



# Community Champions Programme Final Report



**Salford CVS**  
Making a difference in Salford

# ABOUT THE PROJECT

The Ministry of Housing, Communities and Local Government (MHCLG) set up the Community Champions scheme to support communities at greater risk of COVID-19. These included disabled people, BAME communities and the elderly, faith groups and hard to reach communities. Salford CVS utilised this funding to roll out the Community Champions Programme which included Trusted Voices, VCSE Investments and volunteering.

## 1) TRUSTED VOICES

### AIM

To further develop the Trusted Voices model for engagement of residents of the city in the sharing of key messages around COVID good practice, testing and vaccinations.



# OBJECTIVES

The objectives of the project were to;

- Dispel any myths around COVID-19 by ensuring residents receive authenticated information from trusted sources
- Provide a mechanism for residents to receive timely and consistent information through their Trusted Voices volunteers
- Simplify the messages, making it easier for residents to understand what is required 'now' to make a difference
- Help improve compliance. Residents are more likely to listen to those they know and trust.
- Provide a broader reach for engagement that complements partnership work
- Support early behaviour change and proactive communication
- Ensure more residents receive information in the appropriate format, e.g. different languages, easyread, video, etc.

# ACHIEVEMENTS

## 1.1 Achievements

Salford CVS recruited 66 Trusted Voices (28 individual volunteers and 38 Trusted Voices VCSE Organisations)

They regularly shared public health messages with their networks. They collectively reached 47,548 individuals (7,915 were individual conversations).

We met with the Trusted Voices regularly to get their feedback about the messaging, how it is received by those they share it with and we cascaded this information back to the Public Health Protection Board's comms cell.

Received in response to Trusted Voices Champion work (from Yemeni Community Association):

*"Many thanks for all the information and just want to state that you guys do great work, so please keep it up."*

*"The Trusted Voices messages are useful because they give the back story to the briefings people see on TV. They give the bigger picture and explain why something is needed. Some people think 'why should I do that?' and the messages help spell out the consequences if you don't."*  
*Frances, a Trusted Voices Volunteer*



# 2) COMMUNITY CHAMPIONS INVESTMENTS

## AIM

To make small investments in grass roots groups and community organisations (BAME / Disabled people / LGBTQ+) to facilitate engagement with communities of identity to address vaccine hesitancy within minoritised communities and to build trust in the testing and vaccination process. Also to encourage compliance and good practice around key messages.

To provide grants and investments to support engagement with the following communities deemed most at risk:

- Black, Asian & minority ethnic communities; incl.
- Black African and Caribbean communities
- South Asian communities
- Roma, Gypsy & Traveller communities
- Central and Eastern European communities
- Jewish Communities (including Orthodox)
- Disabled people: Learning, physical and sensory
- LGBTQ+ communities
- Refugees and people seeking asylum
- Those with no recourse to public funds

# ACHIEVEMENTS

## 2.1 Achievements

£111,200 worth of investments were made to VCSE organisations delivering activity to address vaccine reticence and encourage testing. The investments were targeted at VCSE organisations working with communities of identity most affected by COVID-19.

