



Ethnicity Profiles in Cheshire & Merseyside

Communication and Engagement Methods

Introduction

The Cheshire and Merseyside Health and Care Partnership commissioned a research project to understand the impact of COVID on ethnic minority communities living within the nine Places covered by the Partnership.

A key part of the projects objective was to gain insight into preferred communication and engagement methods. This document explores the range of communication sources used by four ethnic minority groups to find out information about COVID and the varying levels of trust associated with them compared to the total sample of the survey. This document will enable localities to have a better understanding of how to communicate with different ethnic minorities.

Jackie Bene

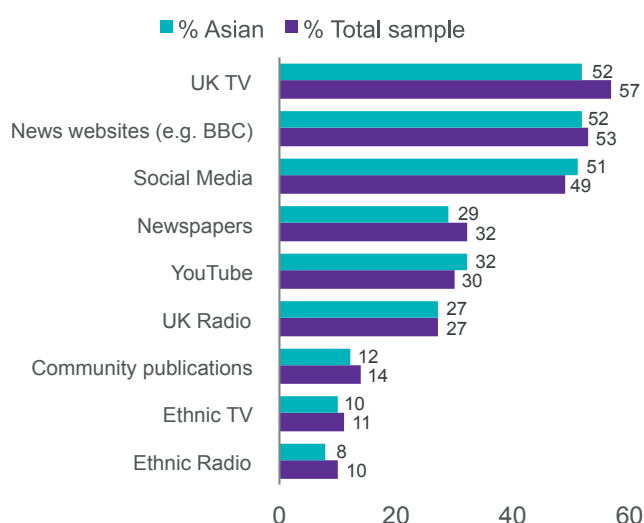
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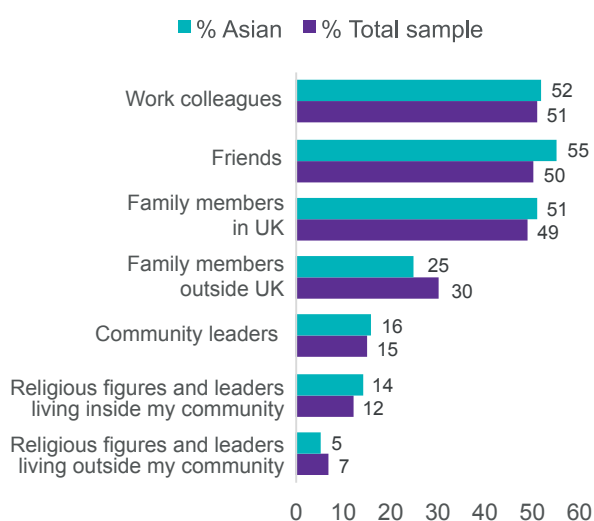
Communication | Asian

Media sources



The Asian community used a wide range of media sources to find out information about COVID. The most commonly used sources were UK TV, News websites and social media along with official sources, such as, www.gov.uk and www.nhs.uk. The Asian communities use of media sources was broadly the same as the total sample. However, levels of trust in mainstream media were slightly higher than the total sample (for example, UK TV and News websites). In terms of community sources of information, there was extensive use of work colleagues, friends and family members in the UK to find out about COVID.

