

# Scrutiny Health & Social Care Sub- Committee Supplementary Agenda



**4. Update on the Croydon Response to the Covid-19 Pandemic**  
(Pages 3 - 20)

For the Sub-Committee to receive an update on the ongoing response in Croydon to the Covid-19 Pandemic, including progress made on the vaccination programme.

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# NHS Croydon Covid-19 position update, recovery and the vaccination programme

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**Matthew Kershaw**  
Chief Executive and Place Based  
Leader for Health

**Dr Agnelo Fernandes**  
Croydon GP Borough Lead  
NHS South West London CCG



Health and Social Care Sub Committee  
Tuesday 9 March 2021



Agenda Item 4

# COVID cases declining in Croydon

Croydon's COVID rate is declining, although data suggest this is slowing in some parts of London and the country

At the height of wave one (April 2020), we were caring for more than 280 patients with COVID-19 at CUH

As at 4 March 2021, we are treating:

- 74 inpatients with COVID-19, of these 42 are recovering from the virus
- 13 COVID patients in intensive care

In total:

- We have cared for more than 2,440 in hospital with COVID since the start of the outbreak
- 580 patients have sadly lost their lives in hospital with COVID in the past 12 months



'We supported each other in a way I've never seen' - Croydon doctor reflects on a year of fighting coronavirus



'I lost my dad but went back to fight Covid 1 month later' says nurse assistant



Recognising the incredible commitment and bravery of our health and care staff



# Non-COVID care

**Almost two thirds of our inpatient wards are now COVID-free, giving us better capacity to care for patients who need care for other conditions.**

**Throughout this second wave, we have continued to provide urgent diagnostics, treatments and cancer care for people in Croydon.**

**However, for many patients awaiting non-urgent care, their treatment has been delayed because of COVID**

- To keep patients safe, senior clinicians have reviewed all waiting lists
- Patients who need to be seen urgently are prioritised for the earliest appointment.
- Reassuring patients of the measures we have in place to keep our patients and staff safe during the pandemic
- Where patients are unable to come into hospital we are working closely with our colleagues in primary care to establish a joint care plans, where appropriate, based on our patient's individual needs and their clinical diagnosis.

## Croydon's 'hospital within a hospital'

- The Croydon Elective Centre at CUH provides a COVID safe zone for planned care and treatment
- With restricted access to other parts of the hospital, robust infection control and COVID screening of patients and staff

**Croydon is in a very good position to avoid increasing further delays for patients**

- More than 3,700 activities are current ongoing at CUH delivered within 18 weeks
- Relatively small numbers of patients waiting more than 52 weeks, but we recognise the impact this has on individuals
- We are working collaboratively across South West London to maximise our skills and capacity to safely care for people in the shortest time possible, whilst safely continuing to treat people with the virus



# Planned care at CUH

Throughout the second wave, we have continued to monitor elective and diagnostic waiting times

All services have continued for those categorised as urgent and for those referred through the suspected cancer pathway

Many routine services have reduced due to the pressure within the hospital, resulting in longer waiting times for patients undergoing planned care and diagnostics and our focus now will be to reduce longer waiting times:

- We current have over 170 patients who have waited more than 52 weeks for care  
Over the coming weeks we will be working to re-establish all of our nine theatres working everyday five days a week  
Many staff will be moving back from our critical care escalation areas to support this

## Diagnostics

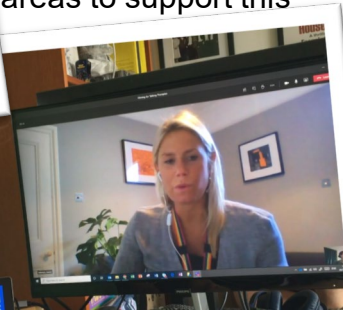
For diagnostic services we are now looking at returning back to our six week target.

We have started contacting patients and book investigations for those who have been waiting for CT, cystoscopy and endoscopy and hope to return to the six week wait target

In the outpatients service we are scheduling follow up appointments to clinically review patients who have been waiting and our plan is to deliver additional capacity here to increase the services we can offer patients who have been waiting

## Supporting patients who are shielding

There remains a group of patients who are still shielding and may be reluctant to attend hospital for care. We are liaising with our colleagues in primary care to make sure we support patients and where necessary agree a joint clinical plan to keep people safe.



