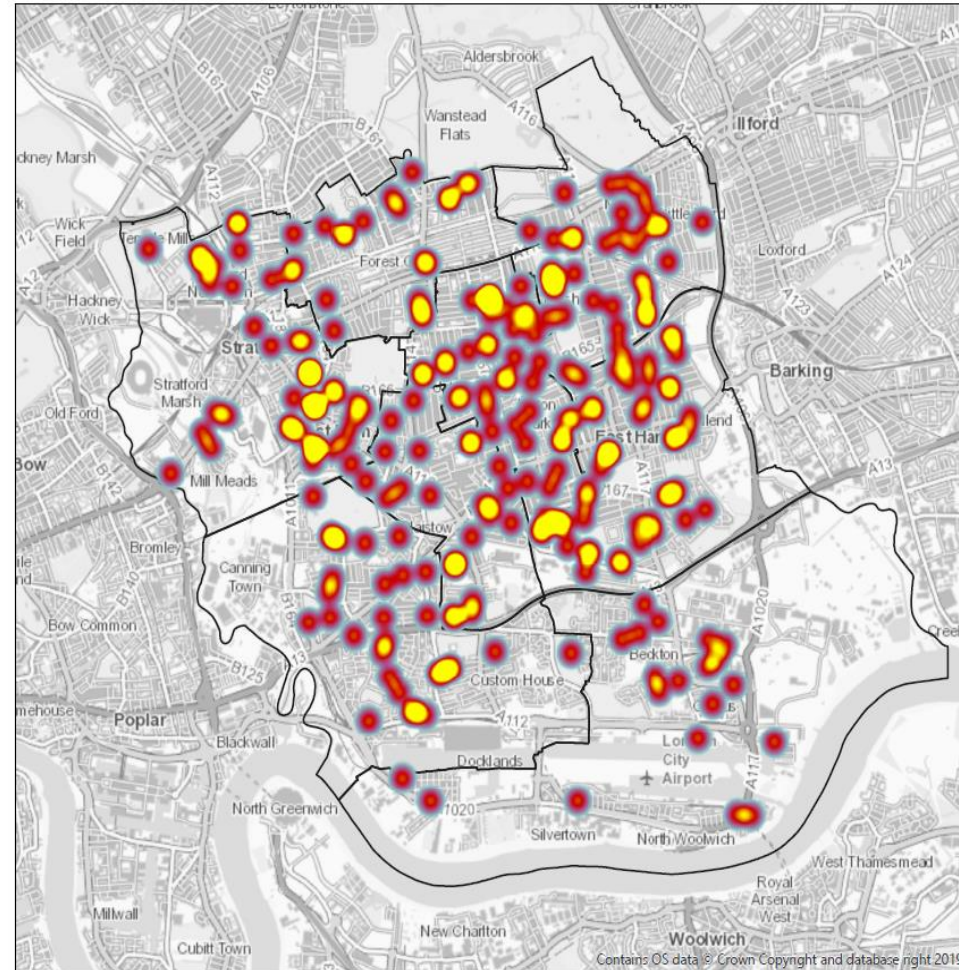


About Newham

- Large & rapidly growing population
- 75% BAME – from many backgrounds, multi-lingual, religious
- Very dense
- Longstanding poverty and health inequalities
- Very high household overcrowding particular in PRS and multigenerational

The Covid-19 experience

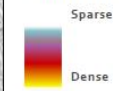
- Rapid early rise in cases in March and early April with early peak
- Impact spread across borough
- 2nd highest age standardised mortality rate ie impact big and on younger population
- Nightingale Hospital & body storage facility in the borough so very heightened awareness
- BAME mortality data source of concern and anxiety
- Massive community response from #HelpNewham to mutual aid



Covid-19 Tests with a positive confirmation. Mapped to postcodes and a heatmap set at 10 metre radius with weighting based on the test being positive

