

**C&FA**  
COVID & FLU  
AWARENESS

**NHS**

Lancashire and  
South Cumbria  
Integrated Care Board

# CHAMPIONS SUPPORT PACK

**This document is a refresher support document for previous champions, and for those new champions joining us to share information across communities.**

**We have added & will continue to add updated material relevant to this new work into the portal link. The host organisation you were recruited to is responsible for supporting you in this role, and our project team and partners are very grateful for your engagement.**



## CHAMPION WORK

Your role as a Community Champion will encompass the following:

- **Consultation:** Actively engage with community members to seek their input on planned interventions. This may include consulting Community Champions on innovative and effective ways to deliver crucial health messages regarding COVID and flu vaccinations to targeted communities.
- **Participation:** Work alongside and support broader and targeted communities to identify vaccination-related issues and implement solutions. Empower and support communities and structures to drive positive change in vaccination awareness and uptake.
- **Community Empowerment:** Collaborate with community members and grassroots organisations to identify vaccination challenges and develop locally-tailored solutions. This approach ensures that solutions are community-owned and feasible, leading to sustainable improvements in vaccination rates.

## FEEDBACK FROM COMMUNITIES

As well as sharing the latest health information as Community Champions, we want to know what you and your community thinks.

- *what's working well in your communities*
  - *what isn't working well*
- *what questions/concerns people are sharing*
  - *what people think could be done better*

Your host is also expected to regularly meet with you to support you in your role & share best practice.

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# CHAMPION CODE OF CONDUCT

The purpose of the C&FA Champions scheme is to help ensure that vulnerable families across Lancashire and South Cumbria hear correct and consistent information from trusted sources.

Using your skills, networks and community knowledge is an important way of ensuring communities are accessing relevant and factual information; your feedback will also help mould services in better serving the community going forward.

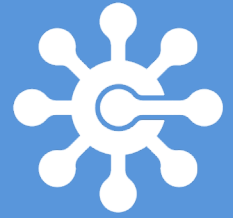
We recognise that there is often debate and sometimes disagreement, but your role is to tell people what the guidance is so they can work out how to apply them to their everyday lives to keep themselves and others safe.

Therefore, by signing up as a Community champion, you are agreeing to the code of conduct, which requires that:

- *Any information or advice you circulate comes from the NHS, Public Health England or the government.*
- *You do not make political statements in respect of the government guidance.*
  - *You do not debate the merits of the guidance or criticise the government, health leads, the council or partners – if somebody is incorrect, simply signpost to the correct information. This is to ensure that key messages are not undermined.*
- *You do not apply your own interpretation of guidelines – if in doubt, ask for clarification.*

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## CARRYING OUT YOUR ROLE

Safeguard – yourself and others: *Don't put yourself into situations that might compromise you or others, especially young people or vulnerable adults.*

Be careful with information: *Preferably, don't take any personal information from anyone. If you have to, keep it safe and don't share it.*

Gain permission (posters, etc.): *Only put something up where you have approval.*

## ENGAGE WITH COMMUNITY

- Text
- Emails
- WhatsApp
- Social media
- Virtual network meetings
- Face to face
- Door to door visits
- Visiting businesses
- Community consultations
- Drop in sessions

## WHAT WE EXPECT

- Monitoring of all your engagement into the portal (*this is essential*)
- Engagement targets (*please play to your strengths and networks*)
  - Residents/families (*aim for about 20 conversations a month*)





## KEY MESSAGES

Review the C&FA training presentaiton to refresh your memory of the key messages [HERE](#).

- For some people, flu or COVID-19 can be very dangerous and even life-threatening. Flu and COVID-19 vaccines reduce the risk of serious illness in colder months.
  - Getting your flu and COVID-19 vaccinations is quick and easy
- Immunity from previous flu and COVID-19 vaccines fades, and the viruses change over time. Top up your protection — even if you've had flu or COVID-19 or have been vaccinated before.
  - If your child is 2 or 3 years old you can book a flu vaccination appointment at their GP surgery.
- Flu and COVID-19 vaccines are the most effective way to protect yourself and your baby against flu at any stage of your pregnancy.