# General Practice

**Throughout lockdown, GPs and community teams remain open as usual and are here to support any patients who need care**

Most appointments are now over the phone or by video and we have measures in place to keep patients safe if they need to come into your practice

Access to General practices from 8am to 8pm, seven days a week continues with additional capacity during peak times

Services to support people with long term conditions including remote monitoring throughout recovery

This ensures more capacity to support an increasing number of complex patients and those with long term conditions proactively and holistically

Proactive support for patients with long term conditions in low to medium risk categories to make sure their health outcomes improve



Risk stratification tools to support patients particularly those who are at risk of their condition worsening

Increased integrated working with community and voluntary sector providers through community 'huddles' to help support the individual care needs of each patient

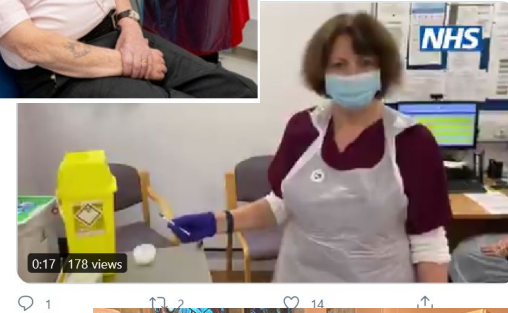


# Vaccine programme update

- As of Thursday 4 March 2021 we have now delivered over 389,000 vaccines
- Including over 89,000 people having had at least one dose in Croydon
  - SW London met the target for all people in cohorts 1-4 offered a first dose of the vaccine by 14 February 2021
  - Our target for first doses was to deliver 262,371 by 14 February and we delivered 266,924
  - Having now offered the vaccine to cohorts 1-4. We are now offering the vaccine to priority groups 5, 6 and 7 including all those over 55 years of age.



Dec 2020  
aid "It's going really well, we've had a use this is going to make such an end of the pandemic soon."





# Where we are delivering the vaccine

Delivery model overview - defined centrally by NHS England to ensure consistency in deployment across all regions. Each region has defined the mix and number of delivery models required based on local demographics.



## Community vaccination centres

**High volumes, high throughput in a fixed location for an extended period e.g. sports venues, conference venues**

- Hawks Road, Kingston
- **Crystal Palace** and Harlequins stadiums
- Epsom Downs racecourse

### **Future Sites coming during March 2021:**

- Including a central Croydon location later this week



## Local vaccination services

### **Primary Care Led vaccination**

- **25 across South West London in total**
- **Care home residents and staff** – 100% of care homes for older people were visited by 24 January 2021, a total of 200 care homes across SWL. We continue to visit mental health and learning disability homes. We are also now planning visits back to all care homes to ensure residents and staff are offered the second dose.
- **Roving model** by GPs and community service teams to take the vaccine to those in the priority groups who are housebound.

### **Community Pharmacy**

Two community pharmacy sites in Croydon:

- Mayday Community Pharmacy, CR7 7HQ
- Valley Pharmacy, St Aiden's Church, CR5 3BB



## Hospital & trust hubs

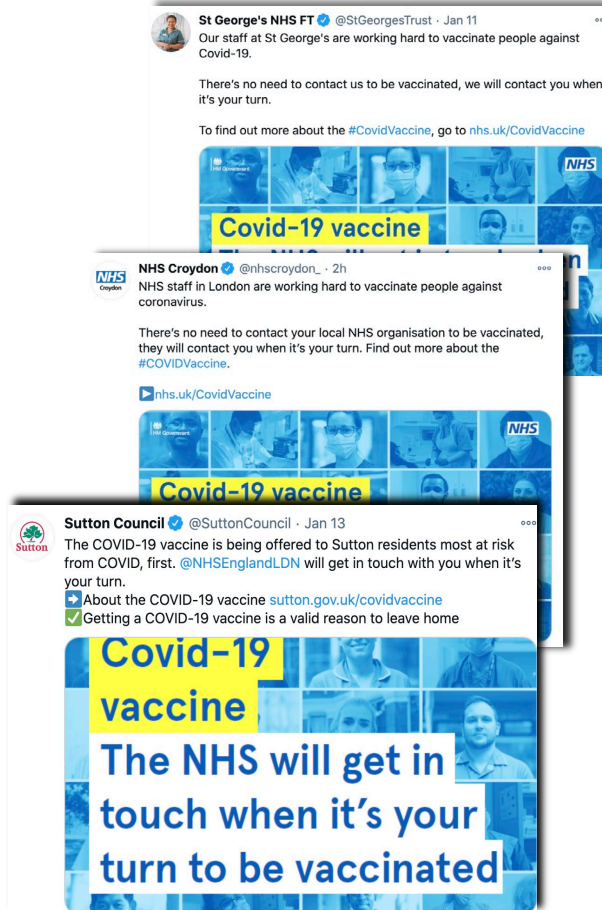
**Delivered from NHS provider premises of a defined number of hubs and further NHS trusts**

