

**Merton Council**  
**Health and Wellbeing Board -**  
**Community sub-group**  
**14 September 2021**  
**Supplementary Agenda**

8 Presentation Slides

1 - 32

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# WBB Community Subgroup 4<sup>th</sup> September 2021

## COVID-19 Update

Page 1  
r Dagmar Zeuner, Director of Public Health

Merton Public Health Intelligence

4<sup>th</sup> September 2021

# y messages

The current estimated London R value is between **0.8 and 1.1** (based on 26<sup>th</sup> Aug to 1<sup>st</sup> Sep)

HS admissions – COVID Inpatients in SW London were **145** (week ending 6<sup>th</sup> September) compared to 177 in the previous week

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Day case rate (all ages) **234.0 cases per 100,000** (up from 220.3 previous week), compared to 214.6 per 100,000 for London (29<sup>th</sup> August– 4<sup>th</sup> September).

There were **531 positive cases** in Merton (29<sup>th</sup> August -4<sup>th</sup> September) compared to 497 in the previous week

There has been **one outbreak** in a care home affecting 4 staff and 1 resident (1<sup>st</sup> case identified 27<sup>th</sup> August)

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Merton completed **9,679.6 Pillar 2 LFD tests per 100,000 population**. This is 3<sup>rd</sup> highest among SWL boroughs (week ending 5<sup>th</sup> September)

**12.6% (143 tests)** of LFD's were positive compared to **12.6% (486 tests)** of Merton PCR tests

**Vaccinations** (Up to 7<sup>th</sup> September)

**51,905 vaccines** have been given in Merton (131,880 - 1<sup>st</sup> dose and 120,025 - 2<sup>nd</sup> dose)

Vaccination uptake (16+) **70.1% - 1<sup>st</sup> dose** and **63.8% - 2<sup>nd</sup> dose** (7<sup>th</sup> September)

# COVID-19 Update

## Merton Vaccination Equity Update

Page 3



South West London  
Clinical Commissioning Group



KEEP  
MERTON  
SAFE



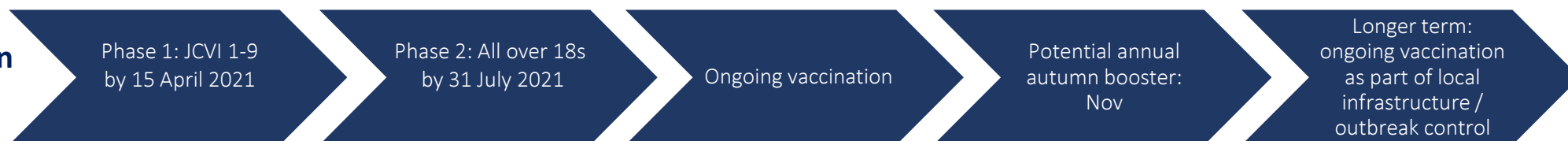
# Merton COVID-19 Vaccination Equity Framework

**Aim: To achieve equitable COVID-19 vaccine uptake for Merton residents**

**Approach: Promote equitable vaccination in Merton via four enablers:**

Page 4	<b>1. Reducing barriers to access</b> Make access to vaccines as easy and convenient as possible.	<b>2. Communication and engagement</b> Working with communities, including the underserved; strength-based approach; co-production.
	<b>3. Partnerships and governance</b> Commitment to whole systems working – recognising no one partner can achieve effective vaccine equity alone.	<b>4. Make best use of data, information and insight</b> Evidence-based interventions; learning from data (qualitative and quantitative); transparency - sharing with the public.

**Vaccination Timeline:**



# Who remains unvaccinated in Merton?

**Overall: 251,905** Vaccinations given in Merton.

**61%** of residents 18+ have received 1<sup>st</sup> dose of the COVID vaccine (**131,880 residents**)

**50%** of residents 18+ have received 1<sup>st</sup> and 2<sup>nd</sup> doses of the COVID vaccine (**120,025 residents**)

**31,140 residents remain unvaccinated.**

## Age

**36%** of working age population (18-64 years) and **13%** of older people over 65+ are unvaccinated in Merton residents

**41%** of younger people (18-39 years) remain unvaccinated (**27,350 residents**)

## Geography and Deprivation

- Vaccination uptake is **lower in the east** of the borough for all age groups and higher in the west.
- Low vaccination uptake and higher levels of deprivation are mainly in **Pollards Hill, Figge's Marsh, Longthornton Graveney and Lavender Fields.**

## Ethnicity

Vaccination uptake (1<sup>st</sup> dose) is lowest in **Black ethnic groups** (Black Caribbean, Black African, Black mixed) and **'White Other'** ethnic groups, (which includes Polish and other Eastern European groups).

There has been only small increase over time in the proportion of vaccinated population within ethnic groups

## Age and Ethnicity

- Snapshot of younger people (**20-44 year olds**) shows the following are unvaccinated:
- 61% of Black ethnic groups (4,265 residents), 53% of 'White other' ethnic groups (13,436 residents), 33% of Asian ethnic groups (5,434 residents) and 23% White ethnic group (6,611 residents)

# What are the causes of residents remaining unvaccinated?

## Key barriers to vaccine uptake:

- Practical and other access factors
- Safety concerns
- Not wanting to be first
- Low perceived personal risk
- Fear and mistrust
- Misinformation

## Key facilitators to vaccine uptake:

- ✓ Making appointments easy and convenient
- ✓ Making local access easier
- ✓ Increasing awareness and drivers of motivation
- ✓ Increasing confidence in vaccination
- ✓ Addressing low trust
- ✓ Outreach models targeting under-served groups

## Recent London insights into population groups less likely to be vaccinated:

- **Trust:** top reason for Londoners not getting a vaccine remains a lack of trust (45%)
- **Low perceived risk:** 34% of Londoners who are unlikely to take the vaccine saying they don't think they need it
- **Safety:** 26% of Londoners saying they don't think vaccine is safe was 26%, but 18 to 24 year olds are less likely to say this. (GLA Monthly Poll - July 2021)

## National insights into 18-29 year olds in CDE social group –July 2021:

- Low sense of personal risk and low trust in Government main reasons for not vaccinating
- Wait and see approach (similar to other hesitant groups)
- Question efficacy – those vaccinated still catching COVID
- Practical barriers less of an issue.



