

FOR OFFICE USE ONLY

MEETING DATE YYYY/MM/DD <b>2021/04/22</b>	MEETING NAME <b>Regional Council</b>
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Attention: Regional Clerk  
Regional Municipality of Peel  
10 Peel Centre Drive, Suite A  
Brampton, ON L6T 4B9  
Phone: 905-791-7800 ext. 4582  
E-mail: [council@peelregion.ca](mailto:council@peelregion.ca)

DATE SUBMITTED YYYY/MM/DD  
**2021/04/18**

NAME OF INDIVIDUAL(S)  
**Guri Pannu**

POSITION(S)/TITLE(S)  
**Chair, South Asian Covid Taskforce**

NAME OF ORGANIZATION(S)  
**South Asian Covid Taskforce**

E-MAIL [REDACTED]	TELEPHONE NUMBER [REDACTED]	EXTENSION
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REASON(S) FOR DELEGATION REQUEST (SUBJECT MATTER TO BE DISCUSSED)  
**The South Asian Covid Taskforce (SACTF) has teamed with a group of grassroots organizations to lead a national campaign, called "This Is Our Shot" to combat vaccine hesitancy. This Is Our Shot is being led by over 250 influencers including celebrities, athletes, Olympians (Hayley Wickenhesier), Astronauts (Chris Hatfield), Musicians (Jann Arden); MMA fighters; and our very own Mayor Patrick Brown and Dr. Loh. The objective of this campaign is to encourage Canadians to get vaccinated when it is their turn, particularly in higher risk Covid communities. The Campaign launches on April 28th, 2021 with a live Townhall and a panel of doctors across Canada. The event will be moderated by Olympian Clara Hughes.**

A formal presentation will accompany my delegation  Yes  No

Presentation format:  PowerPoint File (.ppt)  Adobe File or Equivalent (.pdf)  
 Picture File (.jpg)  Video File (.avi,.mpg)  Other

Additional printed information/materials will be distributed with my delegation :  Yes  No  Attached

**Note:**  
Delegates are requested to provide an electronic copy of all background material / presentations to the Clerk's Division at **least ten (10) business days prior** to the meeting date so that it can be included with the agenda package. **In accordance with Procedure By-law 56-2019, as amended, delegates appearing before Regional Council or Committee are requested to limit their remarks to 5 minutes and 10 minutes respectively (approximately 5/10 slides).**

Delegates should make every effort to ensure their presentation material is prepared in an [accessible format](#).

Once the above information is received in the Clerk's Division, you will be contacted by Legislative Services staff to confirm your placement on the appropriate agenda.

**Notice with Respect to the Collection of Personal Information**  
(Municipal Freedom of Information and Protection of Privacy Act)

Personal information contained on this form is authorized under Section 5.4 of the Region of Peel Procedure By-law 56-2019, as amended, for the purpose of contacting individuals and/or organizations requesting an opportunity to appear as a delegation before Regional Council or a Committee of Council. The Delegation Request Form will be published in its entirety with the public agenda. The Procedure By-law is a requirement of Section 238(2) of the *Municipal Act, 2001*, as amended. Please note that all meetings are open to the public except where permitted to be closed to the public under legislated authority. All Regional Council meetings are audio broadcast via the internet and will be posted and available for viewing subsequent to those meetings. Questions about collection may be directed to the Manager of Legislative Services, 10 Peel Centre Drive, Suite A, 5th floor, Brampton, ON L6T 4B9, (905) 791-7800 ext. 4462.

Please save the form to your personal device, then complete and submit via email attachment to [council@peelregion.ca](mailto:council@peelregion.ca)

# This Is Our Shot

[www.thisisourshot.ca](http://www.thisisourshot.ca)

@thisisourshotca

1.7 inches



**THIS IS OUR  
SHOT**



**THIS IS OUR  
SHOT**

1.5 inches



4 x 2.3 inches

2.6 inches



7.2-2

1

Sheet #3  
86 sheets  
2 colours job + glue  
White  
Tropical red

# Vaccine Hesitancy

Statscan hardest hit communities have highest amounts of vaccine hesitancy – lower reported willingness to take vaccine

Israel, US, UAE have all used influencers to help encourage vaccine uptake.

Israel – 116/100 ppl; UAE 100/100 ppl and US 63/100 ppl



COMING APRIL 28TH



03/24/2021 - CONCEPT 1-B

# THIS IS OUR SHOT

## All proceeds to Kids Help Phone 27 Languages



# Vaccine Ambassadors

# US Campaigns

<https://www.wwlp.com/news/health/coronavirus/roll-up-your-sleeves-vaccination-special-to-include-president-biden-and-former-president-obama>

<https://www.prnewswire.com/news-releases/willie-nelson-thirteen-major-sports-leagues-and-organizations-team-up-with-the-ad-council-and-covid-collaboratives-national-its-up-to-you-covid-19-vaccine-education-initiative-301253252.html>