

GROUNDSWELL AND ST BASILS YOUTH VACCINE CAMPAIGN

SUMMARY

Groundswell, who work with people experiencing homelessness to create solutions, and St Basils who work with young people, have joined forces to co-produce an information campaign to encourage uptake of the COVID-19 vaccine among young people experiencing homelessness across the country.

Together we have created this asset pack, and our ask is simple – use the campaign assets and messaging in whatever way you want, to ensure young people experiencing homelessness understand their rights to the vaccine. For over a year we've all played our part in protecting ourselves and others, this is the next step. We know every service, Local Authority or NHS group will have their own approach – use this 'toolkit' of digital and print resources alongside the key messages to ensure young people experiencing homelessness get vaccinated.

You'll find posters and postcards with a space available to include any information specific to your local area, whether that's the address of a vaccine centre, a number to call for help and advice or a website to help young people find their own way to get the vaccine.

There are also templates for stickers which can be put up in windows and social assets which you can post on your channels to help spread awareness. We've included a fact

sheet, too, which includes key messages and hashtags you can use to help spread the important information young people need to know about the vaccine and why it is important that they get it as soon as possible.

WHY ARE WE DOING THIS?

During the pandemic, Groundswell, who advocate for equal healthcare for all, worked with peers (people with experience of homelessness) to produce accessible, relevant resources about the constantly changing COVID-19 restrictions as well as a COVID-19 vaccine Q&A guide, where people from NHS, Public Health England and Sage answered questions from Groundswell's national peer network. These resources have been translated into six additional languages and over 12,000 copies distributed by us nationally (plus 1000's more accessed via the website).

These guides, combined with Groundswell's film and advice for frontline workers have been pivotal in ensuring people experiencing homelessness have accessible information to make an informed choice about the COVID-19 vaccine, ensuring protection for themselves and others. Nevertheless we heard from health partners in Westminster and in other parts of London that vaccine uptake in accommodation settings for young people experiencing homelessness was low and that Groundswell's resources were not suitable for this audience.

Becky Evans, Fundraising and Communications Manager at Groundswell said:

"We knew we needed to work with an organisation whose primary audience were young people experiencing homelessness, and were put in touch with St Basils. As soon as we heard about their 'Youth Voice' project we knew they were the perfect partner. We shared the same approach, using the insight of lived experience to develop an information campaign that was actually going to reach the right people and meet the need."

Their national 'youth voice network' (a network of young people with experience of homelessness) held a consultation on the COVID-19 vaccine, discussing their views on the vaccine, where they would go for trusted information, where they would avoid and gave advice on the best communication messages and tools for the campaign. Following this, creative agency One Black Bear were brought on board to transfer this insight into action.

We want local services, people and organisations to make this campaign their own. Use the assets and messages to target the young people you work with. Personalise them with information relevant to them – equipping them with the information and knowledge to make an informed decision about protecting themselves and others from COVID-19.



ONE BLACK BEAR

St
Basils
Works with young people

Groundswell
Out of homelessness