VAX FOR THE FUTURE: Equity, Community and Trust

January 26, 2022 | 12:00 pm to 1:30 pm

Alliance for Healthier Communities
Alliance pour des communautés en santé

Financial contribution from
Avec le financement de

Public Health Agency of Canada
Agence de la santé publique du Canada

Land Acknowledgement

The work of the Alliance, and that of our members, take place on traditional territories of the Indigenous nations who have lived on these lands since time immemorial.

The land we call Ontario is covered by 46 treaties, agreements, and land purchases, as well as unceded territories. It continues to be home to many Indigenous people who live alongside settlers, newcomers, and people whose ancestors were enslaved across the Americas and the Caribbean. We are grateful to live and work on this land.

Recognizing this in a meaningful way means making commitments to sharing and upholding responsibilities to all who now live on these lands and the land itself. In our work, let us be mindful of these commitments.

Building vaccine confidence with marginalized populations

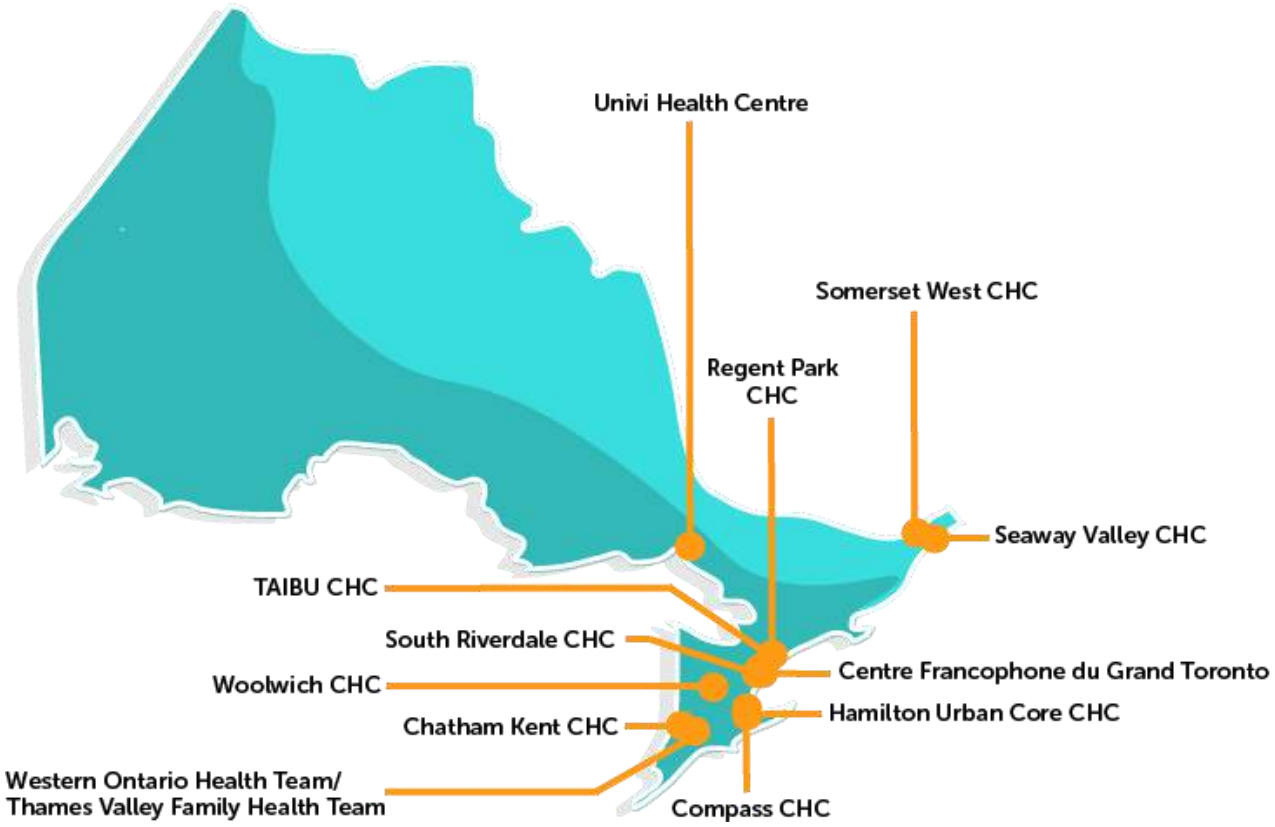
Community-led and locally-tailored approaches

The Alliance for Healthier Communities

- Network of 100+ community-governed comprehensive primary care organizations.
- Focused serving communities that are Indigenous, racialized, LGBTQ and Francophone, and others with complex social and medical needs.
- Deliver a range of clinical, allied health, health promotion, and community development services through staff and volunteers.
- Adheres to a Health Equity Charters and the Model of Health and Wellbeing.

