

# Peel's Community Mass Vaccination Plan

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# Plan's approach

- **Goal:** vaccinate at least 75% of Peel's population against COVID-19 as quickly and safely as possible
  - Priority to the most vulnerable populations
  - Requires at least 2.3 million doses
- Flexibility for continuous adjustments, i.e., scale up if increase in vaccine supply
- Shared responsibility and partnership across health system, community sectors and local government

# Local vaccination progress to date

Target Population	Doses Administered as of February 7, 2021	Site
<b>Long-Term Care and high-risk Retirement Home workers &amp; other health care workers</b>	<b>24,447</b>	Peel Hospitals (Trillium Health Partners & William Osler Health System)(Pfizer)
<b>Residents, workers and essential caregivers</b>	<b>9,683</b>	Long-Term Care and High-Risk Retirement Homes (Moderna)

PHASE	P H A S E 1 High-risk population vaccination				P H A S E 2 Mass deliveries of vaccines				P H A S E 3 Steady state
	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG and onward
Expected Doses from Province	15,000	35,000	60,000	120,000	500,000	500,000	500,000	500,000	TBD
Vaccination Tactics	Hospital site clinics								
	Onsite Clinics (e.g. Long Term Care, Shelters, Correctional Facilities)								
	Community Vaccination Clinics (mass, mobile, drive-thru)								
	Primary Care Providers and Pharmacists								
Priority Populations*	<ul style="list-style-type: none"> <li>• Congregate living for seniors</li> <li>• Adult home care recipients</li> <li>• Health care workers</li> <li>• Adults 80+</li> <li>• Other types of group living settings</li> <li>• Indigenous, Metis, Inuit Populations</li> </ul>				<ul style="list-style-type: none"> <li>• Adults (50 to 79)</li> <li>• Adults with chronic conditions</li> <li>• Essential workers</li> </ul>				<ul style="list-style-type: none"> <li>• Remaining eligible population</li> </ul>

\*This is not an exhaustive list of priority populations, additional information will be made available at [peelregion.ca/coronavirus/vaccine/](https://www.peelregion.ca/coronavirus/vaccine/)

# Enablers for success

Risk	Provincial Enablers	Local Enablers
Vaccine allocation	<ul style="list-style-type: none"><li>• Equitable vaccine allocation that accounts for community need and transmission.</li></ul>	<ul style="list-style-type: none"><li>• Ability to administer vaccine quickly and effectively.</li></ul>
Technology - COVax	<ul style="list-style-type: none"><li>• Clarity on functionality, data availability and IT equipment.</li><li>• Training for COVax for vaccine providers.</li><li>• Appointment booking system, with prioritization screening embedded in it.</li></ul>	<ul style="list-style-type: none"><li>• Developing parallel system for data tracking at clinic level (until COVax is ready).</li><li>• Utilizing existing ROP scheduling and appointment booking tools, with add-in for screening.</li><li>• Supplementing IT equipment for COVax</li></ul>

# Enablers for success

Risk	Provincial Enablers	Local Enablers
PPE Supplies	<ul style="list-style-type: none"> <li>• Confirm and increase allocations of PPE supplies for clinic operations.</li> <li>• Market is competitive and finite for procuring PPE.</li> </ul>	<ul style="list-style-type: none"> <li>• Deliberately source enough PPE supplies for next six months to ensure health &amp; safety requirements are met.</li> <li>• Acquire sufficient storage facility immediately.</li> </ul>
Human resources	<ul style="list-style-type: none"> <li>• Primary care and pharmacists embedded in the rollout, utilizing existing universal influenza immunization program infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>• Use all available sources to secure necessary resources.</li> <li>• Share resources amongst partnering agencies, when appropriate/ available.</li> </ul>
Communications	<ul style="list-style-type: none"> <li>• Consistent and centralized provincial messaging (e.g., vaccine hesitancy, priority populations).</li> </ul>	<ul style="list-style-type: none"> <li>• Amplify provincial messages and implement targeted local campaigns for diverse groups.</li> </ul>

