



Closing the Gap for Vaccine Hesitancy during the Last Mile of Vaccine Rollout

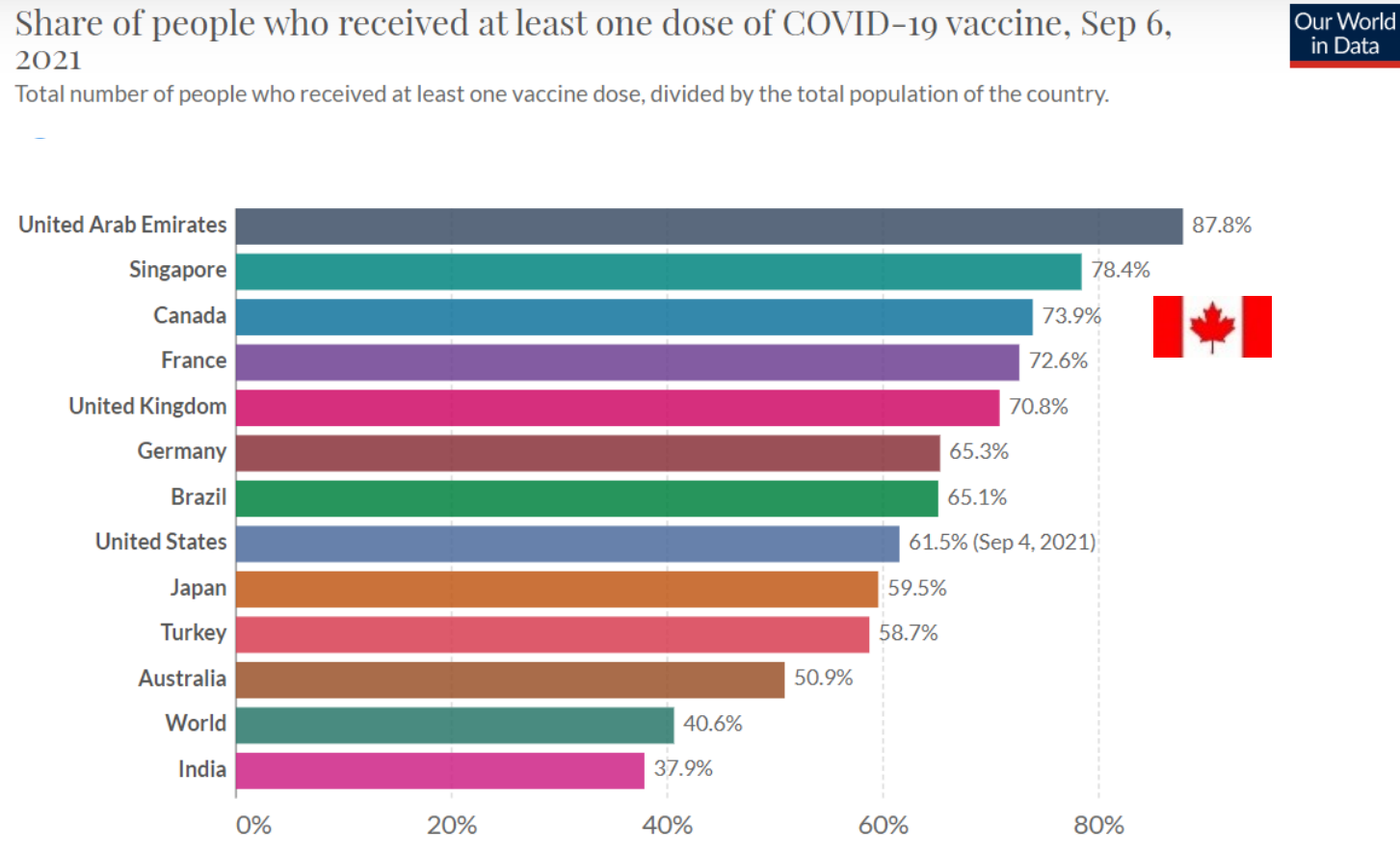
September 13, 2021

PROTECTING AND EMPOWERING CANADIANS
TO IMPROVE THEIR HEALTH



How is Canada doing with COVID-19 vaccine roll-out?