## Slide 6

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**JG1**

This slide was included in the first Equity Plan - Kate, Kalu, do you have further SWL insight - so we can refine?

Julia Groom, 08/09/21

**JG2**

GLA London attitudes survey -July 21 reported -proportion of Londoners saying they don't think they need a vaccine had increased to 34% and that the top reason for not getting a vaccine was reported as lack of trust (45%)

Think this should be one focus of the discussion on engagement - have had a huge focus on making access as easy as possible -how do we address trust issues?

Julia Groom, 08/09/21

# What we have been doing:

## COVID-19 Vaccine Update




- 88% VACCINATED WITH 1 DOSE
- 91% TOTAL % OF 1ST DOSE RECEIVED
- 100% VACCINATED IN THE LAST WEEK

Protect your loved ones by getting the vaccine and encouraging them to do the same. The COVID-19 vaccine is highly effective. It will give you the best protection against the coronavirus.

Logos: KEEP MERTON SAFE, merton, NHS Test and Trace

### My COVID vaccine story



Claire, a Merton Council member of staff

*"As someone who is living with a person who is shielding, it was important to have the vaccine to protect him as well as myself."*

**Tweet**

Merton Council @Merton\_Council

A massive thank you to everyone at @nhsmerton\_ and @WimbledonMosque for putting on a hugely successful vaccination pop-up clinic on Tuesday!

We caught up with the team on site to find out how they run their vaccination pop-up clinics.

#KeepMertonSafe



1.2K views 0:18 / 1:05


4:20 PM · Jun 3, 2021 · Hootsuite Inc.

← Thread

Merton Council @Merton\_Council

We got down to Merton College last Friday to check out their #CovidVaccination walk-in session and spoke to staff & students about why they are getting their jab.

Protect your loved ones against the virus by getting the vaccine and encourage them to do the same.



401 views 0:00 / 1:13

12:00 PM · Jul 8, 2021 · Sprout Social

Page 8

## COVID-19 Why Vaccinate? Your questions answered



- Dr. Fafolu**, Connected, Wellbeing Board Group - Merton Council
- Dr. Dagmar Zeuner**, Director of Public Health for Merton, Merton Council
- Dr. Mohan Sekeram**, GP in Merton, NHS South West London Clinical Commissioning Group (CCG)
- Sedina Agama**, Associate Director Medicines Optimisation (Chief Pharmacist) Merton Borough

Logos: merton connected, merton, NHS South West London Clinical Commissioning Group




**Over 18?**  
You can now book your COVID Vaccine appointment without receiving an invitation letter.



# What have we done: Reducing Barriers to Access

*Principles: working with communities; taking a strength-based approach; co-production*

## What has happened?

**Delivery of Vaccination Programme** in variety of setting: PCN Sites at Wilson and Nelson, larger mass vaccination sites AFC Wimbledon & Centre Court and Community Pharmacies people aged 18+

**Targeted community outreach** clinics focussed on areas where uptake rates were lower and/or with specific populations, including:

- Mosques
- Sports clubs
- Community Centres
- Local Festivals

**Door to door promotion** linked to community outreach programme in areas of lower uptake rates, supported by strong communication

## What next:

- **'Evergreen' Offer**, continuing to provide 1<sup>st</sup> and 2<sup>nd</sup> dose vaccinations in easily accessible venues and locations
- **Vaccination clinics** continue to be walk-in, pre-bookable via GP practices or the National Booking System as well as Event Bright
- **Building on the learning** for the earlier phases working with and empowering local communities, networks and champions to increase uptake of the vaccine
- **Utilising information**, data and local knowledge to support the ongoing development of a community outreach delivery model

# What have we done: Communication and Engagement

*Principles: working with communities; taking a strength-based approach; co-production*

## What has happened?

**Communications:** through NHS and LA channels e.g. weekly COVID newsletter goes out to over 100,000 residents

**Focus groups:** with young adults to establish key messages for comms and engagement

**Community Conversations:** 66 delivered reaching 1,300 Merton residents

**Community Champions:** adults, young adults, under 18s

**Worked with local organisations** to ensure our local communities are kept up to date –including Faith, Independent Living and BAME organisations

**Digital marketing:** targeting specific demographics- displayed on over 400,000 devices in Merton; invested in TikTok vaccine myth busting digital ad campaign using influencers

## What Next?

- Continue to work closely with our **Merton Pandemic Community Outreach grant recipients**
  - focused on improving local engagement around health promotion including testing and vaccine confidence and convenience, as well as combatting complacency.
- Working with grant recipients to **provide training to staff and volunteers**, to help support conversations with local communities. Training has so far been provided to the Power Centre Church and the Polish Family Association.
- Working with 13 **BAME community groups (small grants)** on COVID, including vaccination; increase community engagement capacity.

