

# VACCINE CONFIDENCE IN YORK REGION

Presented to York Regional Council  
June 24, 2021

#IGotMyVaccineInYR

  
**York Region**

# RECOGNIZING OUR SUCCESS

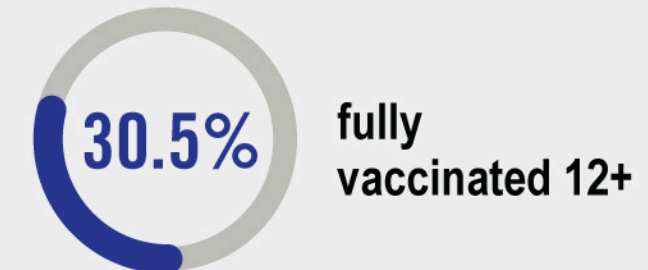
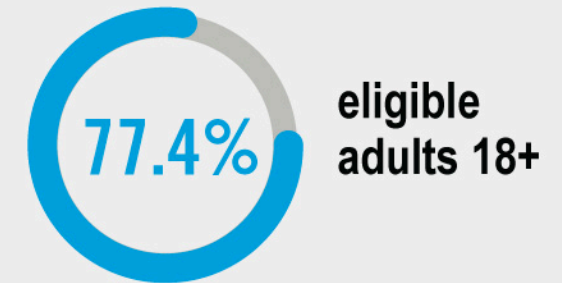
## Residents with at least one dose as of June 12



