



# Community Engagement & Mobilization Plan Update to

## Toronto Board of Health

May 10, 2021



# Plan Implementation



## Immediate scaling up

All 155 agencies are immediately scaling up EXISTING activities and completing their work plans. Ambassador outreach underway.



## Planning

Co-development, planning sessions and various training underway with agencies concurrent to scaling up activities.



## Full implementation

On track for full implementation of outreach program in May with 280 ambassadors across Toronto

Particular focus on hotspot neighbourhoods, high-density towers, low-income neighbourhoods, and high-risk population groups.

## Equity-deserving focus populations

Uninsured

People  
experiencing  
homelessness

LGBTQ2S

Latin  
Hispanic

Youth

Black

People with  
Disabilities

South Asians

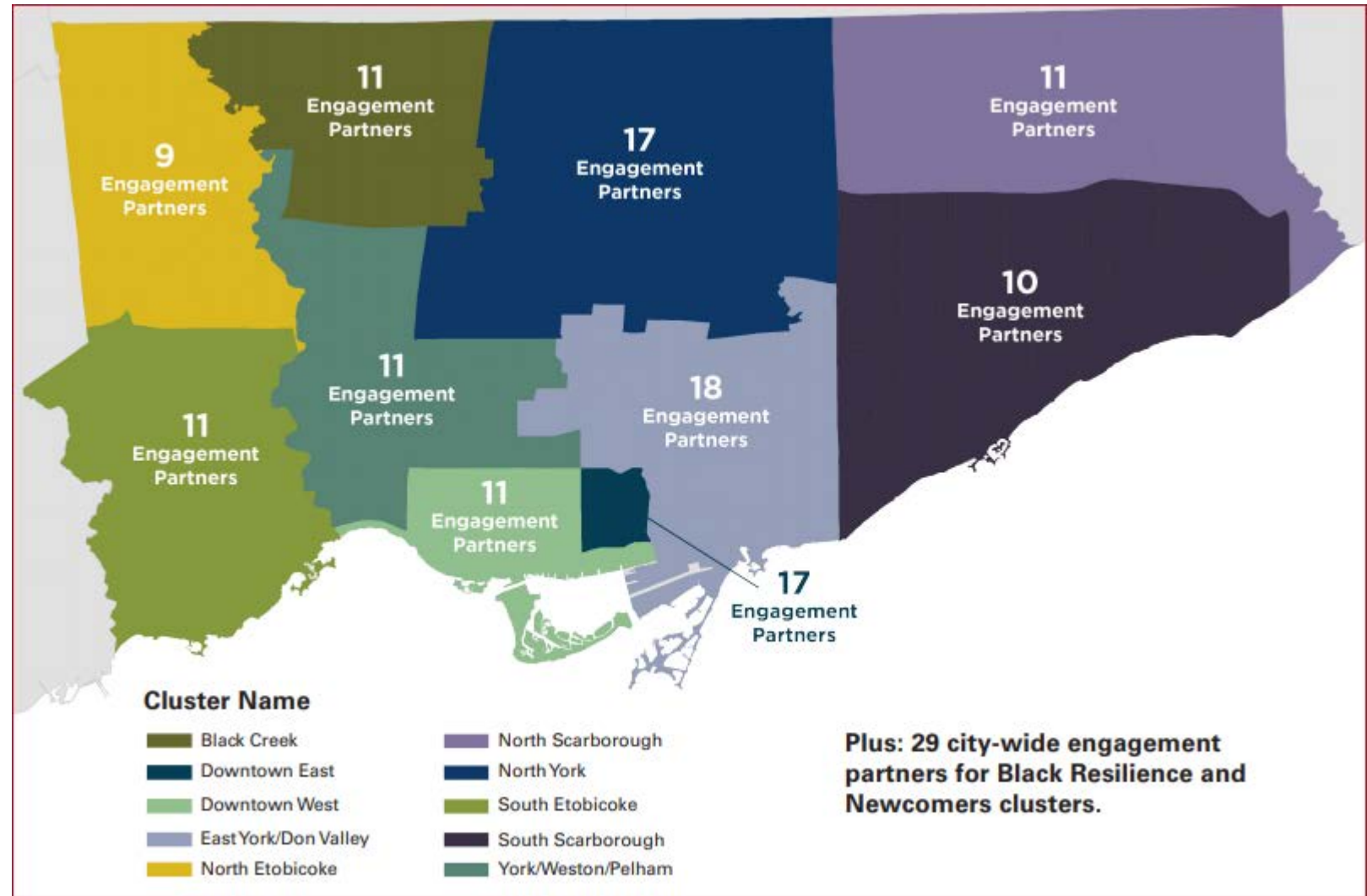
Indigenous

**Targeted  
Equity  
Approach for  
Universal  
Impacts**

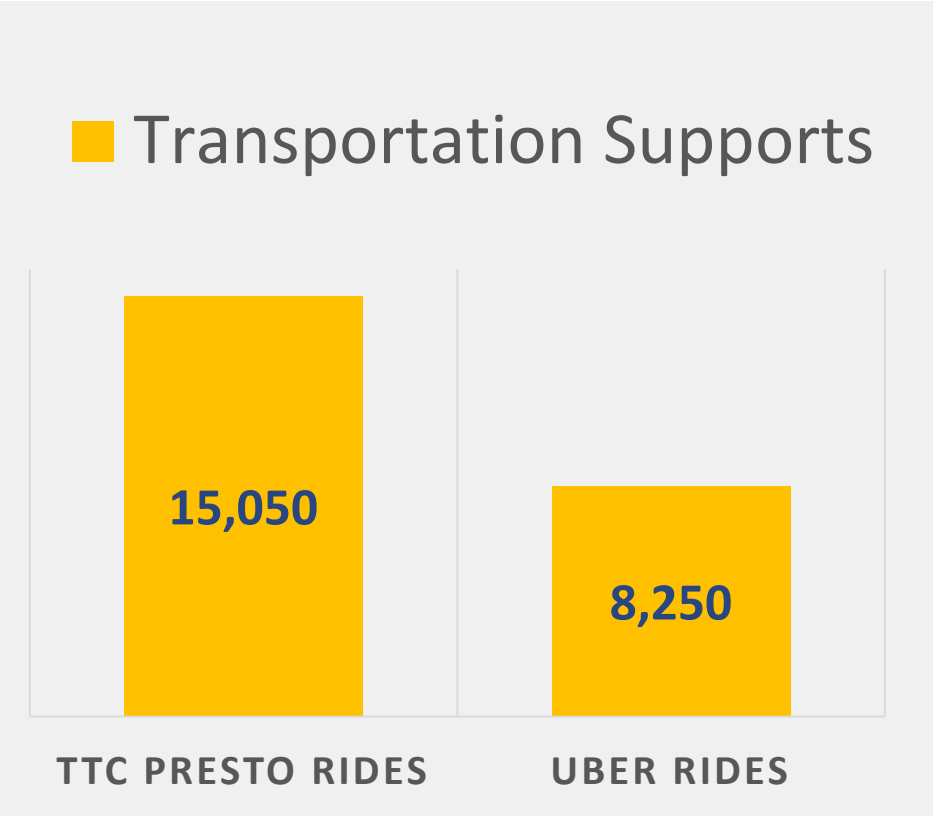
# Increasing Immunization Take Up

Vaccine Engagement Teams established in each of the City's ten geographic clusters, representing 140 neighbourhoods.