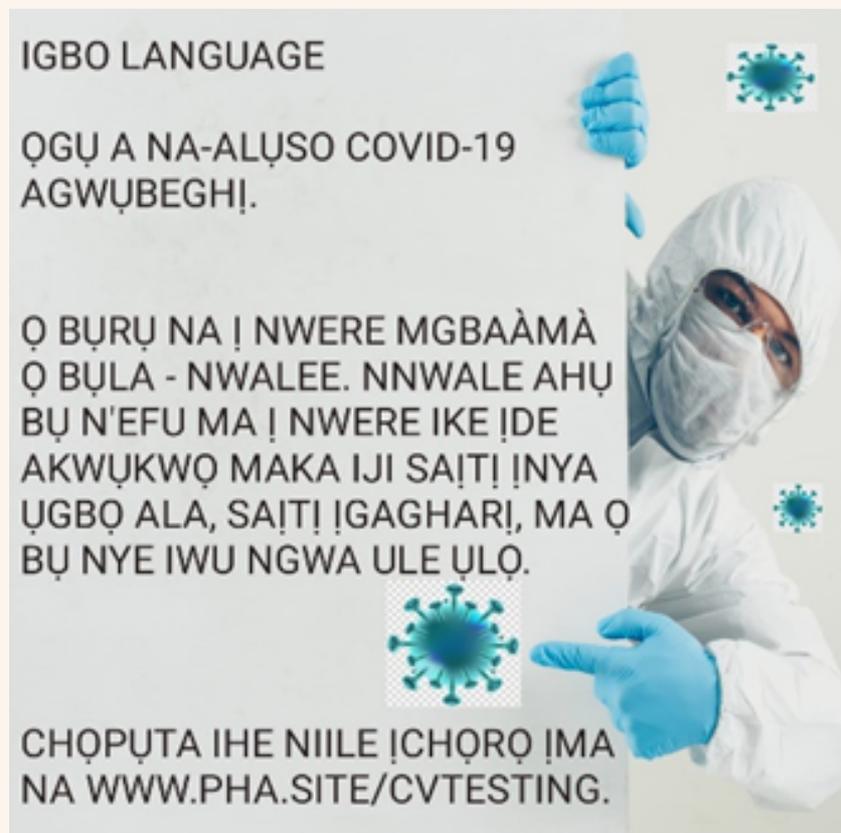
All recipients of investments were required to sign-up as Trusted Voices organisations to access regular approved information, updates and COVID-19 communications materials, which they shared with their networks.

The overall number of unique individuals reached is: 47,864. The distribution among the target groups is shown in the below table:

Target Group	Number of Groups Funded	Unique individuals reached Until March 22
Black African and Caribbean communities	13	3,010
Jewish Communities	9	43,449
Central and Eastern European / Roma, gypsy and traveller communities	1	**300
South and West Asian Communities	3	1,105

The majority of organisations reported using mixed approaches to engaging with members of their communities by:

- Direct engagement (face to face) with the people
- Online activities such virtual meetings on Zoom and livestreaming
- Sharing regular messages and publishing materials on websites, social media channels such as Facebook, twitter and YouTube, or via emails
- Distributing posters, flyers and newsletters
- Telephone calls to update people with the offered service and invite them the pop-up vaccination centre



## Direct engagement (face to face) with the people Including:

- Offering pop-up vaccination walk-in centres in the community that allowed people to travel shorter distance to get vaccinated.
- Some groups offered to accompany people to the vaccination centres or drive them. Also an interpretation service was offered on the site.
- Help individuals with booking vaccination appointments, help businesses in using track, and trace application.
- Engaging in discussions with community members and users of the mainstream services. For example, utilising the distribution of goodies bags and culturally appropriate food to vulnerable community members to distribute COVID information leaflets and offering guidance and help. Also sharing COVID messages as part of the regular gathering at worship places and using the help of church and community leaders to convey the messages to the community.

בס"ד

### פאר עלטערן פון קינדער וואס וויינען און סאלפורד

די פעד וויל מודיע זיין פאר די קהילה אז מען קען יעצט באקומען וואקסין פאר קוביד-19 פאר קינדער צווישען 12-15 בחינם דארך Salford Royal Foundation Trust

די אורגענעמאפיעס העכסטע שטרענגן איז צו נישט גרינג מאכען פאר קינדער צו באקומען איין איינשפריץ פון פייערלי וואקסין פאר די הויך ווינטער טעגדי באשאפען קינדער וואס באקומען די ווארסין און העלפען פאמיערען פאשפרייטונג פון קוביד-19 צווישען די ציבור.

**מען קען אריין קומען צו די הא"ב אויף ריגבי סטריט (Broughton Hub, Rigby St.) צווישען 9 אינדיפרי און 4 נאכמיטאג זונטאג י"ז כסלו און זונטאג כ"ד כסלו מען דארף נישט ביישטעלען פון פאראויס.**  
(דיס זעט מיטן זיין אן בית איבער אדער אן הויז/י"ט טעמפלי יו די פערזענליכע מאלען)

ביטע נישט קומען אויב איהר אדער אייער קינד האט איינער פון די קוביד-19 אנווייזונגען. אויב א קינד האט א פארזוכערטע טעסט (Positive PCR test) דארף מען ווארטען 28 טעג פאר מען קען ברקומען די איינשפריץ