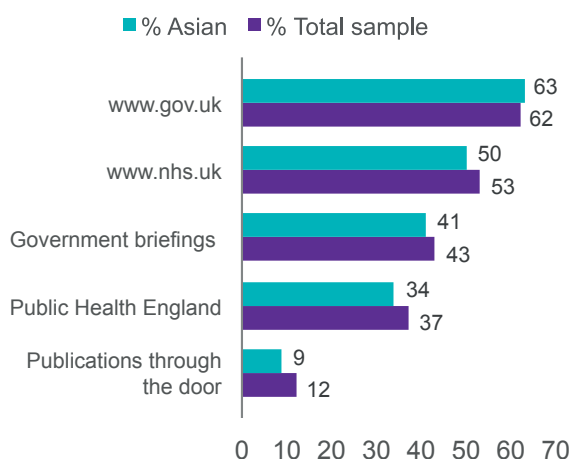
Community sources



Trust

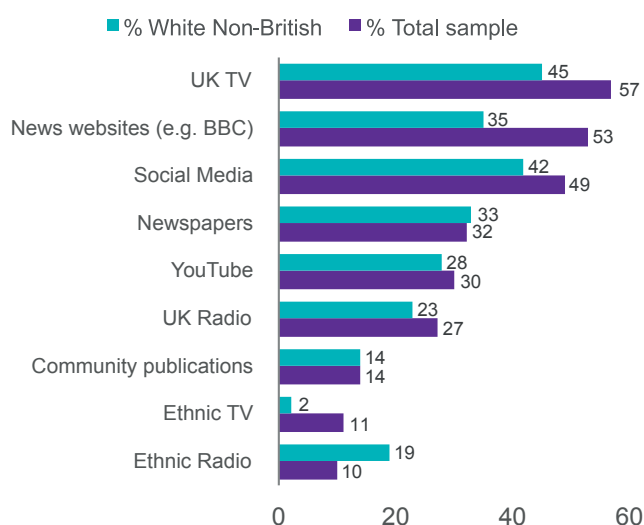
% 'Totally trust' or 'mostly trust' information	Total sample	Asian
www.nhs.uk	84%	83%
www.gov.uk	83%	85%
Public Health England	80%	85%
Community publications	75%	85%
Religious figures and leaders living inside my community	75%	77%
News websites (e.g. BBC)	71%	80%
Government briefings	69%	72%
Community leaders	69%	62%
Ethnic TV	67%	64%
Family members in UK	67%	65%
UK Radio	66%	71%
UK TV	66%	79%
Publications through the door	61%	72%
Newspapers	60%	73%
Family members outside UK	56%	53%
Ethnic Radio	55%	43%
Work colleagues	55%	53%
Friends	53%	52%
Religious figures and leaders living outside my community	49%	Low base
YouTube	44%	44%
Social Media	30%	31%

Official sources



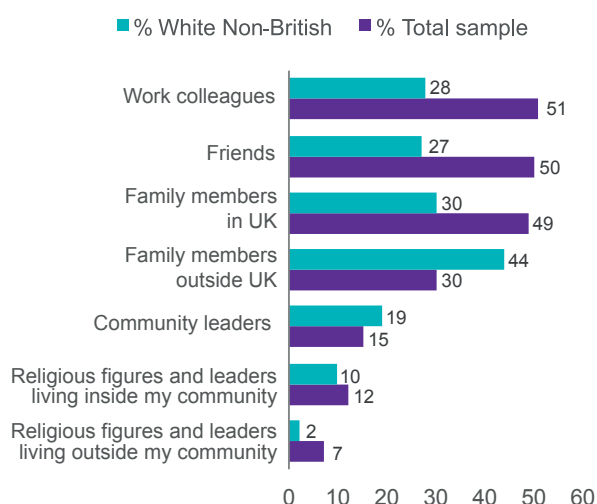
Communication | White Non-British

Media sources



The White Non-British community used a smaller range of media sources to find out information about COVID than other communities. While the most commonly used source was UK TV their use of the mainstream media (including UK TV) was lower than the total sample. Use of official sources of information, such as, www.gov.uk and www.nhs.uk was the same, or slightly higher, than the total sample. White Non-British had fewer community networks and were much less likely to use family in the UK, friends and work colleagues, but more likely to use family outside of the UK. Level of trust in communication sources was broadly at the same level as the total sample

