



Board of Health Update: Community Engagement & Mobilization Plan

March 22, 2021



City & Community Collaboration

City of Toronto Community Engagement and Mobilization Plan is intentional and comprehensive.

- Community-based agencies and grassroots groups play critical role in community engagement and mobilization for Phases II and III of provincial vaccine rollout
- Robust collaboration with City and community through active partnerships with trusted community agencies, sector umbrella organizations and grassroots groups
- Builds on current COVID-19 Targeted Equity Action Plan and enhances City's equity measures to support Torontonians disproportionately impacted by COVID-19
- Overlaying of a place, population and knowledge based approach to ensure every resident in every corner of Toronto can access COVID-19 vaccine
- Cross divisional City collaboration between SDFA, TPH, SSHA and Strategic Communications

Targeted Equity Approach



Targeted Universalism – target efforts for populations and communities most impacted with least access, in order to achieve the universal goal

High Level Timelines



Community Engagement & Resident Mobilization Readiness for Phases II & III of provincial vaccine rollout (across Toronto Council Districts)

Finalize Engagement Framework Feb-March '21

1. Seek input from community sector
2. Finalize engagement framework
3. Launch funding Call for Proposals
4. Begin vaccine confidence building campaigns
5. Pivot engagement & mobilization supports as needed

Secure Community Partners April '21

1. Finalize Engagement Partner organizations
2. Provide training and co-develop engagement strategy with behavioural scientists & communication professionals
3. Amplify collaborative process

IMPLEMENTATION April '21 Onward

1. Engage & Mobilize & Amplify
2. 140 community organizations
3. 280 Resident Ambassadors
4. Targeted city-wide communications campaigns
5. Continuous training & evaluation

Status Update – Funding

- City released a Call for Proposals for \$5.5 million funding to Toronto's community services sector to collaborate on vaccination efforts across **140 Toronto neighbourhoods** and recruitment and training of **280 community ambassadors**
- Additional \$1 million for Indigenous agencies and groups to self-determine their approach to community engagement and mobilization
- Grant program:
 - Prioritizes targeted equity engagement and mobilization actions
 - Specific geographic areas & connected to the existing Community Cluster infrastructure
 - Ensures common vaccine messages aligns to provincial and federal messages, timing and direction
 - Uses evidence-based research to guide strategy, messaging and training to increase access to vaccination
 - Agile and allows for responsiveness and quick pivots as required

Status Update – Funding

Grant program designed to fund:

- **Consortiums** of community organizations, grass-roots groups, resident-led groups and faith-based organizations/groups from April 2021 to March 2022
- One organization in the consortium (“Vaccine Engagement Lead”) acts as the administrative partner
- Up to \$500,000 per Vaccine Engagement Lead organization

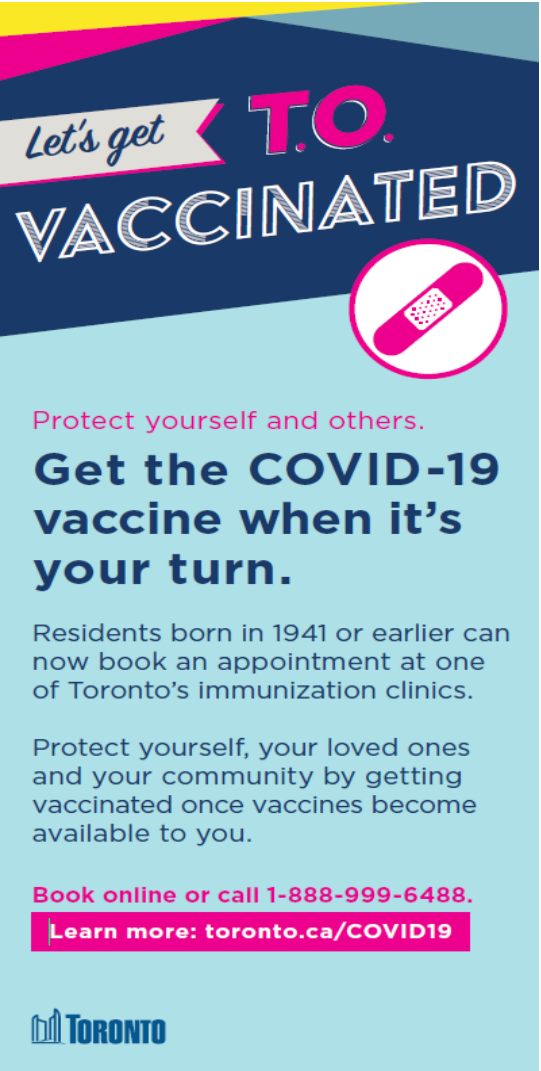
Timelines:

- Expressions of Interest released on Mar 10th
- Submission due on March 29
- Funded agencies/groups announcement on April 6th
- Collaborative process begins on April 12th


Status Updates - Population

Seniors

- Building **vaccine confidence** through information sessions to senior-serving sector leaders and staff; and, City healthcare workers and frontline staff serving seniors
- Free and assisted **transportation** to and from vaccine sites (Mass Immunization Centres and Hospitals)
- Funding supports to senior-serving organizations to ramp up staff capacity for **outreach and supports** with vaccine appointments and transportation
- Targeted outreach through TPL to provide **information** to vaccine access
- Various communications **promos** to reach seniors – ethnic groups, faith communities, multiple languages, etc.



Let's get **T.O.**
VACCINATED




Protect yourself and others.
Get the COVID-19 vaccine when it's your turn.

Residents born in 1941 or earlier can now book an appointment at one of Toronto's immunization clinics.

Protect yourself, your loved ones and your community by getting vaccinated once vaccines become available to you.

Book online or call 1-888-999-6488.
Learn more: toronto.ca/COVID19



Status Updates - Population

Indigenous

- Indigenous agencies and grassroots groups will be funded to self-determine their approach to community engagement and vaccine mobilization in their communities
- Partnering with Auduhze Mino Neseuwong, Seventh Generation Midwives Toronto and NaMeRes through emergency funding supports for testing and contact tracing

South Asian

- Advisory meetings with South Asian physicians, community groups, faith leaders to help tailor City's Strategic Communication efforts
- Partnership with CASSA for collaborative efforts with South Asian organizations to amplify messaging and reduce vaccine hesitancy
- Town Halls under way helping to achieve a 20% reduction in COVID positive rates

Black Community

- In partnership with TAIBU Community Health Centre, City launched Black Scientists' Taskforce on Vaccine Equity
- 5 virtual town hall meetings on COVID-19 & various vaccines = 1,500+ people since Feb
- 16% positive change from vaccine hesitancy now "yes to vaccine"
- Additional town halls planned for City staff on frontline services

Status Updates - Population

Disability

- Creating a Task Force on Disability
- Co-host town halls for people with disabilities
- Developing training for caregivers for people with developmental disabilities
- Information session for care givers of seniors and people with disability

Homeless

- Accelerating Resident Ambassador training for SSHA peer workers by augmenting base training with TPH and SSHA training modules

Undocumented

- Working with sector organizations to develop a plan for ensuring all Torontonians without status access vaccines safely, and co-develop messaging and communications strategies

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THANK YOU!

Questions?