Canada is among the top countries in the world in terms of one dose coverage, and we are quickly gaining ground on two dose coverage.



COVID-19 Vaccine Uptake in Canada

As of **September 6, 2021**:

- **84.7%** of eligible population has had **at least one dose**
- **77.4%** have received their **second dose**

Vaccine coverage is even **higher among many key groups**, including those at increased risk:

- Older adults (>70 y.o: 95%)
- Health care providers (88%)
- Indigenous peoples (MB: at least one dose 86% – on reserve / 60% off reserve)

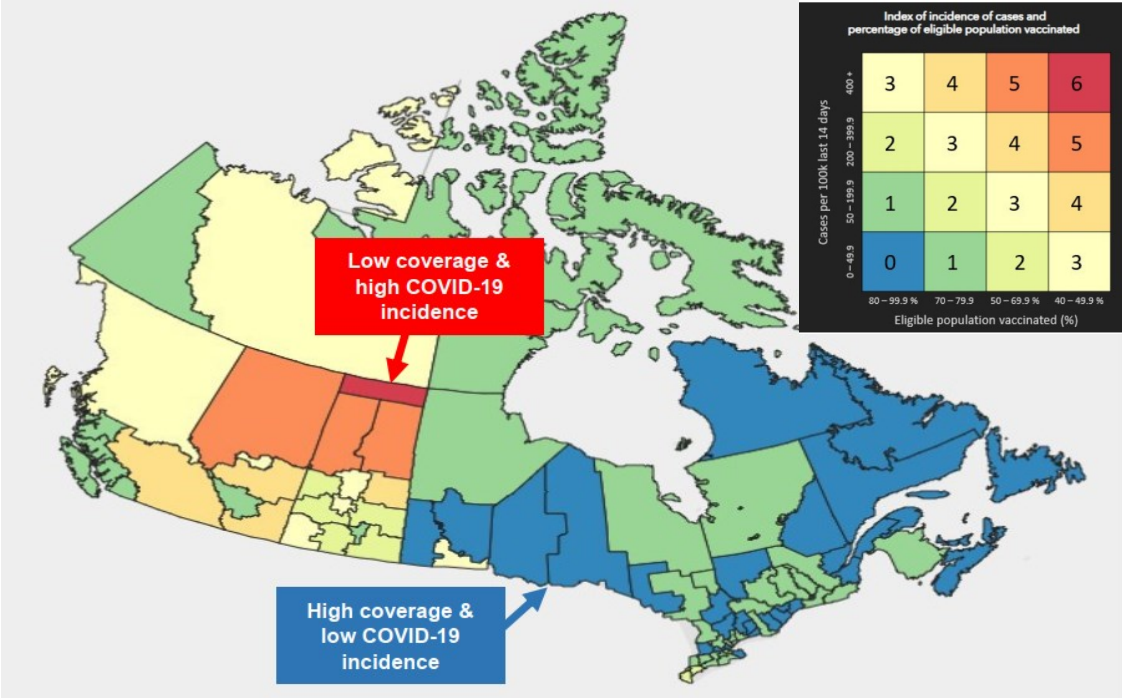
Vaccine coverage is **lower among some populations**:

- Youth (12-17: 78%)
**May 5 approval of Pfizer-BioNTech for ages 12-15, relatively fast uptake since then.*
- Young Adults (18-29: 74%)
- Also lower across age groups when coupled with lower education and income levels (~74%)

Vaccine coverage **varies across regions**:

- There are pockets across the country of low vaccine uptake; including northern parts of BC, AB and SK, southern rural Ontario, and southern Manitoba.
- Reasons for lower uptake in these regions are multifactorial and complex, and include access issues, prevailing political ideologies, regional industry and demographic and more.

Index of incidence of cases and percentage of eligible population vaccinated (Aug 31)



Note: Methodology used to report administered doses may differ from one health region to another, which may imply small variations regarding percentage of 1st doses administered.