# Next phase of Vaccination programme

*Principles: sustainable approach embedded within local system*

## Opportunities:

**Phase 3 - Vaccine Booster Programme** for cohorts from Autumn include a focus on Care Homes, Housebound and identified cohorts

**Link to the flu vaccination** programme possible co-administration

Ongoing support the **'Evergreen Offer'** for 1<sup>st</sup> & 2<sup>nd</sup> doses; supporting a Partnership

**Vaccine for healthy 12-15 y/o** to be confirmed; anticipated delivery via school nursing teams and supported by local hubs sites

**Role of Pharmacy** in sustainable system

**Integrated vaccination offer** – opportunity to offer vaccination with other health and wellbeing offers; using the learning to build on other integrated health and wellbeing offers.

## Challenges:

- lack of clarity of future programme, perceived discrepancy between JCVI, scientists and political decision.
- Need for clarity of information, communication and listening – promote community cohesion – especially 12-15 year olds – continue engage with young
- Focus on high risk (ie JCVI high risk 12-15 not to be distracted by noise around universal programme)
- Protection of and support for vaccination staff - lot of the emotional and divisive exchanges
- Importance of flu vaccination for health and wellbeing and equity this winter
- Dealing with mandation, current and consultation.

# How can we work together to make sure 'no one is left behind'

Building on our community assets in Merton:

- Ideas and actions to continue to support vaccination uptake (especially young people, Black and Eastern European ethnic groups, areas on east of borough)
- How best can we address issues of trust in vaccination?
- How can we skill up wider workforce to feel confident in talking about vaccination?

# Appendix – Supporting Vaccination Data

Page 13

# Who remains unvaccinated in Merton?

**905** Vaccinations have been given in Merton. **70%** of Merton residents 16+ have received 1<sup>st</sup> dose of the COVID vaccine (1,880 residents). **56,140** residents remain unvaccinated.

**36%** of working age population (18-64 years) and **13%** of older people over 65+ are unvaccinated in Merton residents  
**41%** of younger people (18-39 years) remain unvaccinated (**27,350** residents)

## Geography and Deprivation

Vaccination uptake is lower in the east of the borough for all age groups and higher in the west.

Low vaccination uptake and higher levels of deprivation are mainly in Pollards Hill, Figge's Marsh, Longthornton, Graveney and Lavender Fields.

## Ethnicity

Vaccination uptake (1<sup>st</sup> dose) is lowest in Black ethnic groups (Black Caribbean, Black African, Black mixed) and 'White Other' ethnic groups, (which includes Polish and other Eastern European groups).

There has been only small increase over time in the proportion of vaccinated population within ethnic groups

## Younger age groups and ethnicity

Snapshot of unvaccinated younger people (20-44 year olds) -61% of Black ethnic groups (4,265 residents), 53% of 'White Other' ethnic groups (13,436 residents), 33% of Asian ethnic groups (5,434 residents) and 23% White ethnic group (6,611 residents)



# priority groups vaccine uptake among people registered with a Merton GP

(as of 7<sup>th</sup> Sept)

