

Campaign
Goal:

May 31, 2021



Peterborough COVID-19 Vaccination Campaign

4 Month Snapshot

To successfully vaccinate at least 75% of Peterborough's eligible population, including Curve Lake First Nation and Hiawatha First Nation, against COVID-19.



Peterborough
Public Health



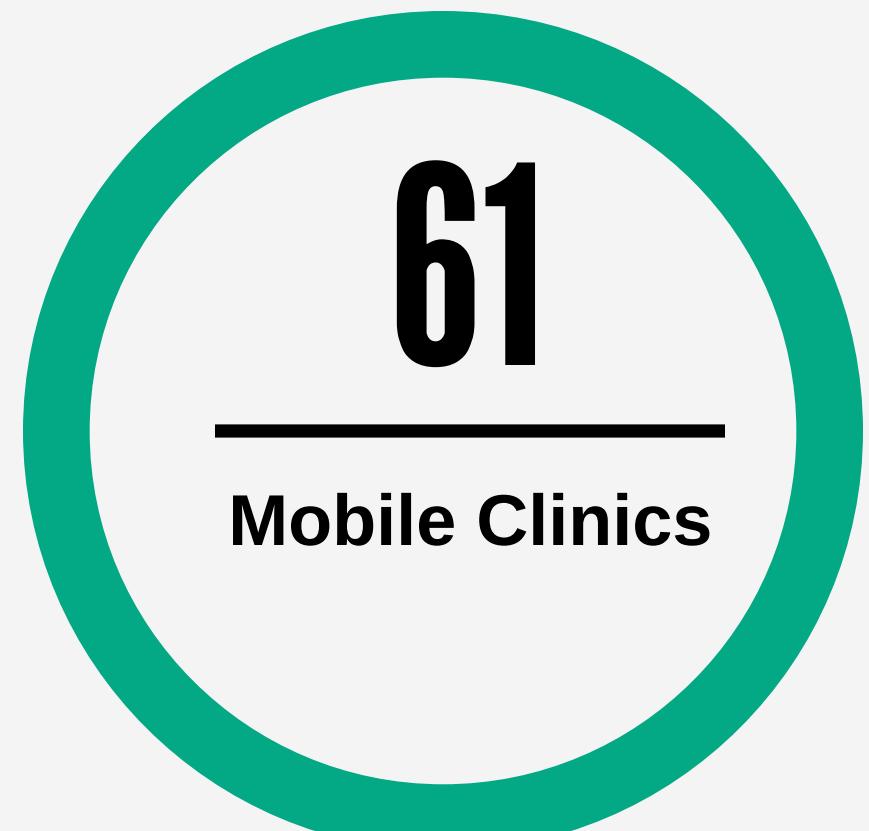
Timeline of Firsts



From January to March 2021, with vaccine supply slowly trickling to Peterborough, PPH and community partners worked collaboratively to implement several new engagement methods and clinic strategies to ensure equitable access to vaccine for those who were at highest risk of severe outcomes due to COVID-19 and those who were at greatest risk of occupational exposure to COVID-19.

01. 21	Jan. 22 First Peterborough Interagency Vaccine Planning Team (PIVPT) Meeting Jan. 25 First supply of 500 Moderna vaccine arrives in Peterborough	01. 21	Jan. 26 <ul style="list-style-type: none"> • First dose of vaccine administered in Peterborough • First Peterborough Vaccine Sequence Planning Group (PVSPG) Meeting • First Phase 2 Planning Team Meeting
02. 21	Feb. 22 First supply of Pfizer vaccine arrives in Peterborough	02. 21	Feb. 25 First large clinic held at PRHC.
03. 21	Mar. 3 COVax-ON booking pilot begins	03. 21	Mar. 5 PPH supports primary care pilot to receive and administer Astra Zeneca vaccines to their patients
03. 21	Mar. 29 "Notify Me" campaign launches	03. 21	Mar. 15 <ul style="list-style-type: none"> • First vaccination clinic held at Evinrude • Local Vaccine Booking Call Centre goes live

How Vaccines Were Administered



- Long-Term Care Homes
- Retirement Homes
- Senior Congregate Settings
- Curve Lake First Nation
- Hiawatha First Nation
- Shelters for people experiencing homelessness



- Urban Indigenous Clinics
- Recipients of chronic home care organized in partnership with Community Care
- Residents of congregate settings requiring support with daily living



- Evinrude
 - PRHC
-
- PRHC

- Apsley
- Buckhorn
- Millbrook
- Norwood

Additional support PPH provides clinics

- Administration
- Appointment booking
- Communications
- Coordination support
- Evaluation & reporting
- Health & safety
- Human Resources
- Information technology
- Onboarding & training
- Planning & logistics
- Security
- Supply & inventory management
- Transportation of supplies

328

Individuals without Ontario health cards have been provided with a profile to access the booking system

600+

Curated lists were organized and sent to PRHC for vaccine booking

207

Recipients of home care were contacted to receive a vaccination in their home

50

Average number of monthly orders for vaccination campaign related supplies

301

New staff and volunteers were recruited to support the vaccination clinics.

