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Public Health Team, Bradford



I think probably one of the positive things for us has been how we have relied really heavily on the voluntary and community sector... One of the challenges for me was, given Bradford's such a diverse district, how on earth can we have a system where potentially we can get to any part of the population if we need to get messages out there? Not saying we've got it right, but there have been some real positives. We funded three different networks, all of which had a wide range of voluntary sector organisations that were part of their networks. I think that helped us in terms of trying to get messages out and take action in the right way. We were able to use our community wardens. They were in those areas all the time so people knew them. They knew where people went, which settings we could target, and I think having information in different languages really helped as well as being able to have people who spoke those languages that could have

conversations with people because at that point in time there was a lot of misunderstanding and myths around COVID.

The difference it made was we were confident we had done all we can to get messages out in the right way. So while there have been some written resources in the right languages in places where the community were using, we also got members of the community from those communities to do some videos which we used on social media, and we also had a presence in those communities where we were able to have conversations with people. I think being able to give out the masks, the hand sanitiser, really made things very visible in those communities, and really showed a commitment to making sure it didn't end up in a situation where the rates were really high and we were putting people at risk

What are the key points in this story extract?

How does it resonate (or not) with your own experience of the COVID-19 pandemic?



IDEAS
ALLIANCE