

# Tackling Covid-19 in East London and what we learned about inequalities



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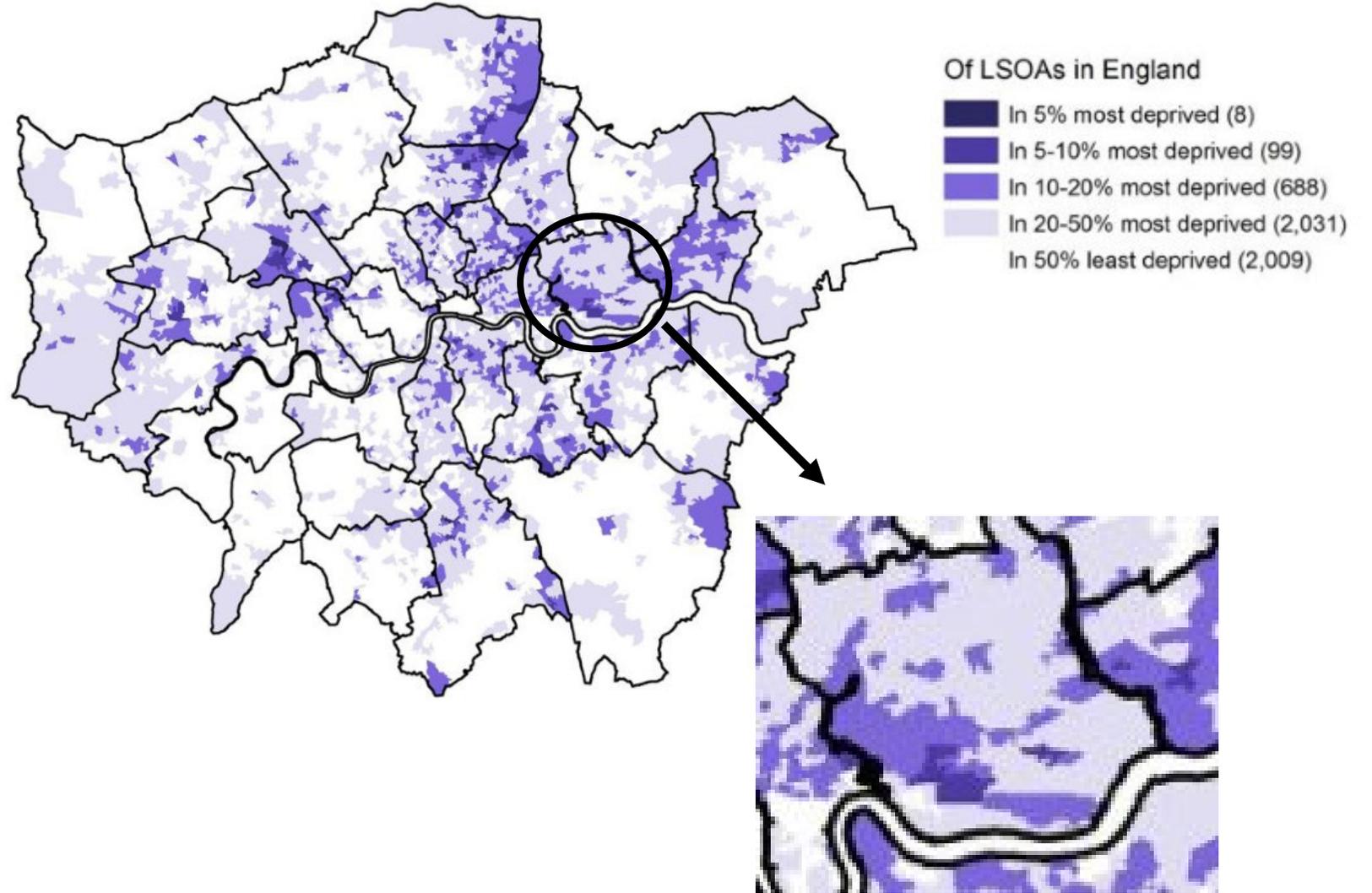
# A community of communities.....of ethnicity, place, faith



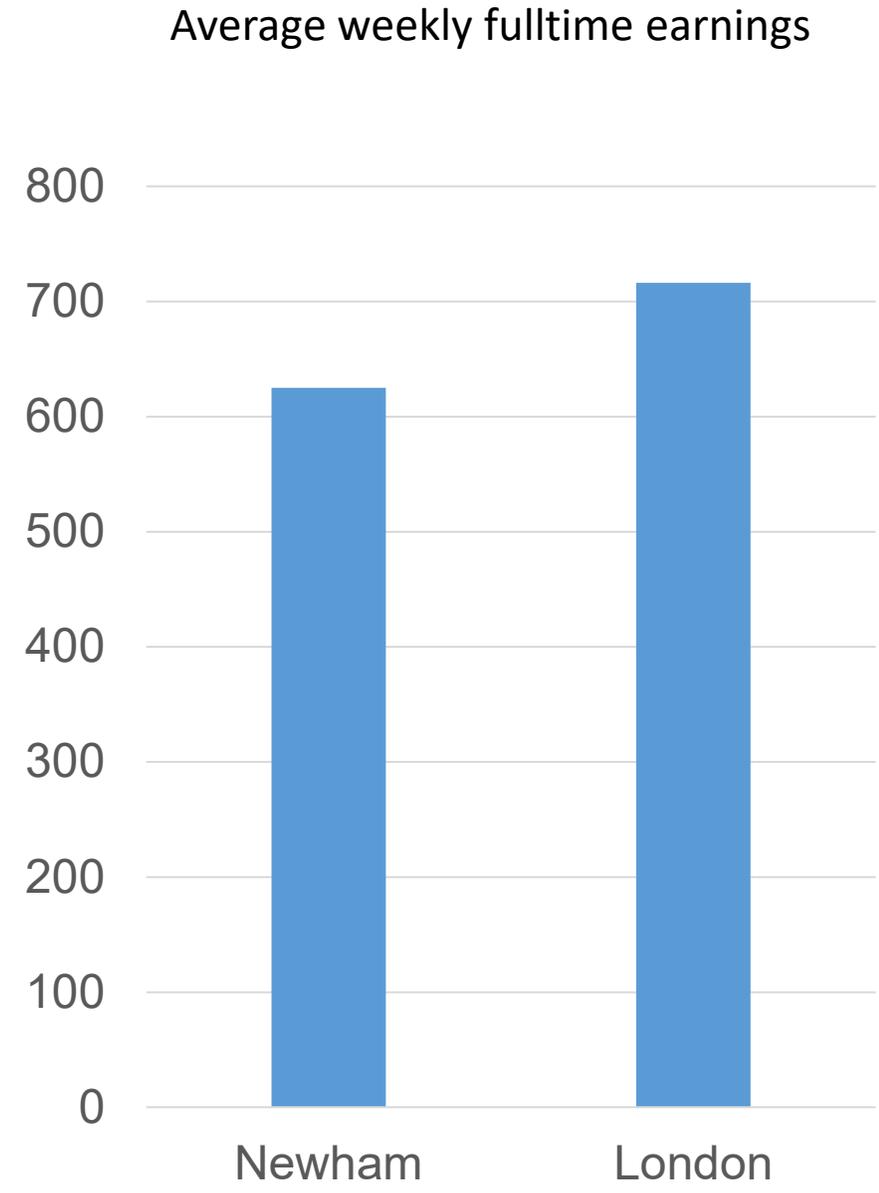
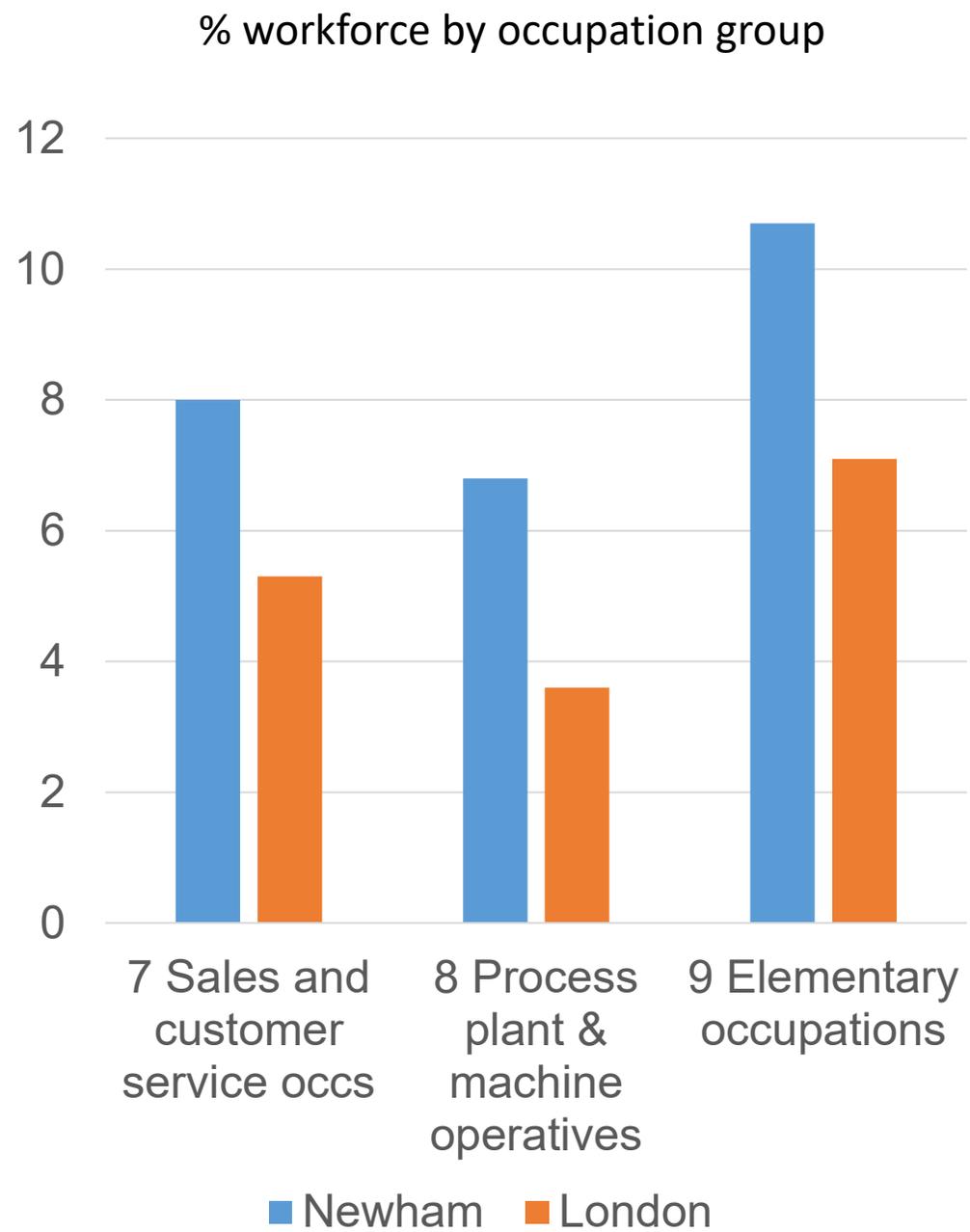


