

Salford Innovation and Improvement Fund – Extra Information – BHA For Equality

Is there any opportunity to include vaccine hesitancy? A key priority for Salford and something that impacts BAME communities disproportionately.

Yes, vaccine hesitancy is a key component of BHA's involvement in the Covid Health Equity Manchester (CHEM) Programme which aims to establish why BAME communities are reluctant to take up both Covid and flu vaccinations. Our current work focuses on engaging with Black African and Caribbean communities. Therefore, we will include this in our program. The sessions will be based on the participants so that they receive the information that is relevant to them, which means that we have the opportunity to include the key topics that will be most beneficial to the audience.

The bid mentions 200 community members to be engaged - this is very low considering the number of volunteers. Why only 200?

We are focused on the quality of information that we deliver rather than the quantity reached. The numbers are based on people who attend in-depth sessions as opposed to people who could be handed a leaflet and included in the overall audience numbers. Our biggest focus is on changing people's behaviours as opposed to reaching a larger number who may be less impacted by the guidance provided. Please note that this is a minimum figure but we also have to be realistic as we are supporting volunteers to deliver the activities.

What is the target population in numbers? e.g. Salford residents who are BAME/impacted by the issues?

We know that Salford has a BAME population of approximately 16% and within that has experienced a significant increase in Black African communities over the years. The health conditions that we wish to prioritise are most prevalent in Black African/Caribbean and South Asian communities – 2 of the larger BAME groups in Salford.

Is this a duplication of the Answer Cancer work in Salford? If not, what is different?

This will complement the Answer Cancer program in Salford. We will recruit more champions as well as incorporating other health conditions and other cancers.

How will learning be shared with health and care?

We will evaluate our findings, share them at networking events and produce a report at the end. Equally, as BHA is a member of the Health Inequalities Steering Group of the GM Cancer Alliance and have a number of partnership projects with Primary Care Networks we have other avenues through which we can share our findings and potentially develop on our work.

Budget - is there a gap in interpreter costs/interpretation of materials? Has consideration been given to other forms of communication?

We have given an amount for materials needed but the aim of the project is to recruit champions who can speak the languages of the participants involved, which will allow the communication to be put forth in the best way possible, without needing extra costs for interpretation or printing in a wide range of languages.