Newham Postcode points

Confirmed



Neighbourhoods

Neighbourhoods

There are 2 postcodes, both in E15 that have had 4 confirmed tests



2nd Phase Pandemic Response

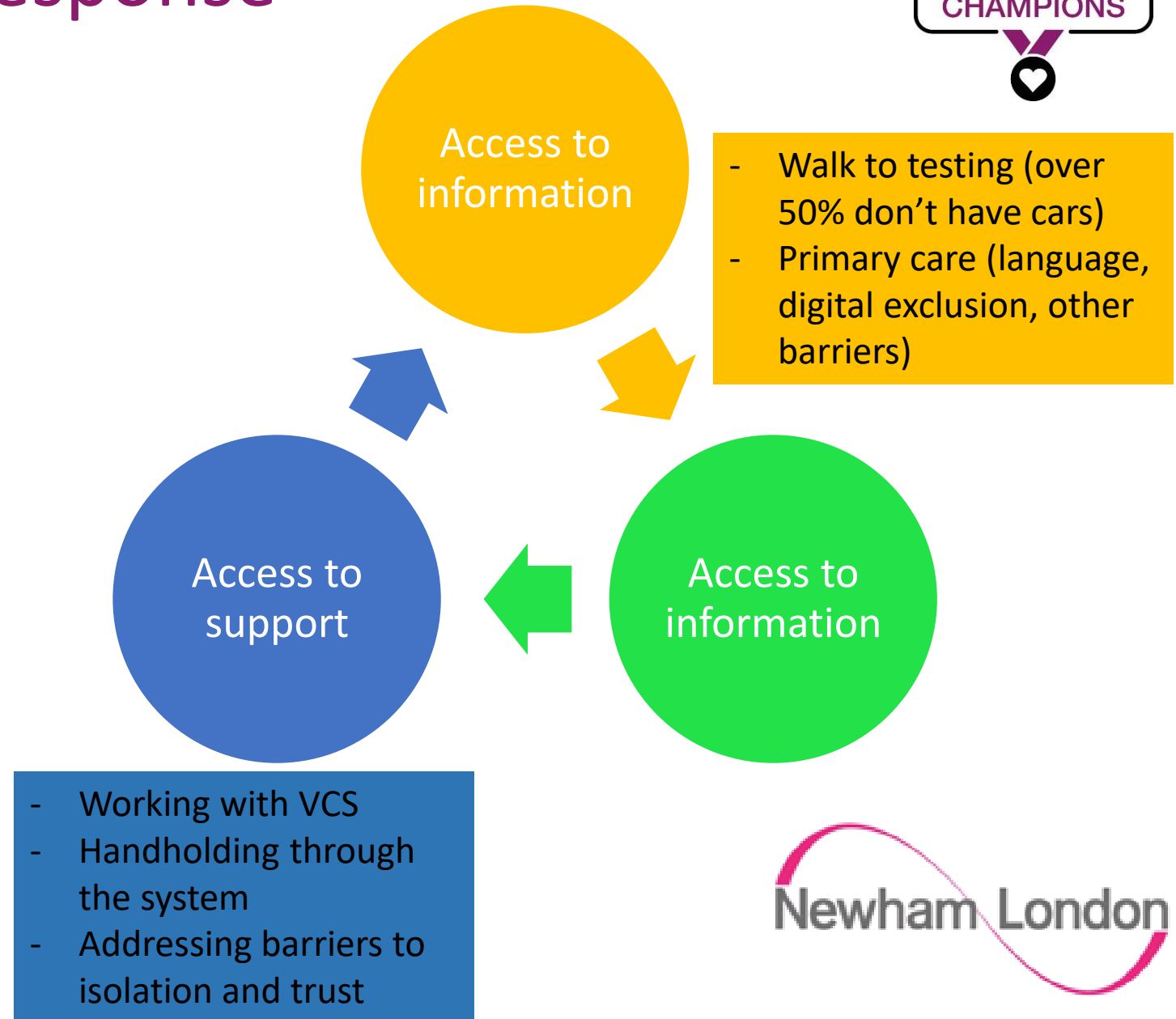


2nd Phase more complicated

- How do I get tested?
- What is contact tracing?
- How do I assess risk?
- Where do I get support for me or someone I care about?
- Where have all the volunteers gone and the shielding support?