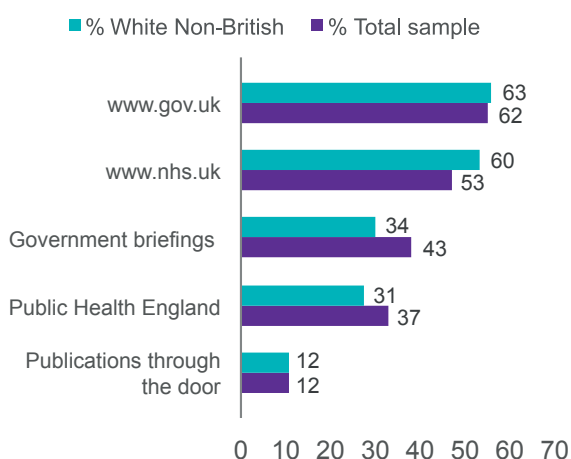
Community sources



Trust

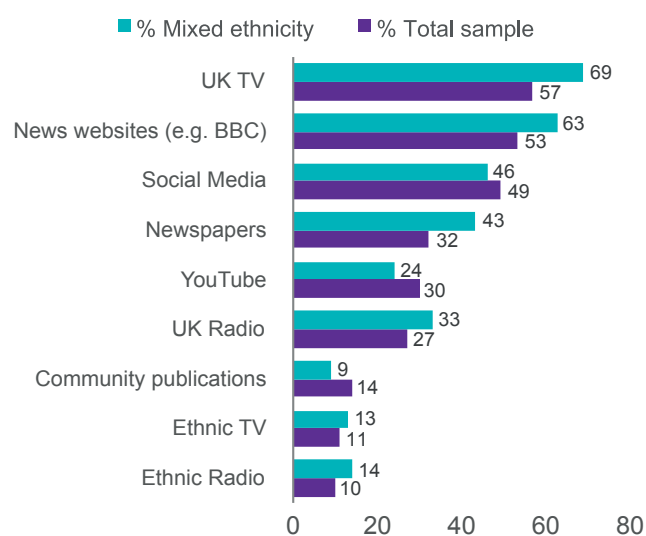
% 'Totally trust' or 'mostly trust' information	Total sample	White Non-British
www.nhs.uk	84%	90%
www.gov.uk	83%	86%
Public Health England	80%	71%
Community publications	75%	Low Base
Religious figures and leaders living inside my community	75%	Low Base
News websites (e.g. BBC)	71%	65%
Government briefings	69%	76%
Community leaders	69%	69%
Ethnic TV	67%	LB
Family members in UK	67%	89%
UK Radio	66%	59%
UK TV	66%	66%
Publications through the door	61%	Low Base
Newspapers	60%	51%
Family members outside UK	56%	61%
Ethnic Radio	55%	Low Base
Work colleagues	55%	59%
Friends	53%	46%
Religious figures and leaders living outside my community	49%	Low Base
YouTube	44%	45%
Social Media	30%	37%

Official sources



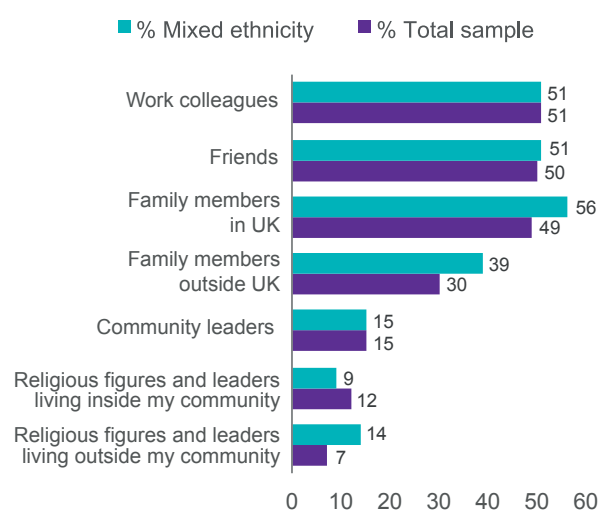
Communication | Mixed Ethnicities

Media sources



Mixed ethnicities were more likely to use the mainstream media to find out about COVID than the total sample, with use of UK TV, news websites, UK radio and newspapers all higher than the average. This community was also more likely to watch government briefings than the total sample (although less likely to use www.gov.uk). Despite their higher use of mainstream media, their trust in the media was markedly lower than the total sample. In terms of community sources of information, mixed communities were more likely to use family members (both inside and outside the UK) as a source of information about COVID.

