Covid-19 Community Outreach Grants

Guidance for Applicants

# Would you like to hold an event or activity for your community?

We’re offering small grants to charities, community organisations and businesses to run activities for communities at greater risk of Covid or where take up of the vaccine has been low. These activities will help to improve relationships between our communities and the NHS, help people to get the information they need to make informed decisions, and improve our understanding of people’s views and support needs.

## Why are we funding this?

The pandemic has had a disproportionate impact on some people such as people from a black and minority ethnic background, people who are living in areas of higher deprivation and unvaccinated people with health conditions that put them at risk.

People from these groups may be at higher risk of hospitalisation and death, often experience higher social costs, and unfortunately are sometimes less likely to take up vaccinations.

We are also aware that in our borough people aged between 18 and 49 and people from Eastern Europe or from a Greek, Turkish background, Jewish people or people from other white and mixed backgrounds have a lower uptake of the vaccine.

It is important that people who are at-risk or hesitant get the information they need from trustworthy sources and in ways that they can relate to so that they can make informed decisions about their health that are right for them. It is also important that we understand people’s needs so that we can ensure that the right support is available for them when they need it.

We will distribute a total of £10,000 in grants to groups, charities or businesses working with at risk communities to enable them to run activities that help to address this inequality, understand the views of people with in at risk communities and strengthen relationships with people who are less likely to take up the vaccine or are at risk.

## Aims of the fund

We will distribute small grants to charities, businesses and community groups to fund activities that:

* Give us a better understanding of the attitudes and views within these communities towards vaccines, infection control measures and NHS care,
* Give us a better understanding of the impact of the pandemic on health and wellbeing of communities and their support needs,
* Enable us to ensure that the communities’ questions and concerns are addressed by trusted and relatable people or sources
* Produce communications and messages with people for them to share with their communities
* Increase uptake of vaccines in hesitant communities (for example by informing where pop-up clinics and vaccination centres are located)
* Share key messages about the vaccine and accessing NHS care in appropriate ways, or,
* Strengthen or establish trusted two-way relationships between communities and the NHS.

# What can the funds be used for?

This fund can be used by businesses, community groups or charities to use skills from their local community to run activities that engage their communities and help to meet the above aims. Examples of activities may include:

* Running live sessions or events
* Holding recorded webinars or virtual discussions
* Co-producing short, culturally appropriate films, podcasts or content for social media and digital channels to be shared through local communities
* Training local community champions to share messages within their communities and in the areas where the live

There isn’t an exhaustive list of what the fund can be used for so if there’s something that you think would help your community that’s not listed above, please do get in touch to discuss it!

## How much can you apply for?

You can apply for a grant to cover the full cost of running an activity.

We expect applications to be in the region of £500-£1,000 per activity.

Applications outside of this range will not automatically be declined but it would be helpful to contact us in advance to discuss the activity in detail before submitting the grant if it is outside of this range.

# How to apply

Please complete a short application form which details:

* What activity you would like to run
* Who will be involved in your activity
* How many people you think will be involved
* What outcomes you expect your activity will achieve
* The date and time when the activity is likely to take place
* The costs of the activity

## Deadline

* Applications should be submitted **no less than 2 weeks before the activity takes place.**
* The final closing date for applications is **Thursday 30th September**.
* All activities must be completed by **Sunday 31st October.**
* We’ll transfer funds after the activity has been delivered.

# Further information

If you need further information of have any questions, please contact us:

* Call: 0208 099 5335
* Email: participation@healthwatchrichmond.co.uk