Community-led COVID-19 responses

- Pop-up and mobile testing, information outreach, wraparound social supports, and more.
- Community Vaccination Promotion – Ontario (CVP-ON) project supported by the PHAC Immunization Partnership Fund: Resourcing organizations to provide tailored vaccine promotion communication and outreach initiatives.
- Part of a cross-Canada partnership to promote vaccine trust, confidence, and uptake.



Impact so far…

85 online or in-person public events held in communities

16,368 individuals and families reached through events, phone calls, home visits, and more

218,447 reached indirectly through social media and local advertising

13,735 individuals who agreed to, booked appointments, and/or were vaccinated directly as result of project activities

Panel Presentation

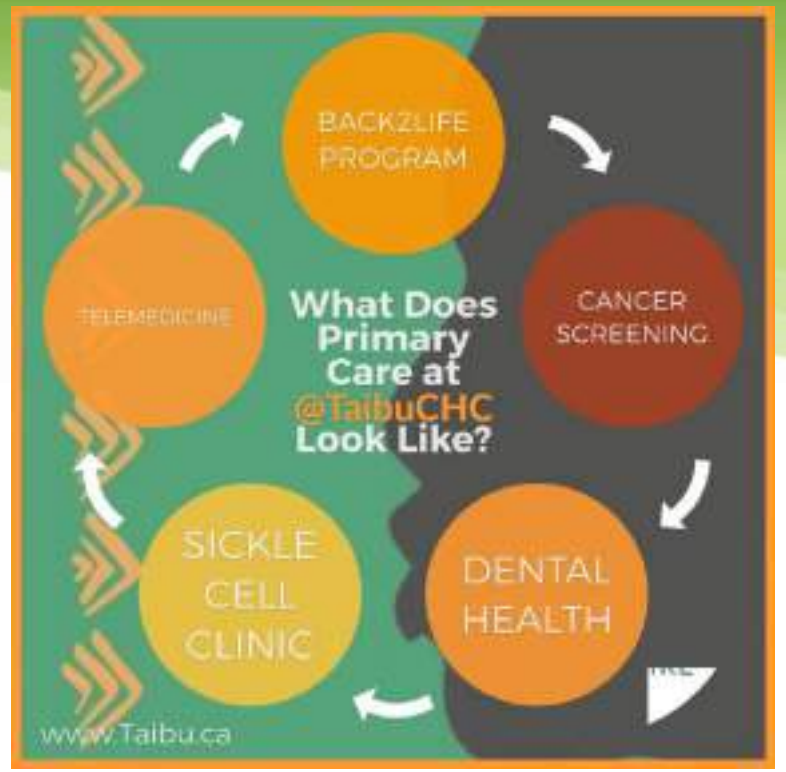
TAIBU Community Health Centre: COVID Response and Vaccine Clinic Initiatives for Black, Indigenous, Francophone and Racialized Communities

Amna Iqbal
TAIBU Vaccine Clinic Coordinator
January 2022

TAIBU Community Health Centre

TAIBU Community Health Centre has been a staple in the Malvern community for the past 13 years. The Black Health Alliance as its sponsor organization envisioned TAIBU to become a Centre of Excellence as it relates to Black Health and wellbeing across the Greater Toronto Area. In 2020 , TAIBU received its French Language Services designation for the Francophone primary care and health promotion programs and services

Recognizing that systemic oppression has fostered conditions of ill-health with Black communities, TAIBU strives to deliver primary health care and community services through intersectional, equity based and culturally affirming practices which promote holistic wellness, health education, and prevention. TAIBU offers a vast variety of health services such as primary care, low back pain, diabetes education programming, youth outreach, mental health services and much more


BACKZLIFE PROGRAM
TELEMEDICINE
What Does Primary Care at @TaibuCHC Look Like?
CANCER SCREENING
SICKLE CELL CLINIC
DENTAL HEALTH
www.Taibu.ca