## CALLS TO ACTION

- Book online: <https://www.nhs.uk/conditions/covid-19/covid-19-vaccination/getting-a-covid-19-vaccine/>
  - Ring the Lancs/South Cumbria Helpline: 0300 7906 856
- Visit a walk in Clinic: <https://www.nhs.uk/nhs-services/covid-19-services/covid-19-vaccination-services/find-a-walk-in-covid-19-vaccination-site/>





## SOCIAL MEDIA

**NHS**

**GET VACCINATED.  
GET WINTER STRONG.**

Flu and COVID-19 vaccines reduce the risk of serious illness in colder months

An elderly man with glasses and a blue sweater is sitting in a chair, holding a young child on his lap. The child is looking up at him.

**NHS**

**GET VACCINATED.  
GET WINTER STRONG.**

Getting the flu and COVID-19 vaccines is quick and easy, it takes just a few minutes

A woman with long dark hair, wearing a white lab coat over a grey top, is looking directly at the camera.

**NHS**

**GET VACCINATED.  
GET WINTER STRONG.**

If your child is 2 or 3 years old you can book a flu vaccination appointment at their GP surgery

A man in a brown shirt is sitting and holding a young child on his lap. The child is kissing him on the cheek.

**NHS**

**GET VACCINATED.  
GET WINTER STRONG.**

Flu and COVID-19 vaccines are the most effective way for you to protect yourself and your baby against these viruses

A woman with dark curly hair is sitting and holding a young child on her lap. The child is wearing a yellow top.

**DOWNLOAD HERE**

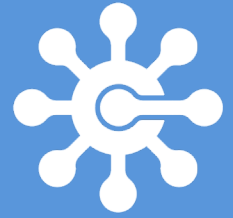


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## SOCIAL MEDIA MESSAGES

- For some people, flu or COVID-19 can be very dangerous and even life-threatening. Flu and COVID-19 vaccines reduce the risk of serious illness in colder months. Find out if you're eligible and book now.
- Getting your flu and COVID-19 vaccinations is quick and easy — it takes just a few minutes. Find out if you're eligible and book now.
- Immunity from previous flu and COVID-19 vaccines fades, and the viruses change over time. Top up your protection — even if you've had flu or COVID-19 or have been vaccinated before. Check if you're eligible and book now.
- If you're a paid or unpaid carer, seasonal flu and COVID-19 vaccinations can protect you and those you care for. Book now
- Flu and COVID-19 vaccines reduce your risk of serious illness if you have an underlying health condition. Find out if you're eligible and book now.
- Getting the flu vaccine will mean you are less likely to catch flu and pass it on to your baby. Protect yourself and your baby this winter. Find out more and book now.
- Flu and COVID-19 vaccines are the most effective way to protect yourself and your baby against flu at any stage of your pregnancy. Find out if you're eligible and book now.
- If your child is 2 or 3 years old you can book a flu vaccination appointment at their GP surgery. Protect your child against flu this winter. Find out more



# MONITORING & ENGAGEMENT

Systems contact email:  
**paul.bramwell@springnorth.org.uk**

Link to Champions PORTAL for monitoring & support available here:

**Web Portal**

*Ensure you add this link to your favourites on your web browser for ease of access*

For adding your details & consent, click the first link:

**Champion Registration - C&FA**

For adding each engagement at point of contact (your monitoring) 2nd link:

**Register Engagement**

*You can capture engagements on hard copy if that's preferred, however ensure this is input to the site consistently each week for monitoring (particularly nearing month end for concise commissioning reports)*

For adding bulk engagements – such as radio, social media, email, WhatsApp shared information: **Bulk Engagements Register**

*If you find any additional info that would support the themes/workstreams for this champions work, please feel free to share and we will add to a resources area. N.B ensure it contains no client identifiable info, and that you have permission before you circulate with your fellow champions.*

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