Data sources: COVID19Tracker.ca 2021, Saskatchewan PHU, Statistics Canada Population estimates 2021

Vaccine Hesitancy – Regional Hot Spots (vaccine coverage, at least 1 dose)

Below 70%

Above 70% - Below 80%

REGIONS (PUBLIC HEALTH UNITS)

Northern BC (Northern Health)	AB (North Zone, Central Zone)	Northern SK (Far North Central, Far North West, Far North East)	Southern MB (Southern Health)	Ontario (Haldimand-Norfolk Health Unit)
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% of eligible population with **at least one dose** (updated: Aug. 30)

67.7%	62.7-62.8%	47.3-68.6%	65.6%	72.1%
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Total population:
~ 301,000 people

Total population:
~940 000 people

Total population:
~52 000 people

Total population:
~ 212,000 people

Total population:
~ 120,000 people

Communities within region
(examples): Peace River, Fort St. John, Dawson Creek, Smithers
- significant agricultural sector
- high number of Indigenous people served by this health unit

Communities within region
(examples): Grande Prairie, Fort McMurray, Red Deer
- North Zone is geographically the largest zone in AB
- North Zone (median age: 35 years)

Communities within region
(examples): Stony Rapids, Fond du Lac, Clearwater River Dene Nation, Flin Flon
- large number of mining towns
- high proportion of First Nations and Metis peoples

Communities within region
(examples): Southport, La Broquerie, Morden, Winkler
- large Mennonite population
- 70% of rural French-speaking Manitobans
- 7 First Nations communities and large Métis population
- region has historically had low uptake on seasonal flu shots and childhood vaccinations

Communities within region
(examples): Simcoe, Caledonia, Dunnville
- rural communities that include some urban centres
- most employed in trades, transport and equipment operations, sales & service
- second largest population of seasonal migrant farm workers per capita in ON)
- significant Mennonite population

Vaccine Hesitancy – Priority Populations (self-reported vaccine uptake/intention to vaccinate)

Aggregate findings across multiple public opinion research polls since December



DEMOGRAPHIC GROUPS								
Priority Population	Black Canadians	Indigenous Peoples	Personal Support Workers (PSWs)	Parents (children <12 y.o)	Parents (youth 12-17)	Young Adults (18-29 y.o.)	Parents	People with disabilities
	% have received/intend to receive at least one dose							
Polling/Uptake - aggregate of multiple polls. Used only as baseline.	64-73% (Jul 2021) Up from 58-59% (Dec 2020)	74-80% (Jul 2021) Up from 70-72% (Dec 2020)	70-85% (Jun 2021) Up from 61-69% (Dec 2020)	55-65% (Aug 2021)	70-75% (Jul 2021)	73-80% (Jul 2021) Up from 65-69% (Dec 2020)	75-82% (Jul 2021) Up from 69-77% (Dec 2020)	70-78% (June 2021) Up from 68-76% (March 2020)

How have these gains been achieved?