Most of Newham's 353,000+ residents live in the more deprived third of neighbourhoods of England

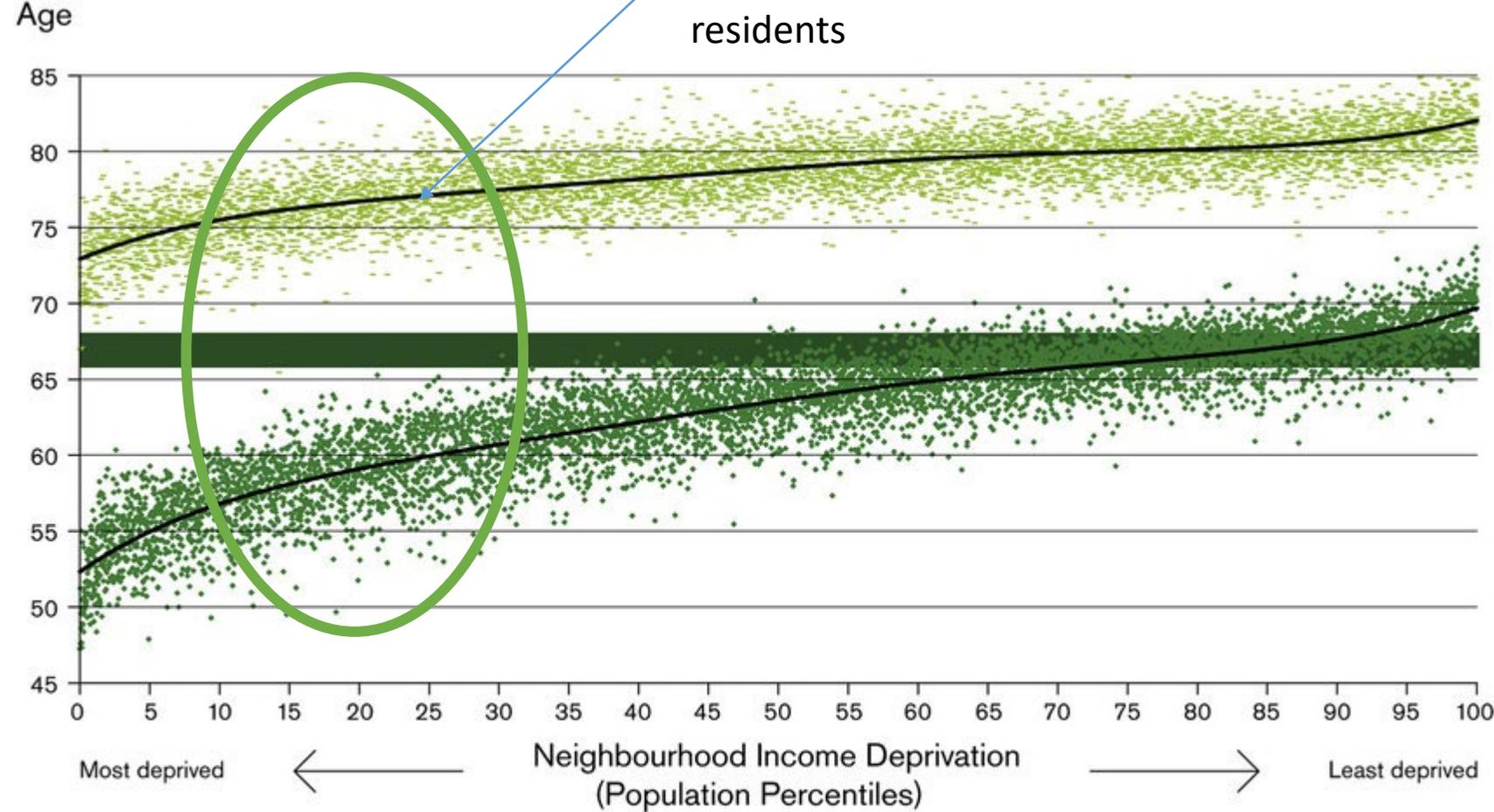
It's a fast growing and young population



There is greater poverty and lower economic resilience



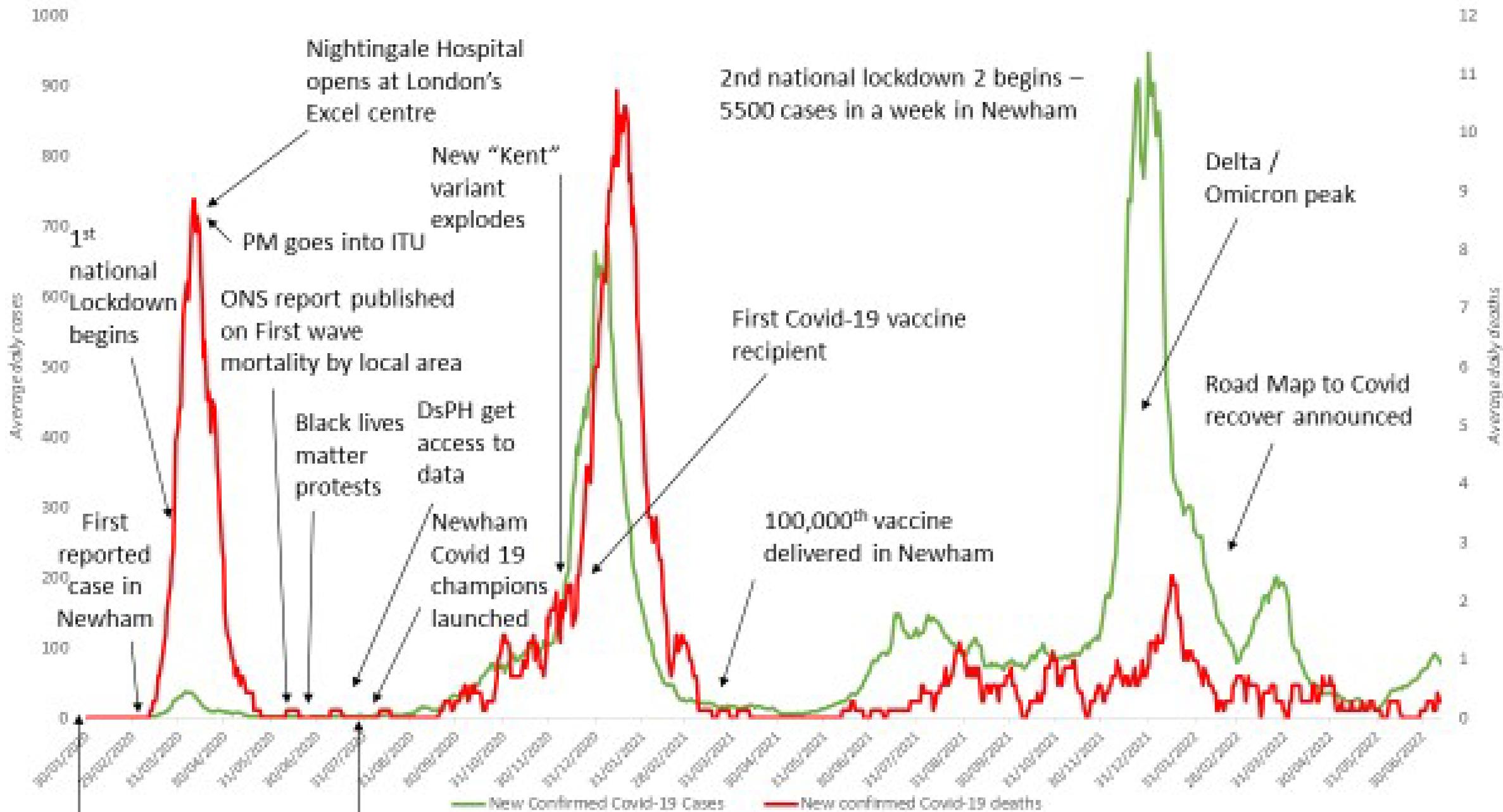
**Life expectancy and disability-free life expectancy (DFLE) at birth by neighborhood income and deprivation: 1999-2003**



