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| **Name:** | Sharlene Small |
| **Organisation:** | MYTG |

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| **Title and aims** | **Flu vaccination**. Raising awareness of the importance of the flu vaccination and adopting a healthy lifestyle using the Health Creation Framework.  Aims:   * To raise awareness of the flu vaccination and benefits (via factual information) * To demystify myths * Identify the barriers to access * Increase the health of the community group * To empower the Health Creators and VCSE lead – developing knowledge and skills to support relevant communities |
| **Description** | 7 Black African/Caribbean group members became Health Creators; led by the VCSE lead, who delivered sessions to explain the project, raising awareness of the flu vaccination, using factual information. VCSE Lead had open conversations which developed trusted relationships (also with the Project Manager –who was a mentor in this project) VCSE Lead then supported participants to manage their own areas of work on the project.  The trained Health Creators then engaged with the local community and through actively listening, identified reasons for vaccine hesitancy. The Health Creators then responded by producing a survey by those knowledgeable in this, which was distributed on-line and in person. The lead identified her own strengths and weaknesses and sought advice from PM on community engagement and facilitator skills. Lead was inspired to be more professional when working in a community environment by PM.  The project raised issues regarding myths related to the flu vaccination and 16 community members had the flu vaccination during the project. The group participants are giving their time (reciprocity) to their community and inviting family and friends to learn about the FLU vaccination and/or the project and a Wattsapp group established for communications between participants  Via the project, the lead’s confidence has increased to deliver quality community engagement-based projects, and has appreciated project management working style of support and project delivery (knowing they can seek support and advice).  The 3C’s and the 6 features were all used in this project. |
| **Outcomes – what difference did you make? (300 words)** | * Good rapport established in group * Increased peoples’ knowledge * VCSE Leads confidence has developed as believes in herself more, and via the project, now has a drive to work delivering projects within her community using what she has learnt from the project manager (peer support) and via the Health Creation Framework. * Recognised that BAME community need to increase their knowledge on health issues and services available * People have been inspired to have the flu vaccination * Community now developed trust and willing to challenge more   7 Health Creators established |