# Vaccinations sites

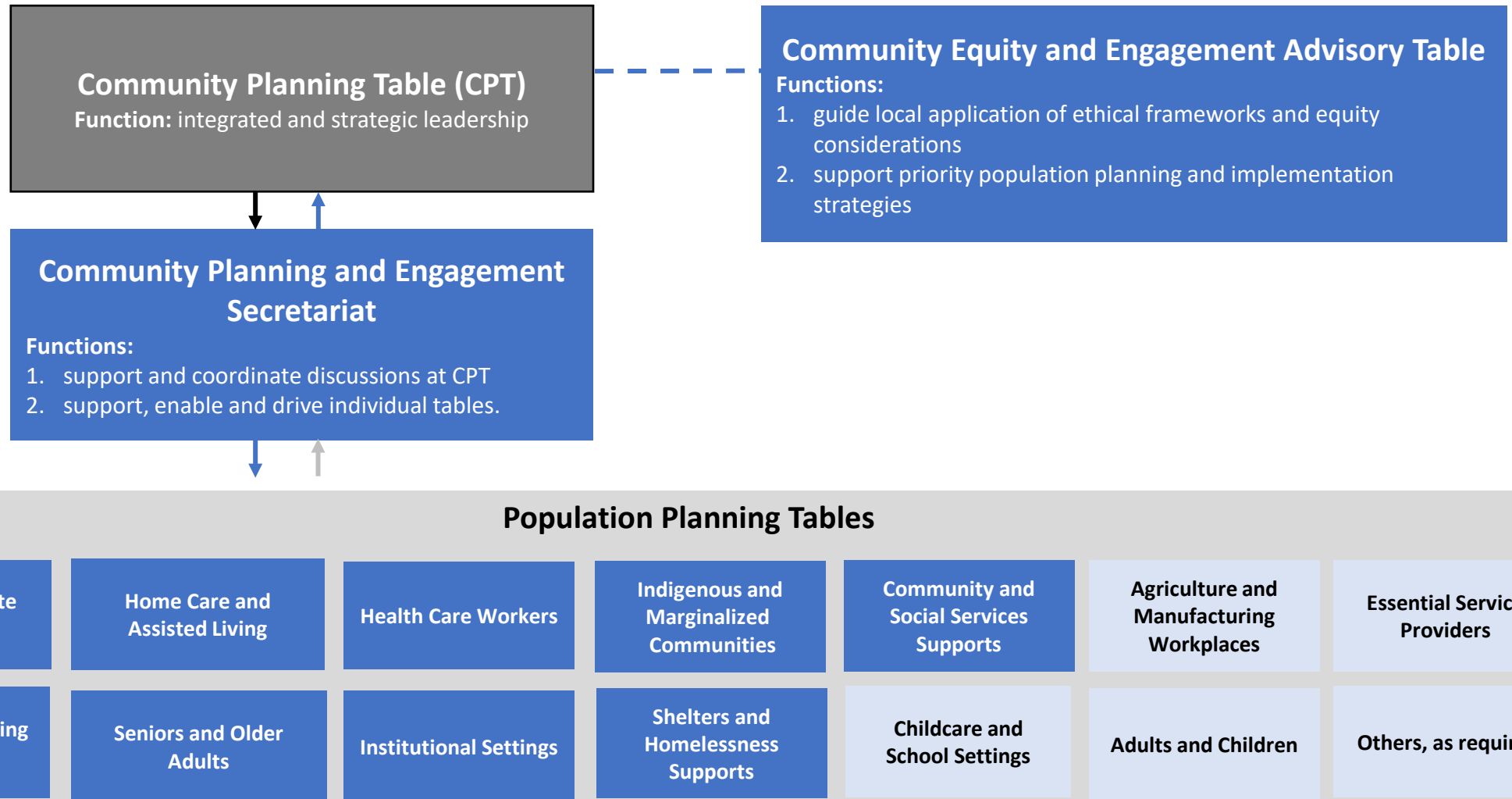
- Additional sites for vaccine:

- mobile clinics
  - drive-thru's
  - primary care
  - pharmacies
- } Adds 8000+ doses per day

- Sites will be 'clinic ready' and functional in advance of opening dates, awaiting vaccine supply to initiate bookings and launch