Inequalities in Life Expectancy & Health Life Expectancy are very steep and in the poorest neighbourhoods hit very early

- Life expectancy
- DFLE
- Pension age increase 2026–2046

Source: Office for National Statistics

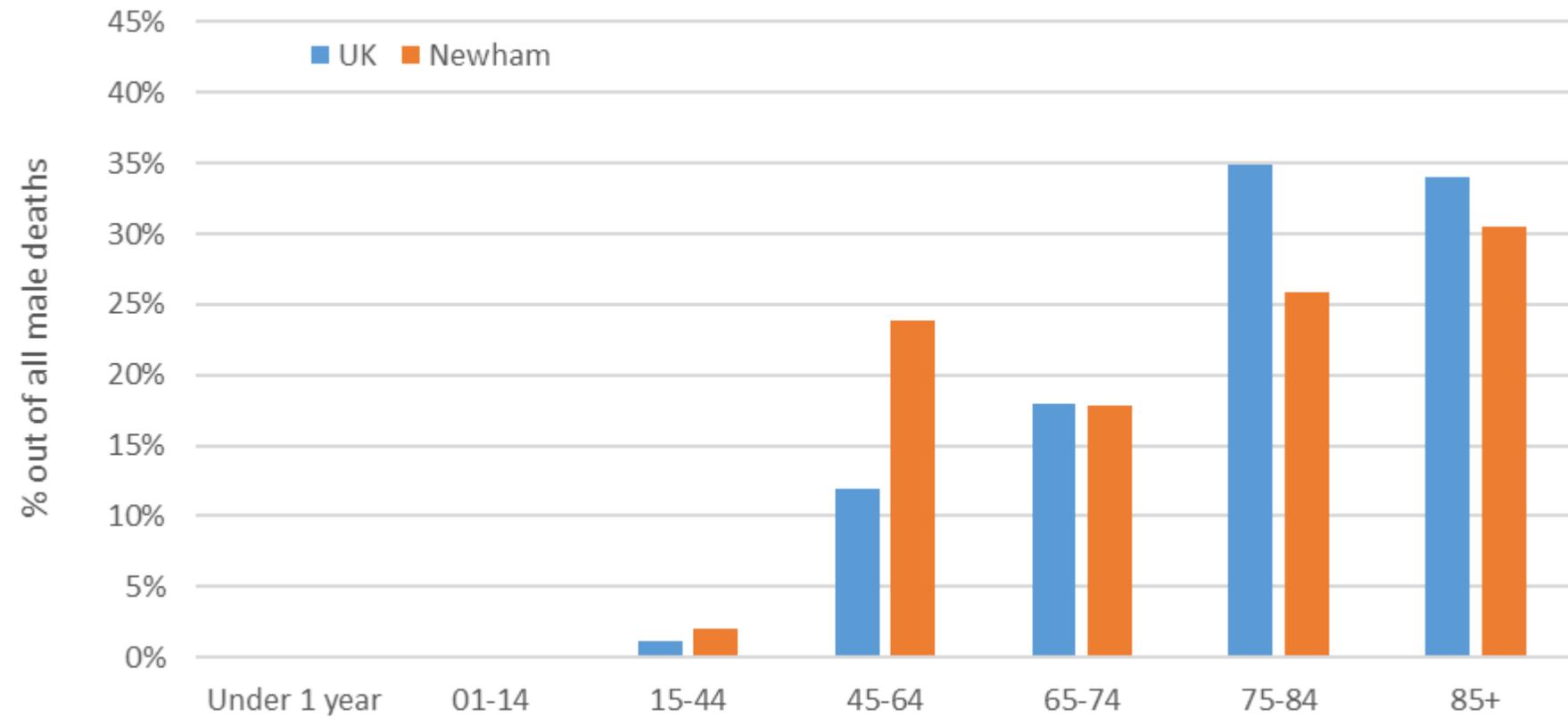


First minuted meeting      First walk to testing centre in East Ham

Source: <https://coronavirus.data.gov.uk/>

The impact of COVID-19 on mortality has not just been disproportionate for people from Black, Asian and minority backgrounds but has hit them younger

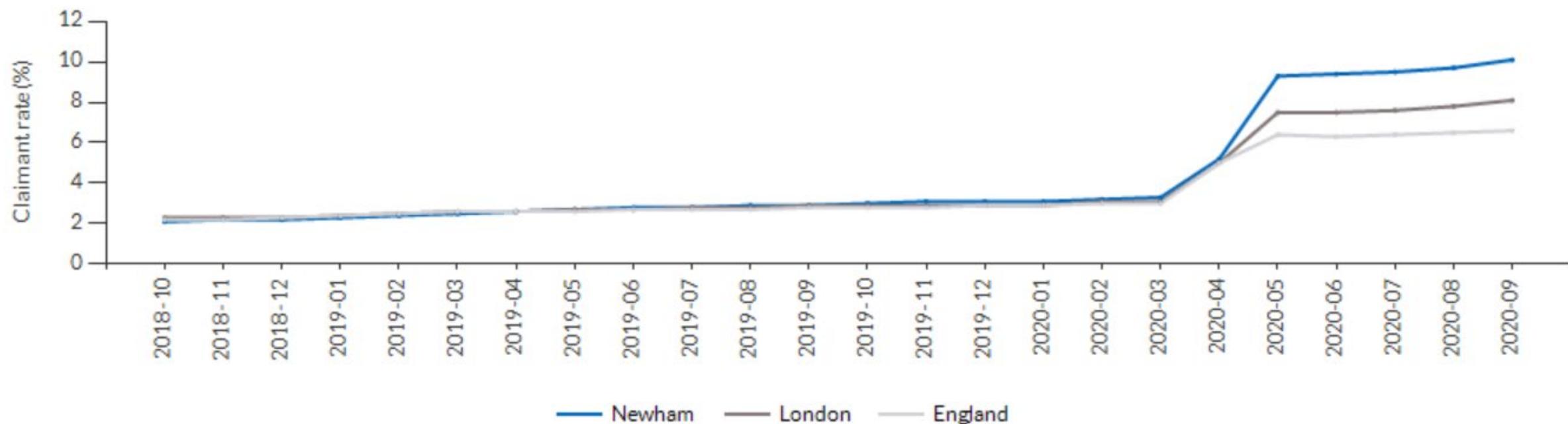
Covid-19 mortality by age for Newham and UK (May 2020)



Source: ONS Covid mortality statistics

The pandemic has had a devastating economic impact – and much of the pain is still to come – 100,000 people on furlough or out of work benefits