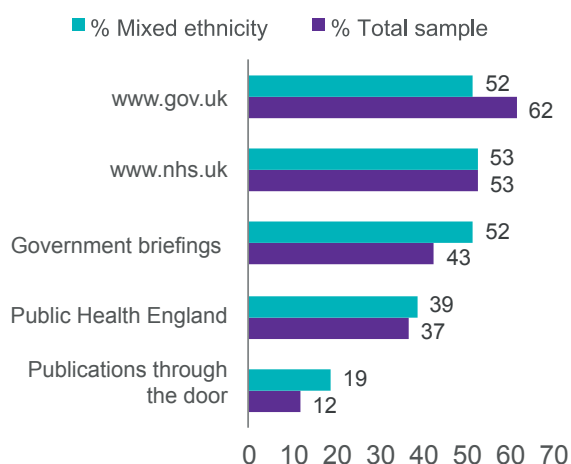
Community sources



Trust

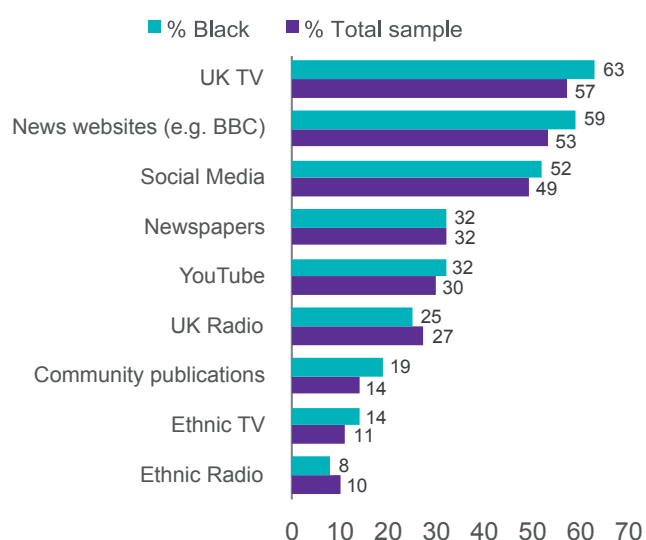
% 'Totally trust' or 'mostly trust' information	Total sample	Mixed Ethnicities
www.nhs.uk	84%	82%
www.gov.uk	83%	78%
Public Health England	80%	71%
Community publications	75%	Low Base
Religious figures and leaders living inside my community	75%	Low Base
News websites (e.g. BBC)	71%	67%
Government briefings	69%	71%
Community leaders	69%	72%
Ethnic TV	67%	72%
Family members in UK	67%	62%
UK Radio	66%	54%
UK TV	66%	56%
Publications through the door	61%	45%
Newspapers	60%	45%
Family members outside UK	56%	46%
Ethnic Radio	55%	46%
Work colleagues	55%	41%
Friends	53%	44%
Religious figures and leaders living outside my community	49%	34%
YouTube	44%	30%
Social Media	30%	18%

Official sources



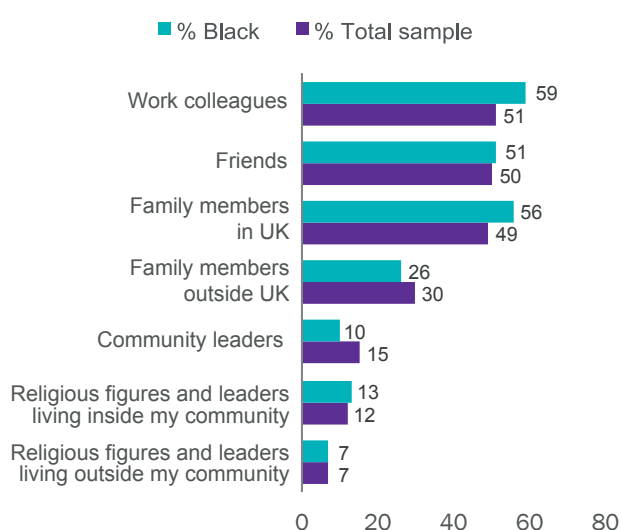
Communication | Black

Media sources

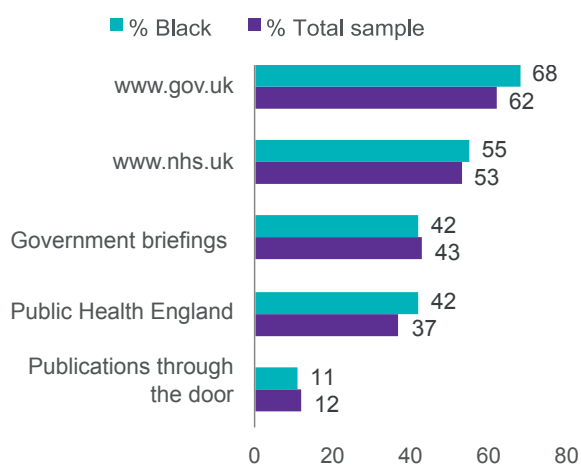


Black ethnicities used a wide range of communication sources to find out about COVID. They were slightly more likely to use UK TV and news websites than the total sample and also slightly more likely to use www.gov.uk. Despite their higher use of UK TV and news websites, Black ethnicities had lower levels of trust in these two sources than the total sample. The wide range of sources used to find out about COVID extended to community sources, with Black ethnicities slightly more likely to use work colleagues and family members (in the UK).

Community sources



Official sources



Trust

% 'Totally trust' or 'mostly trust' information	Total sample	Black
www.nhs.uk	84%	79%
www.gov.uk	83%	75%
Public Health England	80%	76%
Community publications	75%	85%
Religious figures and leaders living inside my community	75%	77%
News websites (e.g. BBC)	71%	58%
Government briefings	69%	65%
Community leaders	69%	Low base
Ethnic TV	67%	68%
Family members in UK	67%	70%
UK Radio	66%	72%
UK TV	66%	53%
Publications through the door	61%	85%
Newspapers	60%	58%
Family members outside UK	56%	73%
Ethnic Radio	55%	Low base
Work colleagues	55%	70%
Friends	53%	62%
Religious figures and leaders living outside my community	49%	Low base
YouTube	44%	49%
Social Media	30%	40%