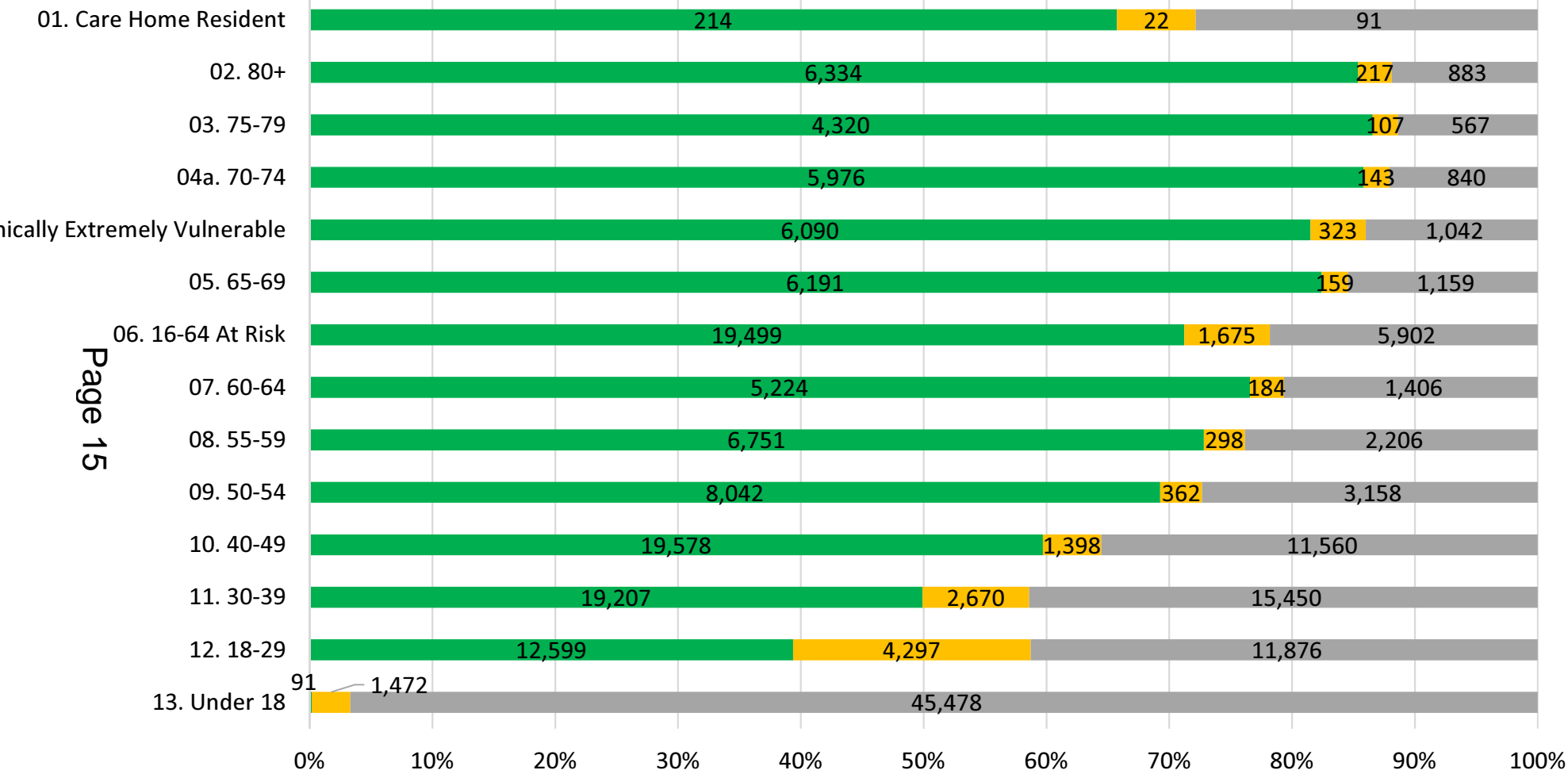
14<sup>th</sup> Sept 2021

Percent uptake by JCV

group and doses

Unvaccinated (%)

■ Vaccinations (1st + 2nd) ■ Vaccinations (1st) ■ Unvaccinated population



Page 15

**Total population**

■ Vaccinations (1st + 2nd) ■ Vaccinations (1st) ■ Unvaccinated population

es + staff = care home residents and staff

**age 18+**

**188,020**



= Clinically extremely vulnerable

care homes residents includes all ages and not only older people

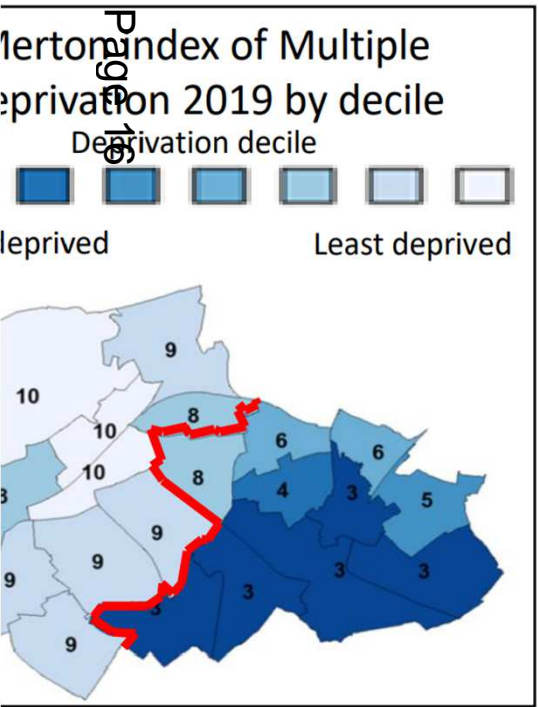
NELCSU vaccinations

Enquiries [gary.forbes@merton.gov](mailto:gary.forbes@merton.gov)

# COVID-19 vaccinations in Merton by MSOA (NIMS populations)

14<sup>th</sup> Sept 2021

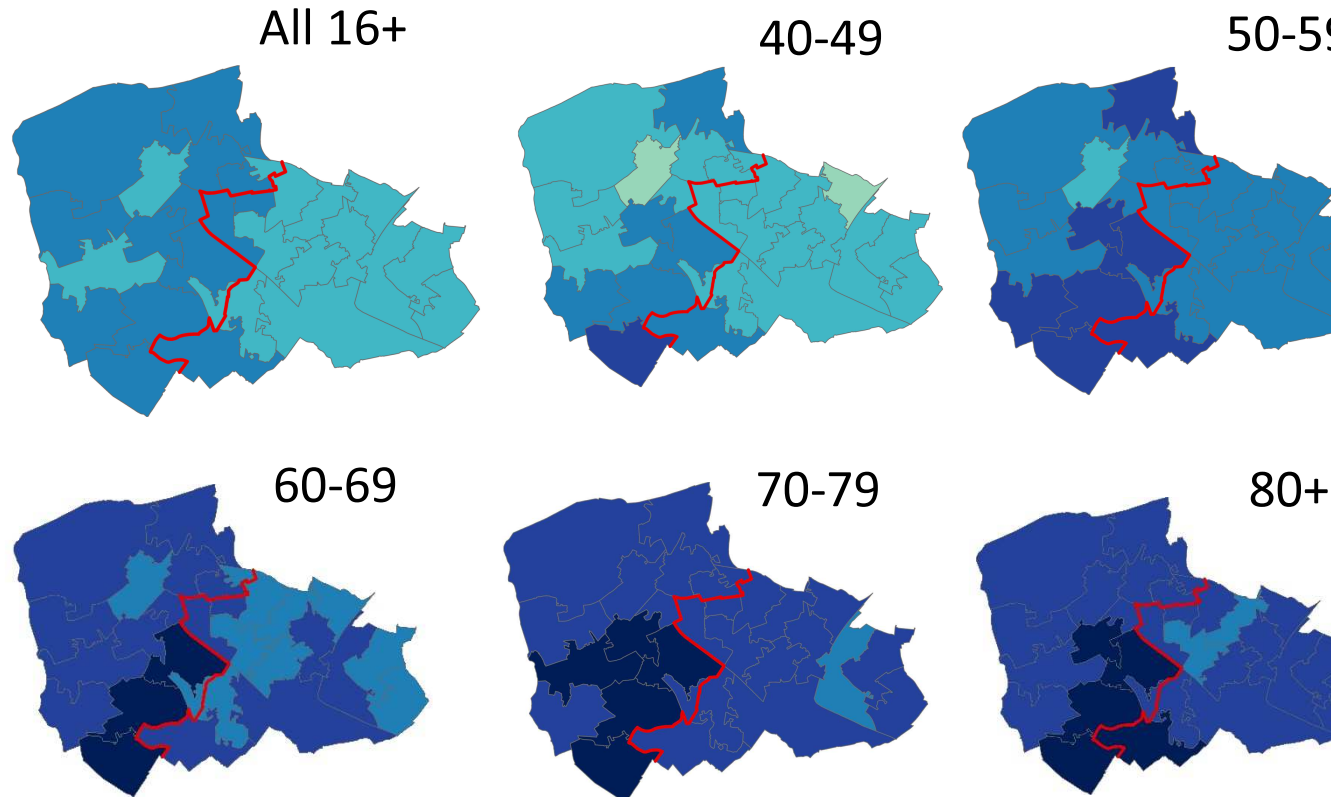
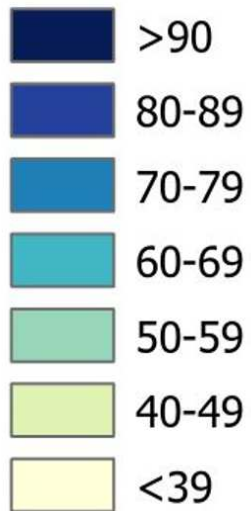
**Message**  
 Vaccine uptake is higher in West Merton; which has lower levels of deprivation than East Merton.  
 National Immunisation Management System (NIMS) populations are via NHS GP lists.