	Community Clinics (subject to change)				Hospitals
Confirmed Sites	Region of Peel 7120 Hurontario St Mississauga	Region of Peel 10 Peel Centre Dr Brampton	Caledon East Community Complex 6215 Old Church Rd Caledon East	Brampton Soccer Centre 1495 Sandalwood Pkwy E Brampton	Trillium Health Partners Mississauga Hospital 100 Queensway W Mississauga  William Osler Health System Brampton Civic 2100 Bovaird Dr E, Brampton
Estimated Opening	Late February – March 2021			Late February – March 2021	December 2020 onwards (not currently open to public)
Other Pending Sites	South Mississauga	Central Mississauga	Northwest Brampton	Near Pearson airport	
Planned Capacity	<b>25,900 doses per day, total for these sites (ability to scale up to at least 42,700 doses per day, total for these sites)</b>				
Notes	Information is subject to change at any time; doses are estimates Information is current as of February 8, 2021				

# Community engagement: high-level governance structure



Planning Teams will be responsible for leading discussions and ensuring integrated vaccination clinic execution within their population (settings). 8



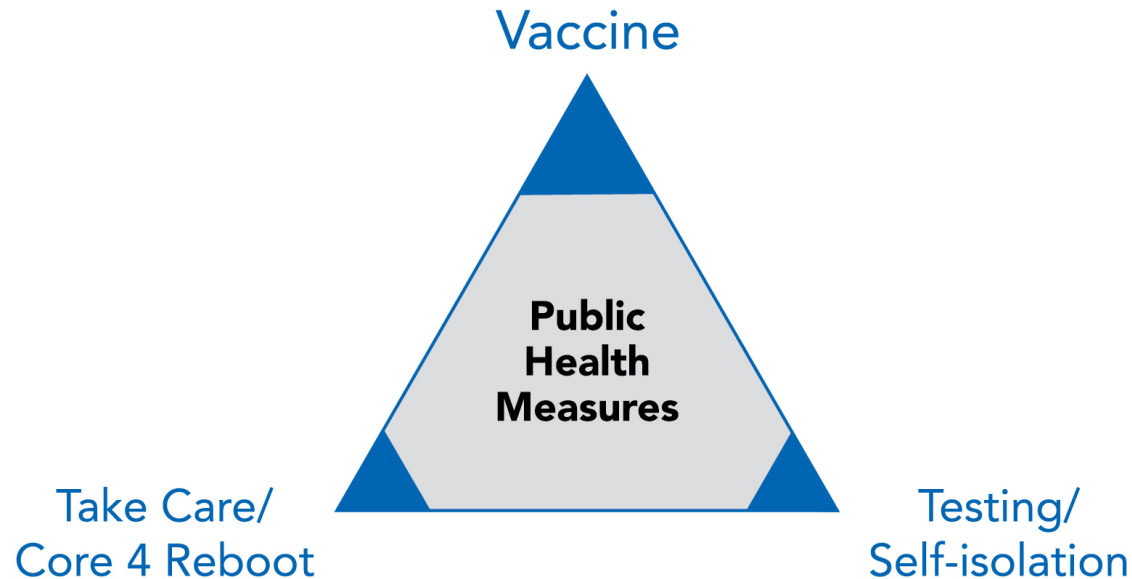
# Communications approach

## Public Health vaccination communications:

### What and Why?

- Encourage readiness
- Build trust
- Correct misinformation
- Answer the questions:
  - “What is it?”
  - “Why should I get it?”
  - “When is it my turn?”

## 2021 Communications Approach




## Operational vaccination communications:

### How?


- Provide clear information on clinics
- Answer process questions
- Determine on-site communications
- Prepare emergency and security communications
- Answer the question: "How can we help you?"

# Communications tactics

- Credible messages experts
- Multi-language advertising and social media
- Print media and digital marketing
- Website – credible and current
- Ethnic and local radio
- Outdoor and transit advertising
- Digital signs
- Partnerships in the community



The image shows a Facebook post from the Region of Peel. The post is in Arabic and discusses COVID-19 testing. It includes a photo of a person using a smartphone at a computer workstation. The post has a 'Like' button, a 'Comment' button, and a 'Share' button. The text in the post is as follows:

Region of Peel   
Sponsored · 

موقعٌ جديدٌ لإجراء فحص كوفيد-19 في ميسيساغا

موقعٌ جديدٌ لإجراء فحص كوفيد-19 في برايتون See More...

