

East London Pandemic Priorities Survey: Promotion Guide

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Key information

- Survey dates: 26th July 2021 to 19th September 2021
- Survey link: <https://www.smartsurvey.co.uk/s/HJ8W52/>
- Website link: <https://www.amplifyinglives.com/>

How to complete the survey:

- Online at: <https://www.smartsurvey.co.uk/s/HJ8W52/>
- Paper version:
 - Download PDF version of the survey here:
 - Return by email to: miski.osman2@nhs.net
- QR code:



Audiences

This priority setting work targets two different groups. The aim is to contact individuals/organisations who can 1) complete the survey to help identify priorities and 2) organisations and groups that can promote and disseminate the survey:

Group 1: Individuals/community organisations who will help identify priorities

- Residents of Tower Hamlets, Newham or Waltham Forest who belong to ethnic minority communities
- Carers of residents of Tower Hamlets, Newham or Waltham Forest who belong to ethnic minority communities
- Community organisations that work with residents of Tower Hamlets, Newham or Waltham Forest who belong to ethnic minority communities

Group 2: Organisations who work with ethnic minority communities in East London* that can help promote and disseminate the survey including:

- Healthcare professionals
- Academics or researchers
- Charities or support groups
- Other relevant organisations
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*Specifically Tower Hamlets, Newham and Waltham Forest

Social media

Here is some guidance to help you promote the survey across all your social media platforms.

1. Guidance for social media:

- Use the hashtag: #EastLondonPandemicPriorities #EastLondonPriorities #EastLondonCOVID19Priorities #AmplifyingLives #SDOH #HealthEquity
- Include the link to the survey: __
- Encourage followers to share with 'please RT'
- Tag participating organisations and your own: @AmplifyingLives @(Vanessa Apea)

#EastLondonPandemicRecoveryPriorities #PandemicRecovery #AmplifyingLives

Social media roll out:

1. Post daily tweets, instagram post, LinkedIn post during the first week of the launch
2. Then post weekly thereafter with countdown before survey closes
3. Also consider mentioning relevant groups on social media to help with sharing on different platforms
4. Send weekly updates on responses so far and target those who are yet to respond using an infographic

2. Social media handles:

Twitter: @AmplifyingLives

Instagram: @AmplifyingLives

3. Promotion video

- Record on Zoom
 - Vanessa to discuss the project
 - Suzannah JLA advisor
 - Few interviews with Steering Group members
- Add a photo of one of the steering group meetings
- Write script
 - Vanessa - introduce project and discuss our aims
 - For steering group members (Safia/Megan/Abbas) - reasons why they joined this work and share a message to encourage people to participate in this work

4. Example captions for social media:

SURVEY LAUNCH TEXT 1

We need your help to create the **top 10 priorities** to address the impact of the COVID-19 pandemic on ethnic minority communities in East London. Ethnic minority communities have been severely impacted by the COVID-19 pandemic revealing longstanding inequalities in health and socioeconomic factors including housing, income and employment. As we move forward, we recognise that these communities continue to face negative health, social and economic outcomes, which have resulted in mistrust and barriers to accessing public services. The aim of this survey is to co-create solutions with East London ethnic minority communities to help inform national and local COVID-19 pandemic responses, to better support ethnic minority communities and foster deep transformational change. **We want to hear your stories and work together to create the change you and your community want and need to see.**

The survey is open from 26th July 2021 to 19th September 2021 - help us shape the recovery of East London!

SURVEY LAUNCH TEXT 2

We are asking you to complete this short survey to help create the **top 10 priorities** to address the impact of the COVID-19 pandemic in your community. Ethnic minority communities in East London have been severely impacted by the COVID-19 pandemic. We also recognise the longstanding health and social challenges faced by these communities, which have resulted in mistrust and barriers to accessing public services. We believe that this is an urgent time to amplify the lives of ethnic minority communities in East London to help inform national and local pandemic responses and address longstanding problems. **We want to hear your experiences and work together to create the change you and your community want and need to see.**

The survey is open from 26th July 2021 to 19th September 2021 - help us shape the recovery of East London!

SURVEY REMINDER

We need your help to create the **top 10 priorities** to address the impact of the COVID-19 pandemic on ethnic minority communities in East London. Ethnic minority communities have been severely impacted by the COVID-19 pandemic revealing longstanding inequalities in health and socioeconomic factors including housing, income and employment. As we move forward, we recognise that these communities continue to face negative health, social and economic outcomes. We believe that this is an urgent time to amplify the lives of ethnic minority communities in East London to help inform national and local pandemic responses and address longstanding problems. **We want to hear your stories and work together to create the change you and your community want and need to see.**

The survey is open until 19th September 2021 - help us shape the recovery of East London!

