Region of Peel Hot Spot Communities - COVID-19 Immunization Strategy  
Protecting Our Most Vulnerable

Almost all of Peel’s neighbourhoods are COVID-19 hotspots. To protect those at higher risk of death, hospitalization and transmission, targeted approaches are required to address systemic barriers to access and support the needs of marginalized or vulnerable groups.

<table>
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<th>A Focus On</th>
<th>Ongoing efforts</th>
<th>What’s next?</th>
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| **Working with our community** to understand and meet their needs. | Collaborating with over 150 organizations at over 20 community working tables  
Engaging residents, businesses, faith leaders, cultural groups, service providers and more  
Planning and implementing vaccination program using community insights | Combining data and community insights/wisdom to address deeper issues related to vaccine access and confidence  
Assisting community leaders to mobilize community assets in support of vaccination  
Working at the neighbourhood level, when possible  
Continuing to improve our clinic and booking experiences based on feedback from community  
Creating, piloting and implementing creative ways to overcome barriers |
| **Offering diverse vaccination options** that are safe, convenient, and supportive. | Establishing 11 efficiently run mass clinics throughout the community, including 7 Public Health Vaccination Clinics and 4 vaccination clinics at area hospitals  
Offering vaccination in 43 pharmacies (36 in hot spots) and 10 doctor’s offices (6 in hot spots)  
Providing transportation to vaccination clinics | Partnering to offer clinics at community hubs, including faith-based locations  
Offering specialized clinics for vulnerable populations in locations that are familiar and accessible to them  
Offering vaccination at many more pharmacies and doctor’s offices |
| **Meeting our most vulnerable where they are.** | Providing on-site vaccination clinics at over 100 long-term care homes, nursing homes, seniors social housing buildings, mental health and addictions settings, shelters and more to date  
Providing at-home vaccination for those unable to leave their homes | Bringing mobile clinics to more community settings in hot spots  
Offering mobile clinics to high-risk workplaces  
Enhancing vaccination program for homebound individuals |
| **Providing information people need,** when and how they need it. | Providing accurate vaccine information and correcting myths, leveraging peelregion.ca/covid19vaccine as central hub for information  
Sharing Information and collaborating with community partners  
Advertising in mainstream, digital and ethnic media in multiple languages  
Ensuring multi-language support for vaccination information, booking, and clinic navigation  
Sharing “Core 4” COVID-19 prevention, testing and isolation information | Listening and understanding the diverse perspectives of our community and involving them in decision making  
Creating and sharing relevant, culturally appropriate information through diverse channels in multiple languages  
Engaging trusted community leaders to share information, answer questions, correct misinformation and build confidence  
Targeting communications to the channels people use most |
| **Engaging in two-way conversations and encouraging communities to share their stories.** | Supporting ambassadors and influencers within communities with accurate information and tools  
Encouraging constant conversation through social media sharing information, inspiring vaccination stories, and encouraging milestones through text, video, audio and photos | Encouraging people to tell their own vaccination stories with their social networks through clinic selfie boards and a hashtag  
Developing the “Take care” COVID-19 vaccination campaign  
Engaging more community and faith leaders and other influencers to join the conversation  
Expanding reach, resources and influence of community ambassadors and volunteers |