## Residents who are fully vaccinated as of June 12

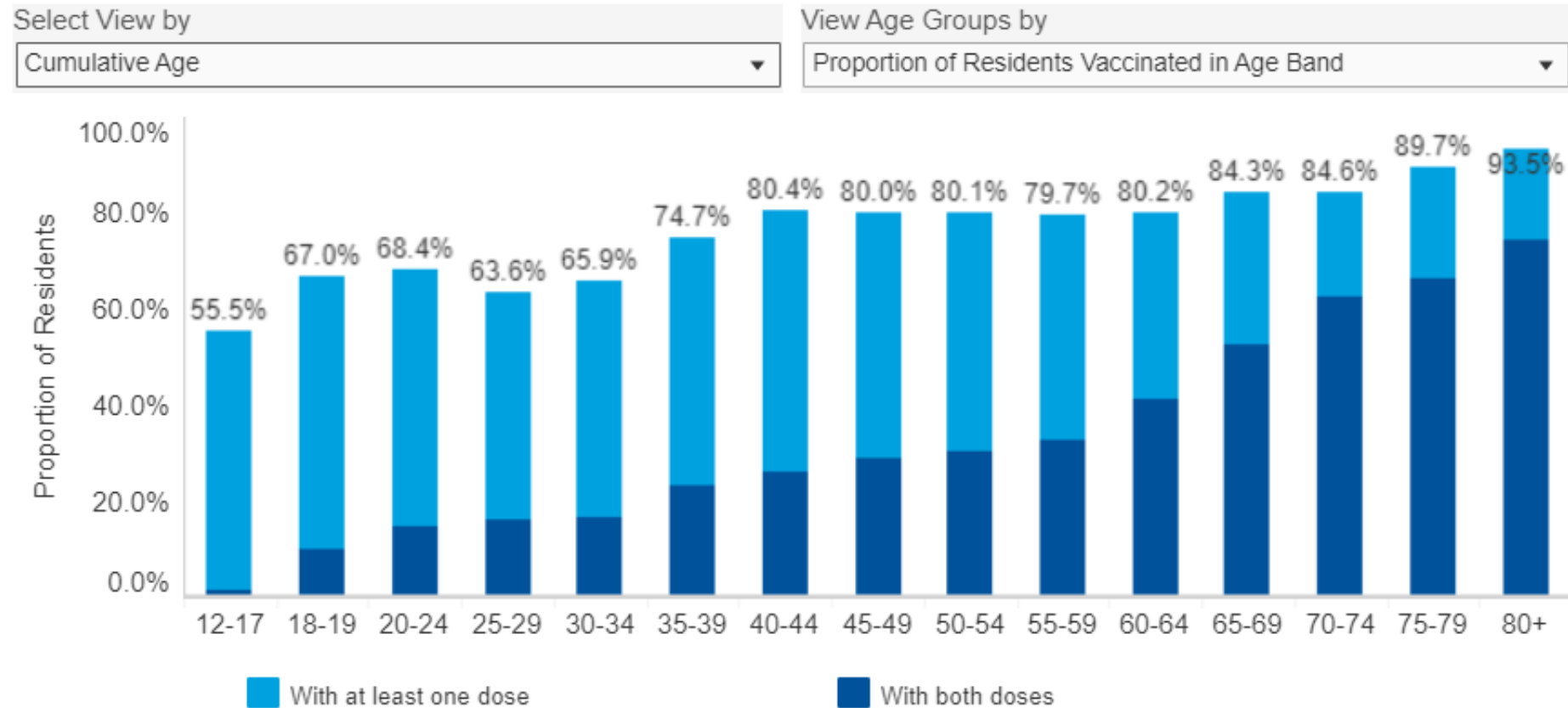


## Vaccination statistics as of June 23



# RECOGNIZING OUR SUCCESS

## Vaccinations of York Region Age Groups

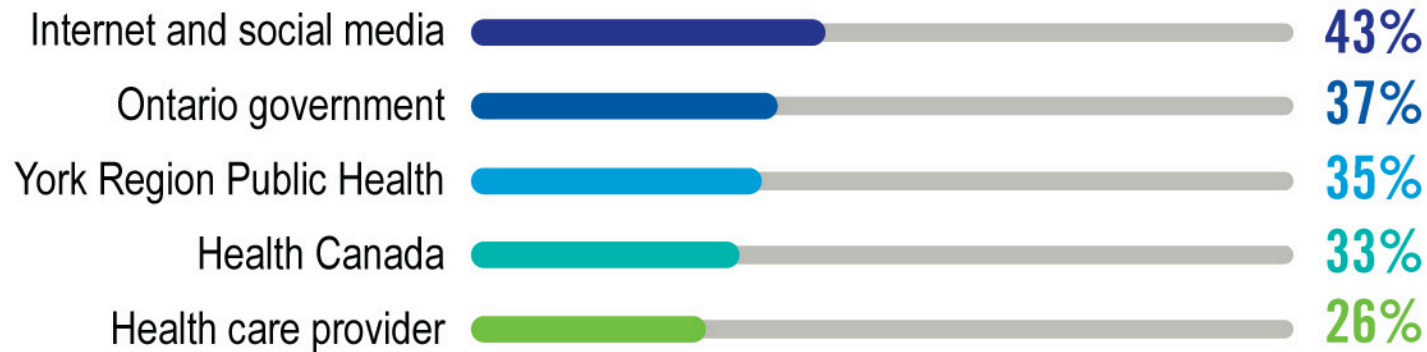


**Percentage of residents by age who have received at least one dose as of June 23**

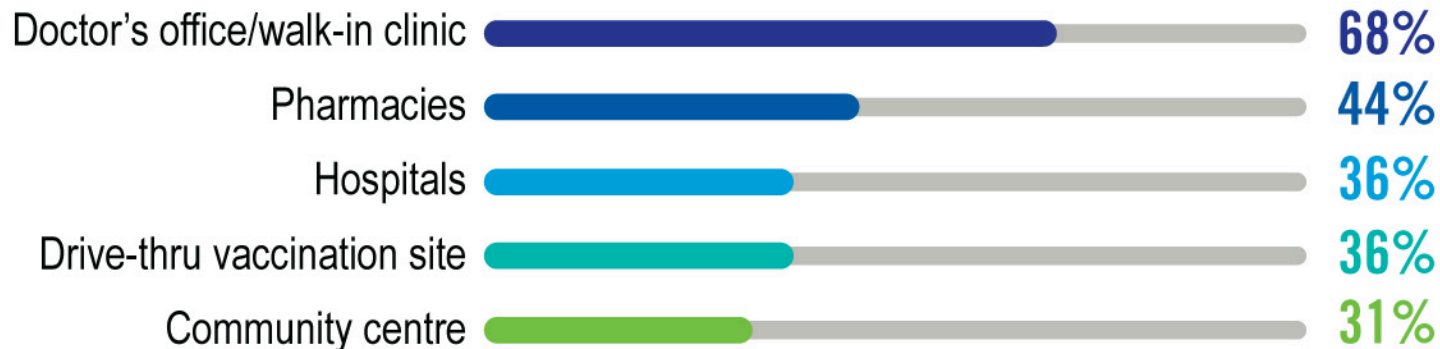
# INFORMING OUR APPROACH

## Preliminary research told us:

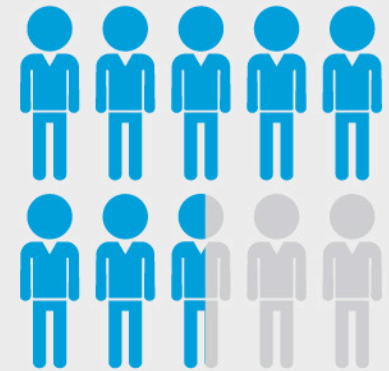
### Top five ways people sourced information on COVID-19 vaccines:



### Top five locations people prefer to get COVID-19 vaccines:



### Comfort level in receiving a COVID-19 vaccine:



**76%**  
feel comfortable

# INCREASING VACCINE CONFIDENCE

## Approach



Alignment with federal and provincial government direction and rollout to limit confusion



Broad communications plus a targeted approach for priority groups



Working with our partners to amplify vaccine confidence messages

# COMMUNICATIONS

## Goal:

Increase understanding of COVID-19 vaccines, encourage vaccination, dispel myths and misinformation that contribute to hesitancy and provide equitable access to increase uptake

## Strategies:



Inform



Highlight facts



Liaise



Engage



Showcase

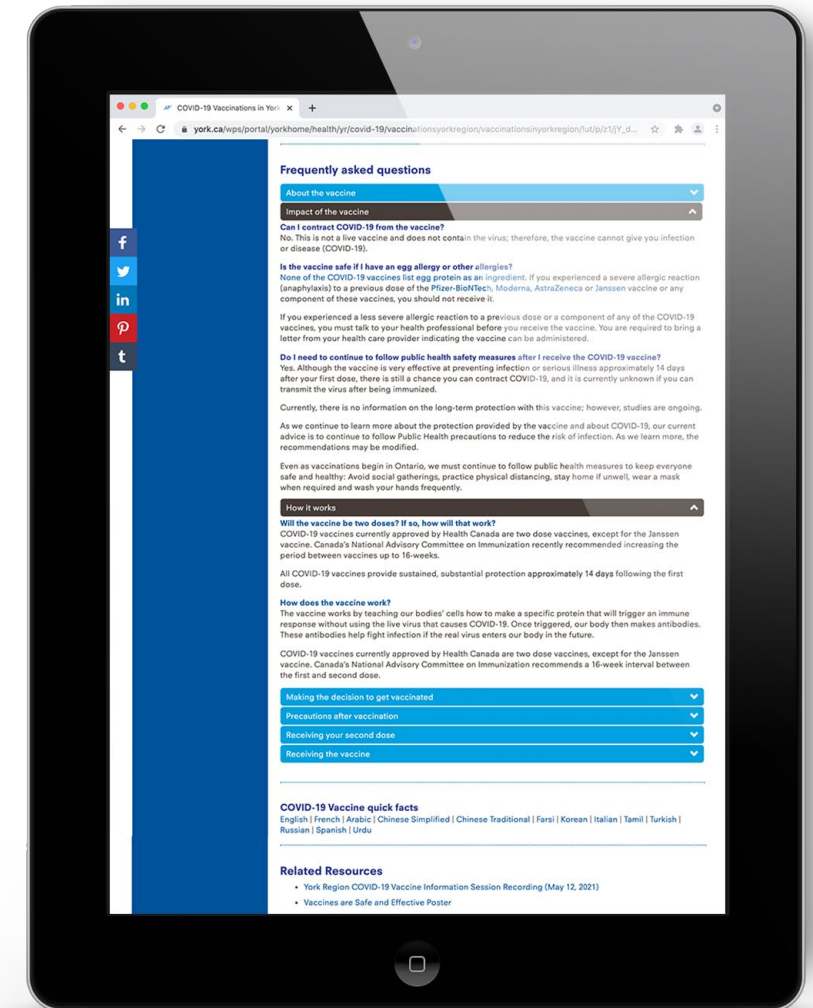
**Anticipated timeframe:** Spring to Fall 2021

# CAMPAIGN TOPICS

Throughout the period of the campaign we are addressing various topics that have been identified as high interest

- Vaccine Safety and Efficacy
- Risks to Pregnancy / Fertility
- How Vaccines Are Approved
- How Vaccines Work
- I'm Healthy and Well, Do I Need the Vaccine?
- Emerging Strains
- Allergies and Infection
- Is the Vaccine Mandatory or Voluntary?
- Preparing for Your COVID-19 Vaccine
- When to Get Your Second Dose
- Mixing Vaccines Second Doses