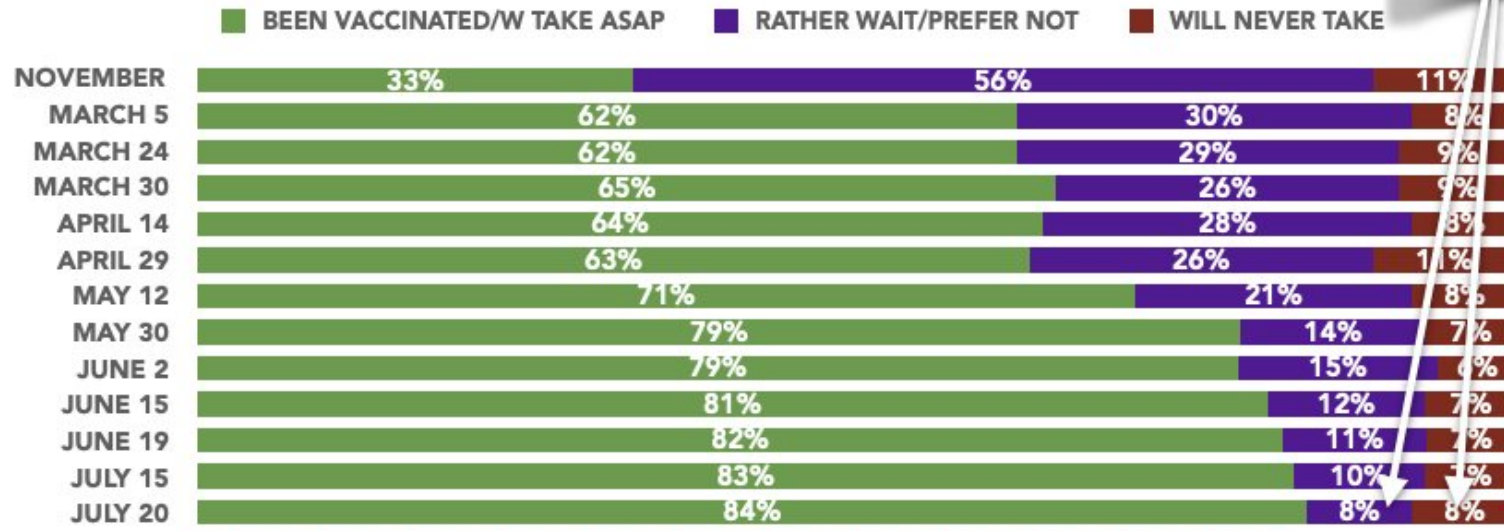
- ✓ Removal of **barriers to access**
- ✓ Targeted and collaborative **communications and advertising** for priority and general populations
- ✓ Targeted outreach and support to **mobilize trusted partners** within hesitant communities
- ✓ Equipping **health care providers** with guidance, and tools to help inform their patients
- ✓ Mobilizing community-level intervention through **grants and contributions programs, vaccine engagement sessions, stakeholder toolkits.**
- ✓ Securing **COVID 19 vaccine supply**

The evolution of vaccine confidence since November 2020



COVID VACCINE ACCEPTANCE

2.4 MILLION ADULTS EACH



LOW END SCENARIO 84% - BEST CASE SCENARIO 92%

HESITANT GROUP SHRUNK BY 1.5 MILLION PEOPLE IN A MONTH

IN THE LAST WEEK ACCEPTANCE ROSE BY 300,000 PEOPLE

JULY 20, 2021
ABACUS DATA

We have made good ground on **moveable middle** but the **resisters remain mainly unchanged.**