- Croydon University Hospital
- St. George's Hospital
- Kingston Hospital
- Hounslow and Richmond Community Healthcare Trust – (Teddington)
- Epsom Hospital
- St Helier Hospital
- South West London & St. George's Mental Health trust
- Royal Marsden Hospital



# Ensuring everyone is offered a vaccine

- This week National Booking Letters are being sent to people aged 60 inviting them to book at a Vaccination Centre or community pharmacy-led sites.
- GPs are inviting those who are at clinical risk, including those identified by the Government's QCOVID tool and adult carers.
- Anyone over 65, the clinically extremely vulnerable, frontline health and social care workers can come forward and contact the NHS to book their vaccination through the national booking service – [www.nhs.uk/covid-vaccination](http://www.nhs.uk/covid-vaccination) or by calling 119 free of charge between 7am and 11pm seven days a week. If you are unable to book your appointment online or by calling 119, you can contact your GP to book.
- We would encourage anyone who isn't already to register with a GP; no proof of address or immigration status is needed.



# Key challenges in delivering the programme

1. Supporting sites and teams where we are vaccinating
2. Vaccine supply
3. Reaching and informing communities with low uptake
4. Needing a flexible workforce



# Croydon vaccination equity task and finish group

## sponsored by the Local Strategic Partnership

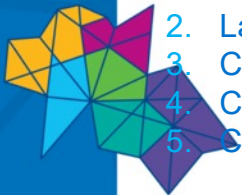
Vaccination for COVID 19 has been rolled out since December 2020 . Initial approaches were limited by cold chain requirements of the vaccine and by targeted approaches for the highest risk cohorts starting with the >80 age population and thereafter care home residents and staff, health and care workers and clinically extremely vulnerable cohorts of patients.

There is thus, not an unselected basis to assess uptake however, there are a number of data sources which begin to review uptake based on key characteristics including age, ethnicity, staff group etc. These include:

- [NHSE global vaccine uptake data released 28/01/2021](#)
- [SWL health care staff survey on vaccine confidence December 2020](#)
- [CHS staff analysis of vaccine uptake](#)
- [Ad hoc surveys from webinars delivered through Croydon BME forum and ARCC.](#)

Additional insights have been gained by shared social media content. A number of key factors associated with vaccine hesitancy in Croydon have emerged including:

1. [Perpetuation of fake news and conspiracies](#)
2. [Lack of trust of government sources](#)
3. [Concern over pharma legacy of testing in developing countries](#)
4. [Concerns about fertility](#)
5. [Concerns about vaccine content and faith observance](#)



# Croydon vaccination equity task and finish group

## Suggested basis for action plan to improve informed uptake of COVID-19 vaccine in Croydon

		Comments
Who	Trusted clinicians (BME) Local leaders Target specificity – start identifying groups within group and refine approaches accordingly.	What is the role of women's groups as key opinion setters in the home? Moving to more intimate conversations Focussing in on where communities are meeting virtually – going to them
How	Various modalities including interactive webinars, static podcasts, twitter tsunami	Not a broadcast but a dialogue Using a variety of languages (develop language asset register in Croydon) Need to collate the key questions and disseminate FAQs using effective language – shared learning How do we reach the digitally invisible in COVID times ? brochures > other
What	Culturally appropriate accurate content Interactive	
When	Late evening, night and weekend availability of vaccines	Ensure shift workers are given access
Where	In the heart of local communities – schools, churches, mosques, sports venues, shopping centres	Faith bases sites Neighbourhood centres – do we move away from mass vaccination and PCN vaccination to neighbourhood sites or rotate PCN delivery through neighbourhood venues?



### Membership

Dr. Nnenna Osuji  
Mike Bell  
Rachel Flowers  
Matthew Kershaw  
Dr Neil Goulbourne  
Dr Agnelo Fernandes  
Dr Vashali Shetty

Sarah Burns, Croydon Voluntary Action  
Andrew Brown, BME Forum  
Ima Miah, Asian Resource Centre  
Cllr Janet Campbell  
Communications and Engagement  
PMO manager

The task and finish group will shape the future work of the Croydon communications and engagement group in taking the covid vaccine communications and engagement plan forwards