Multi faceted response but one key question

How do we make a system designed for a national response work for our community?



Why COVID-19 Health Champions



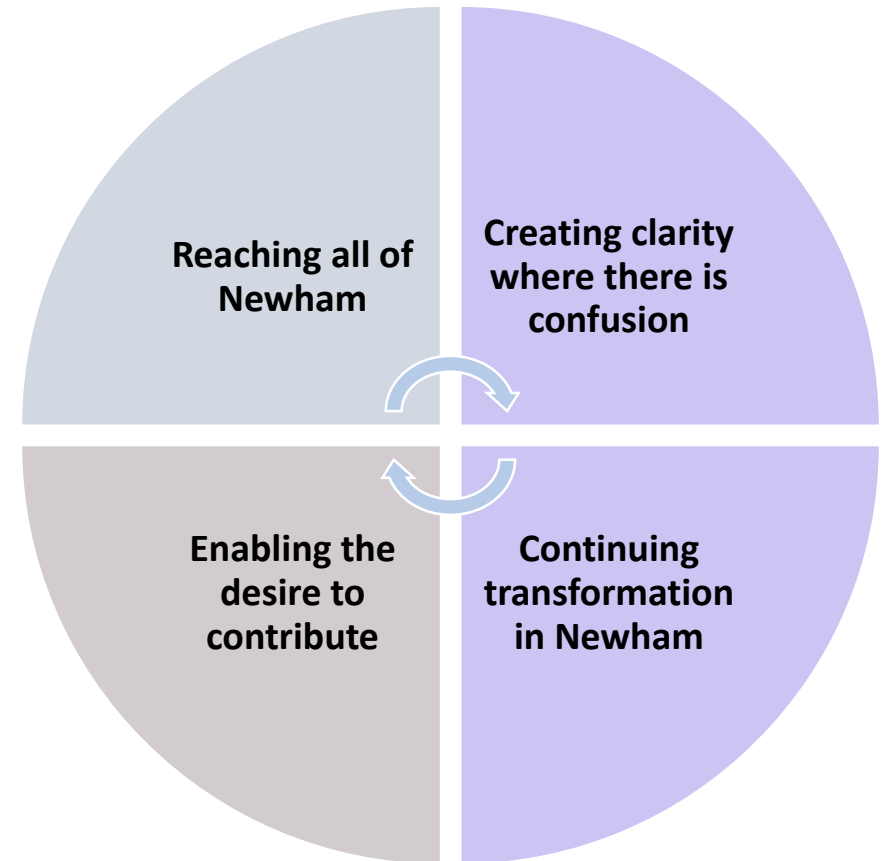
Building on the amazing community mobilisation developed to support residents to provide Covid-19 advice

Family, friends, faith leaders and other community members are a very powerful source of advice.

Mainstream communication approaches do not reach everyone

People don't know where to turn for help and support – whether it's the help and support they already had or new help that they need

There are many people who want to contribute in some way to helping their communities respond to COVID but need some help to start – this includes young people





Live or work in Newham? Want to help stop the spread of coronavirus? Become a COVID-19 Health Champion

How does it work?

1. You sign up to be a champion.
2. We give champions the latest information about COVID-19.
3. Champions share this information with anyone in their community, however they want.
4. Champions let us know what is and isn't working.