Twitter and Instagram captions

Please feel free to use suggested tweets and captions for Instagram, although you are welcome to share your own tweets with the hashtags included above.

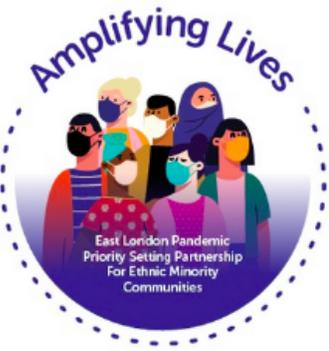
1. The @AmplifyingLives and @LindAlliance East London Pandemic Priority Setting Partnership for ethnic minority communities has now launched! Have your say on the future of your community! Complete this online survey today:
<https://www.smartsurvey.co.uk/s/HJ8W52/>
2. Live in Tower Hamlets, Newham or Waltham Forest? Help us prioritise the needs of East London ethnic minority communities during the COVID-19 pandemic, by contributing to our survey produced by @AmplifyingLives and @Lindalliance.
3. Live in Tower Hamlets, Newham or Waltham Forest? What do you want to see changed for ethnic minority communities in a post pandemic world? Tell us what matters to you via this survey: <https://www.smartsurvey.co.uk/s/HJ8W52/>
@AmplifyingLives and @Lindalliance
4. Together we can elevate the needs for ethnic minority communities in East London as we continue to face this pandemic. Fill out this survey to share your stories and prioritise the change you want to see in your community:
<https://www.smartsurvey.co.uk/s/HJ8W52/>
#EastLondonPandemicRecoveryPriorities
5. Please RT and share with community and grassroots organisations in East London to help prioritise the needs of ethnic minority communities as we begin to move forward from the COVID-19 pandemic. @AmplifyingLives and @Lindalliance.
6. The @AmplifyingLives and @LindAlliance East London Pandemic Priority Setting Partnership for ethnic minority communities has now launched! This community led project will be important to address the longstanding issues faced by ethnic minority communities and address the impact of the COVID-19 pandemic. Complete our survey today: <https://www.smartsurvey.co.uk/s/HJ8W52/>
7. The aim of this survey is to co-create solutions with East London ethnic minority communities to help inform national and local COVID-19 pandemic responses, to better support ethnic minority communities and foster deep transformational change

@AmplifyingLives @Lindalliance. Complete our survey today:
<https://www.smartsurvey.co.uk/s/HJ8W52/>

Survey flyer

- Download the survey flyer from:  East London Pandemic Recovery Priorities.pdf
- Please send this flyer around to colleagues, community organisations and residents of Tower Hamlets, Newham and Waltham Forest:

EAST LONDON PANDEMIC RECOVERY PRIORITIES



Do you live in Tower Hamlets, Newham or Waltham Forest?

Do you identify as Black African, Black Caribbean, Somali, South Asian or Bangladeshi?

Help us shape the recovery in East London!

We need your help to identify the top priorities for your community to help address the impact of the COVID-19 pandemic on ethnic minority communities in East London.

Why we need you
Ethnic minority communities have been severely impacted by the COVID-19 pandemic revealing longstanding health inequalities.

We want to hear your stories and work together to help create the change you and your community want to see moving forward!

In partnership with:
**James Lind Alliance**
Priority Setting Partnerships

BARTS CHARITY 

 @AmplifyingLives
 @AmplifyingLives

Complete our survey today!
<https://www.smartsurvey.co.uk/s/HJ8W52/>

The survey is open from 26th July to 19th September 2021
Data collected will be kept anonymous
www.amplifyinglives.com



Newsletters and website

Please promote the survey using the advert flyer and/or by using the prepared text below to include on newsletters or your website.

You can also use the information from the survey flyer above or from our website: amplifyinglives.com

Survey advert flyer:  East London PSP advert.pdf



This is your opportunity to help shape the future of your community!

Help us to identify the top priorities for your community to address the impact of the COVID-19 pandemic on ethnic minority communities in East London.

We want to hear your stories and experiences to inform national and local responses to the pandemic and tackle longstanding issues.

Tell us what matters to you!