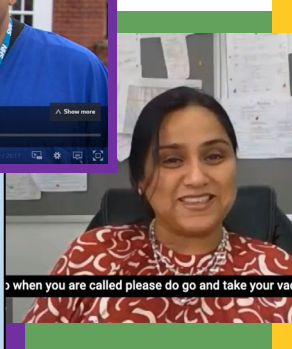
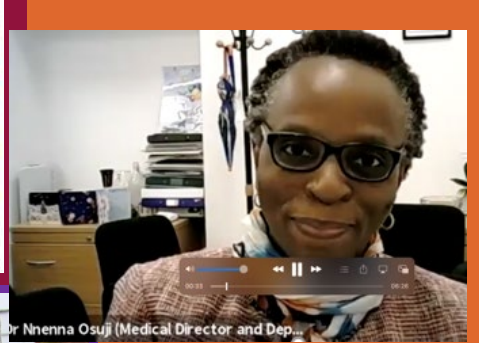


# Croydon vaccination equity task and finish group

## Action plan and strategy continued

- Croydon based, collaborative, coordinated, collective, pace and power – moving to focus on more intimate conversations within communities
- Focus on vaccine acceptors as well as undecided – what were the factors that influenced
- Faith leaders and other trusted people
- Distribute consistent key messages from FAQs
- Inform not influence; converse; show not tell
- Measurement and sharing of data – case for change and measurement of impact

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Single source of truth SWL CCG website

[www.swlondonccg.nhs.uk/covid](http://www.swlondonccg.nhs.uk/covid) - linked on partner websites

Language and cultural appropriateness: sub community – target language (written and spoken)

Working down the cohorts and priming next priority groups

Instilling confidence to dispel fear and misinformation including amnesty for illegal immigrants

Build on opportunities including International Women's Day and mother's day

**CO Q&A ZONE**

- Sheikh Salim Imam of Purley Masjid
- Dr Imran Choudhury, Director of Public Health, Sutton
- Local GPs from Croydon, Kingston, Merton, Richmond, Sutton and Wandsworth

The NHS, Al Khateel Institute and Purley Masjid are inviting you to a scheduled Zoom meeting.

**Saturday 13th February at 6:30pm**

Join Zoom meeting by using the details below  
 Meeting ID: 826 7380 6259  
 Passcode: 492989

Join us for a discussion and Q&A session with local healthcare professionals.

This is an opportunity for you to hear the facts about the South West London vaccination programme and ask your questions about the COVID-19 vaccination to our panel of local GPs and a local Director of Public Health (Sutton).

The session will help to clarify any doubts you may have.

when you are called please do go and take your vac

# Engagement approach to increase uptake

Four 'swim lanes' of activity - supported by communications with staff, stakeholders & print/broadcast media

## 1. Community engagement

- Work with voluntary sector to host community conversations to provide latest evidence about the vaccine, hear local stories and gather insight.

- Hold smaller focus groups to allow for rich and ongoing dialogue

- 'Every contact counts' – all NHS contacts should be empowered to have the vax 'confident conversation' – tips and sign post to single source of truth of [swl ccq website](#)

## 2. Community partners & influencers

- Work with Local Authorities and PH teams strong local networks to host engagement

- Work with key local influencers (health and care professionals, faith leaders, community champions, pharmacists) to lead and host conversations for us, to build trust and provide confidence in the vaccine.

- Fund and support voluntary sector to do outreach work in communities

- Work with local partners and community influencers to share facts and respond to rumours / false information.

## 3. GP practice engagement

'3 approach offer' to cohort patients: –

1. text message or letter,
2. phone call from practice staff
3. phone call from GP

Clinically led engagement sessions with decliners / wider practice population

- Signpost to community sessions or community champions

- Work with practice link workers/social prescribers to have 121 conversations

## 4. Social media

- Develop culturally relevant content featuring trusted community influencers (GPs/Nurses, faith leaders, community champions)
- This content used for paid-for targeted ads to people in low-uptake post codes – on digital devices, social media and other digital channels.
- Different languages & formats
- Local radio and local BAME media -
- Proactive and responsive posts on social media (Facebook & Next door)

# Building confidence: examples of virtual engagement

## Engagement sessions with community groups



## Asian Resource Centre Croydon

Very informative session last night for our #COVID19Vaccine: Your Questions Answered. Special thanks to our expert panelist @drdevmalhotra @DrElenSchwart1 @SherifatAbduk3 for tackling the concerns/questions from the #Community thread on @yourcroydon @croydonhealth @nhscred

**Croydon BME Forum Retweeted**  
**Jamie Audsley** @JamieAudsley · Dec 18, 2020  
 #Croydon - got questions #CovidVaccine? Great opportunity to ask them & discuss the facts 🙌 Thanks @CroydonBMEForum @AgnieFernandes

**Speakers : Dr Agnelo Fernandez**  
**Discussion And Question & Answer Session About The Science Behind The Vaccines**  
**Tuesday 22nd December 2020**  
 Please login from 6.20 pm for A Prompt Start at 6.30 pm  
 Location: Zoom Meeting | 385 207 6159  
 Please send in your questions in advance to Wellness@bmeforum.org

