

COVID-19 has disproportionately blighted minority ethnic communities across the country – and the Royal Borough is sadly no different. And these communities are now also being subjected to misleading vaccine information. So, our key message for this week is vaccine myth busting - aimed at our borough's BAME communities. If you're part of one of our minority ethnic communities, or have friends and family in them, we need your help:

Adil Ray OBE video

This excellent video, launched earlier this week, has been created by Citizen Khan creator Adil Ray and features Meera Syal, as well as cricketeer Moeen Ali and presenter Konnie Huq.

“Unfortunately, we’re now fighting another pandemic: misinformation,” says Ray. “We all must do what we can and come together to fight this deadly virus. We hope this video can help dispel some of the myths and offer some encouragement for everyone to take the vaccine.”

Here are some direct links to it, to make it easier for you to share:

- <https://www.facebook.com/538720235/videos/10158641182190236/>
- https://youtu.be/b2Ald_Ahbl

We also posted it on our social media on 27 January if you'd prefer sharing it from there.

Remember, you are welcome to share any of our COVID-19 social media posts – choose those ones which are most relevant to you and your contacts. For technical reasons, we cannot embed their direct links in this email, but you can find them all here:

- Twitter - @RBWM
- Facebook - RBWM

If you do share any of our messaging, it would be helpful if you [fill in our form](#) so we can track how far this information travels.

If you know anyone who'd like to join our Community Information Champions gang, please ask them to email their details to: volunteer@rbwm.gov.uk.