

# COVID-19 Vaccine Communications Plan

## How Can Municipalities Contribute?

Shani Gates, Director, QIPS  
Katie Jackson, Manager, QIPS  
February 25, 2021

# Communication Goals

- Increase awareness and understanding about the effectiveness and safety of the COVID-19 vaccine, and decrease vaccine hesitancy
- Increase awareness and provide information on when and where vaccine can be given, and encourage residents to get the vaccine when it is available to them



# Approach

## Approach focuses on two parts:

### 1. General information about COVID-19 vaccine

#### Frequently Asked Questions

+ Why get vaccinated?

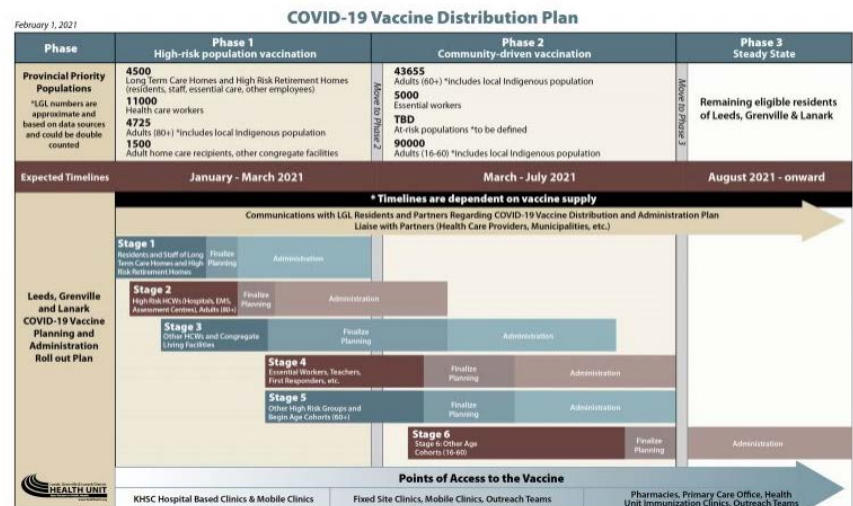
+ How do mRNA vaccines, like the COVID-19 vaccine, work?

+ Can an mRNA vaccine alter a person's DNA?

+ Is the vaccine safe?

## 2. Specific information on the local COVID-19 vaccine distribution plan

### The Leeds, Grenville and Lanark COVID-19 Vaccine Distribution and Administration Roll Out Plan



# Key Activities

- Dispel misinformation on our social media channels and support evidence-based information on our website
- Address vaccine hesitancy and promote vaccine confidence
- Support the continued adherence to key public health measures to reduce any risk of infection
- Collaborate with partners to respond quickly to evolving issues and support partners to amplify the key messages required to ensure the health and safety of residents in LGL
- Promote the different roles between federal, provincial, and local information



# COVID-19 Vaccine Message Areas:



- Vaccine information
- Vaccine eagerness
- Vaccine hesitancy/confidence
- Public health measures during and after vaccine



# Vaccine Distribution Plan Message Areas

- Highlight alignment with provincial COVID-19 distribution plan
- Local plan (stages, settings, partners)
- Weekly vaccine plan implementation status
- Celebrate progress and success







Let us help you find what you are looking for

### Health Information

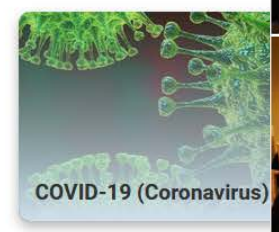


The Leeds, Grenville & Lanark District Health Unit  
February 12 at 4:07 PM

More great vaccine news and pictures to share from Orchard View by the Mississippi #VaccinesSaveLives #ItTakesAVillage



### Latest Information



Orchard View by the Mississippi  
February 9 at 6:07 PM

Today was finally our day! A big thank you to the amazing team from The Leeds, Grenville & Lanark District Health Unit and Lanark County Paramedic Service for c... See More

# Key Channels

- Website
- Social media (Facebook and Twitter)
- Regular media and advertising (e.g., weekly radio interviews, media releases, advertising in local media)
- Phone lines
- Printed and electronic materials





# Partner and Community Engagement

- Regular teleconferences and communication with partners
- Community engagement
  - Collaboration with community groups to reach target audiences, especially vulnerable and hard to reach



# Measuring our Performance

## How much did we do?

- # webmail and social media questions re: vaccine
- # calls to vaccine phone line
- # visits to vaccine content on website
- # reached and engaged with vaccine social media posts

## How well did we do it?

- % of webmail and social media questions responded to
- % partners/facilities satisfied with communication from Health Unit
- % clients satisfied with amount of communication from Health Unit

## Is anyone better off?

- % clients reporting increased awareness about COVID-19 vaccine
- % clients that report hearing about clinic from Health Unit communications
- % clients that report Health Unit communication impacted vaccine hesitancy