Monthly claimant count for Universal Credit and Jobseekers allowance

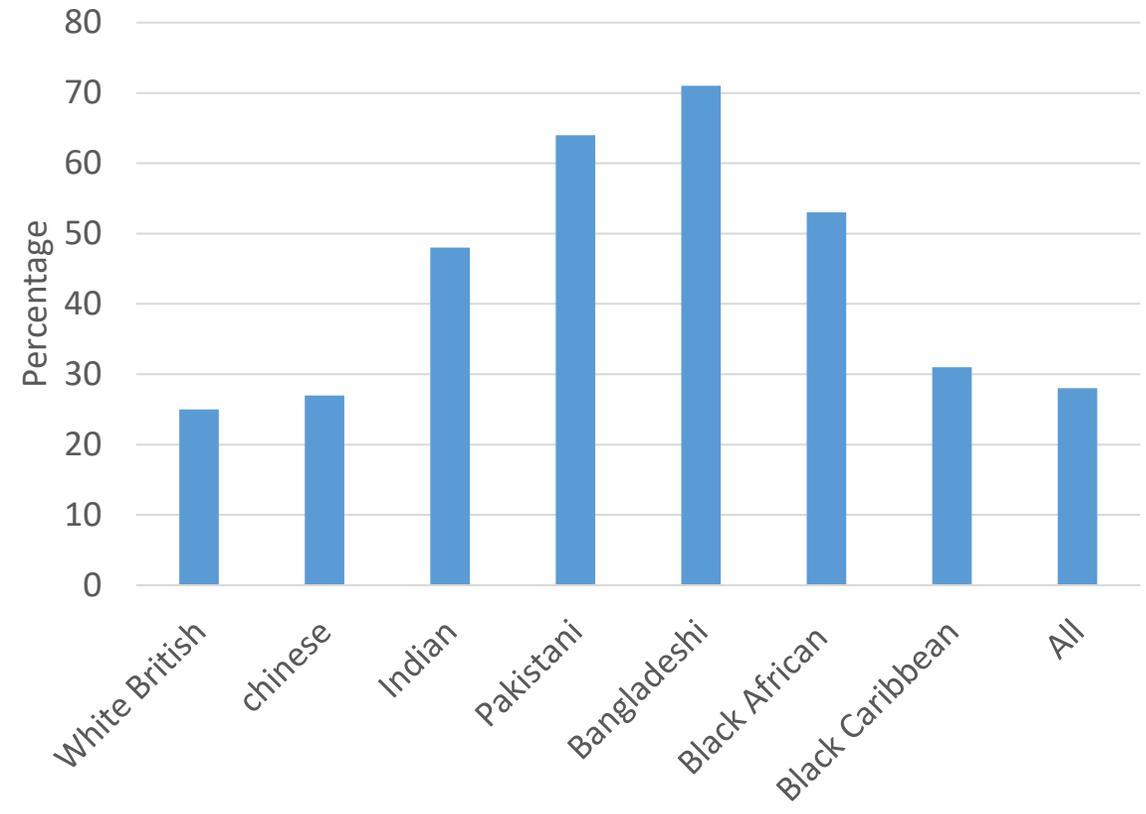


Risk exposure to infection	Risk of becoming unwell	Risk of wider social and health impact
<p>Population density</p> <p>Occupational risk</p> <p>Low car use</p> <p>Overcrowded homes</p> <p>London</p> <p>Differential access to PPE</p>	<p>High levels of underlying health conditions</p> <p>Inability to shield (eg multigenerational homes)</p> <p>Barriers in access to help eg language</p> <p>Other factors linked to ethnicity</p> <p>Poor air quality</p>	<p>High levels of underlying physical and mental health issues</p> <p>Digital exclusion and barriers to remote learning</p> <p>Low economic resilience – in secure employment</p>

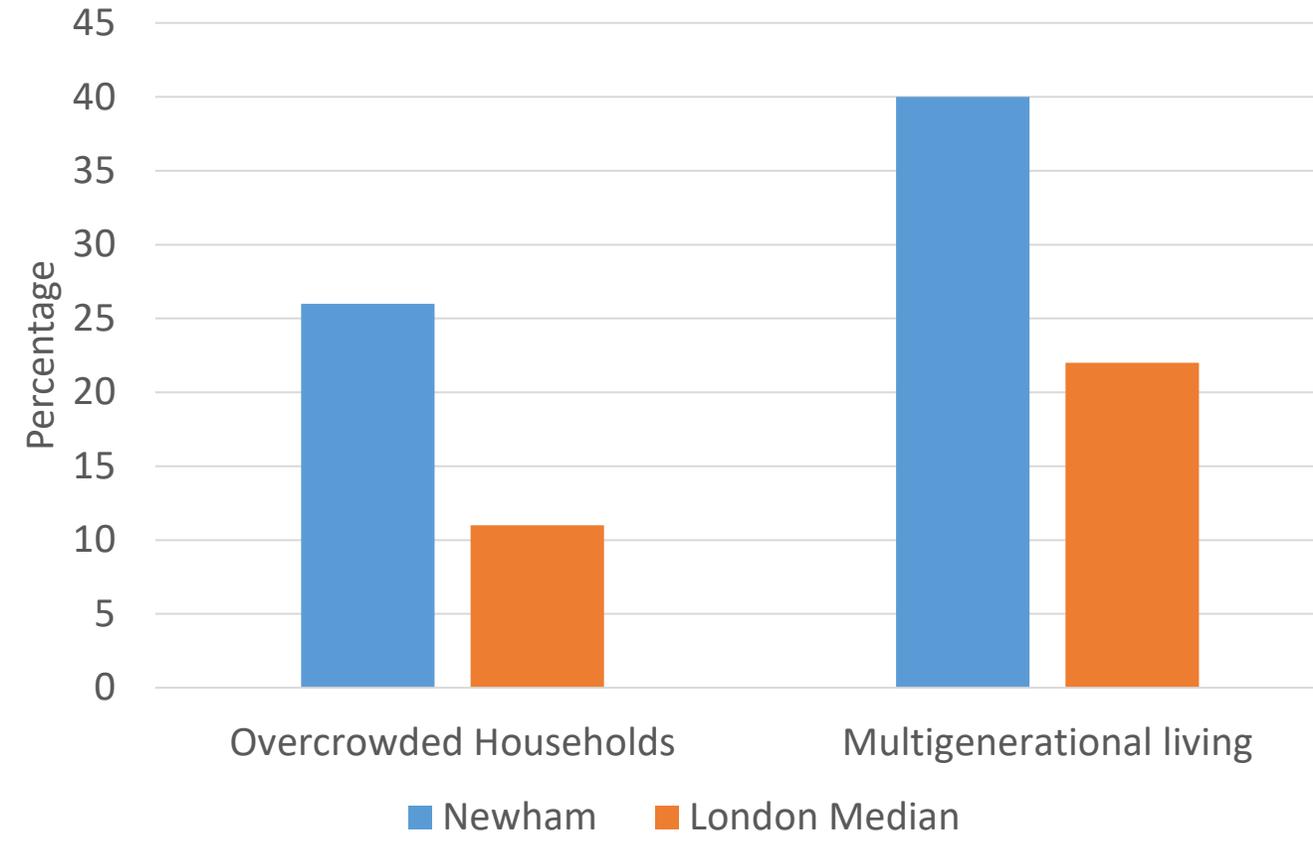


### Housing risk: overcrowding & multigenerational living

Households consisting of four or more people by ethnic group (%)