## Percentage of Merton residents by age group and MSOA that have received 1<sup>st</sup> dose of Covid-19 vaccination (as of 22<sup>nd</sup> August)

Percent of MSOA population who have received 1<sup>st</sup> dose

### Percentage



Note: New population figures (for denominator) used. Current figures calculated using NIMS populations, rather than ONS population estimates used previously.

# COVID-19 vaccinations in Merton residents by deprivation

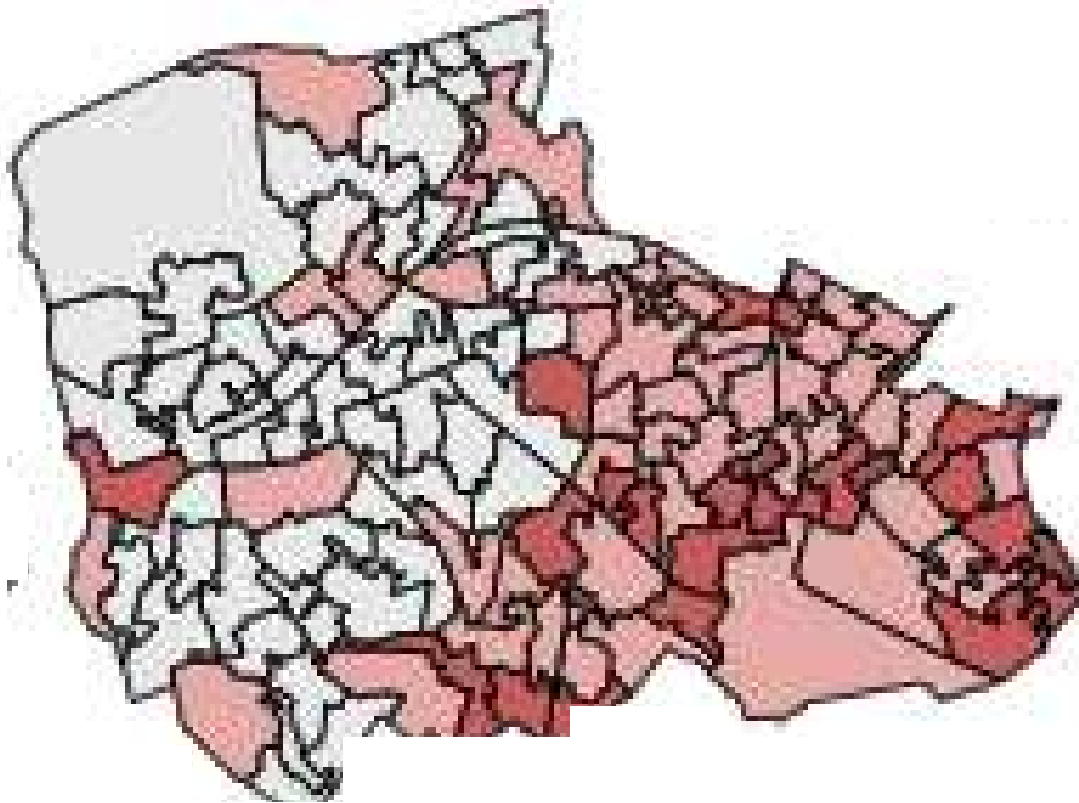
## Messages

East Merton has higher deprivation and lower vaccine uptake than West Merton. Low vaccine uptake and higher deprivation are in wards of Pollards Hill, Figge's Marsh, Longthornton, Graveney and Lavender Fields

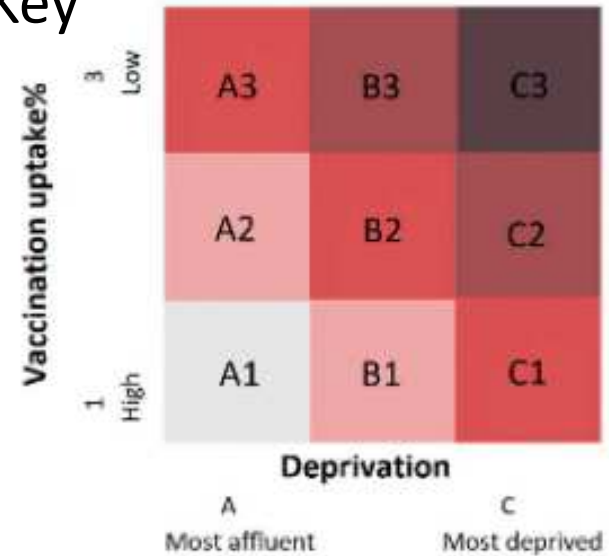
## COVID-19 vaccine uptake and deprivation link JCVI groups 2-10

(as of 7<sup>th</sup> Sept 2021)

Page 17



### Key



Lighter shade (A1) indicates affluent areas with high vaccine uptake, whereas darker shade (C3) indicates most deprived areas with low uptake.