דאך אויס די צייטן וועלען זיין אלע אפריטונגען אויף צו אפריטען מענטשען פון קוביד-19. כדי צו זיכער מאכען אז אלע געגעהאלטען (immunisations) ווערען געגעבן און אן אפגעהיטען וועג, ביטע זייטס אימערנדיגס אונף די פאלגענדיגע:

- יונגע מענטשען מערען קומען מיט איינע פון די עלטערען אדער אן ערוואקסענע וואס האט די רעכט פון די עלטערען צו ערלויבען דאס קינד צו באקומען די וואקסין.
- ס'זאל און באלייטער קען מיטקומען מיט א קינד צו העלפען אפריטען פאשפרייטונג פון קוביד-19.
- ביים אפיקומען ווען איהר און אייער קינד דעמערענט ווערן אויב איהר אדער אייער און די משפחה האט קוביד-19 אדער אנווייזונגען און די ווירוס.
- איהר וועט דארפען אנפילען און הסמעהן אן ערלויבינג.
- איהר און אייער קינד וועלען דארפען טראגען א מאסקע דאך אויס די גאנצע צייט.
- אלע צוויי וועלען טראגען די באשיצונג קליידער און ערדעליכע אפריטונג וועלען זיין און פלאץ דארטאויס די גאנצע צייט.
- איהר וועט געבעטען ווערען צו ווארטען 15 מינוט נאך די איינשפריץ און אן אפגעטיילטע געגענט.
- איהר זאלט זיכער מאכען אז די קינד/קינדער האט/האבען געגענט און געהאט א טרינק ווי אויך זאל די קינד/קינדער טראגען א קורץ ארבעל העמער צו פארריינגען אויף די ארבייט.

פאר מער פרטים אדער אויב האט איהר שאלות קען מען קלינגען 0161 206 3819 אדער שיקען אן אימייל צו [IMMS.team5-19@srft.nhs.uk](mailto:IMMS.team5-19@srft.nhs.uk)



**THE FED**  
Caring for our Community

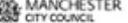
Jewish Strategic Group of Greater Manchester



Salford City Council



Bury



MANCHESTER CITY COUNCIL

Federation of Jewish Services | 0161 772 4800 | [www.thefed.org.uk](http://www.thefed.org.uk) | Reg charity no: 1117126

- One to one and group community outreach, such as, hosting an awareness sessions in which they had speakers from public health, healthcare professionals. Also sharing the experience of people who were infected or lost someone because of COVID who gave personal testimonies urging people to get vaccinated.
- Door-to-door approach that allowed people to ask questions and receive immediate answers
- Work with local businesses such as local coffee shops, and barber shops to establish connections with their clients and use their services to distribute flyers and information sheets
- Shared information provided through Trusted Voices with students at schools and used it to initiate discussions and talks about the importance of vaccinations

## ONLINE ACTIVITIES INCLUDED

- Sharing regular updates via social media channels on COVID infection rates statistics, locations and opening times of vaccination centres, myths and facts about COVID, the importance of social distancing, wearing mask and vaccination, long COVID, vaccine for children and pregnant women.
- Creating online communication channels such as WhatsApp or Facebook groups
- Hosting information and discussion sessions on community TVs targeting specific age groups, such as young people
- Regular information drop-in session on Facebook or Instagram or in person (usually weekly or fortnightly)
- Producing video, posters and posts on COVID vaccination, government guidelines in different languages



## WHAT WORKED WELL

- Increased access to information via translation/interpretation services
- All organisations stressed the importance of delivering the information using communities' languages, taking into account the cultural sensitivity of the information used. Materials such as flyers, social media posts and videos were prepared in: Yiddish, Polish, Urdu, French, Lingala, Tshiluba and Portuguese, Farsi/Dari, Arabic, Turkish, Kurdish and Bangladeshi.
- Providing regular updates and information and offering regular support via multi lingual helpline
- Making COVID vaccine messages part of a holistic services approach that addresses the needs of community that emerged during COVID: for example providing lateral flow tests, distributing COVID PPEs such as hand sanitiser and masks, befriending services to reduce isolation and loneliness

