

# 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.

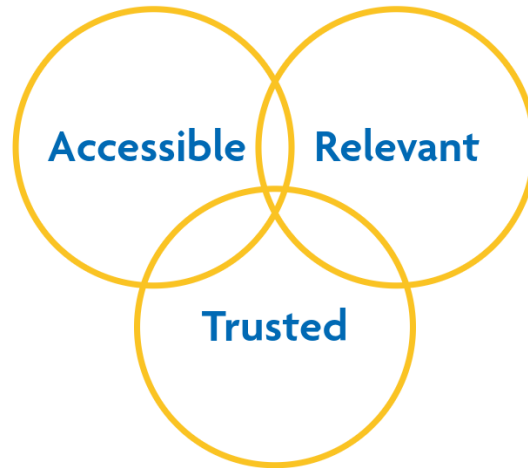
## Health Equity Ambition

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 quantify **how much they embedded these principles.**

# Using ART

## 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: [health.equity@newham.gov.uk](mailto:health.equity@newham.gov.uk)

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