

FACTSHEET: How to reach ‘hard-to-reach communities’ in the UK

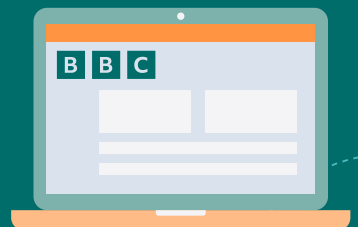
In ‘hard-to-reach communities’ in the UK, information gathering and dissemination about COVID-19 were obtained in hybrid and diverse ways - majority used social media, **WhatsApp**, and video-telephoning platform **Zoom**.



“Because the elderly people are not used to Zoom, I started a WhatsApp group called “The Garden of Jesus, Gethsemane”. They were really happy because with WhatsApp you don’t have to type, you can leave voice messages.”

Public health sites such as those belonging to the National Health Service (**NHS**) and the Scientific Advisory Group for Emergencies (**SAGE**) were used to some extent, whereas alternative or non-mainstream broadcast and podcasts were hardly used.

“We had to make sure that people didn’t get the wrong information... It was important to check the usual media [mostly mainstream media, such BBC News], but also several other media, from the hospital radio to the Internet.”





Some religious establishments in cities across England offered open assistance in terms of communication guidance to anyone who lived in the neighbourhood or area regardless of their ethnicity, religious or cultural background.

Jain Health Initiative in England gathered around 32 organisations in the Jain community with the aim of increasing the vaccine uptake. People of scientific backgrounds came together, researched, and disseminated scientific-based information about COVID in both Gujarati and English language.

*“I would translate **NHS** messages, short messages, in my language and sending this to the Urdu and Punjabi communities. We also made fifteen videos and sent them to our communities via social media, reaching around 26,000 people and encouraging them to get the **COVID** vaccine.”*



PROJECT FACTS

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