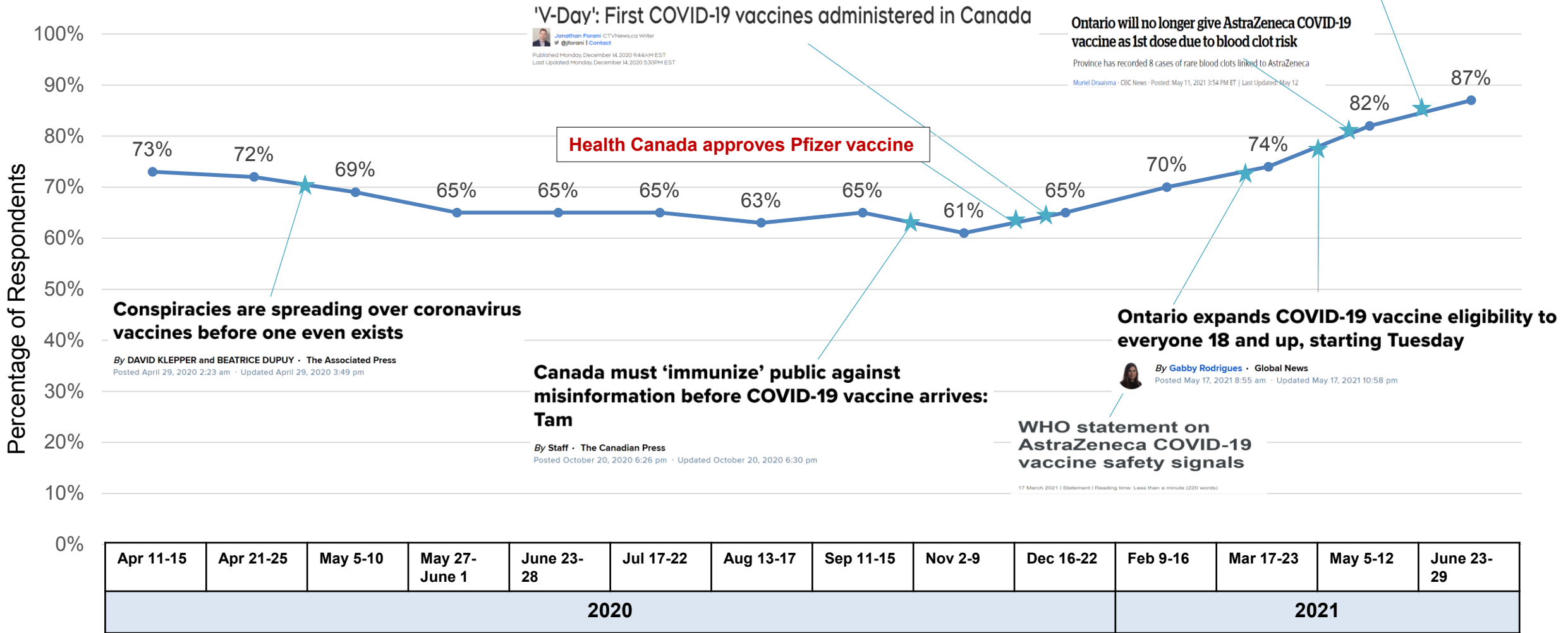
Polling indicates that 15-17% of the general population say they are hesitant to receive a COVID-19 vaccine. **Strong resisters make up 6-9% of this population.**

Vaccine Confidence Across Time

COVID-19: Pfizer vaccine available to Ontarians aged 12 to 17 beginning May 31



By Jessica Patton · Global News
Posted May 13, 2021 12:58 pm · Updated May 13, 2021 1:00 pm