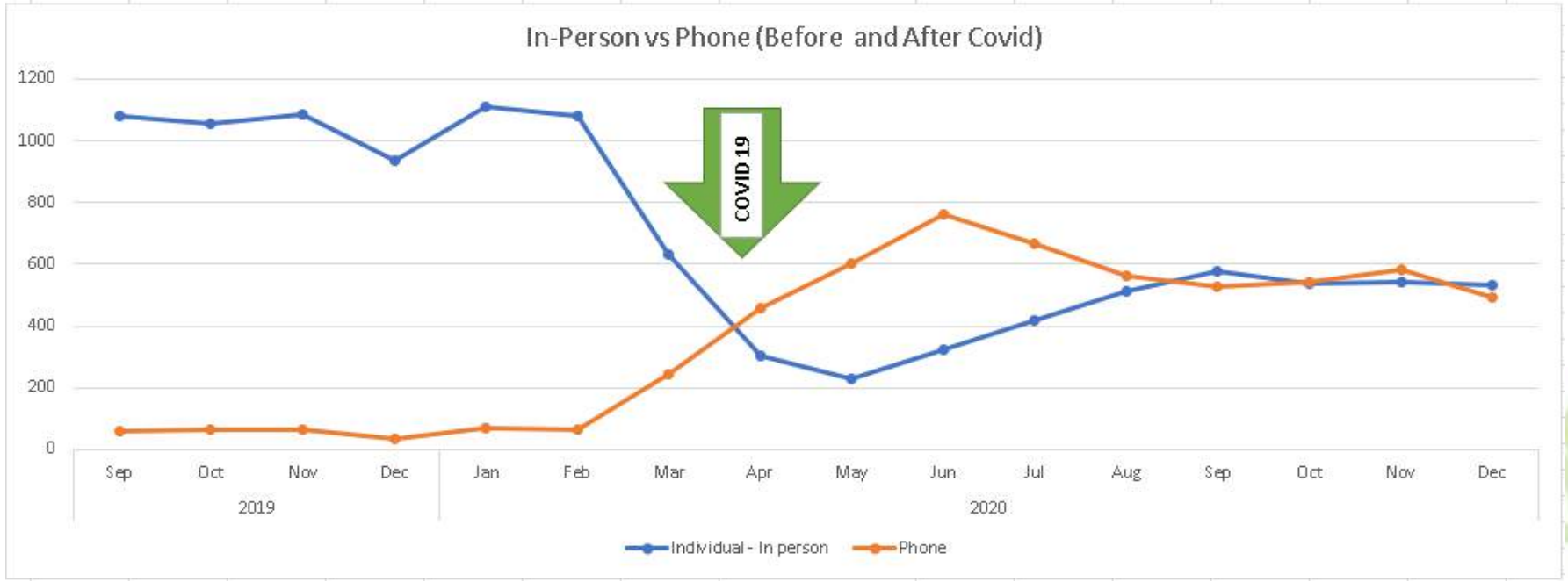
The power of community to create health is far greater than any physician, clinic or hospital.
Taibuchc.ca

L.E.A.R.N. ACADEMIC MENTORSHIP PROGRAM
L.E.A.R.N
1/1 Mentorship & Emotional Support for Black Students Ages: 7- 18
Parent Group! How to Advocate for Your Children
Recruiting Black Mentors! (17+)
Build a Caring and Trusting Relationship with Youth
October 2021 - June 2022
Incentives Provided!

TAIBU's Pandemic Response

When the COVID-19 pandemic hit Canada early in 2020, the first response as an organization was our review of and implementation of our pandemic plan to ensure the safety of our clients and our staff.

We were very quick to move our primary care and clinical services into virtual care which included telephone and video consultation. We also implemented strict public health and infection controls to assess and screen clients who would be required to be seen in person due to their medical conditions.



TAIBU's Pandemic Response

Following the move of our primary care services, we focused on moving all of our other community and health promotion programs onto digital platforms. This endeavour took bit more time because of challenges faced by our communities such as digital equity. To this end, we were able to seek resources and funding to assist our community with digital access (e.g smartphones, laptops and internet access).

Disproportionate Impact of COVID on Black and Racialized Communities

Race and COVID-19 Cases:

- 73% of reported COVID 19 cases in the City of Toronto identified with a racialized group*(compared to the 52% of the total population of Toronto who identify as belonging to a racialized group based on the 2016 census).
- 66% of people who were hospitalized due to COVID-19 identified as coming from a racialized group, and after age standardization this increased to 74%

https://www.toronto.ca/home/covid-19/covid-19-pandemic-data/covid-19-ethno-racial-group-income-infection-data/

1. Get the Facts – to counter the myths and misinformation that was circulating within the communities and develop trust towards the information that was being presented
2. Get Tested – to remove barriers and facilitate access to COVID-19 testing.
3. Get Support – to make available practical and financial support for community members and families being impacted by COVID-19

