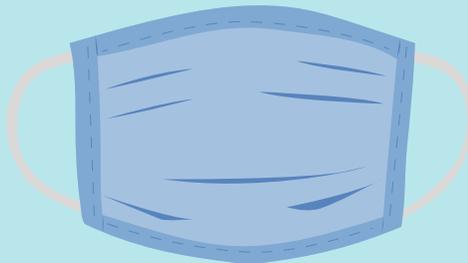


Health Messaging for All



Insight workshop
Carers Centre Tower Hamlets (CCTH)
17th May 2021



About the participants

Number of participants: **9**

The group is made up of people who are members of the Carers Centre Tower Hamlets. There were 7 participants at the workshop, but 2 more people provided written feedback to the workshop questions. They are all Carers and are the primary information providers of Covid-19 health information to the person they care for.

The language used at the workshop was English. Eight of the participants were female with ages ranging from 44-71. One male participant provided written feedback. He is in his early 40s.

We asked participants to tell us what their main sources of Covid-19 health information are



Main sources of Covid-19 Info



Official NHS Letter



Other Carers



Television



Tower Hamlets Community Champion Network

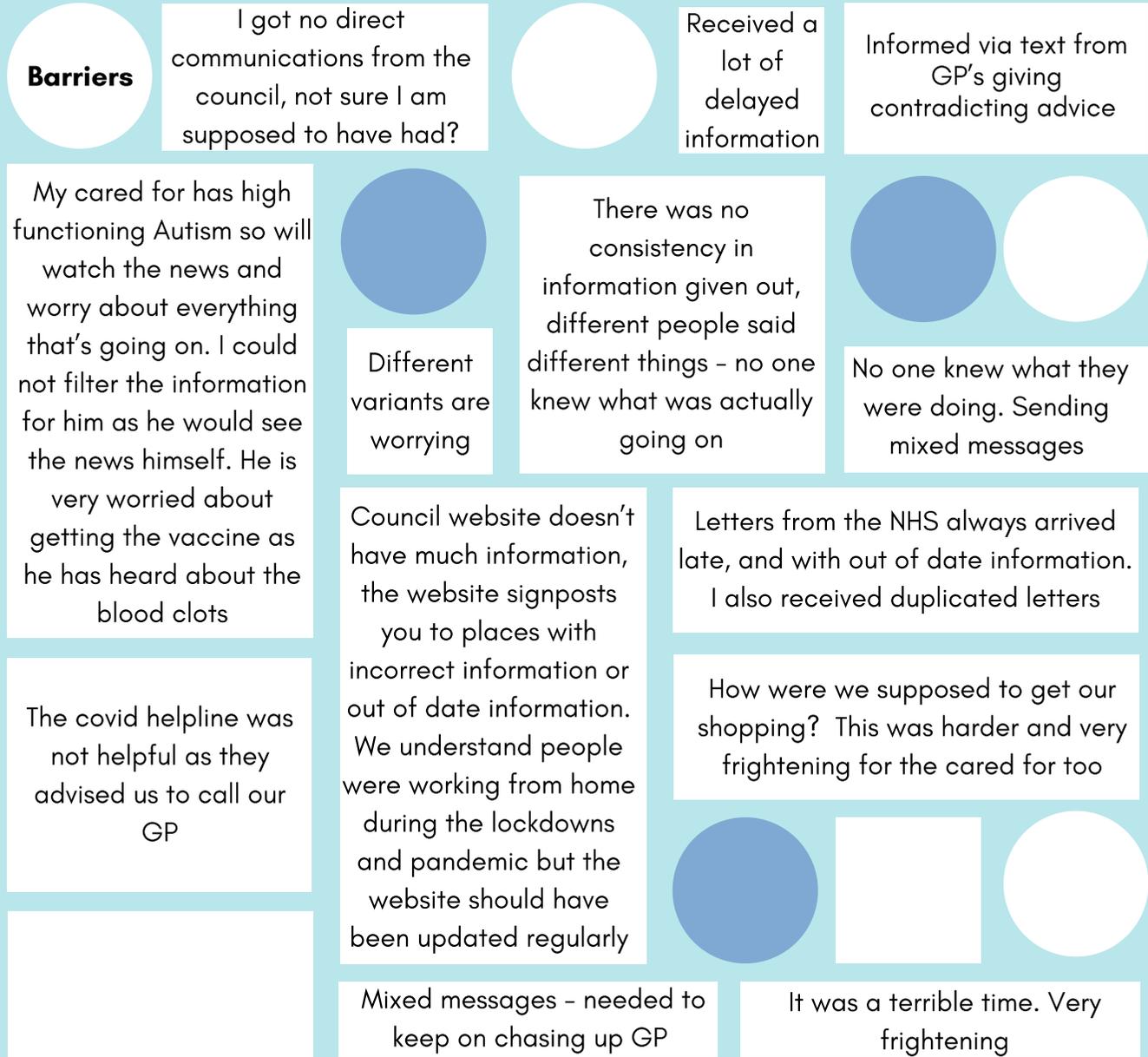
Accessibility



0 participants found health information about Covid-19 accessible and easy to understand. None of them had a clear positive example of good information to feedback

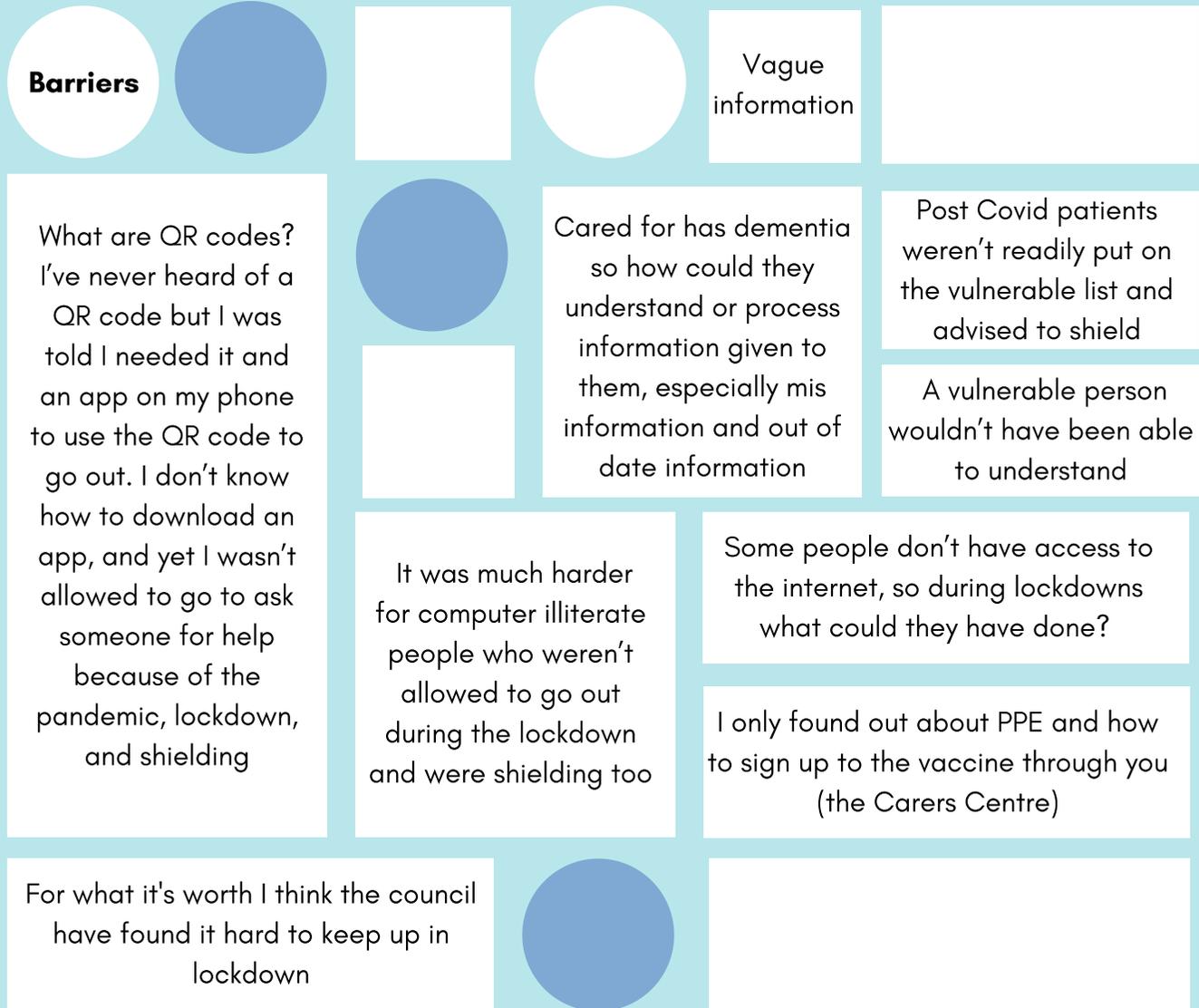
Understanding Covid-19 health messages

We asked participants to tell us what the barriers were to accessing messages



Understanding Covid-19 health messages

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Understanding Covid-19 health messages