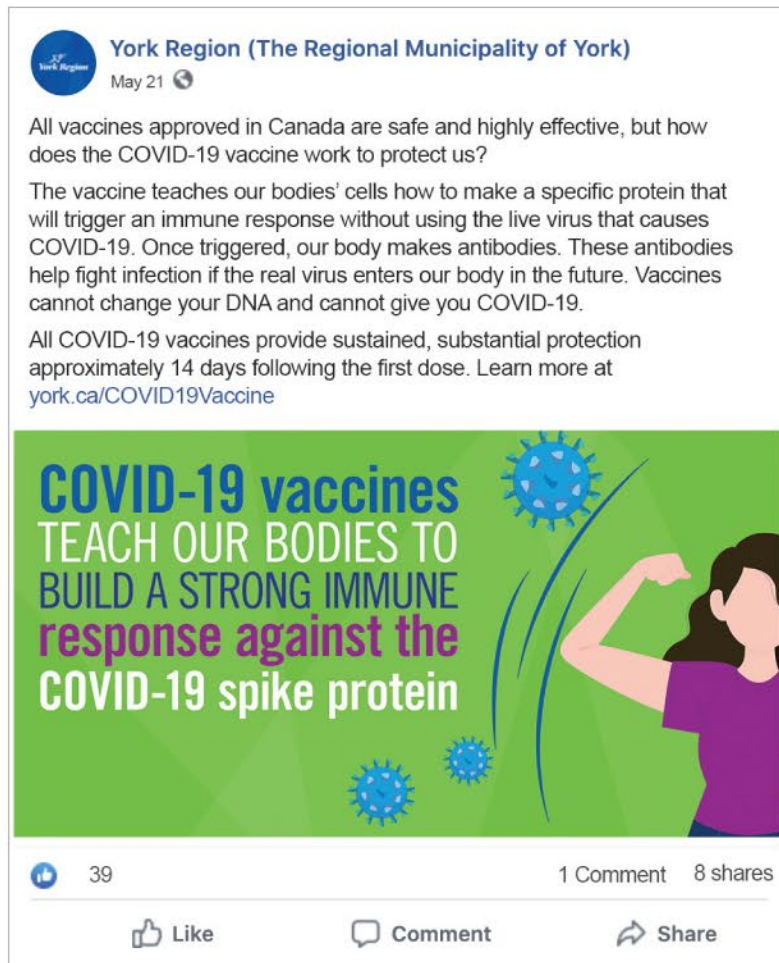
york.ca/COVID19VaccineInfo FAQs





# GETTING THE WORD OUT

## Organic Twitter and Facebook Posts



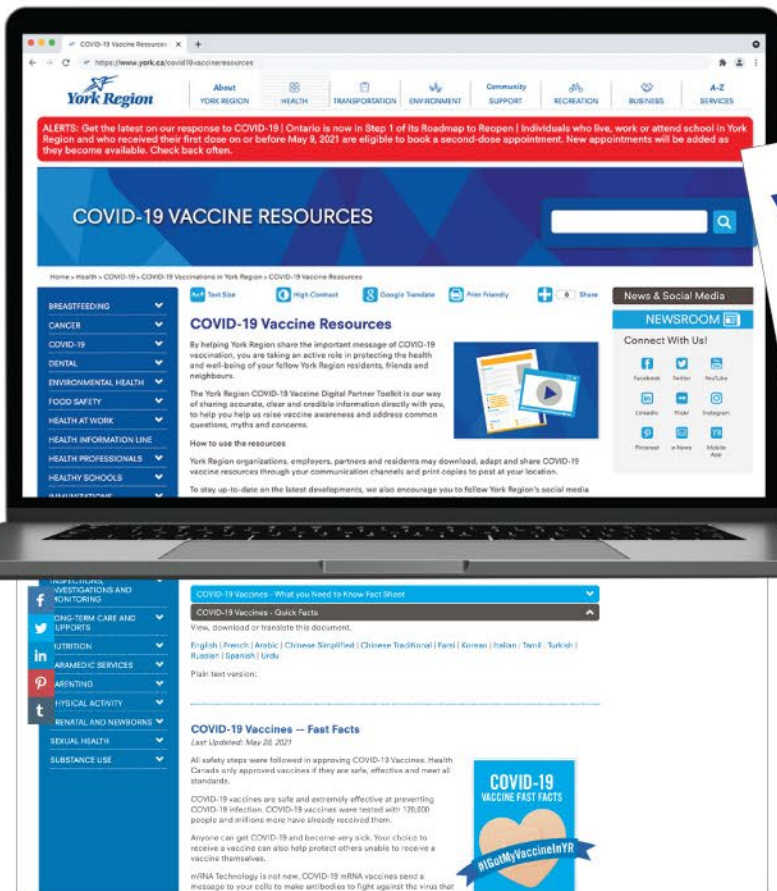
## YRMG Takeover and Digital Ads



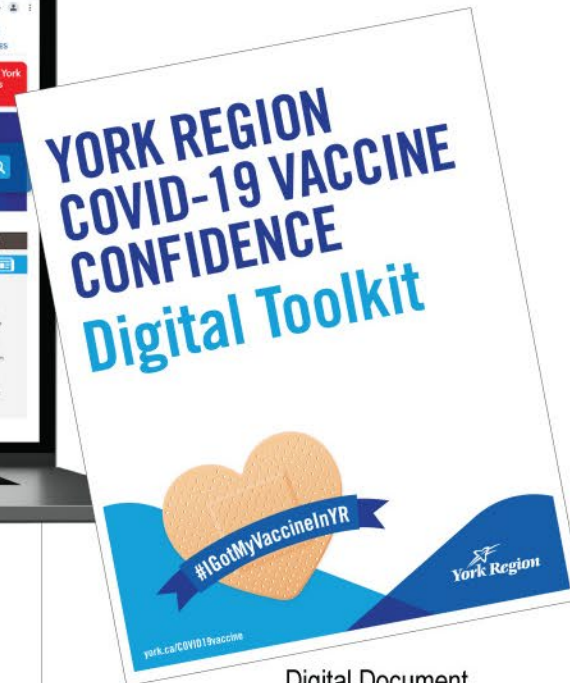


# SPREADING VACCINE CONFIDENCE

## Digital Toolkit

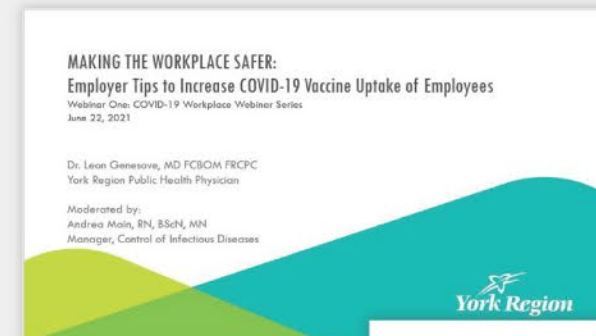


[york.ca/COVID19VaccineResources](https://york.ca/COVID19VaccineResources)



Digital Document

## Information Presentations



Increasing Vaccine Uptake Among Employees Webinar