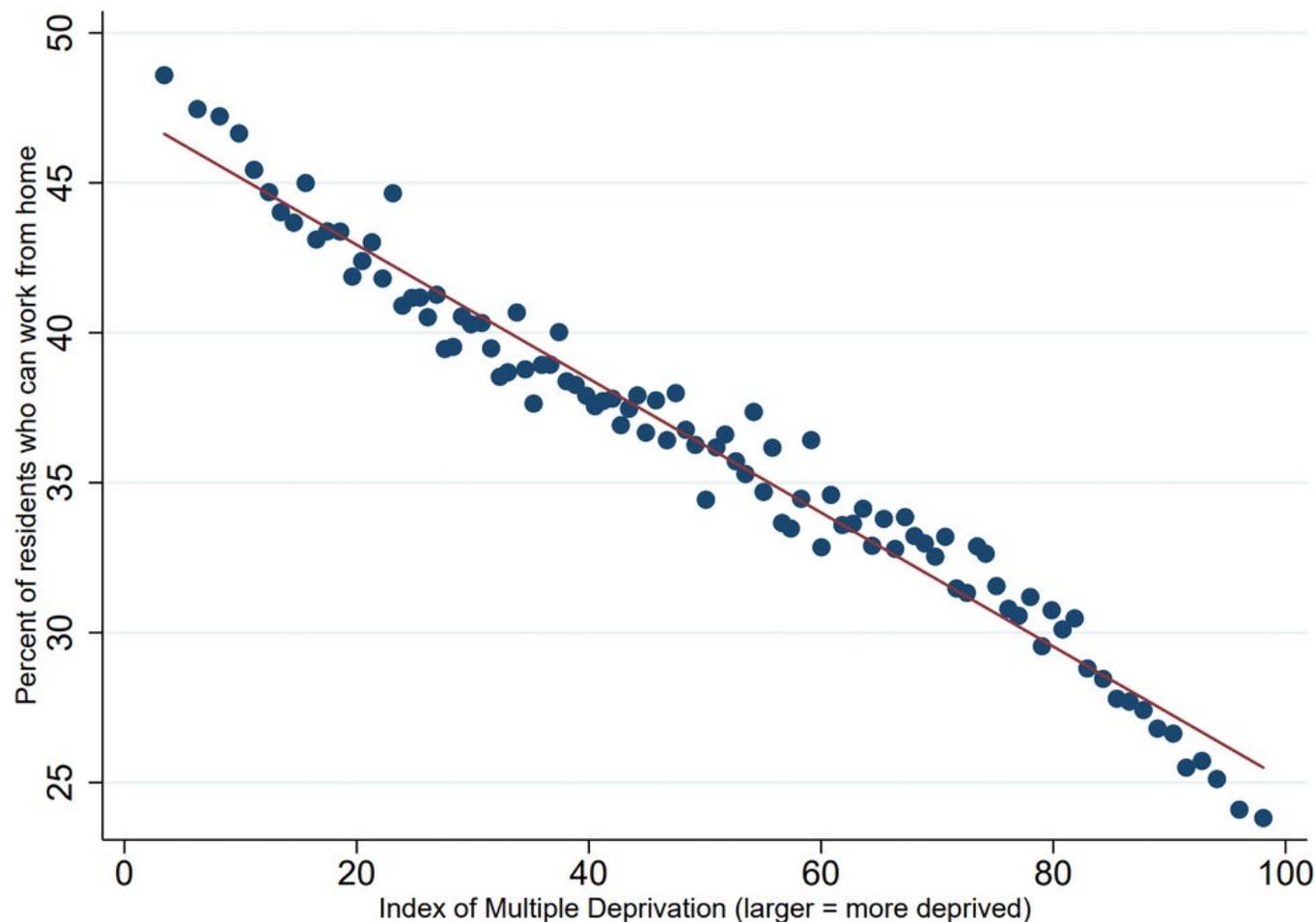


Source: Haque et al (2020) Over exposed, and under protected, Runnymede Trust



Source: Kenway et al (2020) People and places in London most vulnerable to COVID-19 and its social and economic consequences

### Relationship between area deprivation and ability to work from home



Source: De Fraja, Matheson & Rockey, 2020

### Highest risk occupations

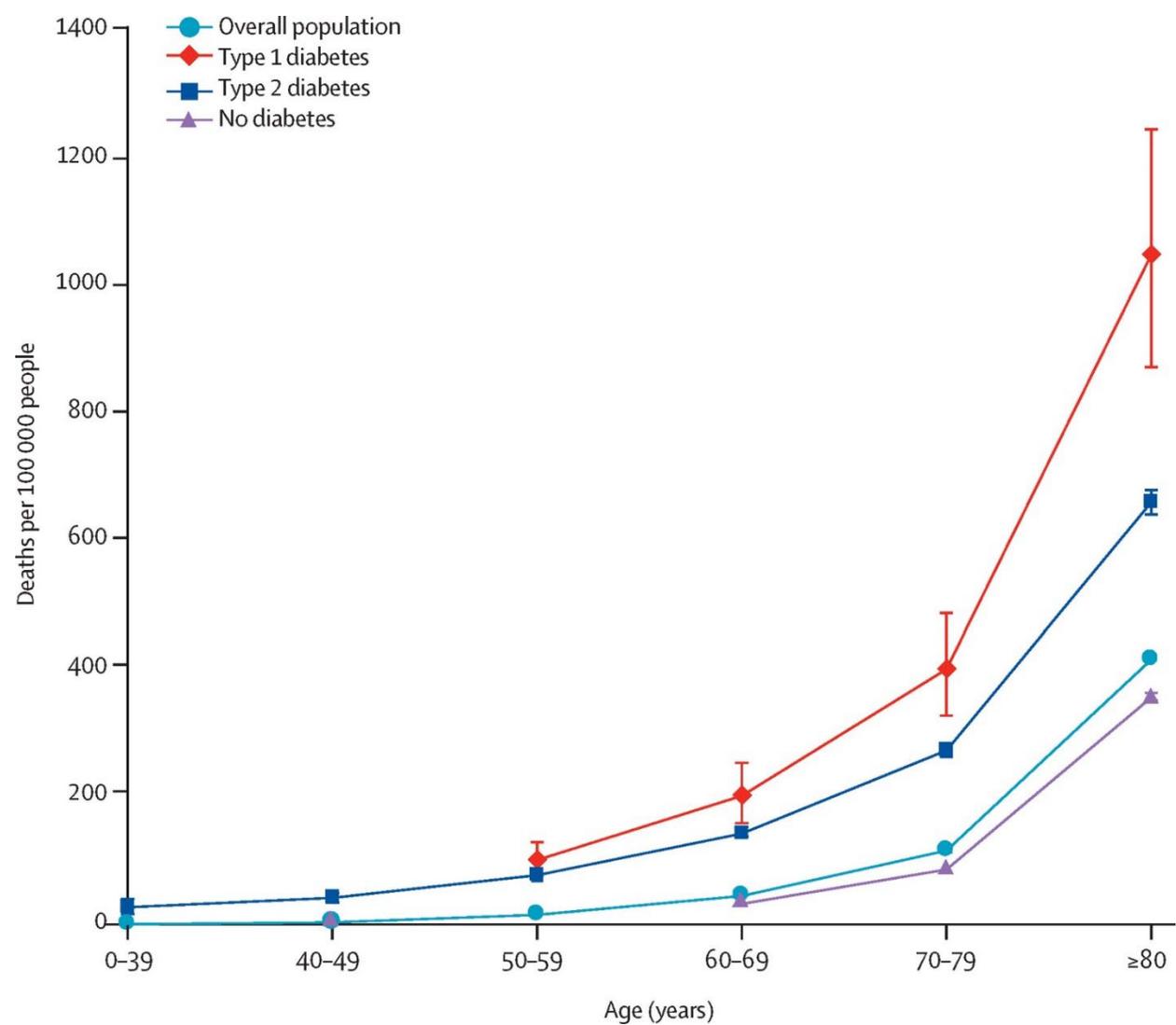
- Social care
- Factories
- Transport – taxi and bus drivers
- Security
- Restaurant workers
- Nursing auxiliary and nursing

Source: ONS, 2021



Strong evidence that long standing health inequalities and therefore the presence of underlying health conditions has contributed to the disproportionate impact in deprived areas and for Black, Asian and minority ethnic groups

Unadjusted in-hospital COVID-19 mortality rates, March 1 to May 11, 2020, by diabetes status (England)

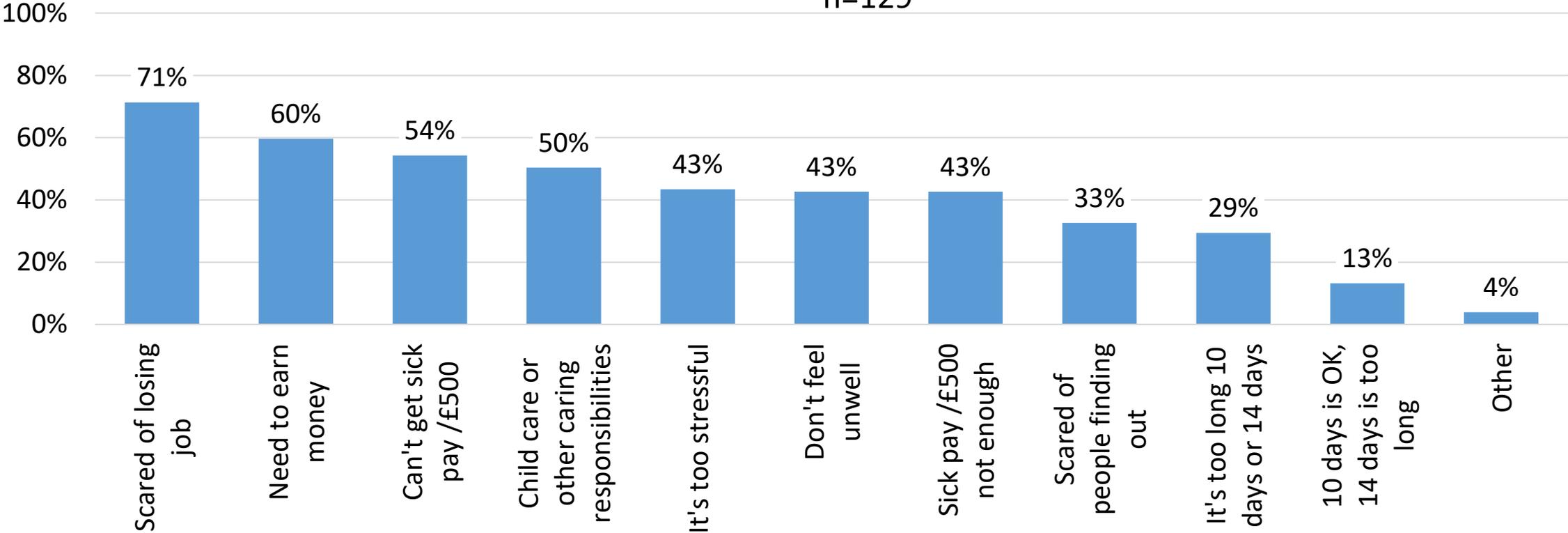


Emma Barron, et al (2020) Associations of type 1 and type 2 diabetes with COVID-19-related mortality in England: a whole-population study; *The Lancet Diabetes & Endocrinology*