COVID-19 Outreach Team

Over 2000 individuals provided with Food Access

Over 300 individuals provided with Family Supports

Over 300 individuals provided with Housing and Homelessness Supports

Over 700 individuals provided with social supports

Over 300 individuals provided with Mental Health Supports

Over 5000 individuals provided with Income Supports

Over $200K provided in vouchers and income support

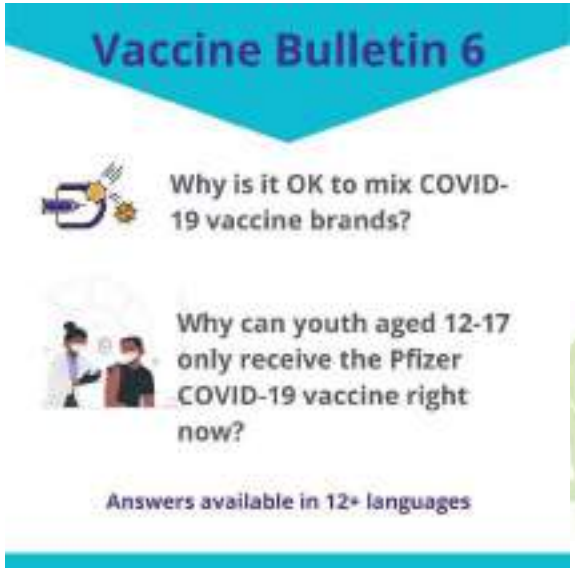
Over 5000 individuals provided with information on COVID-19 and the Vaccine

Over 300 individuals provided with information on COVID-19 Testing

Over 400 individuals referred to an Outreach worker for additional supports

The COVID Outreach Team has both and Anglophone and Francophone branch and collectively they have outreached to over 24,000 contacts in the community!

COVID-19 Awareness & Community Engagement



TAIBU collaborated with several other organizations to create resources to address frequently asked questions about COVID19 specifically for Black and Racialized communities.

COVID-19 Vaccine Clinic

Vaccine Clinic Collaboration

In order to create a culturally safe space for Black and racialized communities we worked in partnership with the Scarborough Health Network (SHN) and the Black Physician's Association of Ontario (BPAO) to make TAIBU a site for vaccination.

Members of the Black communities are amongst those who continue to remain unvaccinated, and there is often a misconception that those who are unvaccinated are "Anti-vaxxers". However, we know that it is mistrust in the system that is built on a foundation of Anti-Black Racism that is the root of decisions to not vaccinate rather than hesitancy or anti-vaccine mindset

Francophone Representation in Vaccine Clinic

93% of the Francophone clients that we serve are from Black communities and 95% are newcomers to Canada.

In order to make the vaccine initiative successful for the community we serve we ensured equal representation of anglophone and francophone staff to be available on-site at all times.

Our francophone staff ensure that all clients coming into the site had French language support at all steps of the vaccine process, through registration, administration, and observation.

Pop-up Clinics in the Community

Empringham Toronto Community Housing

Abu Huraira Centre

St.Mother Theresa Academy Catholic School

RCCG Jesus House Scarborough

Daleel Islamic Association

Philadelphia Seventh Day Adventist Church

Grace Foods Canada

Sickle Cell Awareness Group of Ontario

Vaccine Clinic Data Collection

Part of our vaccine roll out plan included the collection and analysis of race based and sociodemographic data including reasons for taking the vaccine or not and patient experience.

TAIBU recognized early on that this information would be key in creating a culturally safe space for vaccination and we have compiled qualitative and quantitative data that we have collected from the first days of the vaccine clinic.

TAIBU - Self Reported Sociodemographic Data

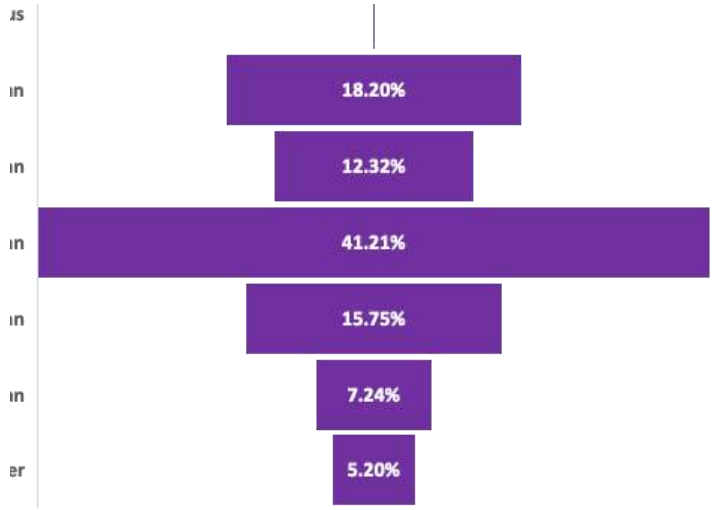
TAIBU –Patient Satisfaction Survey

Outreach to TAIBU Clients and Community

Ministry of Health Sociodemographic Survey

Vaccine Clinic Data Collection

TAIBU - Self Reported Sociodemographic Data



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Source: Self Reported Sociodemographic Data