- Partnering with different organisations offering different services – such as public health offering generic advice and health improvement offering services for adults and children
- Receiving information specific to the people of Salford has been most appreciated. When the official guidance changes, it remained valid to share within the community. Also, young people felt they wanted to engage more in discussions when they knew what was happening in Salford specifically
- The use of ethnically appropriate content with no images or information that community members would find inappropriate
- Engaging community members who are respected and trusted, for example community leaders and religious leader were asked shared their experience of catching COVID or vaccination
- Videos felt to be more effective when addressing illiterate community members
- Door to door outreach was felt to be effective in engaging in conversation with people and answering the questions immediately
- Posting videos and materials online was helpful as it was accessible to community members all the times and used as information bank
- Getting young people involved in the campaign encouraged more young people to get vaccinated. This was a success as young people can relate with trust.
- Leafleting was successful as they were widely distributed via community centres, stalls and local shops
- Making school trips and activities accessible for vaccinated students only helped raising vaccine uptake
- The women only discussion sessions ran by one of the group have COVID-19



# WHAT DIDN'T WORK SO WELL

- Zoom meetings were felt to not be effective for some groups as it did not attract big number of audience
- For pop up clinics, the target group was bound to the type of vaccination provided by the NHS. For example, receiving only Astra Zeneca vaccine limited the target group to over 40's only.
- The limited information available on the vaccine. For example, the duration of immunity offered by the vaccination made it difficult to convince community members of vaccine efficiency.
- The social media channels, for example, WhatsApp groups, were also used by anti-vaccine members to spread the counter-narrative and allowed some misleading information to flow, it required close monitoring of these groups to tackle any misinformation

- Video and photo content did not work well for some groups as people declined to be on camera while taking their COVID-19 vaccination and turn down the idea of using their personal pictures on leaflets

- Vaccine pop-up clinics availability was limited for those who work long shifts or weekends. They struggled to access vaccination clinics and had to travel longer distance for their vaccination appointment.

- Lack of trust of the pop-up clinic procedure when compared to designated clinic, for example, asked to leave immediately after being vaccinated in the community pop-up clinics while asked to wait few minutes in the designated clinic.



- Some people expressed mistrust in the government, politicians, and the pharmaceutical companies in general
- Many people expressed about their concerns of short/medium and long-term effects of vaccination and preferred to wait and see
- People lost interest receiving weekly updates, also dealing with big flow of information felt to be overwhelming
- Sometimes the role of religion and religious leaders was felt to have a negative impact on people's understanding of COVID. For example, many Eritrean women did not have the agency to make many kinds of decisions when it came to health.

# CHALLENGES

- The relaxing of all restrictions by Government and move to guidance, made encouraging people to take up the vaccination much harder
- LFT's having to be paid for from April 2022 will mean a lot of the community will stop testing and further apathy
- Limit the frequency of the attending to the walk-in clinic to help with marshalling and on site interpretation to one day monthly or fortnightly due to the limited funding and available resources
- Party gate scandal undermined the efforts and trust in official advice around COVID-19.
- The need to adapt quickly to the fast changing rules and guidance nationally as the situation became more fluid after the New Year



# 3) COMMUNITY CHAMPIONS VOLUNTEERING

## AIMS

To work with our current COVID Response Volunteers to co-design and develop an active Community Champion's Network. This would be sustainable longer-term, with light-touch support from Salford CVS and Volunteer Centre. These Community Champion volunteers would remain engaged, trained and utilised, undertaking ongoing practical tasks relating to Covid, Post-COVID and the impact of the COVID pandemic, whilst also being available for future incidents / major incidents / emergencies such as floods, etc.

## OBJECTIVES

- To work with our current individual COVID response volunteers to co-design the Community Champions Network (working alongside the complementary Trusted Voices Network)
- To reorient current COVID response volunteers to become Community Champions and to recruit and train additional Champions
- To recruit Community Champions from target communities of identity
- To facilitate and support the Community Champions Network on an ongoing basis

# ACHIEVEMENTS

## 3.1 Achievements

66 of our COVID Response Volunteers signed up to become Community Champions and provided regular support to encourage people to take up their vaccinations and supporting work at the mass vaccination sites, the vaccine bus and pop up clinics.

