

# EQUITY, COMMUNITY AND TRUST: Building vaccine confidence with marginalized populations

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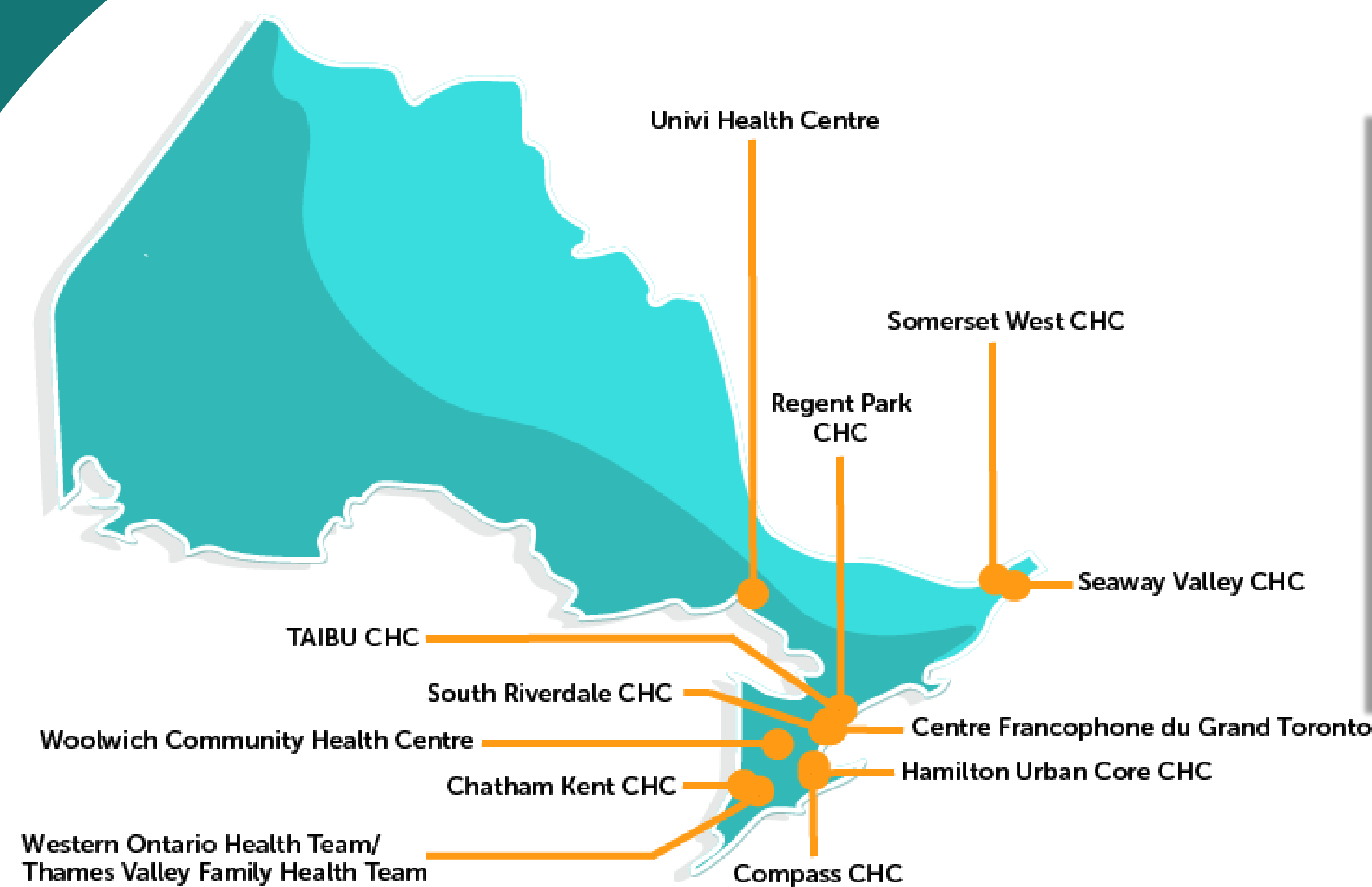
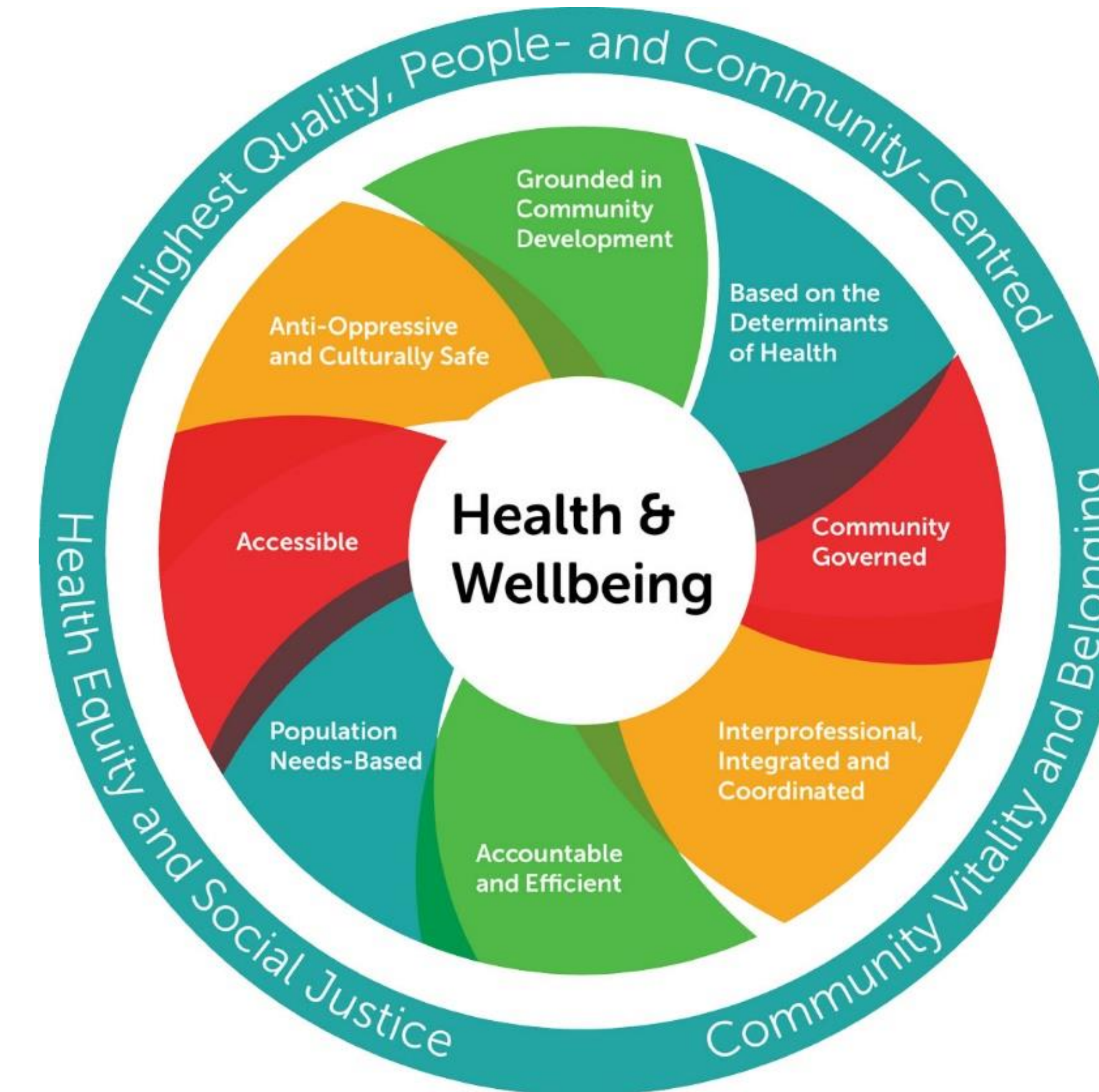


