COVID Community Champions

During the Covid-19 pandemic local councils created COVID-19 Community Champions. Volunteers from local communities to help people understand information about COVID from the NHS and government.

Your local councils have been working with researchers to understand how Community Champions made a difference in your area.

In July 2023 researchers surveyed 221 local people at

- ASDA St Matthews Superstore, Walsall
- Guru Nanak Gurdwara, Smethwick, Sandwell

Scan the QR code to read the full research report or turn over to see key findings from the survey

People were aged between 34 - 65 years from different ethnic groups.

After Covid Community Champion Activities people had **more trust in**:

- **Religious leaders**
- **Local Council**
- **Family and friends**

People preferred chatting with champions rather than information on leaflets or social media. People would like to see similar style Champions for **Healthy Eating and Physical Activity.**

The **research recommends** funding Community Champions connected to a range of local organisations to undertake training in communication styles and community engagement. This will support Champions to host face-to-face events, to deliver public health messages in their communities.

NIHR | Public Health Intervention Responsive Studies Teams

Birmingham City Council

Sandwell Metropolitan Borough Council

Walsall Council