Vaccine Information Session



York Region Public Health Webinar with 19 to Zero

# EXPANDING OUR REACH

## Translated Ads



任何人都可能感染  
新冠肺炎并出现重症  
即便健康状况良好

保护自己 and 心爱之人  
即刻预约疫苗  
[york.ca/COVID19VaccineInfo](https://york.ca/COVID19VaccineInfo)

注射疫苗后用标签  
#IGotMyVaccineInYR 告知大家

YorK Region

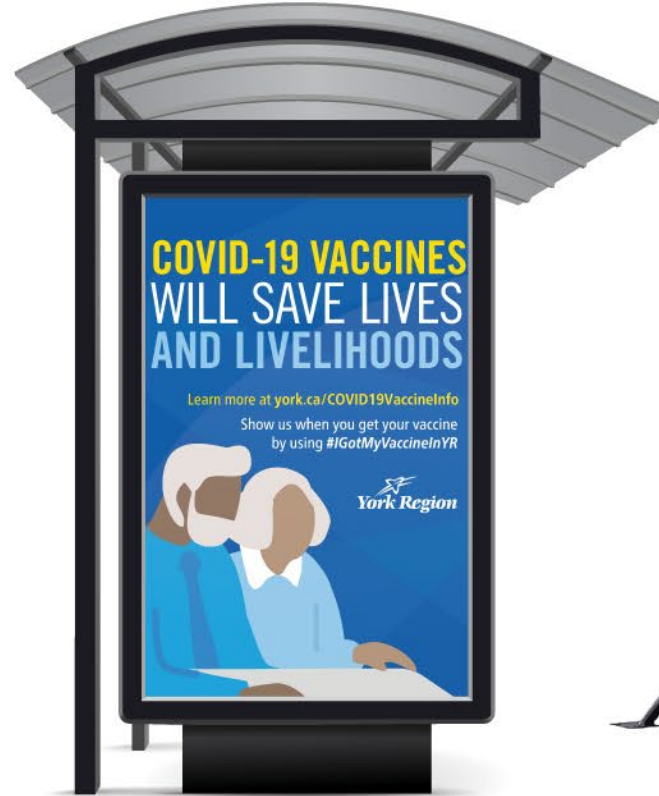
இரண்டாம்தடவைத்  
தடுப்பூசிக்கான  
உங்களின் முறை வரும்வரை  
தயவுசெய்து காத்திருங்கள்  
ஆனால், உங்களின் முறை  
வந்ததும் – காத்திருக்காதீர்கள்!