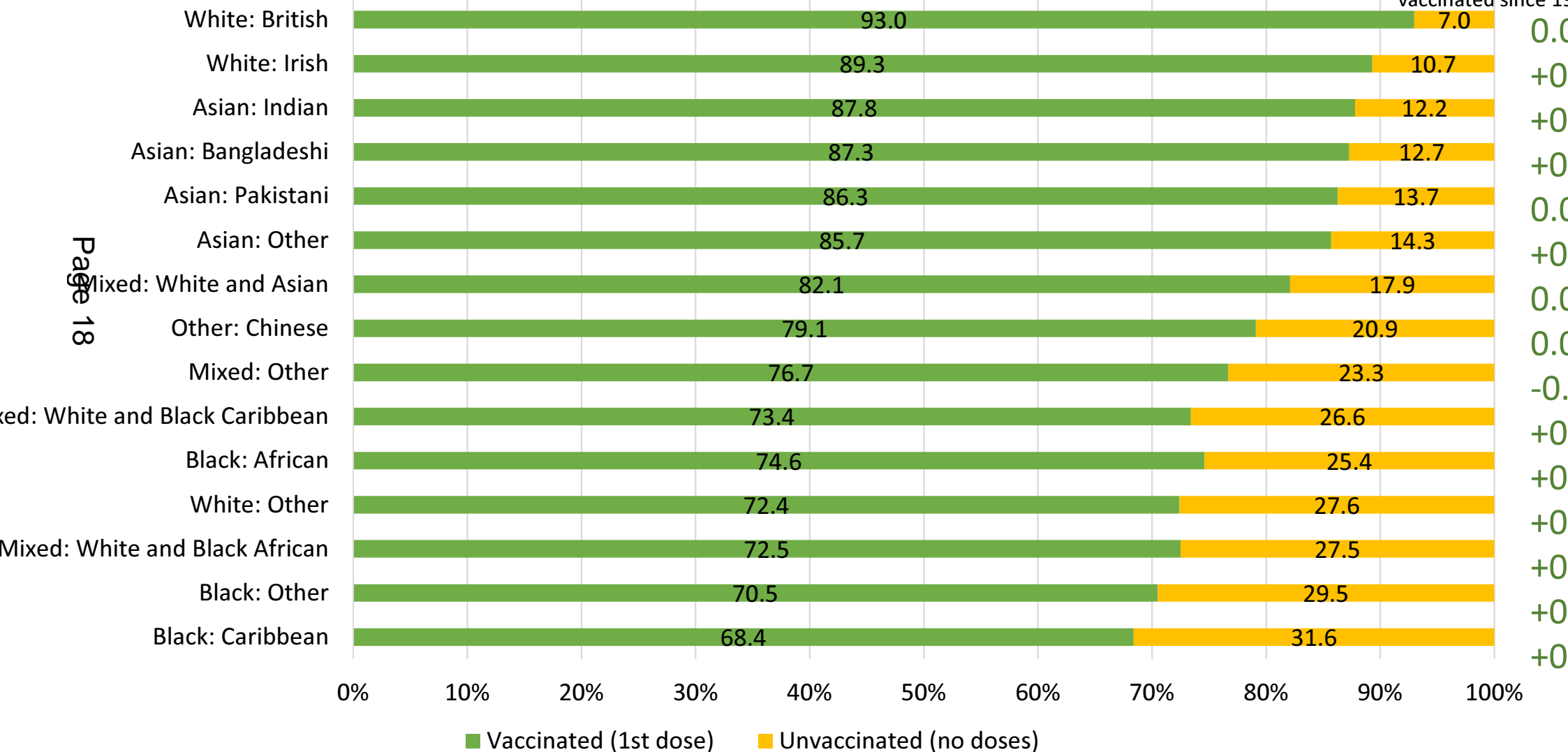
# Vaccine uptake by ethnic group among Merton residents aged 50+

