

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
<p>Assess needs</p> <ul style="list-style-type: none">○ 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:<ul style="list-style-type: none">● To target the youth – 12-18 year old population, social media such as Instagram or Tiktok, if available in your community.● To target the elderly population, radio 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:<ul style="list-style-type: none">● 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% <p>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.</p> <ul style="list-style-type: none">○ For radio messaging<ul style="list-style-type: none">● See page 4 of the ISC COVID-19 Vaccine Toolkit v5 for a radio script● Page 5-7 includes Key Messages targeted to youth and young adults that may be used for radio messaging● Page 20-21 includes information on a COVID-19 vaccine narrative that may be adapted for radio messaging in your community.● Consider sharing the COVID-19 Vaccine Q&A on the radio○ For social media messaging<ul style="list-style-type: none">● Page 5-7 of the <i>ISC COVID-19 Vaccine Toolkit v5</i> includes key messages targeted to youth and young adults that may be used for social media messaging● See page 7-10 of the <i>ISC COVID-19 Vaccine Toolkit v5</i> for social media posts from the Government of Canada, and social media trusted sources● See page 11-18 for 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 v5* for Resources for Kids: COVID-19 awareness activities for Indigenous Kids and Kids Help Phone. See page 18 for Mental wellness resources
- Page 19-20 of the *ISC Toolkit v5* includes Facebook videos of Elders discussing COVID-19 and the vaccine, and community messaging.
- Page 20-21 of the *ISC Toolkit v5* includes information on a COVID-19 Vaccine narrative that may be adapted for social media messaging in your community.
- You may also use the attached *Vaccine Q&A* powerpoint messages on social media
- See page 14 and 15 of the PHAC [COVID-19 Vaccination Resources -Toolkit for Health Care Providers](#) for Facebook frames and social media shareables

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?
- What considerations for improvement can be taken for the next vaccination campaign?

References

1. [COVID-19 Vaccination Resources -Toolkit for Health Care Providers](#), 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](#) - 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 5. <https://www.onehealth.ca/on/home/ontario>