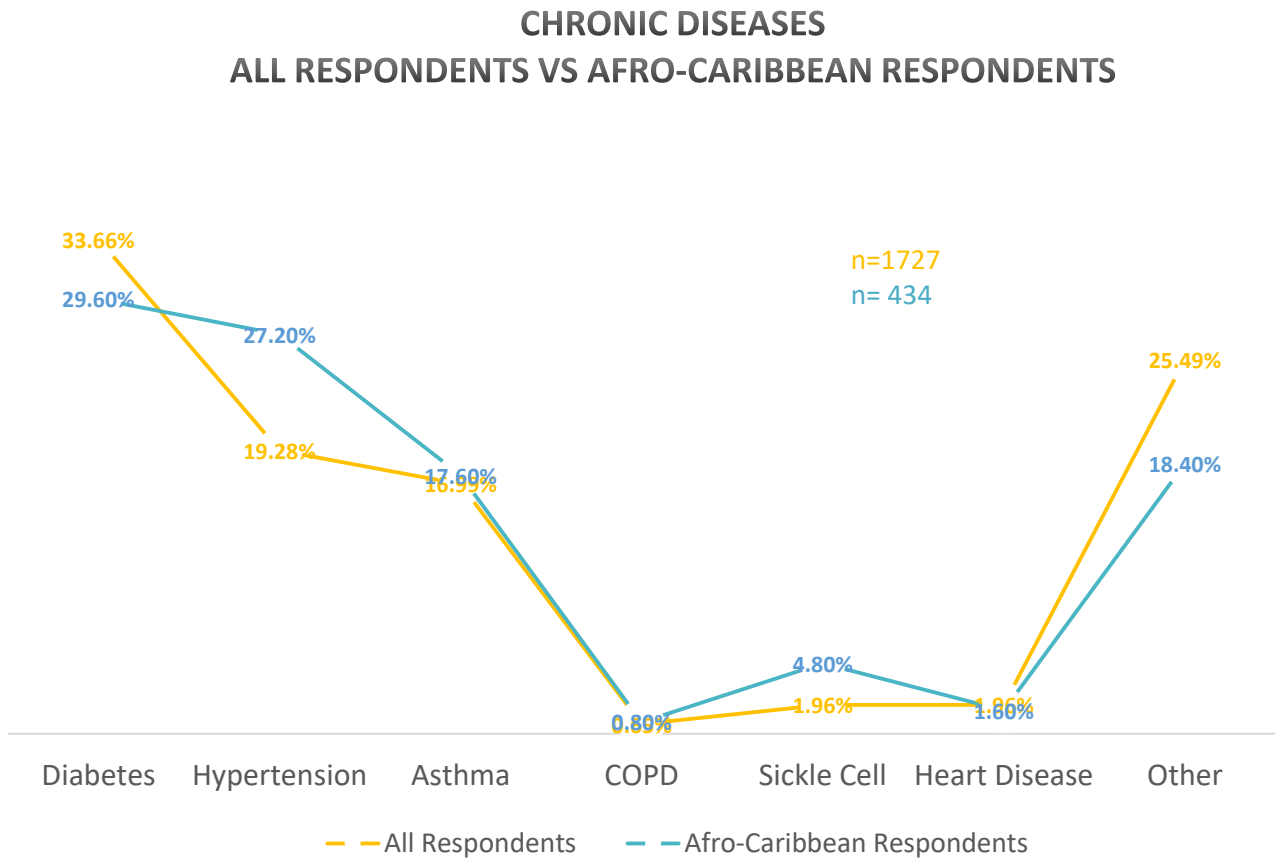
Vaccine Clinic Data Collection

TAIBU –Patient Satisfaction Survey

66%

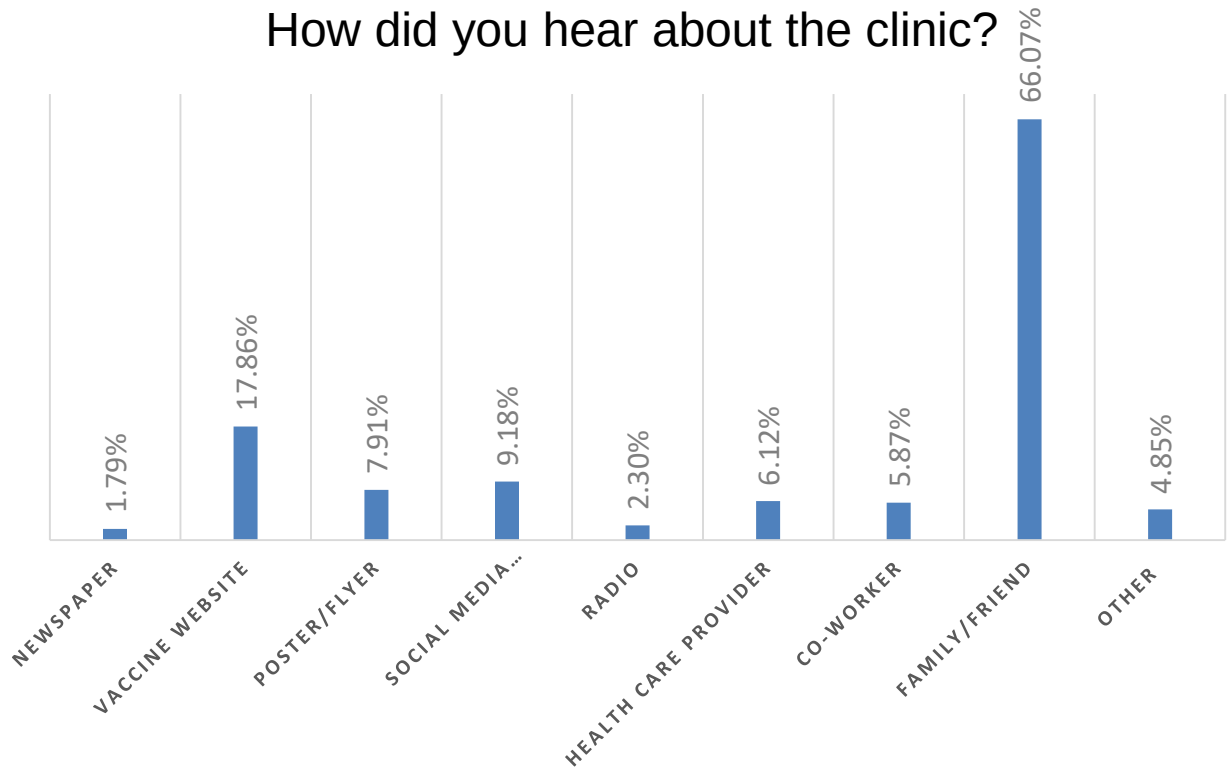
Chronic Condition?	ALL	ACB
Yes	15%	25%
No	85%	75%

Afro-Caribbean Black respondents reported higher in hypertension, asthma, COPD, and sickle cell disease which is reflective of trends seen in primary care for clients of Afro-Caribbean descent.



Vaccine Clinic Data Collection

TAIBU –Patient Satisfaction Survey



Vaccine Clinic Data Collection

TAIBU –Patient Satisfaction Survey

53%

Experience of Hesitancy?	ALL	ACB
Yes	17%	26%
No	83%	74%

The data that was collected and analysed demonstrated that there was a 53% increase in hesitancy among Afro-Caribbean and Black respondents.

Vaccine Clinic Data Collection

TAIBU –Patient Satisfaction Survey

The top 3 Reasons for why Afro-Caribbean respondents of the survey trusted the vaccine are:

1. 48.7% - For the safety of myself and others
2. 8.8% - Family and friends got vaccinated

7.9% - To be able to travel

The top 3 Reasons for why Afro-Caribbean respondents of the survey had hesitancy toward the vaccine are:

1. 24% - Worried about the short-term side effects of the vaccine
2. 20.8% - Believe the COVID-19 vaccine was made too fast with not enough research
3. 8.4% - Historic mistreatment of Black people in the medical field

Vaccine Clinic Data Collection

Outreach to TAIBU Clients and Community

TOTAL DOSES ADMINISTERED

31,000+ total doses administered

VACCINE PHONE LINE

3000+ appointments booked

VACCINE EMAIL ADDRESS

2000+ appointments booked

Patient Testimonials

TAIBU –Patient Satisfaction Survey

"Dr. Dominic Shelton (BPAO Physician) was such a pleasure to interact with! He's the reason why I came here."

