

# Vaccine uptake in underserved communities

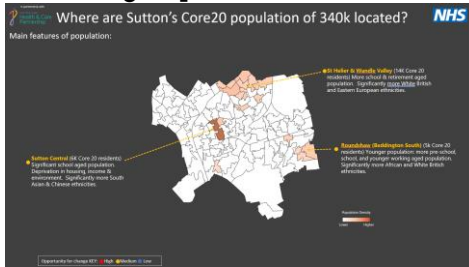
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## AIM

To increase uptake of covid vaccination in underserved communities in Sutton

## BACKGROUND

Core 20 data identified 20% most deprived areas in Sutton where uptake of vaccination was very low among the residents especially those from BAME communities and health inclusion groups.

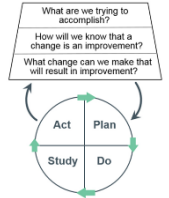


## CONCLUSIONS/RECOMMENDATIONS

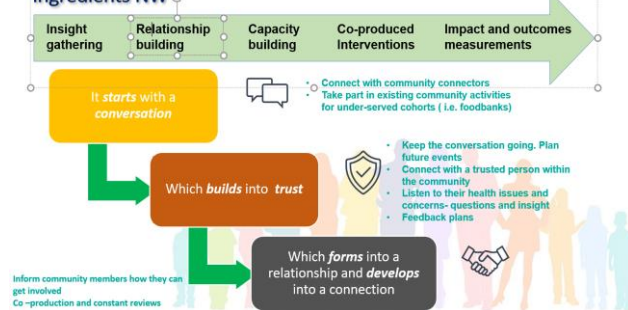
This successful approach has influenced the wider health and inequality Programme in Sutton. It has created the right conditions for a successful SWL Health and Inequality bid to undertake further work with those deprived communities.

## METHODS

Developed a Sutton Place engagement approach to ensure consistency and impact with the health inclusion groups. Mapped out local assets in each of the deprived areas to connect with key people and start forming solid and trusted relationships to reach those groups. Used a multi-faceted approach including door knocking, translated material, Q&A sessions and pop-up vaccination clinics to reach the right people. Captured learning from each engagement event to help inform progress and identify areas of improvement for the programme. This was accomplished with key stakeholders to inform progress and learning.



### Sutton approach to reducing health inequalities – Successful ingredients NW



## RESULTS

- As a result of engagement approach, **vaccine uptake increased steadily week on week in areas of low uptake**
- Due to the success of this engagement approach, it was replicated in the Core 20 plus cohorts and as a result, **Sutton was the highest borough in SWL and other London regions to vaccinate travellers and homeless**
- Improved health outcomes and **developed trusted relationships** with deprived communities and health inclusion groups
- Improved partner relationships with key stakeholders