as of 26<sup>th</sup> August 2021

## 1<sup>st</sup> dose vaccine uptake (%) among those aged 50+ by ethnic group among Merton residents

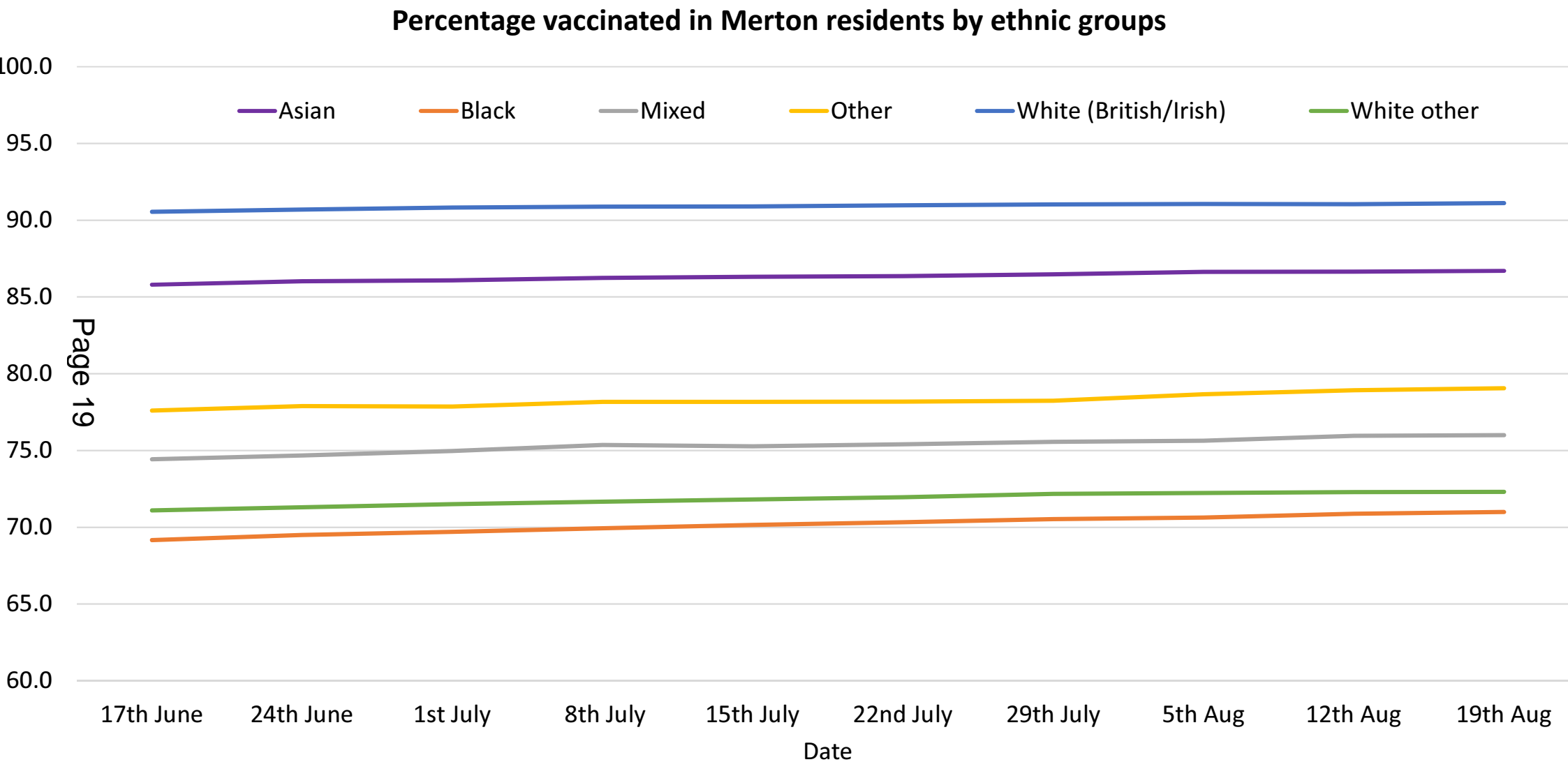
(as of 26<sup>th</sup> August 2021)

% change in 1<sup>st</sup> vaccinated since 19



# Percentage Covid-19 vaccinated in Merton residents by ethnic groups

14<sup>th</sup> Sept 2021



These percentages have been averaged out aggregate the data on narrow ethnic groups  
London Covid-19 vaccination programme

# Vaccinated and unvaccinated Merton residents aged 20-44 years by ethnicity

9<sup>th</sup> September 2021

Ethnic Group	1 dose	2 doses	Unvaccinated	Unvaccinated %
Black	844	2,746	4,265	60.8%
White other	1,556	12,055	13,436	52.7%
Mixed	350	2,008	1,652	45.1%
Other	478	2,646	1,979	42.8%
Asian	1,564	10,844	5,434	33.4%
White	2,258	21,720	6,611	23.3%

Page 20

Note: Data is a snapshot in time and trend data is not available from this source

Source: PHE power BI

Enquiries: [gary.forbes@merton.gov.uk](mailto:gary.forbes@merton.gov.uk)

# Merton COVID-19 Young Community Champions

## Young Inspectors

Martin Miranda Antelo

Lurdes Moreno

- Impact of the Pandemic on young people
- The importance of Testing
- Vaccine information
- Planning for the future of engagement with young people
- Young Inspector reflections



# How has the pandemic affected young people?

## Responses from the Under 18 Survey

During lockdown, it was a harder learning process. I prefer going to school because I see my friends, get to socialise and go to clubs. Thankfully, I am supported by my family during lockdown and did not fall behind with learning! I hope to reconnect with friends this summer!

Yasmin - Year 7 / Female

Overall, I have not been affected badly by the pandemic. I have been able to see my family in person for 2 years as it is not safe.

Isabella - Yr.9/Female

The pandemic hasn't really affected me, only problem for me is that the shops are closed.

Ben - Year 10/ Male



The pandemic has meant that I've had to do online school and sit in front of a screen for 6hrs a day. However, I continued taekwondo on zoom, running and went for long walks with my family in the woods. It was overall just such a surreal experience!

Yasmin - Year 9/ Female

It helped me realise that we have to be grateful for everything that we have and that everything can change in the blink of an eye.

