

COVID-19 Vaccination Campaign Strategy for Ontario Region

In this document you will find information on how to conduct a community-focused COVID-19 Vaccination Campaign addressing COVID-19 vaccine hesitancy on a population level.

As each community is unique in the way it shares information with their members, you may wish to customize the messages and strategies so they will be targeted to your specific audience.

Prepare

Assess needs

- What programs are already in place to promote vaccination?
- Define goals for a vaccination campaign – Consider your target groups and the route to reach these target groups on a population level and an individual level. For example:
 - To target the youth – 12-18 year old population, consider social media such as Instagram or Tiktok, if available in your community.
 - To target the elderly population, consider radio messaging or coordinate with HCC staff
 - To target those with mental health and addictions - coordinate with mental health and addictions staff for outreach
 - To target families – coordinate with Maternal Child Health nurses and workers for outreach.
- Set objectives that can be evaluated after the promotion is completed. For example:
 - What is the current immunization rate, and what is the target immunization rate?
 - Want to increase the percentage of immunizations received for the 18-30 year old population to 70%, for example, from xx%

Develop messages for target audiences e.g., elders and seniors, parents, youth, individuals with chronic conditions, community members with mental health issues or substance abuse, etc., considering how you will share these messages. It may be helpful to see what messaging exists and if any of this needs to be adapted for your community.

- For radio messaging
 - See page 4-5 of the *ISC COVID-19 Vaccine Toolkit v7* for a radio script on fertility, vaccine development, myths about vaccines affecting DNA, and a pre-recorded radio PSA on mental health
 - Page 6-7 of the *ISC COVID-19 Vaccine Toolkit v7* includes Key Messages targeted to youth and young adults that may be used for radio messaging
 - Page 20-21 of the *ISC COVID-19 Vaccine Toolkit v7* includes information on a COVID-19 vaccine narrative that may be adapted for radio messaging in your community.
 - Consider using the COVID-19 Vaccine Q&A (on the COVID-19 Vaccine Hesitancy page) as radio messaging
- For social media messaging
 - Page 6-7 of the *ISC COVID-19 Vaccine Toolkit v7* includes key messages targeted to youth and young adults that may be used for social media messaging
 - Page 8 of the *ISC COVID-19 Vaccine Toolkit v7* includes social media posts for Indigenous youth

- See page 7-8 of the *ISC COVID-19 Vaccine Toolkit v7* for key messages to increase knowledge of COVID-19 risks and adherence to public health measures, that may be used for social media messaging
- See page 8-10 for social media posts from the Government of Canada, and social media trusted sources
- Page 11-17 of the *ISC COVID-19 Vaccine Toolkit v7* includes posters, brochures, videos and webpages, if you wish to share these through social media channels. Many are available in Indigenous languages.
- ****Resources** – See page 18 of the *ISC Toolkit v7* for Resources for Kids: COVID-19 awareness - activities for Indigenous Kids and Kids Help Phone; See page 17-18 for Mental wellness resources
- Page 19-20 of the *ISC Toolkit v7* includes Facebook videos of Elders discussing COVID-19 and the vaccine, and community messaging.
- Page 20-21 of the *ISC Toolkit v7* includes information on a COVID-19 Vaccine narrative that may be adapted for social media messaging in your community.
- You may also use Vaccine Q&A powerpoint messages on social media – on the COVID-19 Vaccine Hesitancy page
- See pages 11 and 13 of the PHAC [COVID-19 Vaccination Resources -Toolkit for Health Care Providers](#) for videos and posters that you may consider sharing on social media; page 14 and 15 includes Facebook frames and social media shareables
- Consider using COVID-19 How to Bridge the Gap, COVID-19 Misinformation-Disinformation, COVID-19 Vaccines Siouxsie Toby, Vaccine The Facts (NCCIH) or Vaccine Information and Resources for Patients (NCCIH) – from the COVID-19 Vaccine Hesitancy page

Once objectives and key messages are established, develop information on vaccination

Consider assigning one or more people to be ‘media leads/point of contacts’ e.g. a registered nurse, physician, communications officer etc.

Act

Media

- Use radio messaging, local newsletters and social media to communicate on key messages

Local Leadership

- Engage with community leadership to promote messaging

Local Businesses

- Share messaging at local businesses using posters and other materials such as newsletters

Share Often

- For increased impact within the community, messages should be shared multiple times over available platforms

Evaluate

Assess your activities

- What worked well?
- What were the challenges?
- Consider what can be improved for the next vaccination campaign?

References

1. [COVID-19 Vaccination Resources -Toolkit for Health Care Providers](https://www.canada.ca/content/dam/phac-aspc/documents/services/diseases-maladies/2019-novel-coronavirus-infection/health-professionals/covid-19-healthcare-professionals-vaccine-toolkit.pdf), version 2, May 7, 2021.
<https://www.canada.ca/content/dam/phac-aspc/documents/services/diseases-maladies/2019-novel-coronavirus-infection/health-professionals/covid-19-healthcare-professionals-vaccine-toolkit.pdf>
2. [Immunize Canada](https://immunize.ca/sites/default/files/Resource%20and%20Product%20Uploads%20(PDFs)/Campaigns/NIAW/2021/campaign_ideas_2021_e.pdf) - National Immunization Awareness Week: 24-30 April.
[https://immunize.ca/sites/default/files/Resource%20and%20Product%20Uploads%20\(PDFs\)/Campaigns/NIAW/2021/campaign_ideas_2021_e.pdf](https://immunize.ca/sites/default/files/Resource%20and%20Product%20Uploads%20(PDFs)/Campaigns/NIAW/2021/campaign_ideas_2021_e.pdf)
3. ISC COVID-19 Vaccine Toolkit - Update 7. <https://www.onehealth.ca/on/home/ontario>