

ART Case Study – Vaccine Promotional Videos

Section 1: Context



In January 2024, NHS funding was made available to support vaccine-related communication and engagement. This would enable a set of videos that provided an accessible, acceptable method of promoting vaccinations.

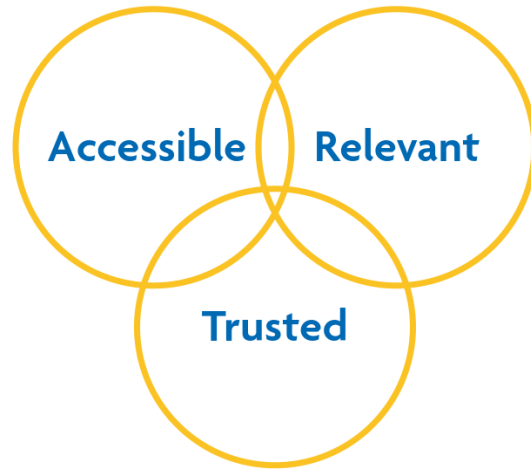
Health Equity Ambition

Release an **accessible, relevant, and trustworthy** set of videos that:

1. Increased vaccination uptake
2. Increased trust and understanding of vaccinations.

Our tools - The ART Framework

The ART Framework



What are the barriers to uptake within our control as service providers?

WE ARE NEWHAM.

The aim of the ART framework is to **shift agency** for accessing and using health promoting services from current/potential service users to providers.

ART recognises that **accessibility, relevance and trust** are three key elements that encourage people to use our services, and that the absence of these elements can create a barrier to uptake.

The team used the ART framework to review their work and help qualify **how much they embedded these principles.**

How the project fulfilled the three principles

Accessible

Videos are being **translated into 12 languages** that reflects the top languages and needs in North East London, as well as BSL interpretation.

The videos will be **distributed via multiple channels** including the Well Newham website and youtube channel, Council social media, Children's Centres, ICB social media and website, via vaccination providers and partners, via VCFS partners.

Relevance

The videos have been **developed based on the input from residents**. They shared that they want to focus on the questions people have about vaccinations and did not want a directive instruction at the end of the video (e.g. get vaccinated today or book your appointment now).

The **videos of residents were unscripted**, so they could ask the questions they and their networks have and get answers from health professionals *in the moment*. This allowed us to ensure that videos included **genuine questions, concerns, and beliefs**.

Trustworthy

Residents said that they wanted to hear from **other residents and local GPs**. Therefore, that is who is featured in the films.

The filming took place in North East London, and the locations are featured in the film to **reflect the local approach** to the videos.

Residents were asked about **which logos they'd want to see** on the videos to engender trust and those are the logos which have been included.

Learnings and what next

Benefit of using ART

ART helped to break down and lay out equity approaches in a simple way.

ART helped bring knowledge into a shareable format.

Adopting ART as a design tool next time

Although other factors, such as a tight deadline, were more impactful, an early adoption of the ART framework during the design process could have streamlined the coproduction process.



Let's talk about vaccine ingredients ⋮

43K views • 4 months ago



Let's talk about misinformation around vaccines ⋮

1.7K views • 4 months ago



Let's talk about winter vaccinations ⋮

964 views • 4 months ago

Using the ART Framework



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If you have any questions and want some support – please get in touch with the Newham Health Equity Programme team:
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