## Q&A sessions with local clinicians

### SWL COVID-19 Vaccine Q&A session for Care Homes with Dr Agnelo Fernandes

**ARCC** @ARCCLTID · Jan 6  
 Very informative session last night for our #COVID19Vaccine: Your Questions Answered. Special thanks to our expert panelist @drdevmalhotra @DrElenSchwart1 @SherifatAbduk3 for tackling the concerns/questions from the #Community thread on @yourcroydon @croydonhealth @nhscred

**Croydon Health Services NHS Trust** @croydonhealth · Jan 2  
 On Tuesday 5th Jan the **Asian Resource Centre of Croydon** are holding a COVID-19 vaccine seminar - sign up to get the opportunity to have your questions answered!  
 Find more information at [buff.ly/3pPqPGF](http://buff.ly/3pPqPGF)

**Dr Elen Schwartz** @DrElenSchwart1  
**Sherifat Muhammad** @SherifatAbduk3  
**Ash Balakrishnan** @AshBalakrishnan  
**Dr Dev Malhotra** @DrDevMalhotra

COVID-19 has been the single biggest public health emergency in the history of the NHS. Asian Resource Centre is hosting a public conversation/Q&A about the COVID-19 vaccination programme with the experts.  
 You can send in your questions in advance to: [lizzie.hewitt@nhs.uk](mailto:lizzie.hewitt@nhs.uk)

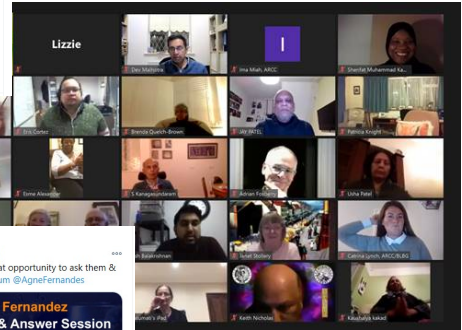
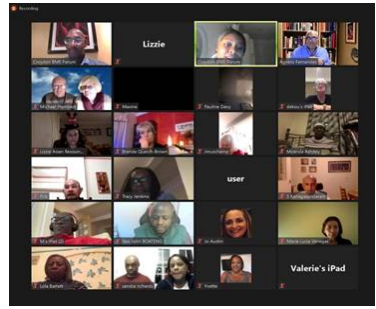
**Croydon BME Forum** @CroydonBMEForum · Jan 19  
 In case you missed it, you can catch a recording of our "Let's Talk Covid Vaccines" webinar on our Youtube channel, featuring key speaker Dr Agnelo Fernandes, providing you with the science behind the vaccines.

Let's talk Covid vaccines Speakers :Dr Agne Discussion and Question & Answer session science behind the vaccines.Speakers :Dr Ag @youtube.com

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## Community workshops





# Royal visit to Thornton Heath GP led vaccination centre

We were honoured to welcome Her Royal Highness, The Duchess of Cornwall, to our GP led vaccination centre at St Paul's Church in Thornton Heath.

Her Royal Highness came to meet and thank our staff and volunteers who have supported our service to vaccinate over 13,000 local people since we opened in January 2021.



The Duchess of Cornwall met patients who received their vaccine on the day of the visit to hear their experiences

Her Royal Highness also talked to our GP team and Ima Miah from the Asian Resource Centre Croydon and Andrew Brown from the BME Forum about our work across the borough to inform local people about the safety and effectiveness of the covid-19 vaccines and to help answer questions.



# Our plan for the next few weeks

- Supporting community vaccine centres as they play an increasing role in our programme particularly when we begin to vaccinate younger adult populations
- Working with community pharmacies to increase support for our vaccine programme alongside our existing vaccination sites
- Continuing our work with local partners and community groups to provide up to date information about the vaccine and encourage uptake: 'inform' not 'influence'
- Modelling how we deliver the programme as we move through the priority groups
- Investigations opportunities for pop up clinics in priority areas across the borough



# Key messages to share with people

- The coronavirus (COVID-19) vaccines are safe and effective. They will give you the best protection against coronavirus.
- unless you are 65 or over, on the Shielded Patient List or a frontline health or social care worker, please don't contact the NHS to seek a vaccine, we will contact you when it is the right time.
- when we do contact you, please attend your booked appointments at exactly the time you're asked to.
- and whether you have had your vaccine or not, please continue to follow all the guidance in place to control the virus and save lives.



Dedicated covid vaccine programme webpages at [www.swlondonccg.nhs.uk/covid](http://www.swlondonccg.nhs.uk/covid)



# Thank you

