

Community-Led Vaccination – Vaccine Distrust and Building Confidence

COVID-19 vaccines are changing the trajectory of the global pandemic; however, widespread uptake is hampered by distrust and a lack of confidence. Distrust is rooted in historic trauma and present day failures of health systems. Indigenous and Black communities cite past traumatic interactions with health systems, such as vaccines tested without consent and present day denial of equitable care due to racism. Instead, of protecting communities, health systems have been used to perpetuate racism and marginalization. Overcoming vaccine distrust and building confidence in the COVID-19 vaccine requires a commitment to addressing health inequity, addressing historic trauma and meaningful engagement with communities where distrust is high.

This resource details resources developed to share information about the COVID-19 vaccine and strategies to address vaccine distrust. The resources are designed to build confidence and increase uptake. Alongside the resources included in this document, community vaccine efforts are greatly enhanced by early communication and community engagement.

Recommended strategies include

- Providing visual materials to answer burning questions
- Playing videos on-site to help start critical conversations
- Having discussions to understand why people are hesitant

Strategies to address vaccine distrust must be accessible and developed in collaboration with impacted communities.

Resources to Build Vaccine Confidence

Indigenous Communities	
MAAD'OOKIING MSHKIKI – Sharing Medicine	<ul style="list-style-type: none"> • http://bit.ly/Sharing-Medicine • What's in the COVID-19 Vaccine (infographic) • Your Rights and the COVID-19 Vaccinations (infographic) • Short videos on how vaccines work and benefits of being vaccinated
Gashkiwidoon Toolkit- COVID-19 Vaccine Implementation	<ul style="list-style-type: none"> • https://www.iphcc.ca/publications/toolkits/Gashkiwidoon/
Black Communities	
Black Scientists Task Force on Vaccine Equity	<ul style="list-style-type: none"> • http://www.torontoblackcovid.com • This project was created to share information about COVID-19 to the Black Canadian community and address their concerns about COVID-19 related issues. • A kit of resources is being developed for Black and racialized front line workers to support them through this period of amplified risk
South Asian Communities	
South Asian COVID Task Force	<ul style="list-style-type: none"> • https://www.southasiancovidtf.ca/

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Healthcare Workers	
Science Table: COVID-19 Advisory for Ontario	<ul style="list-style-type: none"> Behavioural Science Principles for Supporting COVID-19 Vaccine Confidence and Uptake Among Ontario Health Care Workers- https://covid19-sciencetable.ca/sciencebrief/behavioural-science-principles-for-supporting-covid-19-vaccine-confidence-and-uptake-among-ontario-health-care-workers/
Immunize Canada	<p>with HelpinKids&Adults and University of Toronto)</p> <ul style="list-style-type: none"> Preparing for your COVID-19 vaccine: A guide for health care workers Preparing for your COVID-19 vaccine: A guide for personal support worker
Millennials and Gen Z	
On Canada Project	<ul style="list-style-type: none"> https://oncanadaproject.ca/
Other Resources	
Sanctuary and UHN	<ul style="list-style-type: none"> To address vaccine hesitancy in our community, Sanctuary partnered with UHN and some incredible cartoonists to create some helpful educational resources: available here as pdf and png files
Immunize Canada	<p>(with HelpinKids&Adults and University of Toronto)</p> <ul style="list-style-type: none"> Improving the vaccination experience for your patients: A guide for healthcare providers Recommendations for Reducing Vaccination Pain in adults Needle Fear: When It Gets in the Way Needle-Related Fainting: Why does it happen? What to do about it?
Implementation Working Group of the Downtown East OHT	<p>(co-led by Sherbourne Health and St. Judes)</p> <ul style="list-style-type: none"> This working group on Outreach and Wrap Around Supports in High Density Neighbourhoods created three handouts addressing facts, FAQs, and common worries regarding the COVID 19 vaccines. <ul style="list-style-type: none"> Common worries about COVID-19 vaccines: English, Amharic, Arabic, Bengali, Chinese – Simplified, Spanish, Tamil, Urdu COVID-19 Vaccines: Some Facts COVID-19 Vaccines: Frequently Asked Questions: English, Amharic, Arabic, Bengali, Chinese – Simplified, Spanish, Tamil, Urdu
Women’s College Hospital Crossroads Clinic in partnership with Refugee 613, TAIBU Community Health Centre and the Ontario Council of Agencies Serving Immigrants (OCASI)	<p>Multi-language bulletins to bring people the vaccination facts</p> <ul style="list-style-type: none"> Bulletin 1: What You Need to Know About the COVID-19 Vaccines: English, Arabic, Bangla, French, Chinese – Simplified, Chinese – Traditional, Hindi, Punjabi, Somali, Spanish, Swahili, Tamil, Tigrinya, Urdu