REGISTER TO BECOME A CHAMPION

- 🌐 www.newham.gov.uk/CovidHealthChampions
- ✉ CovidHealthChampions@newham.gov.uk
- ☎ 020 3373 2777

OUR COVID-19 HEALTH CHAMPION MEETINGS

- **Thursday 18 June 6.30pm** with Jason Strelitz, Director of Public Health & Councillor Rohit Dasgupta
- **Wednesday 24 June 3pm** with Anne Bowers, Newham Public Health Team & Councillor Ann Easter
- **Saturday 27 June 3pm** with Jason Strelitz, Director of Public Health & Anne Bowers, Newham Public Health Team

More dates to follow



Find out more about being a COVID-19 Health Champion at:
www.newham.gov.uk/CovidHealthChampions

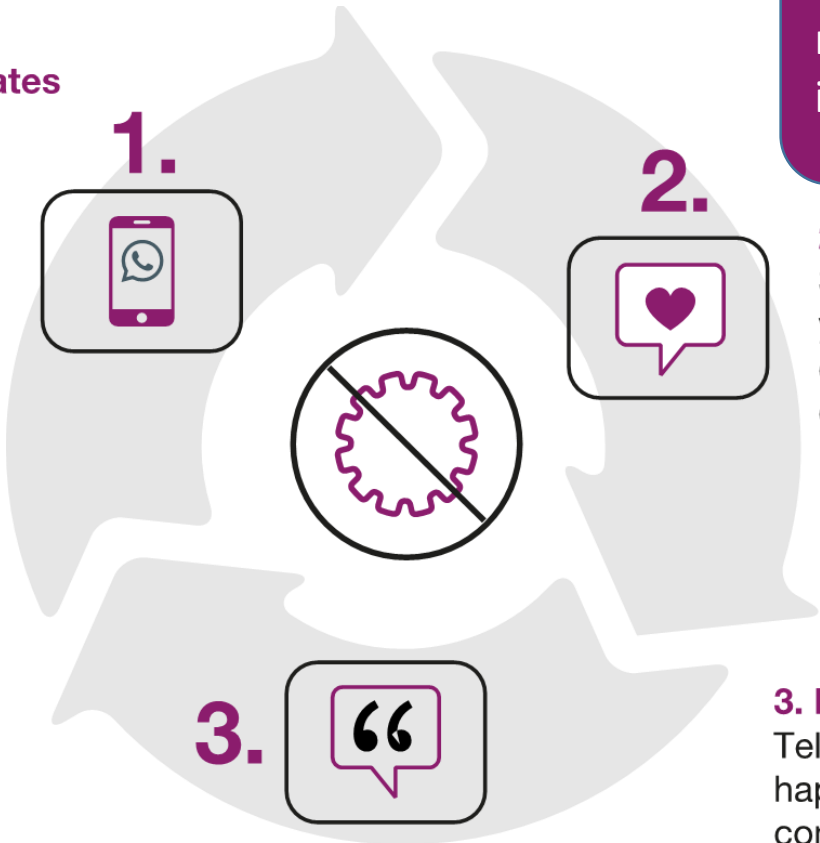
How COVID-19 Health Champions works



Multiple languages

Easy to share content: video, jpegs, visuals, whatsapp

1. Get live updates on COVID-19
Receive the latest information and government guidelines on how to stay safe and healthy.



Everyone does it their way: some will spread to their family; others to every mosque in Newham – we support you in what ever way we can

2. Spread the word
Share this information with your family, friends, work colleagues and the wider community.

3. Feedback to us
Tell us about what is happening in your community.

Everyone sharing – we want to hear from the champions too: what info do they need? what are the issues in the community?



