



Settlement
Council
of Australia

AT A GLANCE



Target Participants

Migrants, refugees and international students



Aim

To provide accessible information about the COVID-19 vaccines



Organisations Involved

Centacare FNQ, various state government agencies, local community groups, QPASTT, other settlement providers



Location

Cairns, QLD



Funding

SCOA through Dept Health and SETS
Department of Social Services

CASE STUDY

Community Vaccination Information Day - Centacare FNQ

After intensive community information mapping, Centacare FNQ hosted a Vaccine Information Day at Centacare Multicultural Services. The day was an opportunity for community members to attend and learn about the COVID-19 vaccines, speak directly with a health professional from QLD Health who could answer questions on the spot, and register for COVID-19 vaccines with the support of Centacare caseworkers. The day also included a BBQ, music, and wellbeing activities.

Description

Centacare FNQ began preparing for the Community Vaccination Information Day well in advance, planning with community leaders, the QLD Health Vaccination Team in Cairns and other local stakeholders including Cairns Regional Council, to ensure information sessions would be delivered in the most effective way and those informed who will take up the vaccine will be supported through to successful vaccination.

With the aim of delivering the information sessions in the second week of September Centacare FNQ began posting vaccination information in language videos to their social media platform. Centacare FNQ also encouraged community leaders from a range of CALD communities in Cairns to come into Centacare and be supported to create similar videos in a range of languages.



Additionally, flyers, and in-person promotion at TAFE AMEP classes, Skills for Education and Employment (SEE) classes, faith meetings and Community Association Meetings were used to promote the day.

Key government representatives and community leaders attended to show support and unity in the fight against COVID-19. This included Members for Parliament and Cairns Regional Council Councillors, community leaders, and faith leaders. There was a unified cake cutting to show unity in the region in the fight against COVID.

Sessions were run in Burmese, Arakanese, Swahili, Kinyarwanda, Nepali, Spanish and Portuguese. They were run in the morning and repeated again in the afternoon.

At the same time, there was a staffed vaccine booth set up where Centacare Caseworkers helped to make bookings and addressed barriers to registering such as coordinating transport and interpreters.

The event was supported by QLD Health who ran an information booth at the day for people to ask any questions.

All stations were manned with language workers which was a collaborative effort by Centacare FNQ, Trinity Bay State High School and Cairns West State School– in total there were 16 language support workers across four main languages for the communities. In addition, QPASTT Community Engagement Worker supported families on the day through transport support and emotional and wellbeing support.

Facebook and Instagram photo booths were set up on the day by the Centacare FNQ media team to encourage communities to promote 'I am informed' and 'I am registering to Vaccinate' messages through social media posts. There was a media centre set up at the hub which was live streaming and posting photos all day. This was intended to have a flow on effect through communities and social networks.

The day was a celebration for the communities on why they came to Australia – to be safe and have self-determination. The day provided them with information in language to make a positive decision for themselves and the community. The upcoming QLD September school holidays will see the Centacare FNQ Community Engagement team and Community Partners join force to coordinate all logistics including transport and childcare to support community groups to vaccinate at the Mass Vaccination Hub in Cairns.

Outcomes

The key outcomes of the project included:

- Approximately 200 community members attended the information sessions.
- Nearly 70% of those who attended were registered to be vaccinated during the event.
- Extensive outreach into the community to provide united messages from the community sector and QLD Health providing reassurance of vaccine safety, efficacy and need.



Key Learnings

This experience has generated three key learnings:

1. Communities must feel respected through any process and empowered to make informed decisions.
2. Vaccine registration through an online booking system remains challenging for many and additional support to community members throughout the vaccine registration process is needed for improved uptake.
3. Focusing on countering misinformation by providing access to healthcare professionals with in-language and tailored support helps to create trustworthy sources of information.
4. Collaborations between settlement services, health providers, and other services ensures barriers to vaccination are holistically addressed.

More information

For more information on the program visit: <https://www.facebook.com/centacarefnq/>