We asked participants to tell us any positive examples of accessing messages

Positives

We were feeling isolated during lockdown and shielding. The carers supported carers through keeping in contact through whats app. Carers got carers through we don't know what we would have done without each other. One carer in particular gave great advice and support and I would have broken down without her, so thank you to that carer

Carers cared for ourselves and we cared for each other. We wouldn't have got through the past year without our carers group

The power of social media for those who are vaccine hesitant is strong. It is important for local authorities and local NHS staff to use social media to spread more about vaccine efficacy. For all the negative stuff out there - push out more positive stuff

Local organisations stepped up and filled the gap that the local authority got wrong and missed

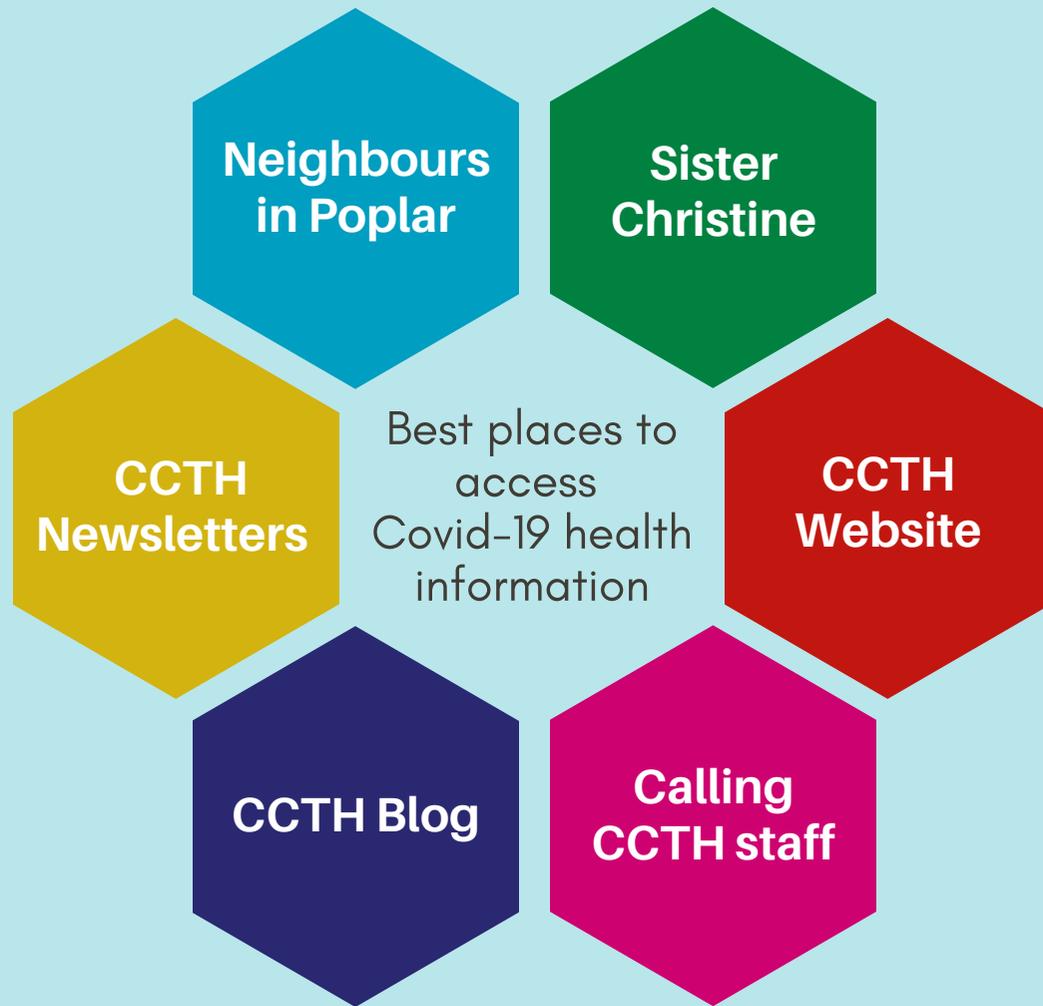
Neighbours in Poplar were very helpful

The organised front line charities delivered a service to the community. Carers Centre provided support without a break in service. Neighbours in Poplar & Sister Christine were amazing in the support they provided carers