## KEY INGREDIENTS FOR SUCCESS

- Establish trusted relationships with the community and leverage existing relationships, ideally before a pandemic or crises. (i.e. hiring from the community and building relationships with key community leaders.)
- Be creative, collaborative and nimble when addressing vaccination barriers. Have linguistically and culturally appropriate staff dedicated to intentional community outreach, collaboration across health/social systems partners, and targeting supports to specific populations were all recommended interventions.
- Sustained investment for grass-roots, flexible, tailored approaches that are based on the needs and unique cultural, linguistic and socioeconomic make-up of the community.

## METHODS: A COMMUNITY-LED AND LOCALLY-TAILORED APPROACH

The Alliance for Healthier Communities, a network of team-based comprehensive primary health care organizations across Ontario, is implementing the Community Vaccination Promotion – Ontario (CVP-ON) project to promote equitable access to and uptake of COVID-19 vaccines for in marginalized communities most affected by the pandemic. 12 Alliance member organizations are being resourced to provide tailored vaccine promotion communication and outreach initiatives.



### Priority Populations

Racialized, Black, and Indigenous communities, French-speaking people, Mennonite groups, people living in rural communities, and others who face barriers in accessing healthcare due to systemic marginalization.

### Centre Initiatives

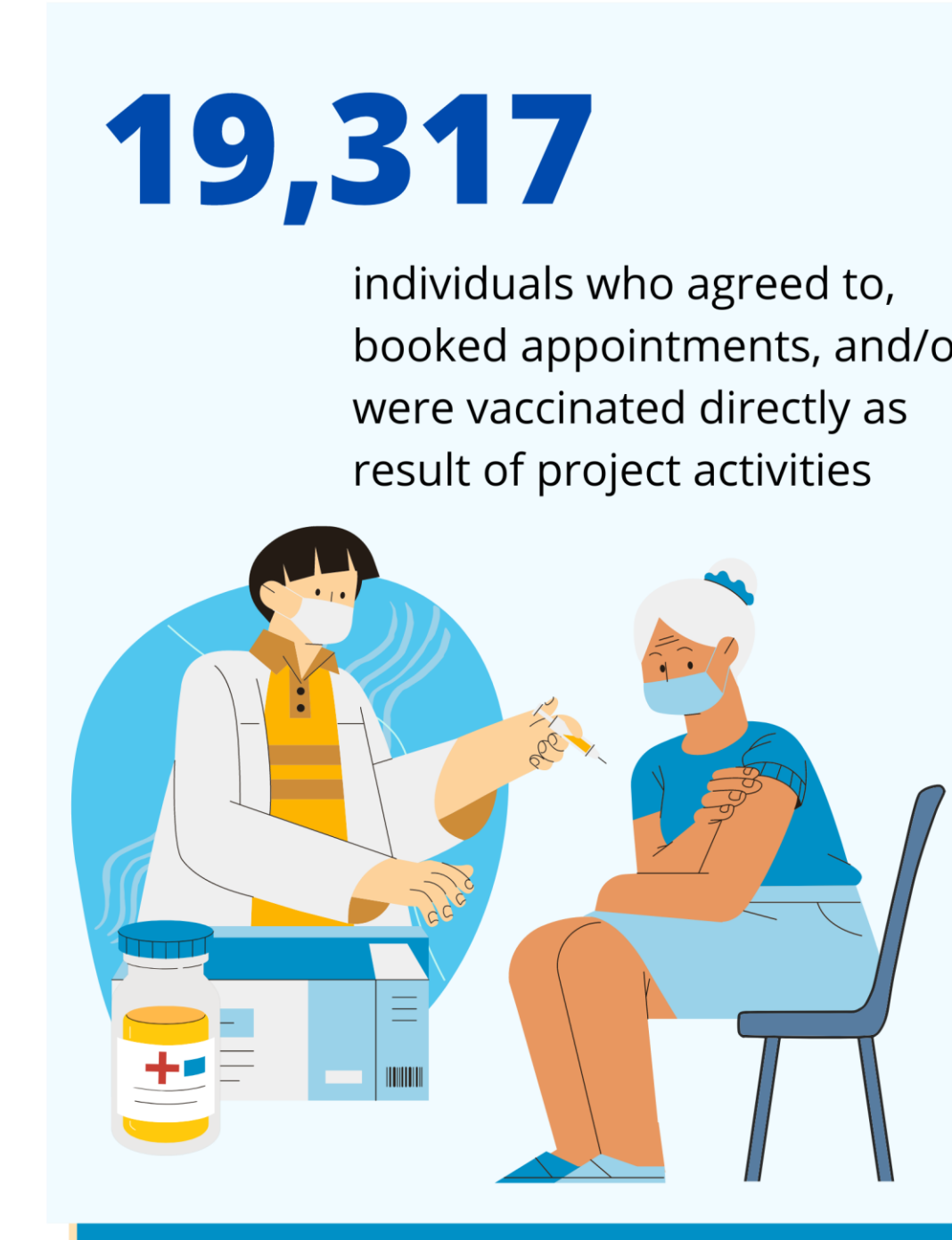
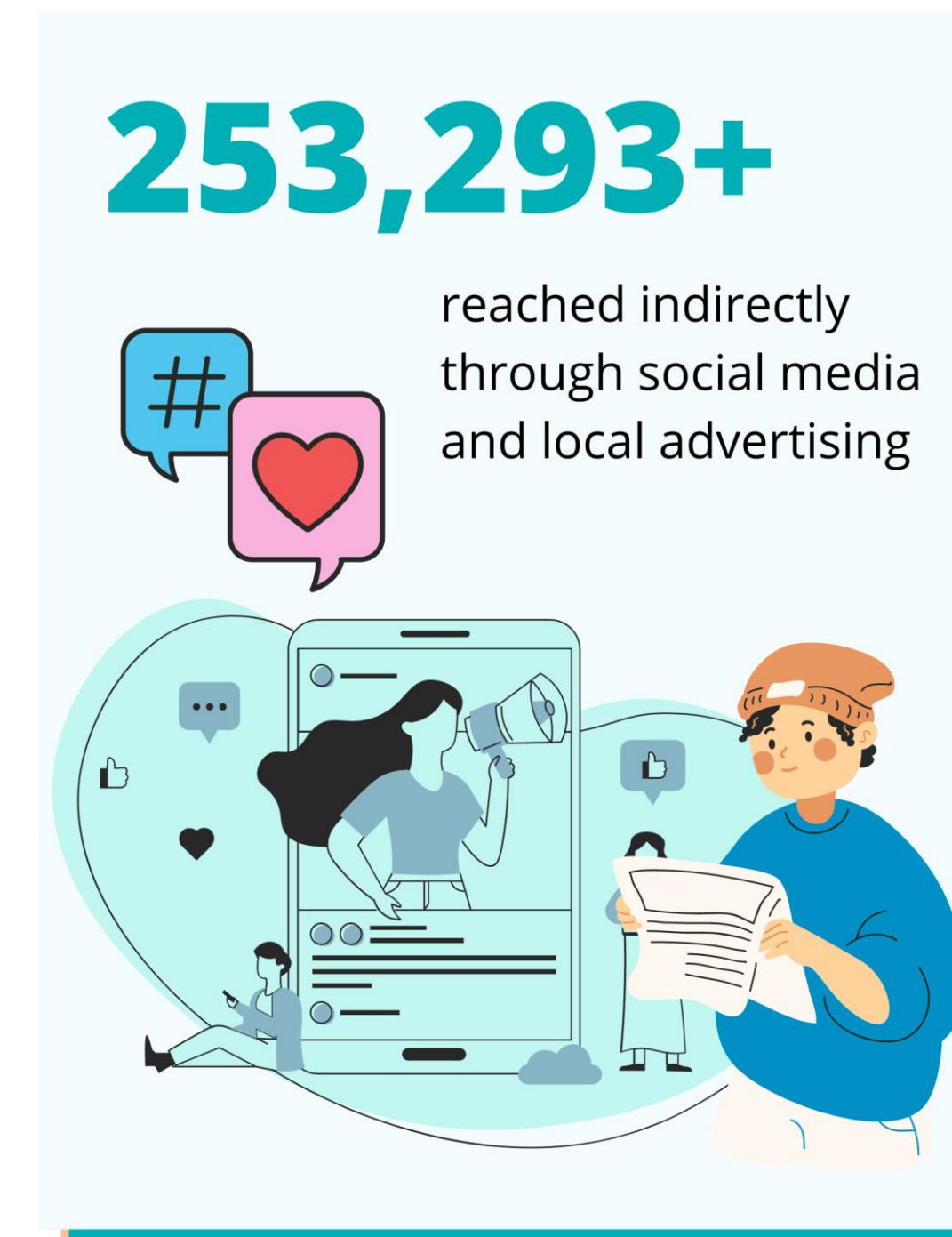
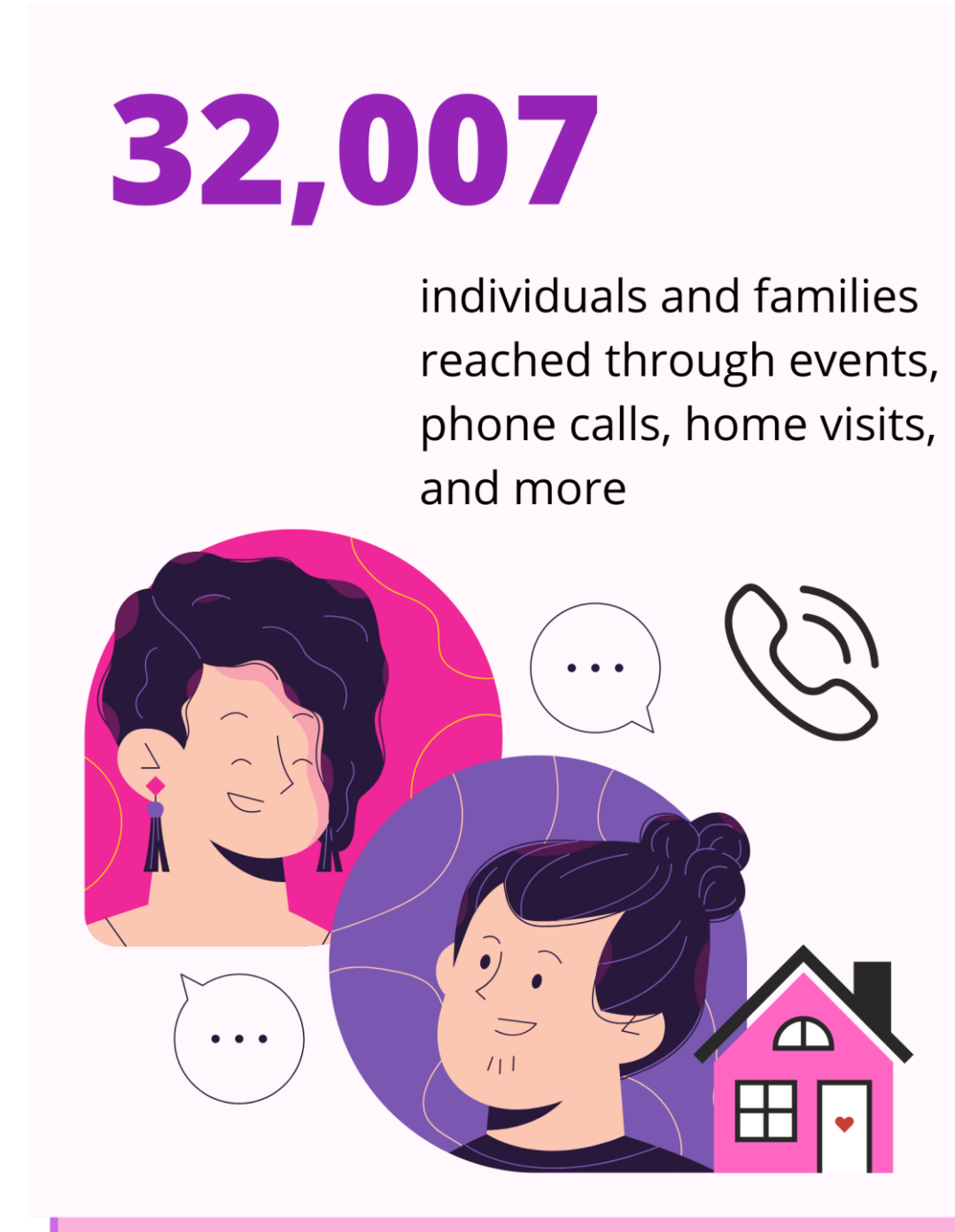
- Door-to-door outreach with community ambassadors.
- Transportation to vaccination clinics.
- Help with booking appointments.
- Information-sharing events in faith-based or private community spaces
- Vaccine info gift baskets sent home with students from schools.
- Opportunistic vaccination events during a soccer game or other community programming.
- Whatsapp, community newspaper and local radio station ads
- Multilingual information townhalls and live interpretation in clinics

### Data Collection

Focus groups, key informant interviews, and surveys are being conducted to better understand barriers and facilitators for vaccine outreach for various populations.

## RESULTS SO FAR...

Year one results have revealed many lessons to be learned from this community-based approach. Culturally and linguistically appropriate outreach, local ambassadors, and reducing barriers (lack of transportation, child care, and digital inequity) were all major factors for enhancing vaccine uptake in marginalized communities. Ensuring that equity, community, and trust are at the forefront to healthcare delivery is key toward overcoming systemic barriers to health and wellbeing in Ontario during COVID-19 and beyond.



Visit our website to learn more!  
<https://www.allianceon.org/Community-Vaccination-Promotion-In-Ontario>



Read our recently published paper in Longwoods Healthcare Quarterly!

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