

DEVELOPING A MESSAGING TOOL TO IMPROVE VACCINE UPTAKE IN EAST LONDON



ABOUT

COVER-ME is a research project which explores people's views and experiences of vaccinations in East London. This study will develop a text messaging service which will be utilised by GPs to support people in East London to make informed decisions about Covid-19 and general vaccinations.

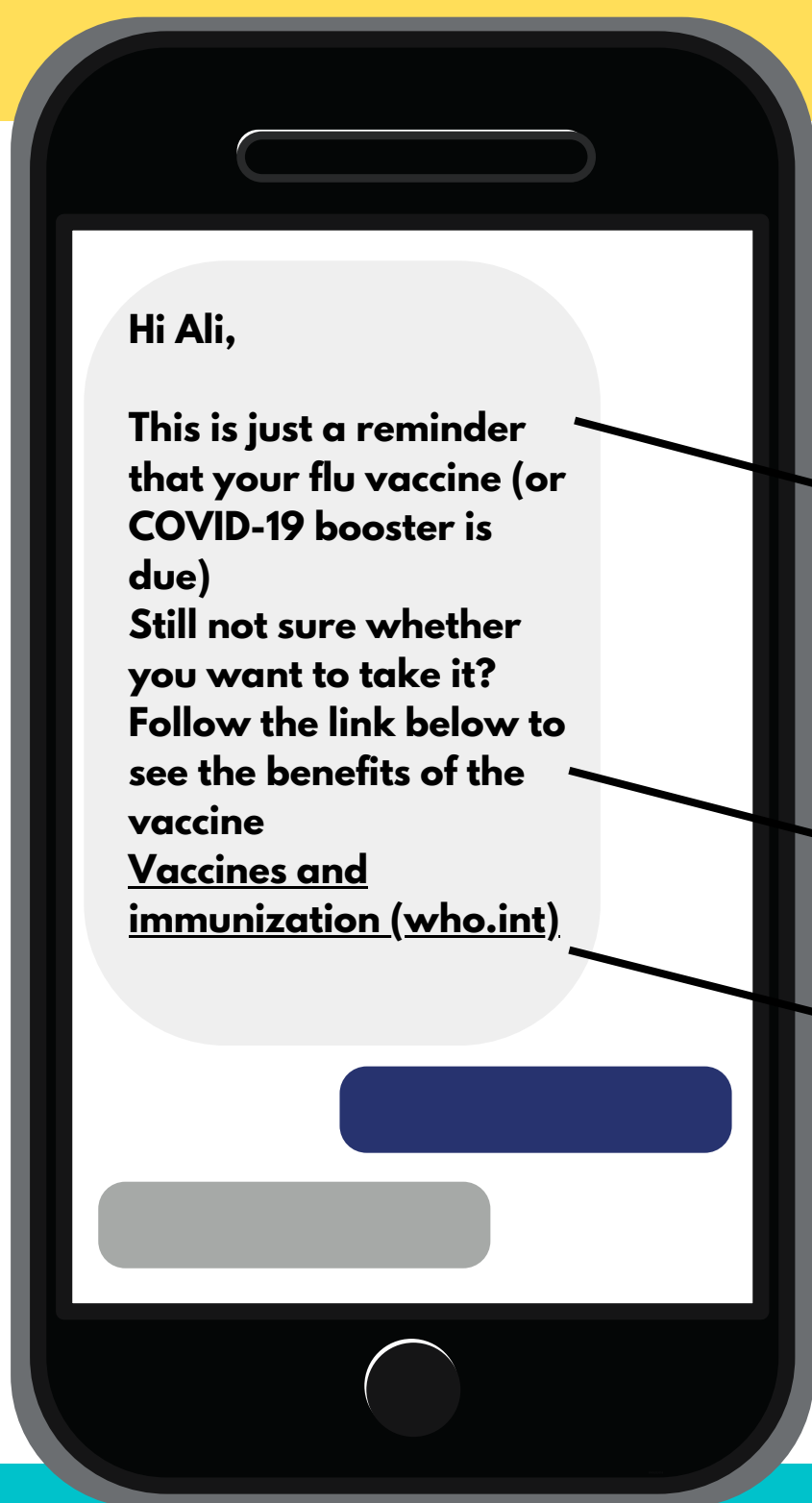


WHAT HAS BEEN DONE?

We held group discussions and interviews with members of the community to explore their experiences with vaccinations.

Insights from the group discussions and interviews were analysed into common themes.

Co-design workshops to discuss a text messaging service that will be co-created with the community, GP personnel and other healthcare professionals.



WHAT FEATURES WILL THIS TOOL HAVE?

Messages will be personalized

Texts will be translated to other languages

Messages will contain links to webpages with further information

Links to informational videos will be embedded in the messages.

EVALUATING THE TOOL

We will be recruiting six GP practices to test the feasibility of the messaging tool.

Patients from the six GP practices from Tower Hamlets and Newham will either receive the Patient Engagement Tool or routine care to understand the usefulness and suitability of the tool.



CONTRIBUTION

This research will contribute to healthcare professionals' efforts to improve vaccine uptake and consequently improve community health.