தகுதியை அறியவும், உங்களின்  
COVID-19 தடுப்பூசிக்காக முன்பதிவு  
செய்யவும் பார்வையிடுங்கள்:  
[york.ca/COVID19Vaccine](https://york.ca/COVID19Vaccine)

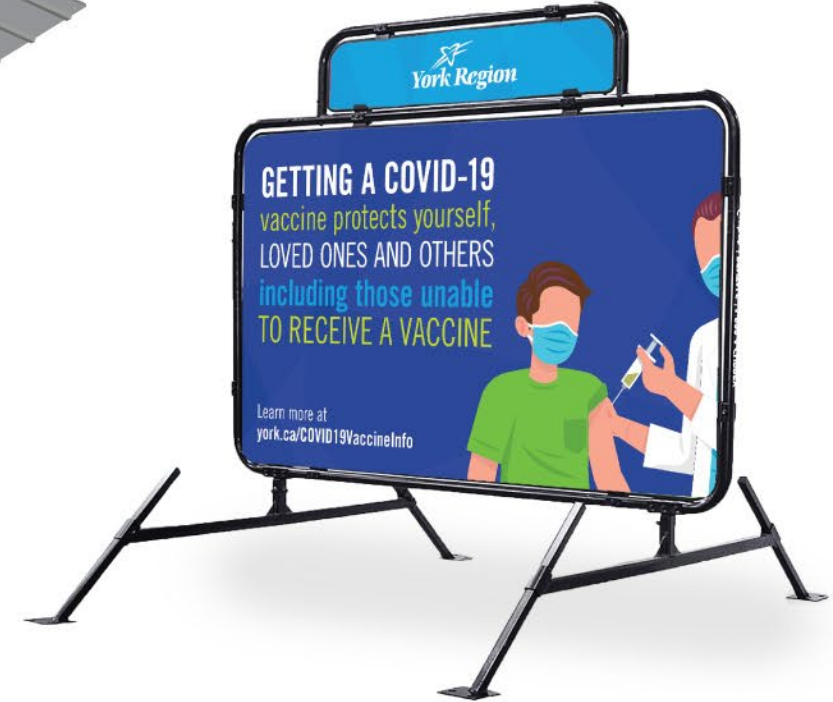
உங்களின் தடுப்பூசியைப்  
பெற்றுக்கொள்ளும்போது  
#IGotMyVaccineInYR  
ஐப் பயன்படுத்துவதன் மூலம் அதை  
எங்களுக்குத் தெரியப்படுத்துங்கள்

YorK Region

## Targeted Ads



Bus Shelter Ad



Curbex Ad



# FOCUSING ON PRIORITY GROUPS



- COVID-19 has exacerbated vulnerabilities and social service needs
- York Region's response to the pandemic involves supports to vulnerable populations and marginalized groups
- This approach is informing the vaccine rollout; the goals are to increase confidence in, and reduce barriers to, the COVID-19 vaccine