"I realized with more research how important it is for us to move forward, trusting in our modern-day society, as a black woman it's VERY hard for me to trust the medical system due to previous experiences, but coming to TAIBU made me feel a lot better "

"The vaccine is being administered at TAIBU; a place that focuses on Black Health. I trust this organization."

"Every individual that I have interacted with has been not only exceedingly competent and confidence building in their role. They have also been generous with their supportive emotions, patience, and the appearance of contentment with the rigors of their job. I am pleased that we have such a cooperative, warm, well-trained organization in Scarborough. Please, please document the process that brought this into reality and build on it in the future."

"Everyone was so sweet and reassuring, everything was organized. It was an amazing experience and I felt very comfortable even when I was initially very nervous"

CENTRE FRANCOPHONE
DU GRAND TORONTO

Accredited by
Canadian Centre
for Accreditation

Agréé par
Centre canadien
de l'agrément

Accompagner la vaccination des francophones de la Région du Grand Toronto

Priority population

GTA **Francophone Community**

Including a focus on:

- Patients without OHIP
- Black communities
- Seniors
- Children and Youth

Population prioritaire

Les **communautés francophones** de la RGT, notamment:

- Les patients sans carte OHIP
- Les communautés noires
- Les ainés
- Les enfants et les jeunes

Ligne de vaccination
Vaccine line

TOTAL APPEL TOTAL CALL
2567

TOTAL RDV de vaccination TOTAL Vaccine appointements
1225 (48%)