# Asking people to make impossible decisions

What do you think gets in the way of people being able to isolate (stay at home) if they have COVID-19 or are a contact of someone with COVID-19?

n=129



Source: Newham public health / UEL (2021)

# So what did this mean for us locally ?

How do we reduce the spread of infection?

How do we reduce the risk to those most at risk of severe outcomes?

How do we mitigate the wider health, social and economic impact of the pandemic?

Access to local testing

Covid 19 Health Champions  
<https://www.newham.gov.uk/covidhealthchampions>

Newham Food Alliance

Proactive preventative work with settings such as schools and places of worship

Covid-19 response service

Befriending support

Work with NHS on disproportionate impact

Social welfare, legal and employment support including enhanced isolation support

Digital Inclusion

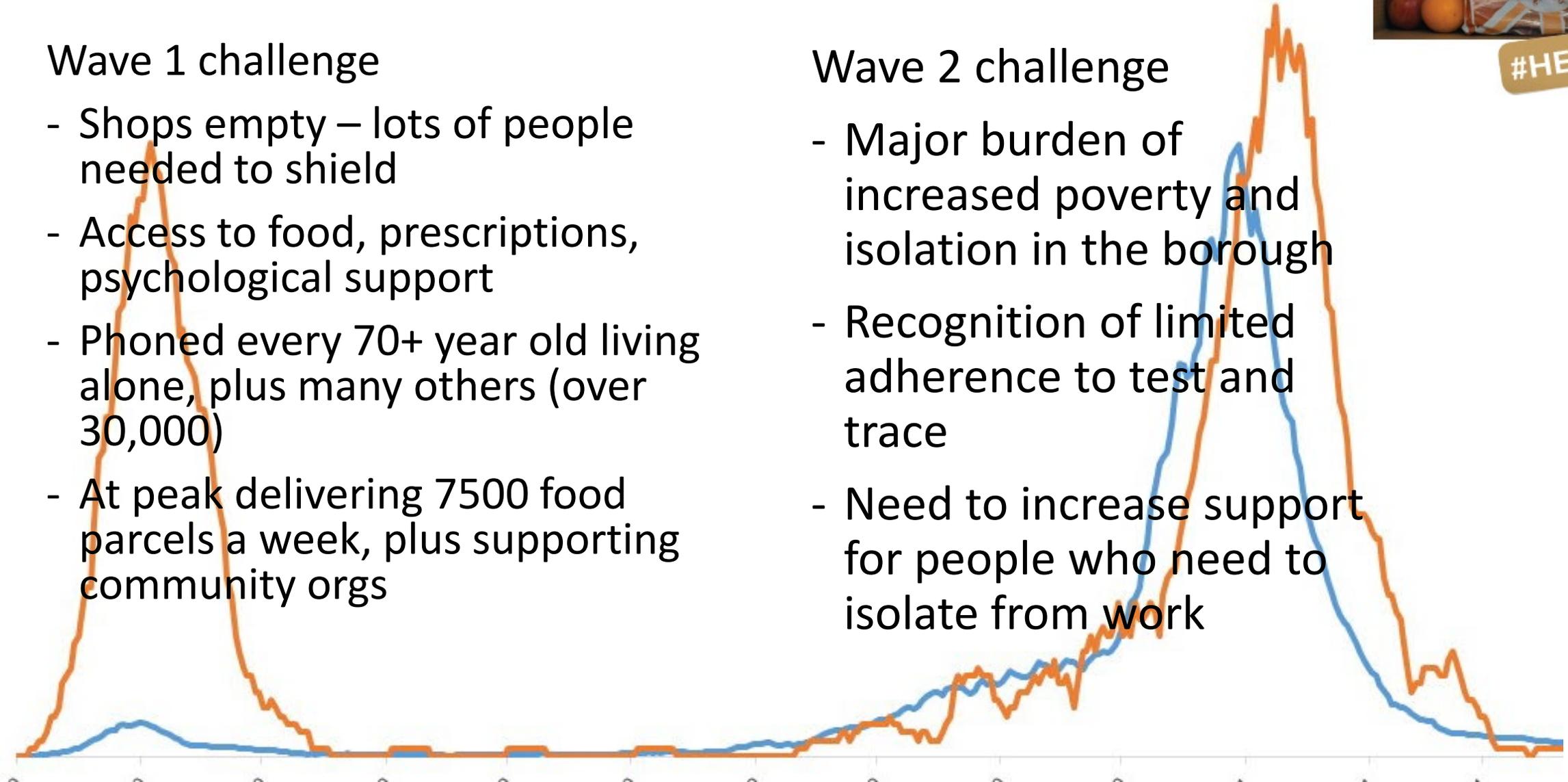
# Supporting Isolation

## Wave 1 challenge

- Shops empty – lots of people needed to shield
- Access to food, prescriptions, psychological support
- Phoned every 70+ year old living alone, plus many others (over 30,000)
- At peak delivering 7500 food parcels a week, plus supporting community orgs

## Wave 2 challenge

- Major burden of increased poverty and isolation in the borough
- Recognition of limited adherence to test and trace
- Need to increase support for people who need to isolate from work



# Covid 19 Health Champions: trusted, rapid, 2 way messaging

## 1. Get live updates on COVID-19

Receive the latest information and government guidelines on how to stay safe and healthy.



## 2.

## 2. Spread the word

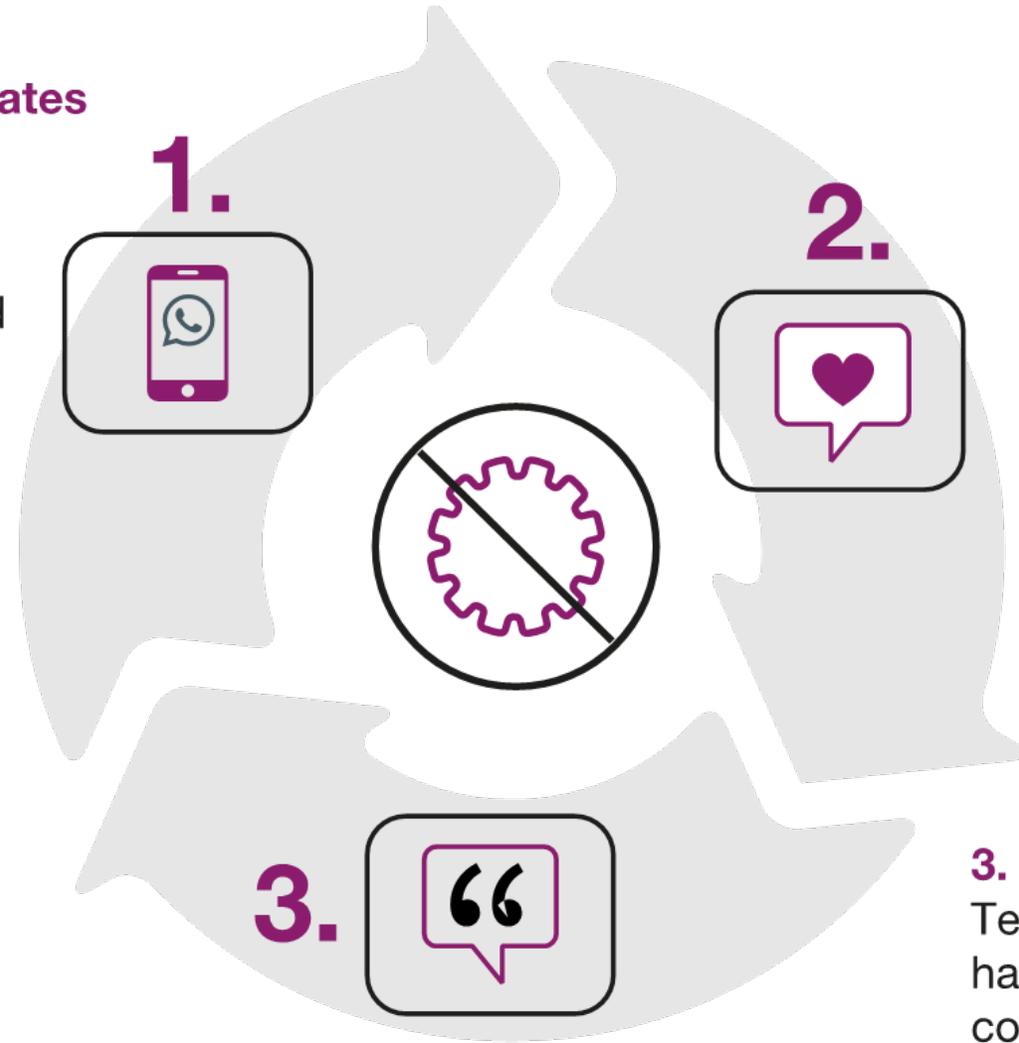
Share this information with your family, friends, work colleagues and the wider community.