# IMPROVING CONFIDENCE, ENSURING ACCESS



Getting the  
word out



Having supports  
available



Removing barriers  
to access



Working and partnering  
with community



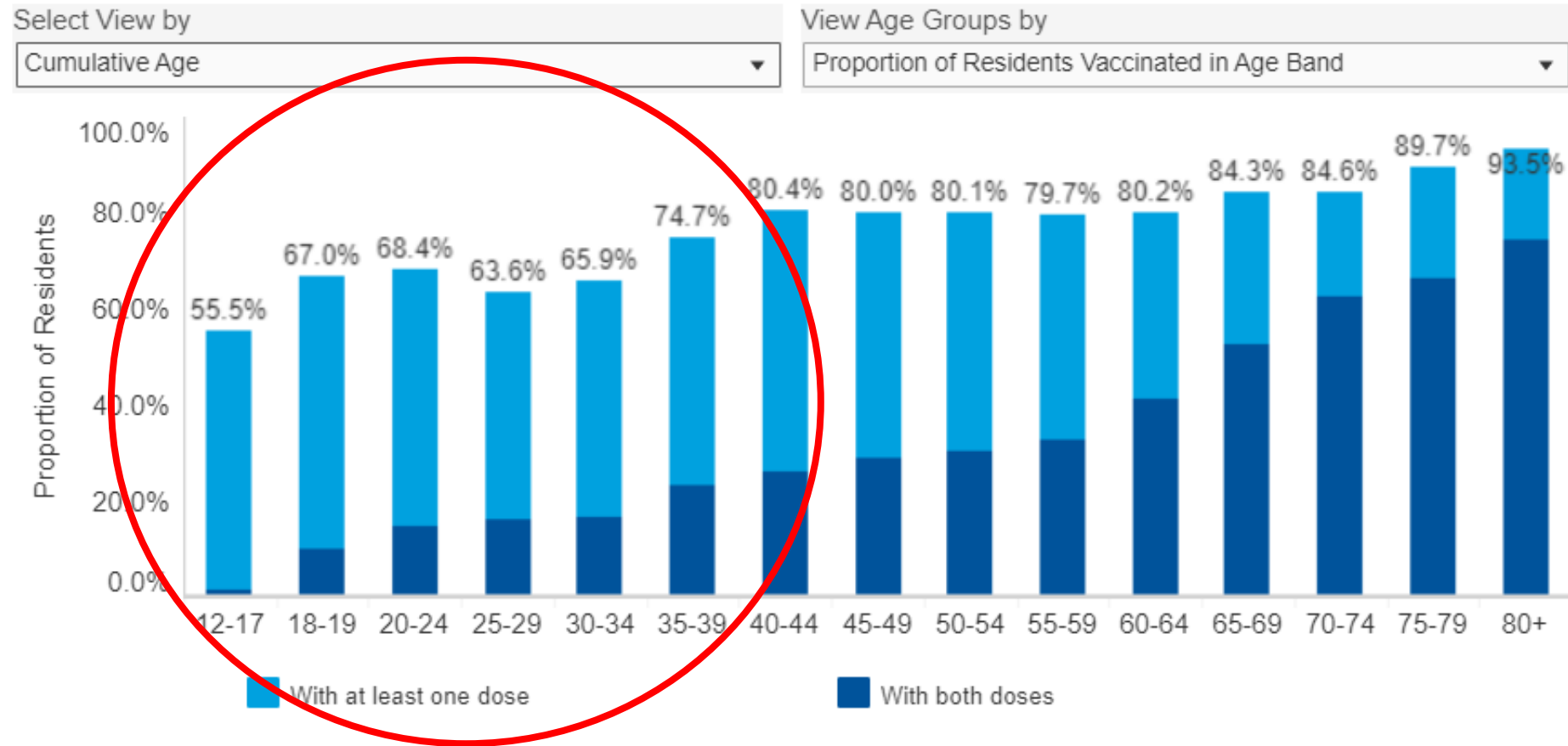
# TARGETED APPROACHES



- Homebound residents
  - Targeted workplace strategy
- Youth-friendly clinics and resources
  - Community-based pop-up clinics
- Support for long-term care and retirement homes

# KEEPING THE MOMENTUM GOING

## Vaccinations of York Region Age Groups



**Percentage of residents by age who have received at least one dose as of June 23**



# INFORMATION AND RESOURCES



[york.ca/COVID19VaccineInfo](https://york.ca/COVID19VaccineInfo)



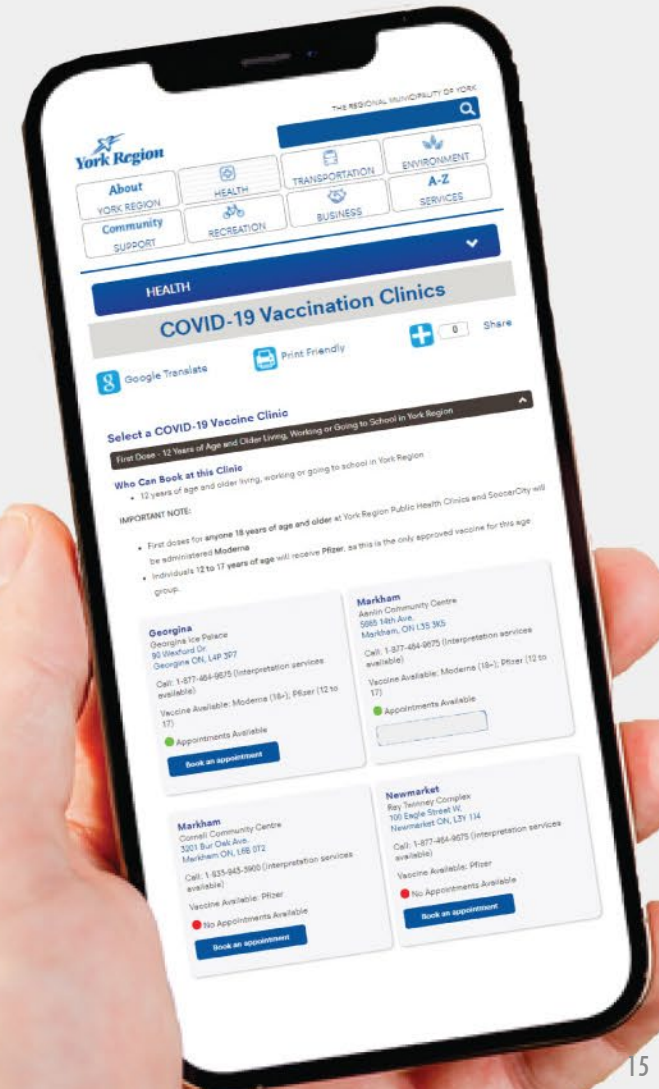
[york.ca/COVID19Vaccine](https://york.ca/COVID19Vaccine)