The Council emails sent out each week were sometimes useful. That is a good way of making people aware of what is going on in the community. Use those external comms better and you can spread the message without wondering whether it is getting out there

Ayeda was exceptionally good without her I wouldn't have got through it. Ayeda has a good listening ear. (Ayeda is a member of carers centre staff who managed the carers PPE)

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Where to get information

We asked participants to tell us what are the best sources to receive Covid-19 information

How to Improve Messaging

What's good and what could be better

- 1 You cant assume everyone has a smart phone and that they know how to use it and that they are app friendly
- 2 Tower Hamlets needs to work in partnership with charities and front line organisations as they do not know everything
- 3 When isolating and staying indoors you want to talk to a person on the phone and get advice and have a conversation - not look at a computer all day and websites
- 4 They should give out information sheets with the correct information on it with illustrations, and step by step advice. This would have helped with language barriers
- 5 Tower Hamlets Council should take advice from the local organisations that stepped up and provided the much-needed support that carers needed and give them the credit they deserve like Neighbours in Poplar and Carers Centre
- 6 It's important for the Council to spend money on third sector organisations rather than printing newsletters and newspapers. Although they think they are reaching everyone this way, they are spending a lot of money for very little return. Why does it have to be colour, all singing all dancing? Simple is best. And bloody cheap. Third sector need more investment - really take a look at what you are investing.

There were number of insights that emerged from this workshop which are outside the remit of this project but have been included because they are relevant to the Council and Public Health



Personal Experiences around Covid-19

TESTIMONY

The Council is wasting money on certain things - why are you playing music on loudspeakers in Chrisp St Market for example? - and not spending it on others. The Covid response was not effective for the vulnerable and those in need. Perhaps they should have used it as an opportunity to go through all their outgoings and then work out how to streamline some of them.

TESTIMONY

From our perspective -my husband used Day Opportunities, which has closed and clients are being moved to new centres. The social worker we have dealt with is very nice but I feel we have been asked to make quick decisions about what care we want. I have had to push back and say I want to see what and where we're signing up for. I also discovered that I should have been offered some respite care but no one actually told me I qualified for anything. The staff from Day Opportunities have contributed to keep telephone/internet contact going and they are great but I think closing a centre in the middle of a pandemic wasn't a good choice.

TESTIMONY

I feel terrible for the NHS as a whole. But as for the Clinical Commissioning Group and Tower Hamlets Together; they need to make things better. They need to invest in access to their staff. I have a series of locums in my surgery. This means they may issue medication when the ordinary GP would really talk through things to make sure it's the right prescription and diagnosis. They are all lovely. But aren't you spending more money? Locums costs more money but also they are prescribing when they could save money by getting to the critical centre of the issue.

TESTIMONY

I know I go on about this but charging more for adult social care in the middle of a pandemic is bad form. And is actually cruel. You can't penalise the people who need help! And at the same time, you are giving businesses free business rates. Why not give them a freeze for 9 months and then half cost after? That was folly and although I realise it is hard to run a business... there were other ways of obtaining revenue.

Personal
Experiences
around
Covid-19

TESTIMONY

Care agencies are paid in large chunks. They should be paid in smaller chunks so they keep up standard of care but also ensure they are on their toes.

TESTIMONY

If relevant I would like to know why the council closed Victoria Park when it did causing stress to me and I am sure others who could not even escape over the park for a bit.

TESTIMONY

Other things that make life more complicated don't just relate to SS. The council parking system is difficult for many people to access for visitors. An elderly relative of mine has struggled. The old system of scratch cards was easy. Now you need an account and have to do it online. Not easy if you're pushing 90 and the plumber is coming. Ringing up to get the council to do it for you is both time consuming and costly. The phone isn't answered quickly. I think they need to make their services easier to access, don't assume we all have time to spend hours on the computer or the phone sorting things out.