PEELREGION.CA  
هل أنت بحاجة إلى إجراء فحص كوفيد-19؟

LEARN MORE

Like Comment Share

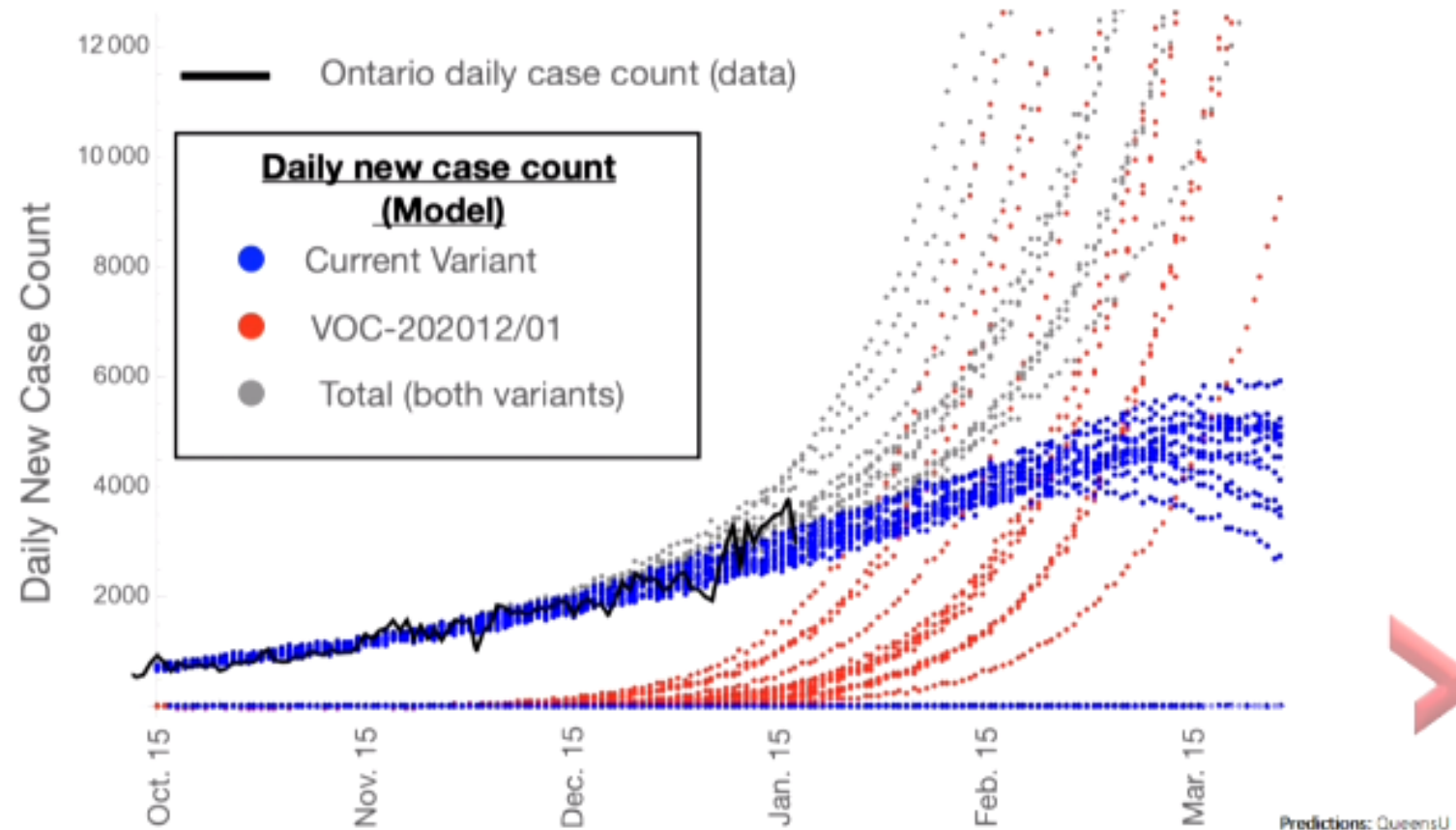


## Next steps

- Finalize additional mass vaccination sites
- Ensure clinic readiness for increased capacity if vaccine surge
- Work with Province and local partners to convert risks into enablers for success
- Leverage Planning Tables to optimize vaccine outreach and uptake
- Ensure timely, consistent and targeted communications across diverse groups and priority populations

# Important context: variants vs. vaccines

If the SARS-CoV-2 variant B.1.1.7 spreads in the community, doubling time for cases could drop to 10 days in March



**Thank you.**

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