

CASE STUDY: COMMUNITY-LED APPROACH TO VACCINE ACCESS AND INEQUALITY

PARTNER ORGANISATIONS ACROSS SALFORD

Context: The city of Salford is one of the most deprived local authorities in the United Kingdom, and existing health inequalities were exacerbated by the COVID-19 pandemic. In 2022 - 2023, the city's primary COVID-19 vaccine uptake of 66% masked lower uptake of 45-55% in the most deprived communities.

What We Did: Alongside Salford City Council Public Health, Greater Manchester Integrated Care (Salford), local community organisations, and Salford's five Primary Care Networks, we gathered and analysed community insight on barriers to vaccine uptake.

The teams rapidly designed and delivered drop-in COVID-19 and flu vaccination clinics tailored to vaccine hesitant communities.

Impact:

- Strengthened system relationships and partnership working between primary care, public health and local communities.
- 5000 community contacts, 113 COVID-19 and 86 flu vaccinations, 175 health screening and 459 contacts for cost-of-living advice.
- Co-design and delivery with targeted communities, which led to providing warm and welcoming drop-in services offering a range of health and care screening, vaccination and welfare advice.
- The programme was shortlisted for an HSJ Award in 2023.



Salford City Council

Salford
Integrated Care Partnership

aqua
Shape Change Inspire Quality Transform Care



“The programme helped us establish a platform for building trusted relationships with community leaders and discover more underserved communities in Salford.”

Souhad Alhoussari
Public Inequalities Improvement Lead
Salford City Council

For further details about this piece of work, or to discuss how we can support you, please get in touch:



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enquiries@aqua.nhs.uk

Aug 2022 - Feb 2023

Salford
Integrated Care Partnership

KEEP UP YOUR DEFENCE

Fight flu and covid-19 this winter by getting the flu vaccine and covid-19 booster.

- Vaccines help prevent you from:
 - Becoming seriously ill
 - Spreading the virus to your loved ones
- If you did get the virus, it is likely to be milder and not last as long

Visit our public health engagement days and covid drop in clinic

TUE 13th & WED 14th DECEMBER 2022
10AM - 1PM PUBLIC HEALTH ENGAGEMENT

TUESDAY 20th DECEMBER 2022
10AM - 4PM POP UP CLINIC - WALK IN COVID BOOSTERS

Yemeni Community Association of Manchester
1 Gladstone Road, Eccles, Manchester, M30 0WY
Tel: 0161 707 7012
Registered Charity: 1117050

Food, Light Refreshments & Hot Drinks