VACCINE ENGAGEMENT TEAMS
Program Evaluation Infosheet

PURPOSE

This evaluation assessed if the **Vaccine Engagement Teams (VETs)** achieved their goals, identified the facilitators and barriers to achieving these goals, and determined the key elements of this model that should continue in the next phase of VET program.

METHODS

Data was collected in two phases between July 2021 and March 2022. Surveys, interviews and focus groups were conducted with Community Ambassadors, agency representatives, consortium coordinators, City of Toronto staff and community members to develop key findings. Internal program data was also analyzed.

KEY FINDINGS

1

INCREASED VACCINE CONFIDENCE, ACCESS AND EQUITY

Community Ambassadors reached residents experiencing hesitancy and access issues and increased vaccine confidence, access and uptake.

93% of surveyed residents reported that Ambassadors helped increase their confidence in the vaccine

87% of surveyed Ambassadors reported that VET strategies helped to improve vaccine access
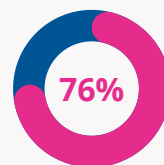
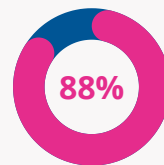**82% of surveyed agencies** reported that their teams responded to the needs of equity-deserving groups

2

EFFECTIVE AMBASSADOR OUTREACH AND ENGAGEMENT

VETs implemented diverse and creative engagement strategies that addressed community needs.

76% of Ambassadors reported that culturally-relevant information helped increase vaccine confidence

88% of Ambassadors reported building a stronger connection with their neighborhood through this role

Engagement in multiple languages and **access to vaccine data** (e.g. case counts) were central to the program's success.

3

EFFECTIVE AMBASSADOR TRAINING AND SUPPORT

Community Ambassadors were satisfied with the training opportunities and level of support received from the City of Toronto.

High level of satisfaction among Ambassadors in their role

9 in 10 Ambassadors reported being able to address resident concerns from training material

> We've gotten a lot of training on how to communicate. **It made engaging with the community very easy.**
> - Community Ambassador

4

A COORDINATED RESPONSE FROM THE CITY OF TORONTO

The VET program was supported by effective leadership from the City of Toronto and the leveraging of interdivisional partnerships.

75% of community agencies reported that the City of Toronto responded well to emerging issues related to vaccine engagement

72% of community agencies reported that communication processes by the City of Toronto were effective

Through ongoing feedback, collaboration between the City of Toronto and VET partners continues to improve.

5

AN INNOVATIVE MODEL FOR PLACE-BASED COMMUNITY AND HEALTH PROGRAMMING

The VET program achieved its objectives. Stakeholders endorsed use of this model for issues beyond the COVID-19 vaccine.

> This is a very **successful model,** that came out as a **positive side effect** of the pandemic.
> - Consortium Coordinator

> It's been really great working with the community and being able to do **something good in a time of crisis.**
> - Community Ambassador