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	<ul style="list-style-type: none"> Bulletin 2: How Did We Get COVID-19 Vaccines So Fast?: English, Arabic, French, Chinese – Simplified, Chinese – Traditional, Hindi, Punjabi, Spanish, Swahili, Urdu
CDC	<ul style="list-style-type: none"> How to Build Confidence in COVID-19 Vaccines: A Short Guide for Immunization Coordinators in Medical Centers and Clinics – this guide presents six strategies to build vaccine confidence The COVID-19 Vaccine Confidence Conversation Starter Vaccinate with Confidence Quick Answers for Healthcare Professionals to Common Questions People May Ask About COVID-19 Vaccines
PrOTCT Plan	<ul style="list-style-type: none"> PrOTCT Plan for the COVID-19 Vaccine Discussion developed by the Centre for Effective Practice and Alberta Department of Pediatrics

Appendix

COVID-19 Vaccine Consent and After Care

Consent Form	
COVID-19 Vaccine Screening and Consent Form	<ul style="list-style-type: none"> This consent form, released January 23, 2021, is the latest consent form for your reference
Support for Obtaining Informed Consent across Language Barriers – COVID19 Vaccine Screening and Informed Consent Form	<ul style="list-style-type: none"> Translations of the consent form Currently the consent form is available in Arabic, Chinese (Traditional), Chinese (Simplified), Farsi, Greek, Hungarian, Portuguese, Russian, Spanish, Vietnamese. Please note: At the top of each form is a note explaining these documents are intended to support the understanding and completion of the official consent form. There is a watermark noting “DO NOT COMPLETE”, and the fields for name, OHIP, and signature have been blocked out – this is to indicate the translated document is not to be completed/submitted. They will need to use the English version of the form to complete (if required).
After Care Sheet	
After Care Sheet for COVID-19 Vaccine	<ul style="list-style-type: none"> A document you can provide on what to expect after vaccination
Health Design Studio After Care Handouts	<ul style="list-style-type: none"> A visual handout to help people know what to expect after getting the COVID-19 vaccine: https://www.healthdesignstudio.ca/vaccine-after-care.html Available as word documents in English, French, Spanish, Arabic, Amharic, Bengali, Chinese – Simplified, Chinese – Traditional, Czech, Dari, Farsi, Filipino – Tagalog, German, Hindi, Hungarian, Nepali, Pashto, Portuguese, Russian, Slovak, Somali, Tamil, Thai, Tigrinya, Urdu, Vietnamese (Punjabi to come)

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COVID-19 Fact Sheets

COVID-19 Vaccine Flyer	
<p>City of Toronto COVID-19 Vaccine Fact Sheet</p>	<ul style="list-style-type: none"> Also available in: Amharic, Arabic, Bengali, Simplified Chinese, Traditional Chinese, Dari, Farsi, French, Gujarati, Hindi, Hungarian, Italian, Karen, Korean, Nepali, Pashto, Polish, Portuguese, Punjabi, Russian, Serbian, Slovak, Somali, Spanish, Tagalog, Tamil, Turkish, Ukrainian, Urdu, Vietnamese
<p>City of Toronto COVID-19 Vaccine Visual Fact Sheet</p>	<ul style="list-style-type: none"> Also available in Amharic, Arabic, Bengali, Simplified Chinese, Traditional Chinese, Dari, Farsi, French, Gujarati, Hindi, Hungarian, Italian, Karen, Korean, Nepali, Pashto, Polish, Portuguese, Punjabi, Russian, Serbian, Slovak, Somali, Spanish, Tagalog, Tamil, Turkish, Ukrainian, Urdu, Vietnamese
<p>Frequently Asked Questions</p>	<ul style="list-style-type: none"> COVID-19 vaccine frequently asked questions for essential workers
<p>Health Canada’s COVID-19 vaccine information</p>	<ul style="list-style-type: none"> What you need to know about the COVID-19 vaccine for Canada Also available in Cree, Dene, Eastern Ojibwe, Innu-Aimun, Inuinnaqtun, Inuktitut (Nunavik), Michif, Mikmaq, Oji-Cree, Western Ojibwe