Bilingual and Francophone clinics
Cliniques bilingues et Francophones

Mid-West Toronto Ontario Health Team

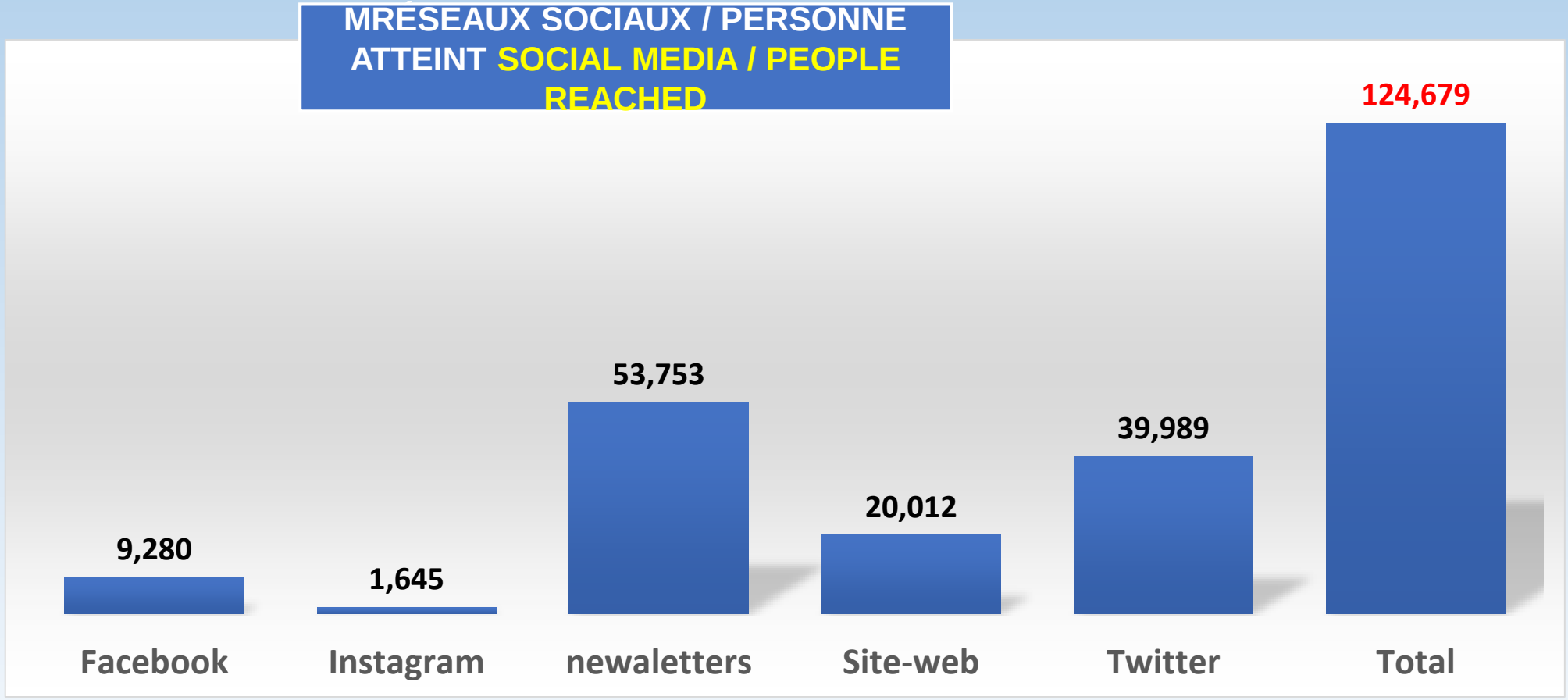
- Community clinic (YMCA)
- Collaboration between OHT partners
- Bilingual signage and documents
- Francophone ambassador onsite
- Nurses students
- Francophone specific clinics

- Clinique communautaire(YMCA)
- Collaboration partenaires ESO
- Affichage et documents bilingues
- Ambassadeur Francophone sur site
- Élèves infirmières bilingues
- Journées de clinique Francophone

Outreach and education

Depuis le début de la pandémie jusqu'au 30 Novembre, le CFGT a communiqué via les réseaux sociaux avec 80 post et tweet. Vu par 124 679 personnes.

Since the beginning of the pandemic until November 30th, the CFGT has communicated via social media with 80 posts and tweets. Seen by 124 679 people.



Le Centre Francophone est membre actif dans plusieurs groupes est comités, qui font des rencontres régulièrement.

The Centre Francophone is an active member in many groups and committee, that meet regularly.

- MID WEST OHT
- NEWCOMERS CLUSTER
- BLACK RESILIENCE CLUSTER
- Alliance for Healthier Communities
- FCJ Refugee Centre

Merci!

