

# **Moving to Acceptance: Toronto Public Health's Strategy to Address Vaccine Hesitancy**

**Dr. Vinita Dubey**

**Associate Medical Officer of Health**

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# What is Vaccine Hesitancy?


- Reluctance or refusal to vaccinate despite the availability of vaccines
- Identified as a threat to global health by the World Health Organization
- 20% of Canadian parents are vaccine hesitant and are unsure about the safety and effectiveness of vaccines
- Requires a comprehensive multi-pronged strategy

- Empower all stakeholders: health care providers, parents and adults, students and educators, the public
- Restrict advertising and false messages
- Address misinformation on social media and search engines
- Enhance electronic record keeping and digital health solutions



**Add vaccines to your child's back-to-school checklist!**  
Up-to-date vaccinations or a valid exemption are required for school.

- ✓ See your doctor if your child needs any vaccines
- ✓ Report your child's vaccination record to **Toronto Public Health**

 **Online:** [toronto.ca/studentvaccines](https://toronto.ca/studentvaccines)

416.338.7600 | [toronto.ca/health](https://toronto.ca/health) |  **TORONTO** Public Health

- Include vaccine coverage rates as an accountability measure for newly established Ontario Health Teams
- Consider removing philosophical and religious exemptions
- Provincial or national vaccine injury compensation program
- Increase federal transparency regarding the safety of vaccines

- Multi-pronged strategy to address concerns from local to international bodies
- Stop misinformation about vaccines spread on multiple platforms
- Enhance scientific, evidence-based facts about vaccines
- Through health care providers, provide support to the public, parents, students, teachers to make choices to promote the health of themselves and their community