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Public Health Team, North East Lincs

“ You can't beat boots on the ground. I guess, it's important having local resource. It's important to be able to put people in place and know confidently that the resource will be there if we need it. That is a precedent with emergencies - that if local authorities have to respond, knowing they'll be refunded. You have to act with boots on the ground, you know you have the resources, secondly, more nuanced, you have to get the people...

To get the boots on the ground, we went through our voluntary sector. They set up, they called it the ERA, an ethical recruitment agency. I made a principle decision to recruit people through that. To go to local people and give them opportunity... Going back to the visibility thing, you want local people to talk to local people. They are more likely to listen to people in their local community. An old adage, not new, but proven by this. It's really important, if they don't see them as local, they won't listen.

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