

## **Community Champions Policy**

### **Background**

In December 2020, Boston Borough Council was one of sixty Local Authorities invited to apply for MHCLG Community Champions Fund.



In January 2021, £494,800 funding was awarded to develop a locally relevant programme, which aims to support a range of interventions to build upon, increase or improve existing activities, to work with residents who are most at risk of Covid-19 - helping to build trust and empower at-risk groups to protect themselves and their families.

Building on from the success of the initial Community Champions Programme in December 2021 the Department for Levelling Up Housing and Communities (DLUHC – formally MHCLG) launched a Community Vaccination Champions Programme. The programme provides up to £22.5million to local authorities in England. The fund is aimed at improving the reach of information on vaccine safety and increasing vaccine confidence across communities. Boston Borough Council has been awarded an additional £185,000.

### **Community Leaders**

To date there are over 300 community leaders who have been in attendance at regular briefings and have helped shape engagement within the community over the last year.

Notable successes include: -

March 2021, we were able to extend an invitation to Community Leaders to be involved in a virtual Q&A session on the vaccination programme with Professor Jonathan Van Tam, Deputy Chief Medical Officer, offering people the chance to ask meaningful questions that were relevant on a local level.

Members of the Lithuanian Community Group have also been in contact to share vaccination hesitancy and also ask questions on the vaccination process. We have been able to share this useful information but also have been able to put this group in contact with our NHS colleagues.

Local Romanian Community Leader has also been working with the programme to try to encourage uptake of the vaccination within the Romanian and Bulgarian Community, we continue to work with all community leaders to ensure all messages are relevant and make sense to the wider community

### **Recognising and formalising the community leader roll**

Boston Borough Council recognises the important roll the Community Leaders have had in implementing the part of the Empowering Healthy Communities programme and also spreading the vital health messages within the wider community.

As we move forward with ensuring that as many adults have had their 1<sup>st</sup>/2<sup>nd</sup> vaccination and booster jabs, the role of Community Leader (Community Champion) is ever more important



## **Proposal for Community Champions**

By encouraging some members of the Community Leaders and wider community to become Community Champions we will be able to build on the initial success and spread messages widely within the community.

Community Champions will be asked to fill out an application form and attend a short briefing session on what is required of them once they are a Community Champion.

In recognition for the voluntary role, anyone attending this session will then be given a £20 Love2Shop Voucher.

Further training and volunteering session will be made available in partnership with LCVS, if Community Champions so wished to attend the sessions.

Each Community Champion will be asked to sign a code of Conduct and attend 6 weekly community champions briefing sessions.