## VACCINATION SITE SUPPORT

Our volunteers supported Salford City Council's Public Health and Health Improvement Staff with pop up drop in vaccine sites at St. Josephs in Irlam, the vaccine bus at Broughton Hub and the Yemeni Community Centre. They helped with marshalling, cleaning down chairs, meeting, and greeting people who attend for their vaccines, chatting to them and putting them at ease.

Foyzul from the Health Improvement Team following St. Joseph's said *"Can you please, please pass on my thanks to the volunteers, they were all amazing, their experience of working at the vaccination sites was invaluable, their guidance really helped, we are a lucky as city to have volunteers like that. We did 90 vaccines and 41 COVID Health checks"*

Hannah from Public Health following the Yemeni Community vaccine site said *“I just wanted to extend my thanks to all of the volunteers who attended on Friday. Every one of them was a great help and brought with them insight, questions and ideas that will improve our wider COVID-19 offer. We vaccinated a total of 86 people and gave out around 70 testing kits”.*

They assisted the Public Health Team with an engagement session they were doing at Spruce Court Care Home, talking to residents, handing out testing kits and directing them to the engagement session.

*“It was a great session we handed out 70 testing kits and a number of people signed up to join focus groups and use their expertise to shape public health in the future and thank you for organising at such short notice!”*

25 of our Community Champion volunteers were mobilised to support the Salford Royal vaccination pop up site providing marshalling support, greeting people who attend for their vaccines, chatting to them and putting them at ease. They supported multiple sessions, in one day there where they 400 people booked in for vaccines.

Chris, the Vaccination Hub Coordinator said: *“You and the volunteers have been a massive help for today! We cannot thank you enough.”*

# VACCINE HESITANCY

During the summer lockdown rules ended because of the success of the vaccination programme. Our Community Champion Volunteers continued to support vaccine hesitancy work within the City.



We also mobilised 118 volunteers to support with the Surge outreach work, which was led by Salford City Council's Public Health Engagement Team. Our staff, volunteers and others from VCSE organisations supported vaccination awareness raising and directing them to the vaccination bus.

## VOLUNTEER REFLECTIONS FROM SIMAH KHALID (VACCINE SUPPORT)

*"I moved to Manchester after losing every part of my life in the 2008 recession. Isolation took over as I battled with a chronic illness for many years, but with the help of my GP, who is my biggest advocate, I worked on bringing myself back into society. It was my Salford based GP who recommended I approach Salford CVS when I mentioned that I wished to start volunteering so that I can begin to reconnect with working life.*

*The Salford CVS website had lists of various roles both within and external to their organisation. I applied and was accepted as a volunteer at the local vaccination centre. The role comprised of holding brief wellbeing conversations with people who had come to have their vaccine administered, I was given training and constant support.*

*Understandably, the unique situation of dealing with a pandemic had manifested in individuals as anxiety, isolation, and a feeling of being overwhelmed with having to restructure their lives to a new normal. Subsequently, a listening ear was welcomed by everyone I spoke with. People of all ages from various walks of life, each with their own sets of views, priorities, and perspectives on the current situation.*

*Individuals looking after vulnerable loved ones at home in complete isolation, school teachers anxious about the re-opening of schools, public sector workers who were keeping services alive for their communities, retail workers still dealing with the public, they all needed to be asked "How are you, really?". It's amazing to see how much we can open up to strangers with a friendly face when someone genuinely makes the effort to find out how you are coping with a difficult situation. In the first few hours of working there were two interactions with individuals that really stood out.*

*The first was with a plasterer working with different building crews, who even after having received the vaccine was uncertain about what it consisted of. With a background in cancer research I was able to explain how the vaccine was constructed and how it would be beneficial in this instance, which eased his anxiety considerably. He went on to vocalise his appreciation of the time and care we had taken as volunteers to talk to people and even remarked how unlikely it would have been for us to be having a conversation in normal circumstances. This made me realise how important it is to reach out to people of every background and how an organisation like Salford CVS allows you to connect the expertise of volunteers to people in need. Had I not applied for this voluntary opportunity then the gentleman would most likely not have had a conversation with a scientist.*