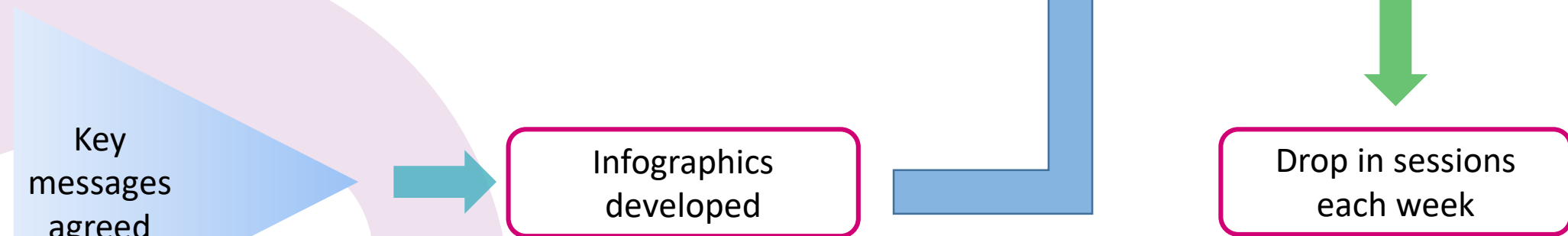
The rhythm for council and champions



For champions



For the council / Public health



The important role of Members

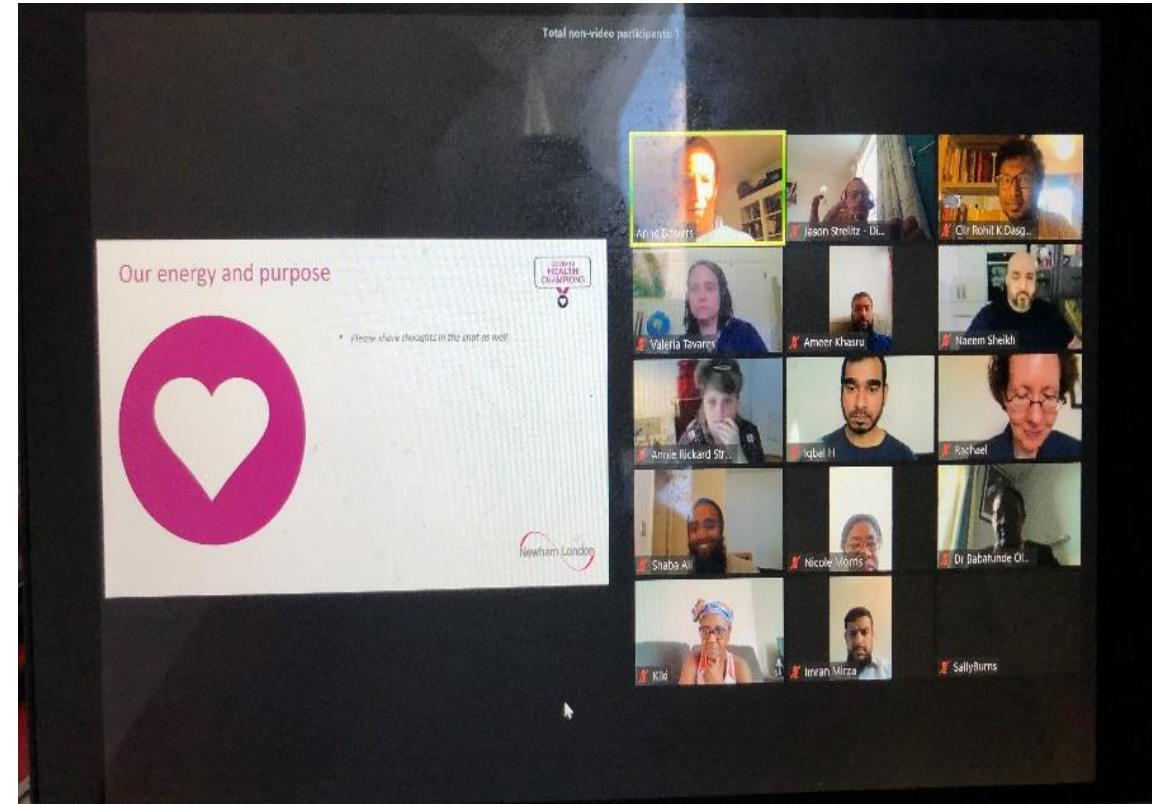


Approach championed by Mayor, lead member and Health & Wellbeing Board

Success powered by commitment to engage community and grow the network

As community leaders, members can support the programme by:

1. Becoming champions
2. Co-hosting information sessions and / or Keep in Touch sessions
3. Sharing materials with your network – regularly and repeatedly
4. Producing videos / audios about the programme or the key messages
5. Recruiting residents to be champions
6. Sharing materials on twitter, FB and Instagram



Activity and impact since launch



Since the launch over 2 weeks ago nearly 200 people have registered; 7 sessions so far. Champions have received information on the most important factors for staying safe during COVID-19.

