

Community Immunization & Mobilization Plan Update

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Overview & Status

- The Community Immunization Engagement and Mobilization Plan is a key part of the City's COVID-19 Vaccination Program. It leverages community expertise and partnerships to facilitate and promote equitable vaccine uptake across Toronto to support equity-deserving groups disproportionately impacted by the pandemic.
- Social Development, Finance and Administration has been coordinating the Vaccine Engagement Teams program in partnership with Toronto Public Health.
- The plan includes both a place-based approach to support residents in all 140 neighbourhoods of the city, and a population-specific approach to reach communities hardest hit by the pandemic.
- Vaccine Engagement Teams operate through 14 geographic and population-based consortiums made up of over 155 health, community, and faith-based organizations.
- Current Vaccine Engagement Teams funding end in December 2021, and has already quickly depleted due to intensive and proactive ambassador deployment during summer 2021.

Equity-Driven Model For Vaccine Engagement

- Since April 2021, Vaccine Engagement Teams have engaged over 800,000 equity-deserving community members and have mobilized over 350 Community Ambassadors.
- Between July and September, Community Ambassadors have:
 - Engaged over 567,000 people
 - Spent over 25,000 hours conducting outreach
 - Helped over 28,000 individuals register to be vaccinated

An Effective, Equity-Driven Model For Vaccine Engagement

- Since April 2021, Vaccine Engagement Teams have engaged over 800,000 equity-deserving community members and have mobilized over 350 Community Ambassadors.
- Between July and September, Community Ambassadors facilitated a wide range of engagement sessions, including:
 - 1675 engagements that supported individuals in navigating the COVID-19 vaccine registration system
 - 900 public setting engagement sessions in parks, lobbies, or shopping centres
 - 600 direct phone engagement sessions, often cold-calling or through a phone bank
 - 500 door-to-door outreach shifts in neighbourhoods
 - 425 sessions of online social media engagement
 - 175 engagement sessions with people experiencing homelessness

Community Voices

Black Creek, Humber Summit

Vaccine Engagement Team
Community Promotion Video

Downtown West

Vaccine Engagement Team | Community Ambassador
Tenzin Wangmo

Improving Ongoing Service Delivery & Evaluating Impact

- Regular monitoring and reporting of Vaccine Engagement Teams has helped the City and community agencies respond to ongoing trends, identified gaps, and emerging issues.
- Preliminary Evaluation of Vaccine Engagement Teams is underway, and findings will be available in December 2021.
- Initial findings suggest that Vaccine Engagement Teams are:
 - An effective strategy for increasing vaccine confidence, access, uptake, and equity
 - An effective model for place-based strategic planning, implementation, and community collaboration
 - An opportunity for local residents to receive training and transferrable skill development for employment
- Knowledge gathered in preliminary evaluation will help to inform the final evaluation to be presented in early spring 2022

Additional Funding Needed To Continue Critical Engagement

- There is an ongoing need for continued, critical outreach to equity-deserving groups in high-priority neighbourhoods to:
 - Achieve the 90% vaccine target
 - Address the developing challenges associated with vaccine certification
 - Provide family based engagement for the immunization of children 5-11
 - Provision of 3rd dose and booster doses to those who are eligible
- An additional \$6M is required from a provincial commitment to continue supporting Vaccine Engagement Teams until July 1, 2022
- Without these funds, the Vaccine Engagement Teams will be unable to continue operation beyond December 31, 2021