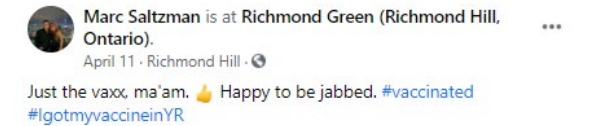
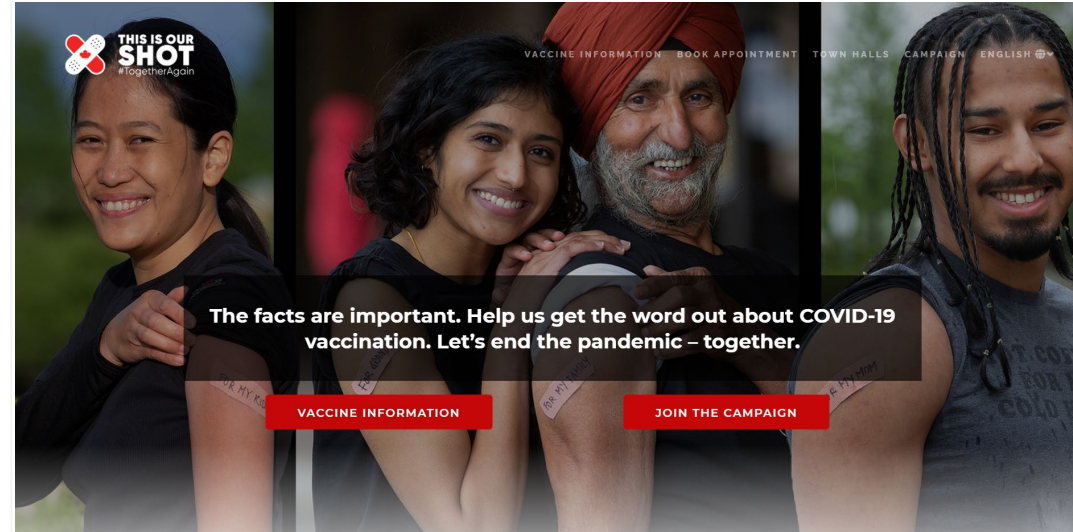
[york.ca/COVID19VaccineBeforeYouGo](https://york.ca/COVID19VaccineBeforeYouGo)



[york.ca/COVID19Data](https://york.ca/COVID19Data)



# WE'RE ALL IN THIS TOGETHER



Chris Boddy and 350 others

67 Comments

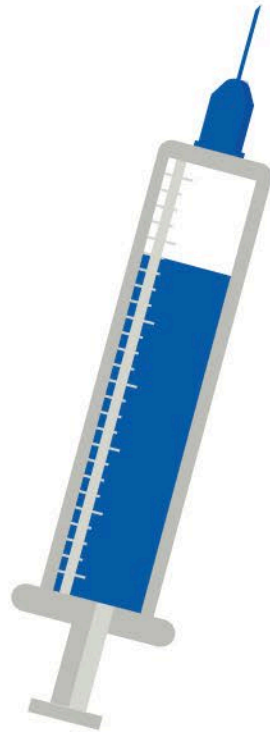


# ANOTHER MILESTONE

**MORE THAN**



OF ELIGIBLE RESIDENTS 12+  
HAVE RECEIVED THEIR  
**FIRST VACCINE**



**MORE THAN**



OF ELIGIBLE RESIDENTS 12+  
HAVE RECEIVED  
**BOTH DOSES**

**ADMINISTERED  
MORE THAN**

**1,000,000 DOSES**

# LOOKING FORWARD



- Current uptake is positive; dedicated to keeping the momentum going
- Targeting those who have yet to receive their first dose
- Promoting the importance of second doses
- Vaccine Confidence Toolkit to help amplify our messages

THANK YOU