Last week they received information on testing and tracing.

Current information includes:

- Clarity on changes to socialising and going out
- Changes for our neighbours who are shielding
- Returning to in-person worship
- Going back to school
- Support for emotional and mental well-being
- How to get support if you have to self-isolate

“I’ve put it in the school newsletter and shared it at the zoom catch-ups with parents and kids”

“I’ve sent it to everyone on my whatsapp list for mosques in Newham

“I’ve set up a mailing list of about 50 people and asked everyone to pass the info on”

“I’ve introduced Champions to a few people and I also put it on a number of walls that I belong to like Nextdoor”

“I’ve printed it out and put it in my window”

Some of the materials



People at the Heart of Everything We Do

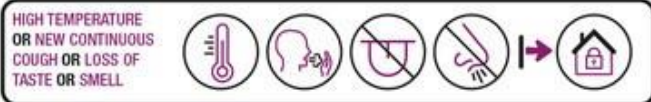


TEST AND TRACE

Help stop the spread of COVID-19

1. Stay home if you have symptoms

Stay home for 7 days if you have symptoms; stay home for 14 days if someone you live with has symptoms.



2. Immediately arrange a test

• <https://www.nhs.uk/ask-for-a-coronavirus-test> or
• 119.



3. If you test positive

NHS Test and Trace or our local public health team will contact you to find out:

- People you regularly spend time with
- People you have spent 15 minutes or more with, less than 2 metres away
- People you have been with in a car/van
- Places you have been



4. If someone you have been close to tests positive

NHS Test and Trace or our local public health team will be in touch. You will need to stay home for 14 days even if you don't have symptoms – no matter what.



Protect your information

- Any text or email from NHS Test and Trace will ask you to sign into <https://contact-tracing.phe.gov.uk/>
- All phone calls from NHS England will come from 0300 013 5000.
- All your information as part of NHS Test and Trace is held in confidence under the Data Protection Act 2018.

What we won't ask

- NHS Test and Trace and our local public health team won't ask:
 - for bank details or payments
 - for details of any other accounts
 - you to set up a password or PIN number
 - you to call a premium rate number like those starting in 09 or 087



For help getting a test, listing your contacts, or self-isolating

☎ 020 7473 9711

✉ covidhelp@community-links.org



People at the Heart of Everything We Do

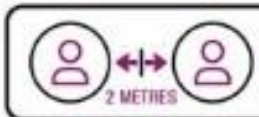
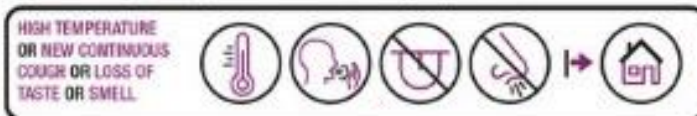


KEEP NEWHAM SAFE

Help stop the spread of COVID-19

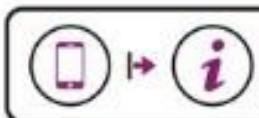
1. Stay home and get tested

if you or anyone you live with has symptoms



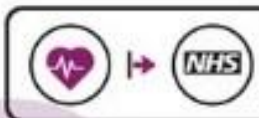
2. Keep your distance

between you and anyone you don't live with when outside



3. Follow NHS advice

if you are contacted by the NHS Test and Track team



4. Seek help

if you feel unwell with any serious conditions

✉ CovidHealthChampions@newham.gov.uk ☎ 020 3373 2777

🌐 www.newham.gov.uk/CovidHealthChampions

COVID-19
HEALTH
CHAMPIONS



COMMUNITY
CHAMPIONS
#COVID-19



نحن نبحث عن أبطال المجتمع (كوميونيتي شامبيون) - الأشخاص الذين يريدون مساعدة أسرهم وأصدقائهم ومجتمعاتهم من خلال مشاركة أحدث المعلومات المتعلقة بالفيروس حول كيفية البقاء آمناً وصحياً خلال الجائحة

