

Comms Working Group meeting notes 23.06.20

Attendees

Nasim Ali (KBCNA), Rehab Jamil and Zeremariam Fre (Penha), Benaifer Bhandari (Hopscotch). Farida Danmeri (Caraf Centre), Abul Kashim (King's Cross Mosque), Imam Fathi Labidi (Muslim World League), Baljinder Heer-Matiana (Public Health) Hanad Mohamad, Rosie Tharp, Serrina Lobban, Benedicta Asamoah-Russell, Julien Danero Iglesias, Martin Cresswell, Karen Martins, Zubair Matin, Grace Blackman, Lilu Dewan (Camden Council)

Purpose of the group

Working collectively with VCS and faith leaders to ensure messaging in communications are clear, concise and consistent. To ensure important public health messages related to the pandemic are developed in partnership with our communities and are sent out using the best platforms.

These meetings will be used to get feedback from communities, to tailor messages accordingly, working with a diverse range of organisations.

Membership

Open invitations were sent to VAC and the Community Partnerships team VCS directories. It is useful for the group to sense check and think about inviting organisations who work with; asylum seekers, no recourse to public funds, Portuguese-speaking communities, Jewish, Latin-American groups and young people.

The below suggestions were made;

- If we're involving young people, need to consider who, do we mean any young person? Which organisations could we approach to suggest a member?
 - Invites were sent to The Winch (Take Back the Power Project) and Fitzrovia Youth in Action (Youth Ambassadors)
- Camden Chinese Community Association should be involved – it was confirmed that that CCCA were invited, but a response was not received
- Advice agencies should be invited to address poverty, housing issues etc.
- Including someone who has information on Government guidelines – it was confirmed that representation from public health (Baljinder) will attend the meetings
- Penha can provide partnership work with asylum seekers, advocacy and translators

Key issues

- Mosques receiving mixed messages re opening safely, and the community were worried about Young People being carriers of the virus. Mosque leaders requesting advice and guidance- it was confirmed that Camden Council were hosting an information session for faith leaders on the re-opening of faith buildings on 25th June
- Request for faith facilities and messaging to be added to key issues in comms working group, and to include faith groups when messages are being sent out
- Communicating with a variety of groups and making sure that information is passed on and everyone has the chance to engage
- Support from LBC to complete risk assessments and signage for those who do not have skills sets –The Council cannot provide 1-1 support around risk assessments however templates, information and resources can be shared

- Providing signs in different languages
- LBC to take leadership in terms of raising awareness amongst BAME youth and adult communities experiencing identity crisis
- Schools worried about learning gap for learners

Test and trace (T&T)

- Exploring how local groups understand T&T and how to request a test
- Try to adapt unclear messaging and make it clear
- VCS and faith leaders are happy to distribute messages grass root level – recorded/written
- Short whatsapp videos were helpful for Mosques – no more than 2mins

Effective communication

- Videos can be circulated through Mosque database
- Is there a budget for comms? If yes, media channels can be used for Somali/Bangladeshi communities
- Daily briefings are all in English which makes it difficult for EAL community members to keep up to date with the latest information
- Key messaging and video recordings could be produced by community leaders, to enable the community to trust the messages
- Mental health issue is a silent killer i.e. men being home has resulted in increased Domestic Violence in some cases, (partners/ wives and children)

Next steps

- The group are happy to be contacted via email or phone
- Flexible approach for meetings – can be held as and when needed i.e. weekly or fortnightly with a topic to discuss

Actions

- All- Please email suggestions for additional members of the group to Cohesionandequalities@camden.gov.uk
- Community Partnership Team to follow-up with Chinese Community Association, Young People's organisations and to invite an Advice Partner to attend future meetings (Rosie/ Serrina/ Karen)
- Camden Council to look into signage that can be shared with VCS and faith partners (Rosie/ Serrina/ Karen) and whether this can be translated into different languages (Hanad/ comms team)
- Camden Council to confirm whether there is budget for communications for accessing media channels e.g. Somali and Bangladeshi (Hanad/ comms team)

Name	Organisation	Description
Benaifer Bhandari	Hopscotch Asian women's Centre	To enable Asian and BAME women to actively participate in society. Provide a range of services including: Advice and Advocacy Domestic Abuse Support Older women's and youth programmes
Nasim Ali	King's Cross and Brunswick Neighbourhood Association	Offering a wide range of activities for the local community including: Older people's and youth groups Activities and workshops for Bangladeshi, Somali and Chinese Communities
Farida Danmeri	Caraf Centre	A community organisation that works to strengthen the life skills and opportunities of parents, children and young people of black and minority ethnic and low-income families.
Zeremariam Fre and Rehab Jameel	Penha Network (Pastoral and Environmental Network in the Horn of Africa)	The organisation works with local and international partners on a range of programmes including youth, women's economic empowerment and food security and climate change
Fathi Labidi	Muslim World League	A Mosque providing support to the local community through health, psychological and legal advisory services, Arabic supplementary school and interfaith meetings.
Abul Kashim	Kings Cross Mosque and Islamic Cultural Centre	A Mosque providing support to the local community hosting monthly careers and education advice workshops, and a weekend supplementary school.
Rhoda Ibrahim (unable to attend 1 st meeting)	Somali Advice and Forum of Information	Advice, information and guidance for the Ethnic communities who English is not their first language, particularly women and children. Youth mentoring, heritage and cultural activities and English classes. Based in Brent but work in Kilburn area with Camden residents.
Khadija Shireh (unable to attend 1 st meeting)	British Somali Community	A women's led organisation working on educational achievement and health and wellbeing. Service include supplementary school, parent support project, youth safety, and women's empowerment project.
Sharon Gordon (unable to attend 1 st meeting)	West Euston Partnership	West Euston Partnership is a community charity working with local people, businesses and organisations to tackle inequalities in health and employment. Service include employment support,

		free computer access and study facilities and wellbeing projects
Bushra Anwar (unable to attend 1 st meeting) Zubair Matin, Camden Council Prevent Officer also works part-time for CAP	Cultural Advocacy Project (CAP)	The Cultural Advocacy Project aims to support community groups and organisations to promote wellbeing and support individuals and families to look after their mental health. A partnership between Mind in Camden and Voluntary Action Camden, CAP co-produces support with community members and delivers peer support networks in partnership with community organisations.