Isabella - Year 7/ Female



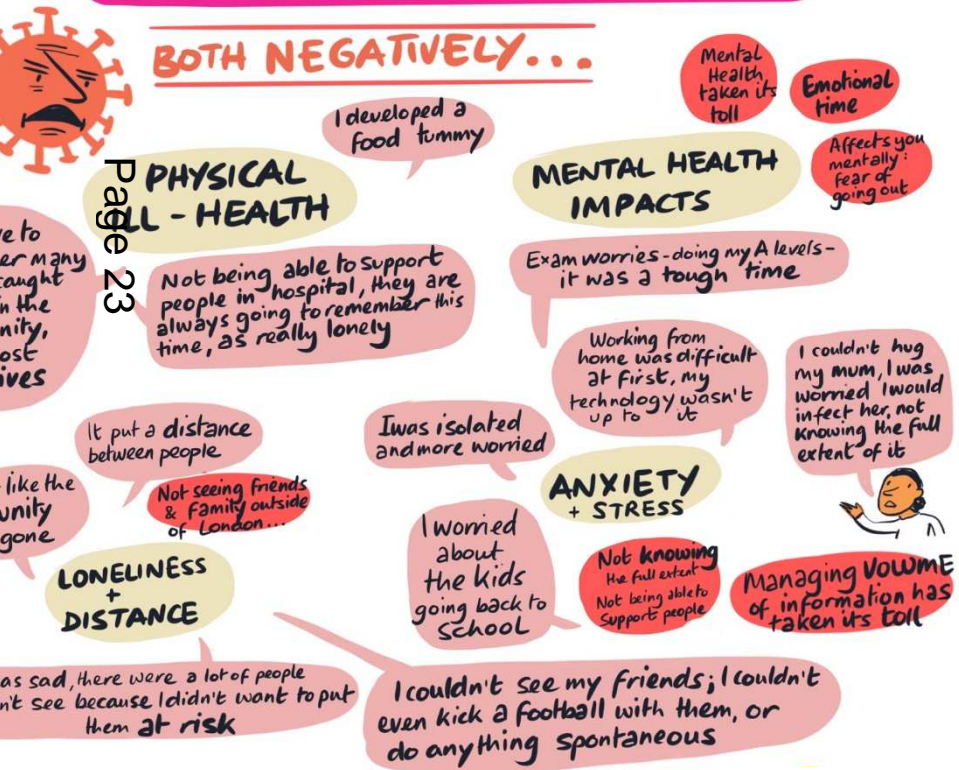
# How has the pandemic affected young adults?

Responses from YACCC Session

voice  
merton youth

**HOW HAS COVID-19 AFFECTED YOU?** DEC 2020

## BOTH NEGATIVELY...



## ...AND POSITIVELY



# Lateral Flow Testing

## Responses from the Under 18 Survey



Some had to test frequently due to work whilst others tested once a week or not at all.

Page 24



'I don't do the Covid test. I would do it if the teachers asked me to bring it to school or if there were rewards or incentives.'



Many young people reported that they would be more likely to do the LFD test if they did not have to stick something up their nose and down the throat.



Majority of the 19 young people surveyed, understood why testing remained important and they were doing the tests as required.

# Young Adults and Vaccination



Young adults in Merton were curious about the effectiveness of different vaccines (AZ and Pfizer). The general questions were related to the symptoms of the vaccine, risk of blood clot, fertility, re-infection rates and the impact on the immune system.



Page 25



Most importantly, young adults wanted direct access to information; more clarity around the data for example an explanation around the meaning of efficacy percentages and the difference between two vaccines. They also said they wanted clear and consistent communication e.g. 'It's safer to have the vaccine than not!'



The overall feedback from the champions that we collated over the sessions were that they wanted to know about training, volunteering and employment opportunities. They also wanted to know how to improve other areas of their health such as sleep, physical activity and stress management so they can adapt their lifestyles.

# Summary

**YACCCs**  
**HELPING**  
**KEEP US ALL**  
**FORMED + SAFE**



Get your free Lateral Flow tests now: at work, order online, or collect at a local pharmacy!

Vaccines are **Safe**, effective + important!

## WHY A YACCC DOES:

KEEP UP TO DATE WITH THE LATEST INFO



SHARE INFORMATION WITH FAMILY + FRIENDS



WHAT FUNDING PEOPLE GET IN RETURN FOR THEIR TIME

## TOWARDS EMPLOYMENT

MERTON'S YOUTH EMPLOYABILITY PROJECT



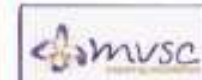
### COMING SOON...



## Take advantage of what's "out there"



### Award winning film



## Volunteering in Merton



### PUBLIC HEALTH UPDATE - WILKINS ROAD OUT & SPRING ROADMAP

INFLUENZA ADDRESS - Senior Public Health Principal

Infection rates are low and the vaccine programme is going **REALLY WELL!**



### LATERAL FLOW TESTS FOR ALL CURRENTLY AVAILABLE



SJ9

Lurdes

Sanjana Jio, 10/09/21

# Suggestions for the FUTURE



Martin



Anna



Lurdes



Toby

Page 20

## Young Inspectors suggest:

- Expand on current programs that encourage the voices of young people in Merton
- Listen and co-create in the planning and delivery of projects aimed at young people and the wider community

# Young Inspectors

What we have learnt leading on YACCC:



Martin

To be adaptable and flexible at facilitating workshops with young people & young adults



Anna

I've learnt how to engage a range of young people which has helped me with my facilitating skills and adaptability



Lurdes

Being a Young Inspector, we learned to adapt and be flexible whilst catering to a new audience



Toby

I have learnt about new methods we have used to engage an 18-30 age group in the YACCC project

SJ5

Martin

Sanjana Jio, 10/09/21



# Discussion



**What do you think you can do to support Merton's young residents who are worried about coming back into lockdown this autumn?**



**What are you doing to promote employment, training and volunteering opportunities in Merton?**



**How do you plan to listen to young people's voices and co-create solutions for the problems young residents face?**

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