

City of Toronto Vaccination Strategy for Homebound Persons

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"> • https://t.co/3SylGXhNjw?amp=1 • 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/

City of Toronto Vaccination Strategy for Homebound Persons

Vaccine Distrust and Building Confidence

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/
Millennials and Gen Z	
On Canada Project	<ul style="list-style-type: none"> https://oncanadaproject.ca/
Other Resources	
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 Preparing for your COVID-19 vaccine: A guide for health care workers Preparing for your COVID-19 vaccine: A guide for personal support worker 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 COVID-19 Vaccines: Some Facts COVID-19 Vaccines: Frequently Asked Questions
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

City of Toronto Vaccination Strategy for Homebound Persons

Vaccine Distrust and Building Confidence

Appendix

COVID-19 Vaccine Consent and After Care

Consent and Screening Forms	
COVID-19 Vaccine Consent Form (Please use this hyperlink to access the consent form so that you are using the most up to date version)	<ul style="list-style-type: none"> Also available in: Arabic, Chinese (Simplified), Chinese (Traditional), Farsi, Greek, Hungarian, Portuguese, Russian, Spanish, Vietnamese (library can be accessed here: Library) Note: Translated forms are intended to support the understanding and completion of the official consent form; the translated document is not to be completed/submitted.
Screening Tools and Resources	<ul style="list-style-type: none"> City of Toronto Screening Tool for Moderna vaccine Ministry of Health Pre-Screening Guide for Healthcare Workers City of Toronto Confirmation Form to receive the COVID-19 Vaccine
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

COVID-19 Fact Sheets

COVID-19 Vaccine Flyer	
City of Toronto COVID-19 Vaccine Fact Sheet	<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
City of Toronto COVID-19 Vaccine Visual Fact Sheet	<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
Frequently Asked Questions	<ul style="list-style-type: none"> COVID-19 vaccine frequently asked questions for essential workers
Health Canada's COVID-19 vaccine information	<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