

Appendix II: Tactile Examples Communications Key Messages by Audience & Tactical Approach

Vaccinations

Phases correspond to Peel’s Mass Vaccination Plan and provincial vaccine rollout

	Phase 1 (Jan-Feb)	Phase 2 (Feb - Mar)	Phase 3 (April onward)
Topic and Key Messages	<ul style="list-style-type: none"> Limited doses of the vaccine available to priority groups Address what are the vaccines and why are they important 	<ul style="list-style-type: none"> Increased supply available to priority groups What, why? Peel community vaccine clinics open - address where and how of community clinics 	<ul style="list-style-type: none"> Mass vaccination for general public Where and how to book vaccines <ul style="list-style-type: none"> Peel community clinics Participating pharmacies Doctor’s office
General public audience	<ul style="list-style-type: none"> Social media – myth busting and closely responding to enquiry themes Sharing myth busting messages with CRT, municipal comms, taskforces Website updates Vaccine dashboard Eye out for phase 3 – awareness of what will come (I.e. social, PHCC) Youtube playlist of vaccine QAs: Video explainers <ul style="list-style-type: none"> Series by Dr. Marsilio, as trusted medical figure 	<ul style="list-style-type: none"> Web updates to promote community vaccine clinics Social to promote community vaccine clinics Youtube videos Targeted to seniors 60+ <ul style="list-style-type: none"> Print ads C2P Paid digital (for families of seniors) <p><i>Additional considerations:</i></p> <ul style="list-style-type: none"> Influencers among seniors Zoomer magazine ad or email placement Local programmatic ads Ethnic media buy 	<ul style="list-style-type: none"> Paid advertisements (print and digital), signage Connect2Peel Partner collaboration: bus ads, media editorial Web updates – clinic locations, bookings News release Aggressive social media campaign Messaging prepared for demographic not recommended to receive vaccine (i.e. residents under the age of 16) <p><i>Additional considerations:</i></p> <ul style="list-style-type: none"> Ethnic media buy Transit ads Influencers, i.e. Punjabi Hockey Night in Canada broadcaster, Nav Bhattia Food delivery ads

Appendix II
 2021 Communications Update for COVID-19 and the Mass Vaccination Plan

<p>Community leader audience (supporting program w/ comms)</p>	<ul style="list-style-type: none"> • Updates/toolkit for leader to create nuanced comms OR plug and play: new changes, key messages, recent social media • Work with community leaders for multilingual delivery • Explore creative collaboration opportunities (I.e. Dr. Loh with Peel ethnic doctor content • Feedback: What needs/concerns do they have that PPH can help address? • Council updates 	<ul style="list-style-type: none"> • Joint Metroland ad campaign to promote community clinics • Highly shareable comms toolkit to promote community clinics: social, key messages • Focus on seniors • Focus on multilingual delivery 	<ul style="list-style-type: none"> • Spotify, TikTok ads • Joint Metroland ad campaign to promote community clinics • Highly shareable comms toolkit to promote community clinics: social, key messages, camera ready content • Focus on families, vulnerable communities • Focus on multilingual delivery
<p>Health professional audience</p>	<ul style="list-style-type: none"> • HPUs • Website updates • LTC digital screens • LTC staff huddles • Video explainers by HP champions; Priya at LTC have identified potential spokespeople who can give testimonials 	<ul style="list-style-type: none"> • Signage at clinics • Internal staff memo • Web updates to highlight vaccine order forms 	<ul style="list-style-type: none"> • HPU as it relates to patient care • Web update: promoting vaccine order form, consent form, etc. <p><i>Additional considerations:</i></p> <ul style="list-style-type: none"> • Stickers at clinics for staff and patients “Got my COVID vax”

Note: In all messaging areas, Peel Public Health will align communications and operations with health system partners (ex. Trillium Health Partners, William Osler Health System).

Testing and Self-Isolation

Self-isolation promotions align with Peel Region’s self-isolation program

<p>Topic and Key Messages</p>	<ul style="list-style-type: none"> • KMs: Get tested nearby • How to self-isolate safely • Household transmission • Promoting High Priority Communities, and aligning messaging with Peel agencies
<p>General public audience</p>	<ul style="list-style-type: none"> • Website updates (locations) • Social media drumbeat • Bolstered promotions in line with High • Priority Neighbourhood targeted testing – in collaboration with ON Health • Dedicated self-isolation program promotions • High Priority Communities partner creative • Partner with Peel community engagement team for multilingual and multicultural reach <ul style="list-style-type: none"> • Print and digital advertising <p><i>Additional Considerations:</i></p> <ul style="list-style-type: none"> • Geotargeted search ads to High Priority Community postal codes • Programmatic local ads • Transit ads • Ethnic media buy • Food delivery ads • Spotify, TikTok ads
<p>Community leader audience (supporting program w/ comms)</p>	<ul style="list-style-type: none"> • Continue to share key messages and recent social media • High Priority Communities – partner content and work together with local agencies • Multilingual distribution

Take care/Core Four Reboot

<p>Topic and Key Messages</p>	<ul style="list-style-type: none"> • Prevent the third wave and relapse/COVID fatigue by applying learnings of what motivates our community • Take care of each other – through actions (hand washing, mask wearing, getting tested, staying apart, getting the vaccine)
<p>General public audience</p>	<ul style="list-style-type: none"> • Print and digital advertising • Website update • Highly shareable digital toolkit (see Community Leader section) • Digital screens • Media editorial • News release? <p><i>Additional Considerations:</i></p> <ul style="list-style-type: none"> • Geotargeted search ads to High Priority Community postal codes • Programmatic local ads <ul style="list-style-type: none"> • Transit ads • Ethnic media buy • Food delivery ads • Spotify, TikTok ads • Lawn signs
<p>Community leader audience (supporting program w/ comms)</p>	<ul style="list-style-type: none"> • Highly shareable digital toolkit (ex. Public Health England) <ul style="list-style-type: none"> - Posters - Translated posters - Social graphics and copy - Promo video • Council update
<p>Health professional audience</p>	<ul style="list-style-type: none"> • Digital screens (ROP) • Identify content marketing stories from the frontlines: ex. demonstrating lived difference when someone chooses to do the right thing, or what it was like to care for someone recovering from COVID-19, or the experience of being in a voluntary self-isolation centre

Public Health Measures

<p>Topic and Key Messages</p>	<ul style="list-style-type: none"> • Clearly outlining new changes as a result of an updated reopening tier for Peel, assigned by the province • Ecological model overlay: illustrated by the circle in which the triangle exists, the public health measures are the environment in which the messaging exists. These measures are designed to affect all three points of the messaging pillars through its outcomes.
<p>General public audience</p>	<ul style="list-style-type: none"> • Web updates • Social announcement and key messages <p><i>As needed:</i></p> <ul style="list-style-type: none"> • Section 22 • Revised materials for schools
<p>Community leader audience (supporting program w/ comms)</p>	<ul style="list-style-type: none"> • Council update • Chart breakdown to share with external partners • Comms toolkit update for external partners