



[We did] quite a lot of work listening to communities and understanding circulating myths. We learnt that they don't engage with usual trusted sources for messaging, but do use their own social media groups. We worked with trusted third sector organisations to tailor messages and get our tweets and our Facebook posts amplified through community groups so they were coming from trusted community voices rather than less trusted perceived authoritarian voices.



Public Health Team, Rotherham



What we were also picking up was that this was happening in central communities where engagement with the regular media and probably CCG and Local Authority messaging was pretty low. How do we get the messages into those areas?... So, working with the council's community engagement team, and lots of third sector, voluntary sector groups, particularly around the mosques, our Asian population, Eastern European population, we did quite a lot of work on listening, hearing what some of the myths were in those communities about the pandemic, COVID vaccine, all of those, and trying to tailor messages and tailor the ways we were getting messages out to those communities. They are all quite heavy users

of social media, but they don't use the usual trusted sources, they're on their own WhatsApp groups, and community groups etc.

So, working with some of those third sector organisations to get our tweets and our Facebook posts pushed through their groups so they were coming from trusted community voices rather than less trusted perceived authoritarian voices... An approach of understanding what was happening there. We had some really good sessions with me - Director of Public Health - and with community staff just chatting to some of the community leaders, to hear their concerns.

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