To complete the survey, go to:
<https://www.smartsurvey.co.uk/s/HJ8W52/>

In partnership with:
 James
Lind
Alliance
Priority Setting Partnerships



Prepared text for websites or newsletters

East London Pandemic Priority Setting Partnership for ethnic minority communities

A survey has been launched by the Amplify Lives team to understand the priorities for action to deal with the health and wellbeing impact of the COVID-19 pandemic on East London ethnic minority communities as we begin to move forward from the pandemic.

The survey is designed to capture the lived experiences of East London ethnic minority communities in the context of the COVID-19 pandemic with the focus on the following:

1. To explore the structural drivers of health inequalities
2. To explore the impact of the COVID-19 pandemic on health and wellbeing on East London ethnic minority communities
3. To provide recommendations for tangible solutions to help inform national and local responses to the COVID-19 pandemic and better support ethnic minority communities.

We (INSERT ORGANISATION'S NAME) are supporting this project to ensure that we capture representative views to help support our ethnic minority communities.

Amplifying Lives wants to hear from residents who belong to ethnic minority communities in Tower Hamlets, Newham and Waltham Forest and their carers. We also want to hear from health and social care professionals, academics or researchers, charities or support groups and other organisations with experience of working with ethnic minority communities across East London.

We invite you to take part in this survey. It should take 15-30 minutes. Here is the link: <https://www.smartsurvey.co.uk/s/HJ8W52/>. To request a paper copy, please contact: miski.osman2@nhs.net

Please can you help circulate this survey to your colleagues or relevant organisation that work with ethnic minority communities in East London.

Amplifying Lives team are working with the James Lind Alliance in a Priority Setting Partnership (PSP) to identify the top 10 priorities for East London ethnic minority communities in the context of the COVID-19 pandemic. You can find more information on our website:

www.amplifyinglives.com.

Organisations to contact

This Google spreadsheet will be shared amongst Steering group members at our next meeting on the survey dissemination plan. Steering Group members will agree names and organisations that should be told about the PSP, who from the Steering Group would contact them, and then track what the response and outcome was.

<https://docs.google.com/spreadsheets/d/1CgQXX7Iz8f3sXb8-NVVQv-k4YORa-V42EY9nZc2IIMo/edit?usp=sharing>

Email template

Here you can find template emails to contact relevant organisations who work with East London ethnic minority communities (**Group 2**). You can insert the name of the organisation and edit/adapt the email accordingly.

Please ensure this complies with GDPR.

Subject: East London Pandemic Priorities: help us identify priorities for ethnic minority communities in East London

Dear (INSERT NAME)

A survey has been launched by the Amplify Lives team to understand the priorities for action to deal with the health and wellbeing impact of the COVID-19 pandemic on East London ethnic minority communities as we begin to emerge from lockdown.

The survey is designed to capture the lived experiences of East London ethnic minority communities in the context of the COVID-19 pandemic with the focus on the following:

1. To explore the structural drivers of health inequalities
2. To explore the impact of the COVID-19 pandemic on health and wellbeing on East London ethnic minority communities
3. To provide recommendations for tangible solutions to help inform national and local responses to the COVID-19 pandemic and better support ethnic minority communities.

We (**INSERT ORGANISATION'S NAME**) are supporting this project to ensure that we capture representative views to help support our ethnic minority communities.

As an (**individual/organisation**) who works with East London ethnic minority communities, we invite you to take part in this survey. It should take 15-30 minutes. Here is the link to complete the survey: <https://www.smartsurvey.co.uk/s/HJ8W52/> . To request a paper copy, please contact: miski.osman2@nhs.net.

Please can you also help circulate this survey to your colleagues or relevant organisations who work with ethnic minority communities in East London.

The Amplifying Lives team are working with the James Lind Alliance in a Priority Setting Partnership (PSP) to identify the top 10 priorities for East London ethnic minority communities in the context of the COVID-19 pandemic. You can find more information on our website: www.amplifyinglives.com.

Thank you for your assistance.

Case studies

Share case study on WIT work during the COVID-19 pandemic:

Ask Steering Group members to share case study

Example from Diabetes and Pregnancy PSP

<https://www.jla.nihr.ac.uk/priority-setting-partnerships/diabetes-and-pregnancy/downloads/Diabetes-and-Pregnancy-PSP-press-release.pdf>

Sharing similar work in East London

Share ongoing work in TH, Newham, Waltham Forest:

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