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
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 increases 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
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.
### 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 Nesewiong, 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.
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 caregivers 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
If you want to go quickly, **GO ALONE.**
If you want to go far, **GO TOGETHER.**

- *African Proverb*
THANK YOU!

Questions?