*The second memorable and impactful interaction was with a lady who had left her family in Spain in order to make a life and provide opportunities for her son here in the UK. Unfortunately, during the first few months of the pandemic her mother back in Spain had started to exhibit symptoms of dementia.*

*On asking her about how she was coping with the COVID-19 situation she instantly burst into tears, so I sat myself down on the floor in front of her whilst our team coordinator brought us tissues to wipe away the fast flowing tears. I could tell this lady needed to cry out her stress and worries so I listened whilst trying to provide a safe space for her to express her concern that she was not able to visit her mother and was afraid that by the time she could, her mother may not even recognise her. I used this opportunity to show empathy to a person in need of comfort and solace and through this voluntary position had made a small difference in someone's life.*

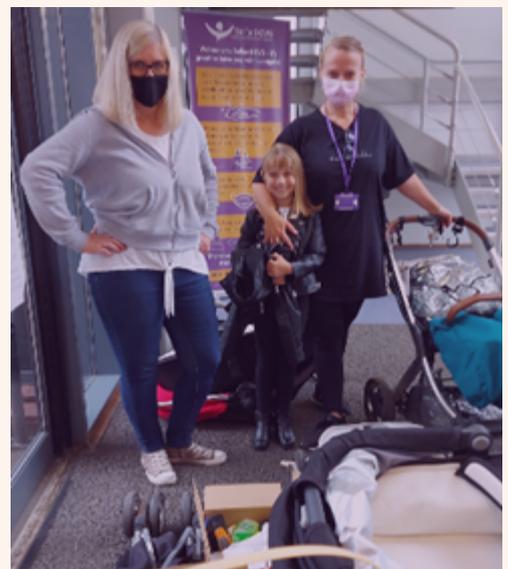
*The work we were doing and the care we were showing as a team even inspired others into asking about how and where they can volunteer. It made me feel proud that our community spirit still exists, and that people are often willing to step up when needed. For me,, volunteering was just supposed to be a way of flexing some professional skills that I had not used in a long time,. But the opportunity with Salford CVS has given me much more; a sense of purpose, the confidence to talk to strangers with a variety of points of view and the opportunity to part of a supportive team."*

# AFGHAN EVACUEES (DONATIONS AND RE-DISTRIBUTION)

In August 21 Salford CVS were called to assist Greater Manchester Resilience Forum with providing support to the Afghan Evacuees coming into Manchester Airport under the government's Afghan Relocations & Assistance Policy. We opened our offices as a donation site which was supported by our Community Champion Volunteers. We were overwhelmed by the generosity of the people of Salford. We had a rota of our staff and volunteers were receiving donations, sorting them and getting them to the airport, into the quarantine and holding hotels

We took the following items to the airport:

- 8 buggies/prams
- 80 blankets
- 24 packs of nappies, 14 packs of baby wipes and 60 containers of nappy cream
- 2 boxes of new assorted underwear
- 120 packs of sanitary products
- 5 boxes of children's pens, pencils, crayons and colouring books



# A&E SUPPORT

On 1st January 2022 we received a request from Salford City Council Welfare Officer asking us to mobilise volunteers to support at Salford Royal Emergency Department.

We utilised our civil contingencies mobilisation processes for this and had volunteers on site within a few hours. The support was requested for several reasons, the hospital were short staffed, there were a high number of people attending A and E, waiting times were long and patients could not take a family member with them.



*Some photos of our volunteers in action*

This was extended to provide cover throughout January, to allow Salford Royal to recruit more of their own volunteers to take this on more permanently. 20 of our Community Champion Volunteers (supported by our staff) provided support from 6pm-10pm, Monday-Sunday. The volunteer roles involved sitting and talking with patients, making drinks for patients, providing food, doing lab runs and emptying the linen baskets. This support made a real difference to patients and staff. They provided comfort to patients who were alone by sitting with them and talking to them – especially those patients who were emotionally distressed by the situation.

One of our volunteers even played some calming music on their phone to one of the patients to help them feel a bit better. Having volunteers to do the lab runs meant that samples got to where they needed to be tested quicker and helped to speed up the process.