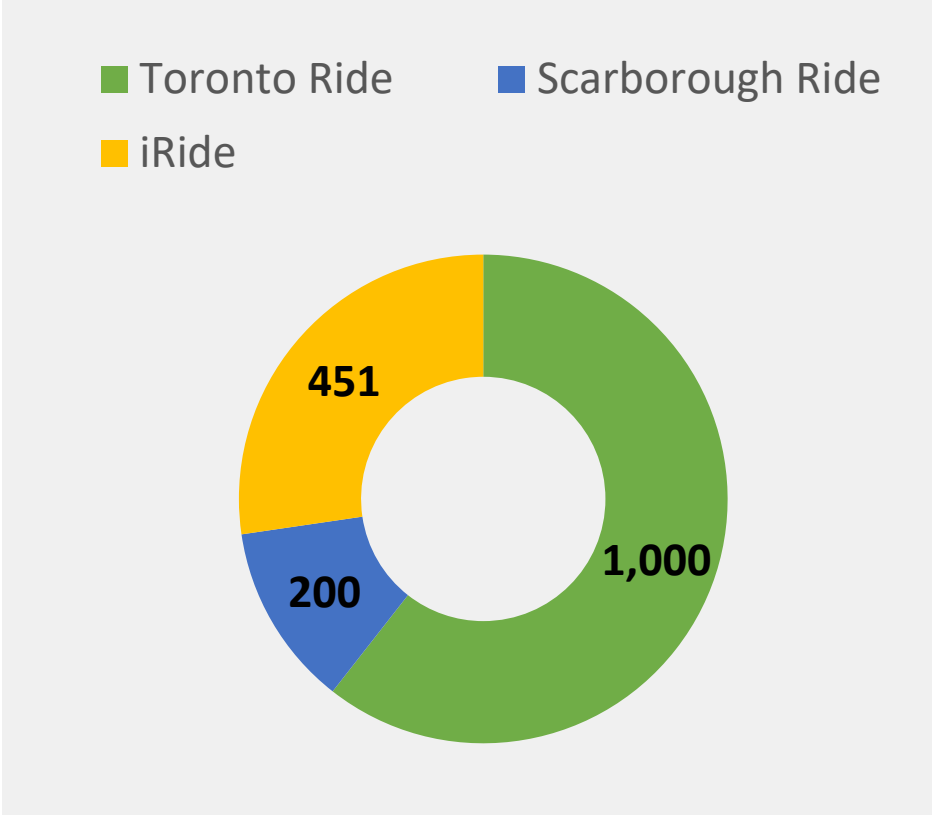
Each Team is made up of a number of local community agencies that will conduct outreach and provide support to residents.



# Equity Transportation Plan



Total free rides available in hotspots to alleviate transportation barriers for those who can't afford to get to vaccine appointments.



Total to date free assisted rides to and from vaccine appointments for frail seniors, people with disabilities and immunocompromised individuals.