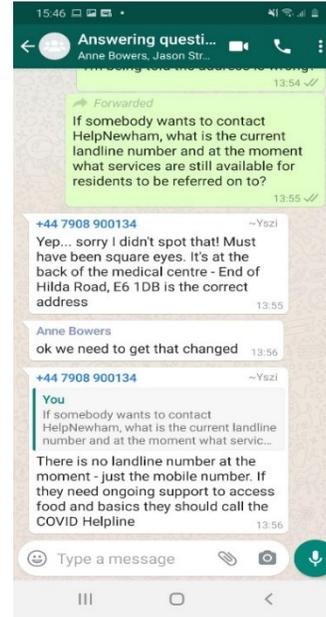
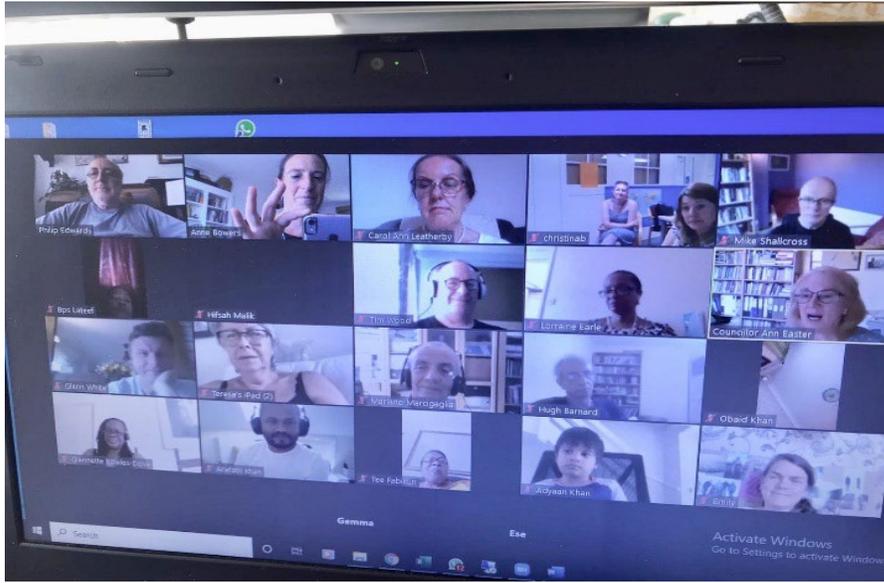
## 3.

## 3. Feedback to us

Tell us about what is happening in your community.



# Two way dialogue using virtual tools

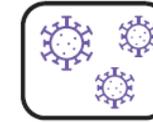


Translated materials in:  
Bengali, Chinese (Mandarin). Chinese (Cantonese), French, Gujarati. Hindi, Lithuanian, Polish, Portuguese, Punjabi, Romanian, Tamil and Urdu.



## KEEP EACH OTHER

Stop the spread



How COVID

- The virus can't be seen with the naked eye
- You can spread it without knowing it
- COVID-19 can be spread through the air
- The virus can be spread through tears

We do the basics to keep each other safe



Wash your hands regularly



Wear your face covering



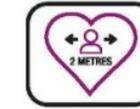
## যাদের সাথে আপনি থাকেন তাদের সুরক্ষিত রাখা

আপনার কোভিড-19 পরীক্ষার ফলাফল পজিটিভ হলে কী করতে হবে



ঘরে থাকুন এবং বাইরে যাবেন না

- আপনি 10 দিন বিচ্ছিন্ন হয়ে থাকা অবধি এবং আপনার উপসর্গগুলি না চলে যাওয়া অবধি বাইরে যাবেন না।
- পরীক্ষা করতে যাবার সময় গণপরিবহন ব্যবহার করবেন না। হেঁটে অথবা নিজের গাড়িতে যান, অথবা বাসায় পরীক্ষা করার জন্য অর্ডার দিন।
- যদি আপনার খাবার বা অন্যকিছু আনার জন্য কোনো বকুর প্রয়োজন হয় তবে তাদের সেইসব জিনিস বাড়ির বাইরে রেখে দেওয়া উচিত। কারও সঙ্গে মুখোমুখি সাক্ষাৎ করবেন না।
- আপনি যাদের সাথে থাকেন তাদেরও 10 দিনের জন্য বিচ্ছিন্ন থাকা প্রয়োজন।



বাড়িতে

- যতটা সম্ভব বিচ্ছিন্ন থাকুন, সাধারণত আপনার নিজের ঘরে।
- যদি আপনি ঘরে অন্যকারোর সাথে থাকেন তবে মুখের আচ্ছাদন পরিধান করুন।
- মানুষের থেকে 2 মিটার - অথবা যতটা সম্ভব দূরত্ব অজায় রাখুন।
- তোয়ালে বা জামাকাপড় ভাগাভাগি করবেন না।
- যখন কেউ থাকবে না তখন রাসাঘর ব্যবহার করুন।



আপনার ঘর আরও ভালোভাবে পরিষ্কার রাখুন

- সমস্ত কিছু 60°-তে ধুয়ে নিন এবং লন্ড্রির সময় মুখের আচ্ছাদন পরিধান করুন।
- যখন আপনি বাথরুম, রাসাঘর, এবং যেখানে অন্যেরা যায় এমন অন্যান্য জায়গা ব্যবহার করবেন তখন আপনার স্পর্শ করা সমস্ত কিছু পরিষ্কার করুন। ব্লিচ বা ডিসইনফেক্ট্যান্ট ব্যবহার করুন।
- আলোর সুইচ বা দরজার হ্যান্ডেলের মত জিনিসগুলি পরিষ্কার করতে ভুলবেন না।

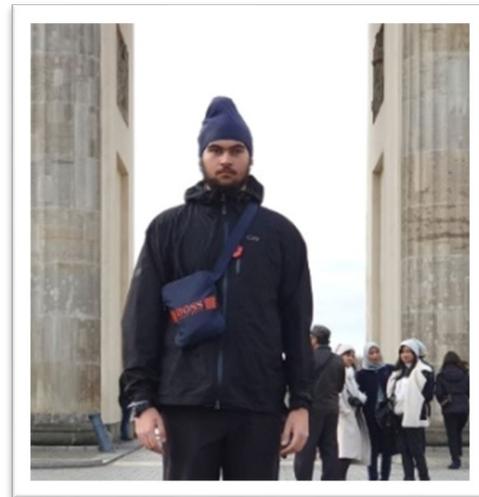
ভাইরাসের ছড়িয়ে পড়া রোধ করতে আমরা একে অপরের থেকে দূরে থাকি

# Some of the 500 champions



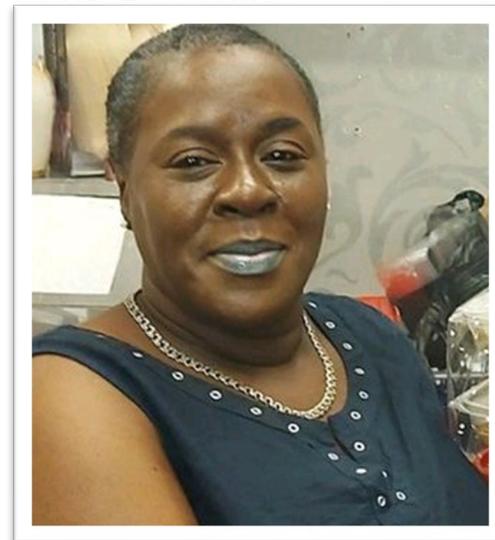
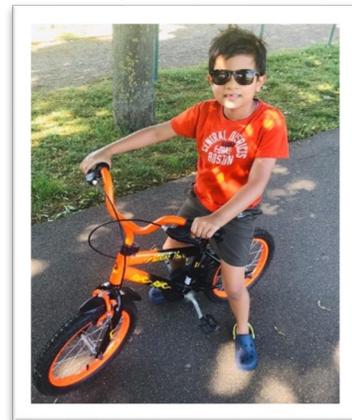
**Tim** is a warden at St Martin's in Plaistow. At Christmas he and his church had a COVID-19 Health Champions infographics as the guiding star for their nativity scene