يمكن لأي شخص أن يكون بطلاً - كل ما تحتاجه هو الرغبة في مساعدة الآخرين باستخدام المعلومات التي سيتبادلها مجلس نيوهام معك بانتظام. سنقدم لك أحدث المعلومات حول الفيروس وسوف تستخدم ذلك لمساعدة عائلتك وأصدقائك ومجتمعك على اتخاذ القرارات والاختيارات الصائبة

التسجيل مفتوح الآن على

[/https://volunteers.activewham.org.uk/profile](https://volunteers.activewham.org.uk/profile)

CommunityHealthChampions

يمكن للأبطال معرفة المزيد على موقع الإلكتروني لمجلس نيوهام (للتأكيد) أو مراسلة البريد الإلكتروني

communitychampions@activewham.org.uk

وتنتقل إلى الترحيب بك في أحد فعاليات إطلاق البرنامج: 18 مايو و [التاريخ الثاني القادم] ستكون هذه مناحة على موقع يوتيوب على [تأكيد عنوان] من [تاريخ التأكيد].



Mes ieškome 10 000 Bendruomenės lyderių – žmonių, kurie nori padėti savo šeimai, draugams ir bendruomenei pasidalindami naujausia informacija kaip išlikti saugiams ir sveikiems COVID metu.

COMMUNITY
CHAMPIONS
#COVID-19



Kiekvienas iš jūsų gali tapti lyderiu. Viskas, ko jums reikia – tai yra noras padėti kitiems naudojantis informacija, kurią mes jums reguliariai suteiksime. Mūsų pirmieji du susitikimai per "Zoom" numatomi (Insert date and time here for the meeting) Jei neturėsite galimybės dalyvauti susitikime numatytu laiku, įrašę galėsite rasti "YouTube" adresu (insert weblink for youtube).

Registruotis paspaudus čia:

<https://volunteers.activewham.org.uk/profile/>
CommunityHealthChampions

Lyderiai gali rasti daugiau informacijos mūsų interneto svetainėje arba elektroniniu paštu:
communitychampions@activewham.org.uk





“I’m **Balraj Singh Lotay** and I’ve been living in Newham since 2002 , born and bred in Newham , schooled ,represented Newham for their rowing team and runner up for the 2017 young mayor of Newham.

I decided to become a champion as I care for my 81year old grandmother, who is within the high risk category and I would like for her and the elderly people in Newham to be able to get support and to feel safe during the pandemic.”



Elizabeth has lived in Newham for 5 years. “ I live in Forest Gate and minister / manager for three churches in Stratford – Stratford Methodist Church, Stratford New Town and Keir Hardie in Canning Town. When we spoke she said, In our churches we have people coming in from the community so I want to be able to share information with people who come in and who use our buildings. I put the information in the churches to give general information to people that I meet and people in the community who use our church buildings. I post all the information there for them to know what is going on.”



Johnny have lived in East Ham in Newham since 2002. “I have taught for eighteen years in Newham Schools. At times, residents would asked questions and was sometimes unable to give meaningful answers based on up to date information. I was shocked by reports of high death rates in Newham during the peak of the pandemic. I am passionate about achieving health equality and I believe one way to move in this direction is to provide as much accurate local information to as many local people as possible. ”

Adyaan recently turned 7 years old. “I was born in Newham and currently attend Ellen Wilkinson Primary School in Beckton. I love the diverse community of Newham, the Olympic Park, and most importantly I love taking bike rides across Newham Dockside. I decided to be a Champion as I thought it would be a very good opportunity to gain more knowledge on coronavirus and share it with everyone at my school and the community links I’m part of within Newham. As a Champion, I’ve been very actively sharing the information in my school’s newsletter and speaking to family members and friends about important new developments.”

What next



Continue to **recruit champions** including targeted efforts in communities most at risk of COVID-19.

Use social media to build awareness and sense of connection

Continue to develop and share information including

- Spoken word for people with poor sight
- Videos in different languages
- Link champions up across communities

And continue to learn and improve