# Councillor Office Engagement

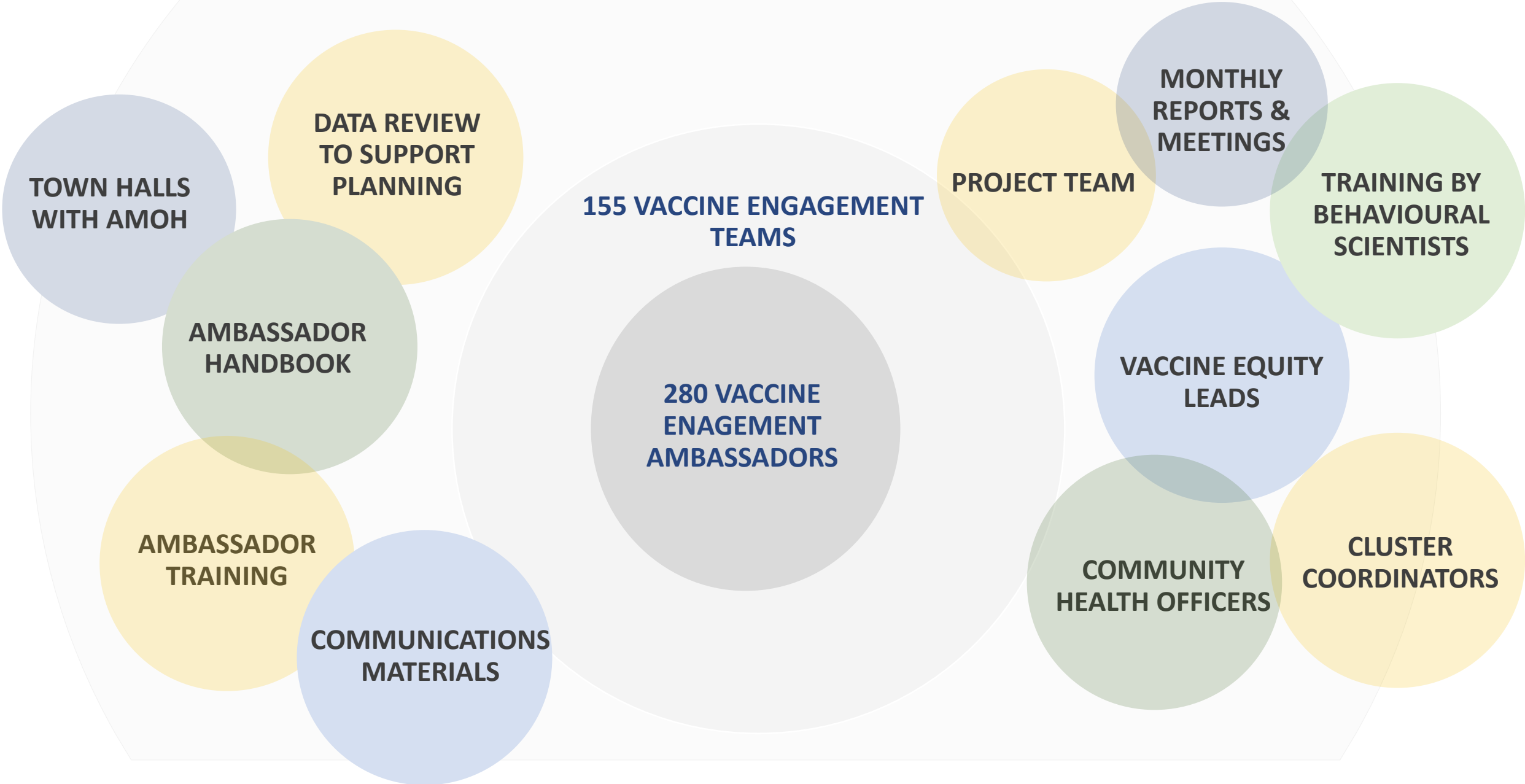


Engagement with Councillors Offices to mobilize residents to get immunized

Utilizing ward office and City resources to get key messages out to residents and increase vaccine uptake in each ward

- Ward Mobilization leads being convened weekly
- Ward maps with postal code, hotspot and cluster details distributed
- Immunization webpage developed and distributed
- RFP for support of city-wide and ward-wide teletown halls, voice and text message broadcasts, phone banking and email blasts

# ENGAGEMENT SUPPORTS SYSTEM



# Highlighted Progress to April 31st

**90,521**

**RESIDENT OUTREACH**

Total # of residents outreached through different channels (phone calls, town halls)

**100%**

**PEOPLE WITH DISABILITIES**

People with disabilities in congregate settings vaccinated over 3 weeks

**641**

**UNINSURED TORONTONIANS**

Uninsured supported for vaccine registration over 2 weeks

**\$5.5M**

**FUNDING**

Funding to 155 community organizations across Toronto

**14+**

**EQUITY INITIATIVES LAUNCHED**

Black Scientist Task Force, Accessibility Task Force, Indigenous outreach, Grant Program, Transportation Supports, Toolkits, Training by behavioural scientists etc.

**\$540,000**

**Donations**

Uber Canada, Sun Life Financial, Intact Insurance, Anti-Racism Directorate

*Let's get back*

**TO**



**UBUNTU**

*(n) the belief that we are defined by our  
compassion and kindness toward others.*