

# 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.

A Focus On	Ongoing efforts	What’s next?
<p><b>Working with our community</b> to understand and meet their needs.</p>	<p>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</p>	<p>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</p>
<p><b>Offering diverse vaccination options</b> that are safe, convenient, and supportive.</p>	<p>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</p>	<p>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</p>
<p><b>Meeting our most vulnerable where they are.</b></p>	<p>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</p>	<p>Bringing mobile clinics to more community settings in hot spots Offering mobile clinics to high-risk workplaces Enhancing vaccination program for homebound individuals</p>
<p><b>Providing information people need</b>, when and how they need it.</p>	<p>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</p>	<p>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</p>
<p><b>Engaging in two-way conversations</b> and encouraging communities to share their stories.</p>	<p>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</p>	<p>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</p>