



**Relationships first,** process later. If we concentrate and **commit ourselves** to **respectful relationships** with our communities and our partners, when the chips are down, they'll come with you and **support you**.



## Public Health Team, Hull



So, I've been really concerned about the take-up of vaccines in some of our most diverse communities, and the Peel Street Park area is set within a dense housing area. It's a green space in the middle of a square really, a mixture of terraced housing, some homes of multiple occupation, a mosque in one corner, a community centre in the other. It's just so multicultural, just a vibrant community.

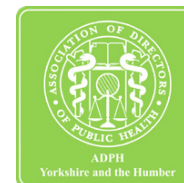
We set up a pop-up vaccination clinic alongside our mobile LFT centre there... The atmosphere was a bit carnival-like actually strangely. It was joyous, and our fabulous Assistant Director who works in my team who leads on social cohesion, persuaded the Imam from the local mosque and community leaders to come to the site and talk with staff, many having vaccines.

When prayers finished, we had an influx of young men coming to get their vaccines... two days later, we'd vaccinated nearly 600 individuals in two and a half days. It was incredible, the community were bringing their neighbours, young families, and some people coming for their second, but most just coming for their first vaccine. And as I said, the community spirit was really incredible. We did have some anti-vaxxers, and they were handing out leaflets and being really challenging. But, we carried on.

The key learning is relationships first, process later. If we concentrate and commit ourselves to respectful relationships with our communities and our partners, when the chips are down, they'll come with you and support you.

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**