Salford CVS received a letter to be passed onto our volunteers thanking them:

*"We are writing to behalf of the Emergency Department at Salford Care Organisation to ask that you pass on our enormous gratitude to all the wonderful volunteers who have been working with us in recent weeks. The help they have provided including giving patients refreshments, transporting samples, stocking up clinical areas, and simply spending time with lonely and vulnerable patients has been hugely beneficial, and has meant that our medical and nursing teams have been freed up for other tasks. We are going through a particularly difficult time in the Emergency Department, and frankly we don't know how we would have got through the last few weeks without this extra help and support. To think that they have been doing this on a voluntary basis, sometimes after a day's work, is truly humbling.*

*We will be sorry to see the volunteers go and want to wish them all the best for the future. We hope that some of them, having spent this time with us, will want to take on further volunteering roles with us in future."*

**Dr Martin Thomas – Clinical Director in E**

## **ENVIRONMENTAL CHAMPIONS**



As requests for volunteers support at the vaccination sites and outreach started to decline we met with the Community Champions to discuss other things that we could engage them in. This resulted in the development of an environmental champions programme.

In November, some of our Environmental Champions, accompanied by Salford CVS staff, spent the morning at Buille Hill Park visiting two of the brilliant projects situated in the park, The Friends of Buille Hill Mansion Association and Growing Togetherness CIC

Jenni, from the Friends of Buille Hill Mansion Association talked about what they are aiming to do with the gardens and the mansion, and introduced the champions to some of the volunteers who were busy digging and making flower beds for roses to be planted, raking leaves and tidying the raised beds. Pete, a Horticulturalist, who volunteers with the group talked about the sensory garden they are working on and provided a hands on experience, encouraging the group to pick the herbs and smell them while he gave information about their origins and history. It was great to learn about how the garden will be used for education, enjoyment and bringing people together. The groups were also shown a tree that had been cut down and made into a beautiful carved seating area along with the small carved statues that can be seen throughout the park.

Mark from Growing Togetherness CIC who gave us an overview of the project and the allotments, he then gave our champions and staff a team building exercise. This involved not being allowed to use talking as communication, the task was completed with lots of waving of hands and lots of laughter.

The champions then did some volunteering with some of the tasks at the allotments, planting garlic bulbs and moved woodchips from the top of the allotments down to the planting beds.



## SWINTON SQUARE PROJECT

Our environmental champions participated in a consultation session with Groundwork about their Swinton Square Project to discuss the new additions to the shopping centre.



Sarah from Groundwork describes these new additions: *“These will have both functional benefits as well as wider benefits, including: adding new green space, increasing biodiversity, improving air quality, sequestering carbon and reducing urban heat. Along with these climate centred benefits, the introduction of further green space will help to beautify Swinton Square and help to enhance the wellbeing of Swinton Square residents, shoppers and retailers alike!”*

## SWINTON VALLEY GARDENS

A request was made for volunteers to support to remove vegetation that had overgrown because of lockdown and was unmanageable for the volunteers who maintain the plot.

There was plenty to do, and although none of our Champions were expert gardeners, Grace and Ann who manage and maintain the gardens were so welcoming and grateful to Salford CVS volunteers for bringing energy and enthusiasm into this beautiful place.



Our volunteers swept leaves, dug out weeds, planted potatoes, watered the plants and tried to clear a large area ready to make into a safe space for children.

Grace and Anne, the volunteers who help run the site, said:  
*"I cannot thank you enough for the help we are getting from the volunteers. It has really brought our beautiful garden back to life. Thank you once again. See you next week."*

# 4) EXIT FROM THE PROGRAMME (AUGUST & SEPTEMBER 2022)

## 4.1 TRUSTED VOICES

We met, and had conversations with all of our Trusted Voices Organisations (as towards the end of the programme our individual volunteers started to experience Covid fatigue and opted to join the practical activities supported by our Community Champion volunteers). During the conversations, the majority of the organisations felt that they wanted to continue as Trusted Voices of their communities.