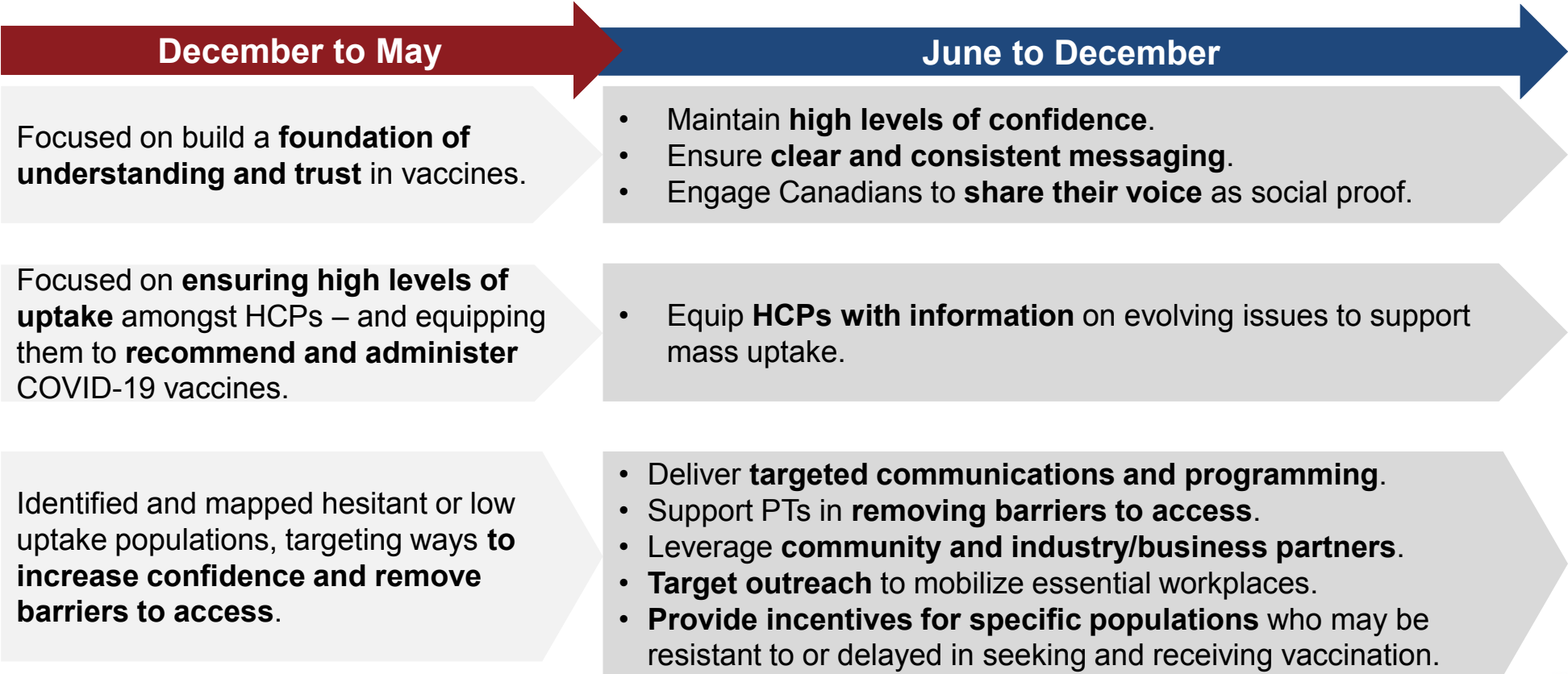


—●— COVID-19 Vaccine Confidence (Have received/intend to receive at least one dose)

Vaccine Confidence Strategy and Last Mile Plan



- Efforts aim to educate, engage, and empower Canadians to make confident vaccination decisions using **evidence-based communications and program interventions**
- **Collaboration across jurisdictions and with external partners** is critical to closing gaps in vaccine confidence



What the Government of Canada is doing

- ✓ Introducing **mandatory vaccination requirements** for federal employees and federally regulated sectors to encourage vaccine uptake
- ✓ **Producing specialized training, clinical guidance and information tools** to support health care providers in recommending and administering COVID-19 vaccines
- ✓ **Continuously developing public information**, including web content on vaccine products and related topics as well as current and relevant materials available on PHAC and HC's websites
- ✓ Supporting communities and innovative leaders in building vaccine confidence and increasing access to COVID-19 vaccines through **grants and contributions programs, vaccine engagement sessions, stakeholder toolkits and vaccine engagement event in a box**
- ✓ A **"COVID-19 Vaccine and You"** advertising campaign in market since March, targeting key priority populations (healthcare workers, seniors, Indigenous and racialized communities) and the general population with search engine marketing, out of home ads, digital ads, social media as well as print (targeting seniors and ethnic communities) and radio ads (targeting ethnic and Indigenous communities)
- ✓ Launching the **"Ripple Effect"** mass vaccination campaign to increase intentions to get vaccinated and influence others to do the same. The campaign included the tactics highlighted above with the addition of TV, digital, social media and digital engagement tactics (social proof and influence). The **Ask an Expert** series launched June with non-government experts speaking to vaccination
- ✓ Supporting collaborative **communications partnerships** to extend reach to various audience segments through services and tools frequently used and liked (e.g. Uber Eats, YMCA, ESAC, etc.)
- ✓ Supporting a **unified approach** to vaccine-specific communications in coordination with PTs to enhance the transparency and coherence of Canada's messaging, and working to amplify trusted voices to drown out mis/disinformation

Federal Vaccine Confidence Programming - Late Summer/Early Fall 2021

“Rewards for Change” National Incentives Giveaway – Late Summer

- **National sweepstakes** with private sector (\$500K in prizes available from close to 50 companies), in partnership with **#ThisIsOurShot** social media campaign. Launched Aug 11 to run until Labour Day
- Already **high engagement**; steady uptake of ~3,500 entries/day across all PTs, as well as positive coverage by major media outlets

Targeted Advertising and Public Education for priority populations – Late Summer/Early Fall

- **Advertising campaign** for Children & Vaccine Content for Parents
- Ask the Expert **Public Education** Campaign

