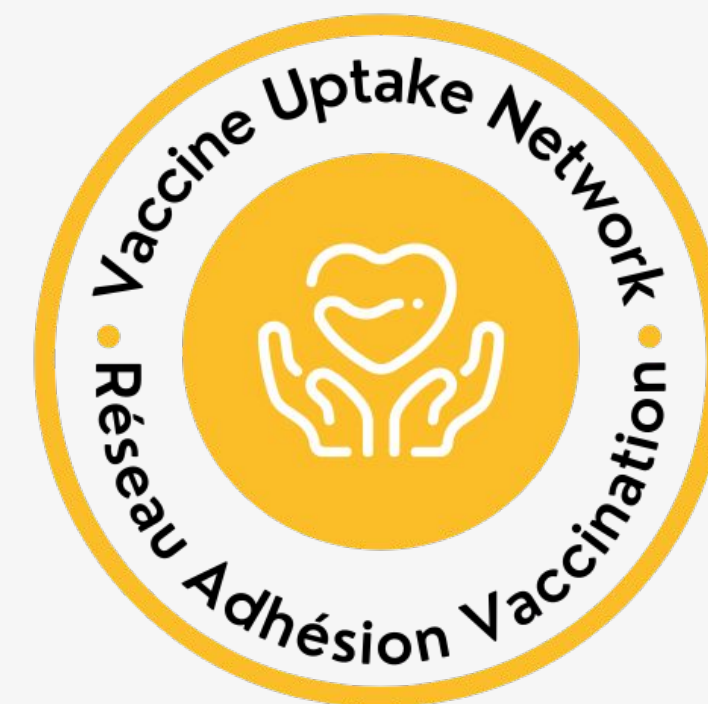


Vaccine Uptake Network Launch



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Association for Canadian Studies and Metropolis Institute

24 January, 2022

Thanks to

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Public Health
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Outline

1. Context
2. Key objectives
3. How will it work?
4. Speaking of content...
5. Example + your feedback
6. Next steps

1. Context

- Infodemic
- Misinformation
- Vaccination rates plateauing at 90%*
- Mistrust + misunderstanding

Importance of information from trusted sources

*Canadians over 12, received at least 1 dose.

<https://health-infobase.canada.ca/covid-19/vaccination-coverage/>

2. Key objectives

1) **Research:** surveys, anecdotal evidence, your feedback...

To generate insights into COVID-19 vaccine hesitancy/misinformation in newcomer communities.

Metropolis Immigration Panel

2) **Outreach:** factsheets, social media, videos...

To provide you with multilingual comms output to share.

3. How will it work?

- Quarterly Zoom meetings
 - To share/discuss research findings (similarly to current Variants Network);
 - To get feedback from you
 - To discuss needs on the ground
- Ongoing/monthly comms output
 - We'll share factsheets and other content on an ongoing/monthly basis
- Advisory Committee of health + disinformation experts to advise/vet output
- End March 2023.

4. Speaking of content...

- Angle:
 - Target soft hesitancies;
 - Health/science literacy.
- Format:
 - Factsheets;
 - Social media posts;
 - Short videos.
- Multilingual:
 - 5 most spoken, non-official languages (Arabic, Chinese, Punjabi, Spanish, Tagalog);
 - + Any translation help is appreciated!



Does getting a booster mean the first vaccines didn't work?

January 14, 2022

Answer: **NO.**

1. The vaccines against COVID-19 remain effective, even if we might need booster shots.
2. For most diseases, more than one dose of vaccine is necessary to get the best possible immunity.
3. Many standard childhood vaccines require booster shots. For example, children get multiple vaccinations against measles, mumps and rubella.
4. Even without a booster shot, COVID-19 vaccines help reduce severe forms of illness, but like almost all vaccines, this protection fades with time.

Did you know that?

- The vast majority of people who need emergency care for COVID-19 are not vaccinated.
- If you are fully vaccinated, you might catch COVID-19, but you are less likely to get very sick.
- Many people get vaccinated against the flu every winter. This is because the flu virus changes slightly every year, so new vaccines have to change slightly too. (1)



Want to learn more?

You can find out more about COVID-19 here: <https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19.html>

(1) <https://www.cdc.gov/flu/prevent/keyfacts.htm>



This content has been vetted by an expert advisory group.

5. Example

?

Format/length?

Layout/visuals?

Type of question?

Any other comments or suggestions?



6. Next steps

You'll receive an email with:

- Meeting summary;
- Calendar dates for next quarterly meetings;
- First factsheets.

After which:

- Ongoing content;
- Quarterly meetings;
- Your help getting the word out for surveys.

Q&A

Thank you!

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