**Balraj** has lived in Newham since 2002 ,and decided to become a champion the support his 81year old grandmother whom he cares for. You might have seen him in a picture with the Mayor of London, Sadiq Khan who came to visit the first walk-up test centre



**Ronke** is a midwife and active member of her local church group. She was recently featured in the Evening Standards, Newham Recorder and on BBC London talking about her experience as a champion and using the champion infographics about the vaccine to help persuade her family members to take the COVID-19 vaccine

**Adyaan** and his mother Aysha are champions. You might have heard Aysha on Radio 4 recently talking about her experience. They share the information with their community – young and old – and say that the infographics are really useful for people whose English isn't particularly strong.



An external review of the London Borough of Newham's COVID-19 Health Champions programme  
[www.newham.gov.uk/communityChampions](http://www.newham.gov.uk/communityChampions)

# Newham Covid-19 response service

Principle: rapid access to testing, high quality information and personalised support

- Awareness and trust building through champions/outreach teams
- Testing in community sites throughout borough
- Phone call from multi-lingual call centre on day of positive test
- Access to support around finance, food, social connection
- Plot of alternative accommodation when necessary



# Newham Covid-19 response service: Case Examples

I spoke to a resident who lives with her husband, 2 children (including a new-born baby) and father-in-law who has COVID. Her father in law is elderly, speaks little English and is a diabetic. They live in a small space with shared kitchen and bathroom and she was worried about catching COVID. They wanted to move into the hotel. We talked through the options and the support her father-in-law might need given his age and health. They decided to get tested. If they were negative, her husband and would move into the hotel with his father and he would use the PPE provided. In the meantime, I arranged a food parcel and PPE for them at home. The tests came back positive and they remained at home. I called the resident each day to check their wellbeing. I even managed to book for them to register the birth of their child. The resident had been finding it really difficult to book online. It was nice to be able to help in what is a stressful time for them.

I spoke to a lady who was isolating. She couldn't stop crying. She was lonely and said she had no one. I gave her the number of the befriending service but I wasn't sure she'd call and so I called her every day during her isolation. I then arranged for a community link worker to call her and offer doorstep visits. They will also include her in any online activities. The resident felt brighter and I am glad we have been able to help her.

I called a resident who was isolating. He sounded very lonely. He asked me if I can speak Bengali. I said yes! He was so excited, happy and laughing. He started to telling me his worries and that he felt more relaxed by our conversation. I told him I will call him each day and send him some information about local support that he can access.

# Vaccinating Newham

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## The challenge

- lower trust environment
- digital & language barriers
- many unregistered
- younger population
- huge uncertainties over population size



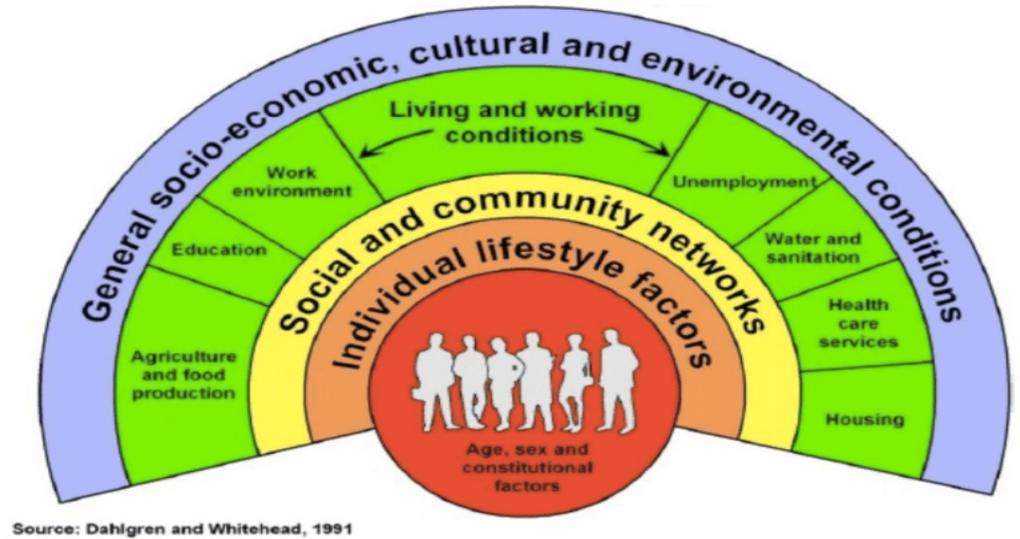
# Vaccinating Newham

## The toolbox

- Health bus
- Local Vaccination sites – places of worship/other community venues
- Community outreach team
- Peer supporters
- Community health champion
- Public Q&A sessions
- Targeted community Q&A sessions
- Community small grants programmes
- Supportive conversation training



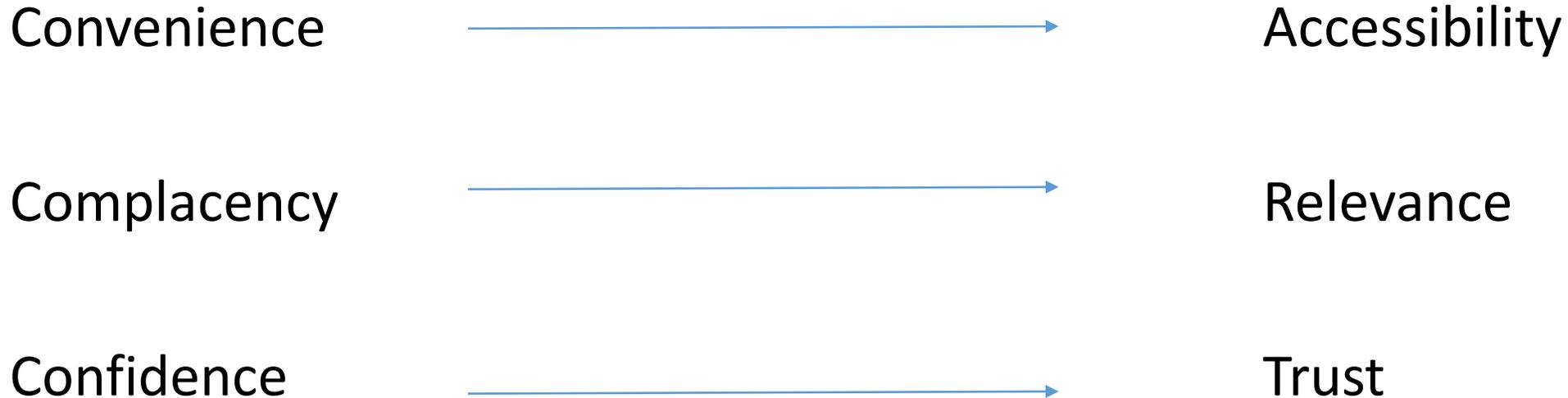
# Reflections on inequalities



1. Mechanisms that link inequalities to worse outcomes
2. Why services are less effective than we often hope? An emerging framework around positive reach, engagement, take up

# Reflections on the vaccination mobilisation

## 1) From 3 c's to ART



# Mapping vaccine rollout to ART

Activity	A	R	T
Vaccine bus	☒		☒
Community vaccinations site	☒		☒
Community outreach team	☒	☒	☒
Champions & Peer supporters			☒
Community health champions			☒
Public Q&A sessions		☒	☒
Targeted community Q&A sessions	☒	☒	☒
Community small grants programmes		☒	☒
Supportive conversations training		☒	☒

# ART & inequalities: our working hypothesis

A framework for understanding and addressing differential take up in services and entitlements

How useful is it as an approach to improving take up from welfare benefits to mental health services ?

Can we empirically test it and different components ?

# Fellow contributors:



To many to mention but on ART Adeola Agbebiyi, Claire Greszczuk, Anne Bowers, Ysabella Hawkins, Elizabeth Owen, Prof Winston Morgan, Dr Vanessa Apea, Dr Muhammed Naqvi, Elisia Reid and many community partners