Please see below a snapshot of their responses:-

### HOW HAS TRUSTED VOICES HELPED THE ORGANISATIONS IN THEIR WORK

- Most important was having a central source of official info – we know it's 100% correct – since half the battle in the beginning was to get through all the misinformation online.
- Having the messages [from official source in Salford] has helped us tackle culturally targeted anti-vacc material within the Jewish community.
- Especially in the beginning, various public services put out [slightly different] COVID info. Trusted Voices became a single source for updates that were reliable and specific to Salford.
- Factual posting has enabled us to have good discussions to empower our young people.
- Has helped build trust with local people
- CVS trusted us as an organisation to deliver in the way we know that our service users will understand. It showed that you trusted us to know what we are doing – from nine years' experience working with this community.

## WHAT KIND OF INFORMATION THE TRUSTED VOICES WOULD LIKE TO CONTINUE TO SHARE

- We want the young people to know where to go for help with eg mental health, knife crime, drug use, healthy eating.
- Anything linked to health, mental health, events [including social events that deaf people might not find out about in their local area
- Mental health. Also diabetes, cancer screening, obesity – there's not lots of information available to them on these and so we try to find and convey things in the languages the community understands.
- Flu, extreme weather conditions – like the recent heatwave. [Updates] will be important for promoting flu jabs later in the year.
- On the cost of living crisis, e.g. The Household Support Fund and Council Tax refund – most important is that people know what is available in Salford and how they can claim.

## HOW TRUSTED VOICES AS A NETWORK OF ORGANISATIONS COULD BE MOST USEFUL

- It's always good to connect – and we are interested in what others do
- Networking could be useful, if it's young person-focussed or relevant to the areas where we work in
- There are deaf people in all communities – so we could match up with some other organisations on some areas of interest
- The network is a good idea. We are happy to be involved in that
- It's good to have contact with others who might have useful experience
- Helpful to be able to link up with others in the network. We may already be meeting elsewhere for other reasons but we may not be speaking about all the things we are dealing with as Trusted Voices

- Knowledge is power – so the channel of official info is very important. Also useful to share good practice – that way we can reach a wide range of communities & share resources.
- We already work with many Jewish organisations but would love to make links outside
- Connection to other orgs could be useful – to hear what's worked for you
- It's important to have the chance to connect with other organisations, whether we are from different religions or not, because it's often surprising how much there is an overlap. You get to hear the ways that others work and that can be useful.

## NEXT STEPS

Our Development Team will continue to support the Trusted Voices to continue as a network and our Communication Team will continue to ensure that public messages are shared for circulation

## 4.2 COMMUNITY CHAMPION VOLUNTEERS

The neighbourhood volunteering workers met with, or spoke to all of the active community champion volunteers to inform them about the service coming to an end, they also took the opportunity to record their experiences and highlights and what skills they gained as a result of volunteering.

Please see some examples below:-

### VOLUNTEER EXPERIENCE AND ANY HIGHLIGHTS

- At A & E, I had initial reservations, but met some lovely volunteers.
- There was a small incident at A & E with an escorted prisoner who had tried to break free. This was a bit scary, but memorable!

- At A & E, I held a patients hand who had a terminal illness. It meant a lot by “being there”
- A & E very rewarding with positive outcomes
- Always felt supported by Salford CVS staff
- Realising the importance of human touch during COVID.
- Christmas Day was memorable, taking gifts to care leavers. The first girl was so pleased and she was looking forward to a career in nursing.
- Dog walking- so many conversations with strangers.
- Felt supported-five ways to wellbeing in action
- Appreciating the role of a delivery driver after supporting schools with food parcels
- Enjoyed and thrived on face-to-face interaction in time of national crisis.
- I like the flexibility of volunteering, never any pressure.
- Staff at the vaccine site- in particular Fizza were very accommodating- it worked like clockwork
- The elderly always said thank you and were very grateful, they were made to feel safe, I felt appreciated
- Friends saw a healthy difference in me whist volunteering.

## SKILLS GAINED

- Good organisational skills
- Listening
- Community development
- Good people skills- love to listen
- Built self confidence

## NEXT STEPS

The majority of the active volunteers wanted to remain registered with Salford CVS to assist in any Civil Contingency or humanitarian response that may be needed in the future. We also propose to get them involved in some of our other work programmes such as Family Hub Partnership work and Wellbeing Matters.