Leeds, Grenville & Lanark District

**HEALTH UNIT**

*Your Partner in Public Health*

# Communication Performance So Far

- As of Feb 19:
  - **106** webmails about COVID-19 vaccine received and responded to
    - **26%** of all webmails received to-date have been about COVID -19 vaccine
  - **36** social media questions about COVID-19 vaccine received and responded to
- As of Feb 21:
  - **460** calls to the COVID-19 vaccine line (launched beginning of Jan)
- As of Feb 12:
  - **5, 851** unique visitors to Local Vaccine Status front page tab on website
  - **9, 245** unique visitors to COVID-19 Protection and Vaccines Blue Button on website
- As of Feb 22:
  - **17** Media calls about vaccine



# Social Media Performance



@LGLHealthUnit  
Thu 2/18/2021 10:10 am EST

Wondering about COVID vaccines for older adults living independently? We can NOT make appointments or take...



Impressions	310
Potential Reach	3,513
Engagements	15
Engagement Rate (per Impre...	4.8%



The Leeds, Grenville & L...  
Thu 2/18/2021 10:05 am EST

We have been getting many calls about COVID vaccines for older adults living independently. It is fantastic that...



Impressions	5,693
Reach	5,693
Engagements	716
Engagement Rate (per Impre...	12.6%



1,746  
follow us on  
Twitter


8,358  
'like' our  
Facebook page



Leeds, Grenville & Lanark District **HEALTH UNIT**


Your Partner in Public Health

# Social Media Performance

 @LGLHealthUnit  
Tue 2/16/2021 2:00 pm EST


Vaccine Update: 2579 LGL residents have received at least one dose, including residents of LTC and Higher Risk Retirement Homes! Work continues on second doses and preparation for Stage 2

Post Link Clicks	14
Impressions	595
Potential Reach	1,742
Engagements	25
Engagement Rate (per Impre...)	4.2%


 The Leeds, Grenville & L...  
Wed 2/10/2021 2:02 pm EST

Medical Officer of Health, Dr. Paula Stewart, talks about our region's re-opening and vaccine plans on Lake 88...

Lake 88




Post Link Clicks	81
Impressions	2,505
Reach	2,504
Engagements	127
Engagement Rate (per Impre...)	5.1%

 The Leeds, Grenville & L...  
Tue 2/16/2021 2:00 pm EST

Weekly COVID-19 Vaccine Update: 2579 LGL residents have received at least one dose – and that includes the...

Local Vaccine Status - Leeds, Gre...



Post Link Clicks	209
Impressions	2,551
Reach	2,538
Engagements	514
Engagement Rate (per Impre...)	20.1%





# How can Municipalities Contribute?

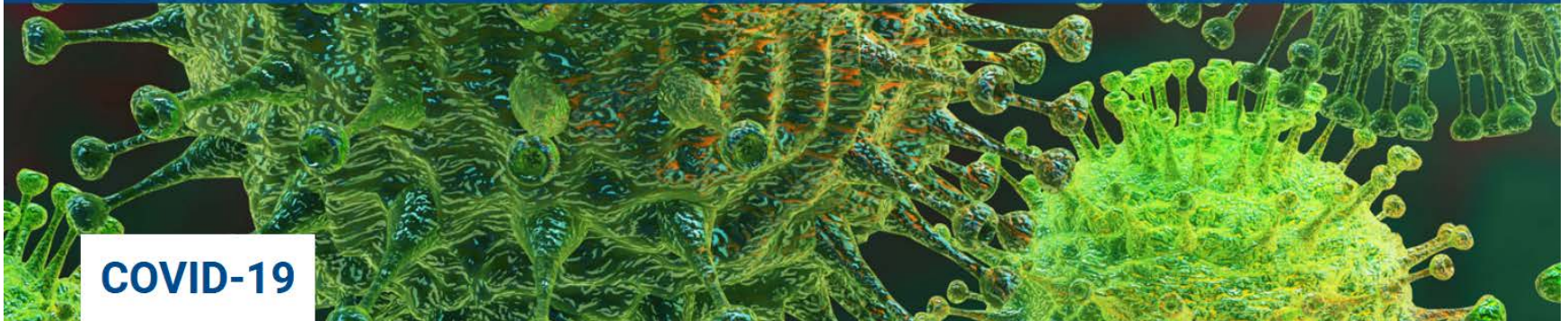
- **How do you see municipalities being involved?**
  - What unique communication tools and resources do municipalities have?
  - How can municipalities help with hard to reach populations (e.g., isolated, elderly, those without internet)?



# Contact Us!



About ▾ Clinics & Classes ▾ Health Information ▾ For Professionals ▾



COVID-19

*Visit our website:*

**[www.healthunit.org](http://www.healthunit.org)**

*Email us at:*

**[contact@healthunit.org](mailto:contact@healthunit.org)**

*Call us at:*

**1-800-660-5853**

FACEBOOK:  
LGLHealthUnit



TWITTER:  
@LGLHealthUnit