16

Training sessions were held for new staff and volunteers.

5,078

Total volunteer hours to support vaccination clinics

Inform

37

Media scrums hosted



686,256

Total visits to the PPH COVID Vaccine
related websites

27,417

People signed up for the Notify Me Campaign

51,321

E-mails were sent regarding eligibility

Consult

On-going outreach and liaison with
multiple community sectors,
including:

- Long-term care homes
- Retirement homes
- Congregate settings
- Homecare agencies
- Schools
- Childcare centres
- Business owners
- Municipalities
- Religious leaders, and
- Community agencies.

683

health agencies and community-based
organizations were contacted about providing
curated lists of eligible healthcare workers

560

Local businesses and organizations employing
Essential Workers Who Cannot Work from
Home were contacted with vaccine booking
information

Involve



38+

Organizations and agencies partnered to coordinate mobile and special population clinics

Collaborate



16+

Organizations and agencies collaborated to lead the roll out of the vaccination campaign

9

Formal agreements with organizations and agencies for vaccination campaign staffing

Empower

Active association with Urban Indigenous groups and representatives from local shelters and organizations serving vulnerable populations to ensure equitable access to the vaccine.



• How are we evaluating our local vaccination campaign?

Who are we getting feedback from?

- Clinic staff and volunteers
- Community partner organizations
- Members of the PIVPT and its sub-committees
- Recipients of vaccines
- Training participants

Data Sources

- COVax-ON
- Reports to Ministry of Health
- Team debriefs
- Surveys

What are we asking about?

- Experience at the clinic
- Experience working with PPH
- Training
- Safety
- Operations
- Accessibility
- Communications
- Booking or scheduling
- Influences for getting vaccinated

What We Are Hearing at the Clinics from Staff and Volunteers

In April 2021, PPH surveyed clinic staff and volunteers to gather their perspective on the safety and effectiveness of the vaccine clinics. The following is a high level summary of the results of the survey.

100%

of respondents indicated that overall they had a **very positive experience** (75%) or a **positive experience** (25%) **at the clinic**.

98%

of respondents indicated that they **strongly agree** (71%) or **agree** (27%) **that they feel confident in the job they are doing**

100%

of respondents indicated they **strongly agree** (75%) or **agree** (25%) **that they know who to turn to when they have questions**.

Top 3 themes for clinic improvements:

1. Ensure efficient clinic flow and promotion of physical distancing
2. Promote regular communications and team work
3. Consider improvements to shift scheduling system

What We Are Hearing at the Clinics from Clients



In May 2021, PPH randomly surveyed 8% of clients who received their vaccination. The following is a high level summary of the results of the survey.

99%

of respondents indicated that they were **very satisfied** (92%) or **satisfied** (7%) **with their experience at the clinic.**

Top 3 responses to what influenced you the most to get vaccinated

1. I want to protect myself (33%)
2. I want to protect my family, friends, and community (20%)
3. I think it is the right thing to do to control the pandemic (18%)

Top 3 themes for client comments

1. Positive expressions of encouragement, gratitude and appreciation to staff and volunteers for their work operating the clinics. (318 comments)
2. Recommendations from clients about how to improve clinic operations (i.e. client flow, on-site accessibility, or safety related). (96 comments)
3. Need to improve both online and phone booking system (66 Comments)



What we have learned so far

1. The importance of performing intensive health and safety checks in advance of each clinic and abiding by IPAC and safety policies and protocols.
2. Mobile clinics and special populations clinics are an effective way to ensure equitable access to receiving the vaccine. However, they take time and require additional planning and logistical support.
3. Consistent communication and cooperation with community partners in advance of clinics is essential to their success. This supports the planning team, ensures the team is prepared, and ability to advertise the clinic.
4. Proper onboarding and training of new staff and volunteers is essential to ensure they are prepared and feel confident to perform their roles at the clinics.