Ramping up mandatory vaccination efforts – Early Fall

- Introduce federal **proof of vaccination (PVC)** requirements at borders and in federally regulated workplaces. To complement PT/private sector, and local initiatives

Immunization Partnership Fund (IPF) and Vaccine Community Innovation Challenge (VCIC) – Fall

- Initiate **70 new IPF projects** to complement 31 already in the field
- **Vaccine Community Innovation Challenge (VCIC)** 20 Finalists for the VCIC submit their final project for judges in September to choose a winner of the challenge and a \$100K prize

CPHO Outreach – Ongoing during the Fall

- **Leveraging Dr. Tam’s platform** via weekly pressers, weekly statements to address mis/disinformation about vaccines, profile IPF projects, encourage youth vaccination, and set ground with parents

Health Care Provider (HCP) Engagement – Ongoing during the Fall

- Guidance and resources for HCPs related to “**booster**” **vaccinations**, breakthrough COVID-19 infections and other emerging vaccine topics
- **Webinars** to equip healthcare providers to promote and mobilize uptake amongst youth, and set the ground with parents
- **Monthly InfoBulletins** for HCPs to promote resources and confidence with patients

What the provinces and territories are doing (examples)

Vaccine Mandates: Several provinces have announced **vaccination requirements** in a number of sectors, e.g. **healthcare** (ON, BC, QC, NB), **education** (ON)

Incentives: **Alberta, Manitoba** and **Quebec** have announced **lotteries** with the aim of increasing vaccine uptake. Prizes include cash, bursaries, event tickets, and outdoor activity passes and licences

Outreach and Removing Barriers (examples):

- ✓ **Across Canada**, provincial and territorial support for **Indigenous-run vaccination clinics** was important for increasing uptake in these communities by providing them with culturally-safe and appropriate venues and information for their vaccinations
- ✓ **Alberta** partnered with pharmacists and physicians to **call unvaccinated patients** to encourage uptake. Vaccinated students attending Alberta university eligible to win full tuition
- ✓ **British Columbia**, Vancouver specifically, offered **Downtown Eastside residents \$5 for vaccinating**
- ✓ **Ontario** facilitated employer-based and community-run vaccination clinics. The High Priority Communities Strategy funds local agencies to deliver interventions, including **door-to-door outreach** and developing targeted and culturally appropriate communications
- ✓ **Saskatchewan** offered **drive-thru, mass walk-in clinics, and pop-up clinics** for COVID-19 vaccine in partnership with pharmacies and local communities
- ✓ **Manitoba** **launched micro-campaigns to target Indigenous people and Mennonite communities** to increase uptake, and are now branching out from their supersite vaccination clinics to pop-up and community-hosted clinics for wider reach
- ✓ **New Brunswick** provided **vaccination services to homebound individuals** 55 and older who were unable to leave their home to get vaccinated
- ✓ **Nova Scotia**, Cape Breton University specifically offered **cash draw prizes** up to \$5000 to incentivize students to get vaccinated
- ✓ **Newfoundland** went to **marginalized, impoverished, home-bound populations with targeted interventions** including visiting individuals with mobility challenges and those with disabilities, and clinics for new Canadians with supportive interpretation services
- ✓ **Northwest Territories** set up **mobile clinics in high-traffic areas such as Walmart and Canadian Tire**. They partnered with FOXY – a northern sexual and mental health program – to promote confidential youth-led health decision-making including immunization
- ✓ **Nunavut** partnered with Nunavut Tunngavik Incorporated to address vaccine hesitancy in Indigenous populations. They worked together to access populations with **marketing and ad campaigns**, and set up **mass vaccination clinics in Iqaluit staffed with Inuit nurses**
- ✓ **Quebec** - deployed mobile clinics in many cities, including the **“Vaccivan” in Montreal**, in areas of low uptake
- ✓ **Prince Edward Island** offered COVID-19 vaccinations to eligible youth via **school-based vaccination clinics**
- ✓ **Yukon** has engaged in a variety of vaccine roll-out strategies across the province, including using **mobile clinics to deliver vaccine to rural communities**