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Vaccine Promotion in Woolwich and Wellesley Townships

Mennonite Communities

(Low German Speaking, Old Order, Amish & other Mennonite groups)

Woolwich Community Health Centre

Gebre Berihun & Anna Wall

OTTAWA NEWCOMER HEALTH CENTRE | CENTRE DE SANTÉ POUR NOUVEAUX ARRIVANTS D'OTTAWA

Presenters Nimo Farah

&

Frederic Buyana

SOMERSET WEST COMMUNITY HEALTH CENTRE

Successful Partnership Initiative of:

Catholic Centre for Immigrants and Somerset West Community Health Centre

CCI OTTAWA

ONHC Services

Journey started in 2009 Partnership with Somerset West Community Health Centre and Settlement Agency (CCI) to create a centre that provided tailored services for newcomers, refugees and immigrants

Ottawa Newcomer Clinic

- Temporary primary care clinic for bridged health services

Integrated Mental Health and Trauma Care

- Short and long term psychotherapy and navigation support

Multicultural Health Navigator program

- Health system education and navigation support services

Ottawa Language Access- ***1st social enterprise within a CHC***

- Affordable professional medical interpretation services

Data has shown that racialized communities have been disproportionately impacted by COVID-19 many face limited access to health-care and social protections, such as sick leave, lower healthcare utilization

ONHC Reaching Priortiy Populations

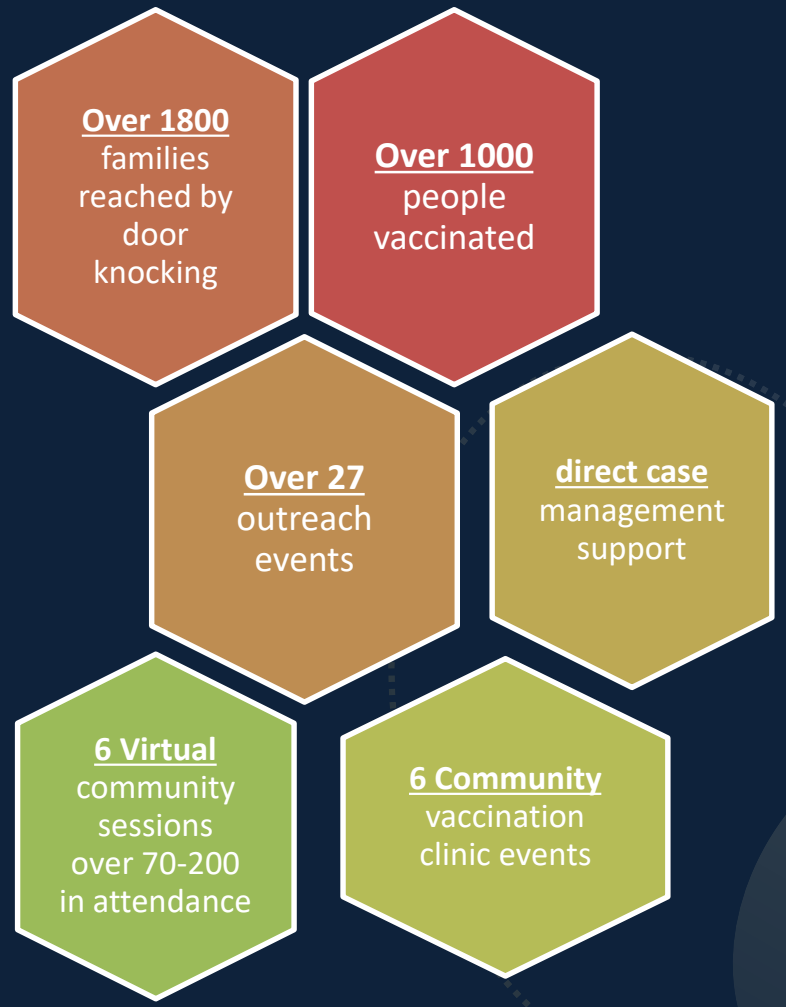
We Never Closed Our Doors

- We continued providing access to in-person/virtual primary health care (digital inequity)
- Access to trauma informed mental health services
- System navigation support (connecting client to social/health services)
- Supporting clients who are self-isolating with wraparound care(arranging food delivery, dropping sanitization products, food voucher cards, connection to financial resources)
- Pivoting staff to run vaccination clinics and health education events

Equity Informed Diverse Response to Community Needs

- Community outreach workers set up events in diverse neighborhoods
- Whatapp groups to share information in multiple languages with clients addressing vaccine hesitancy
- Supporting vaccination clinics at congregate living shelters/rooming houses to vaccinate vulnerable populations
- Socialized the vaccine process (ACB soccer tournament)
- Supported undocumented clients gain access to vaccine (hard community to reach)
- Virtual workshops vaccine education/myth busting
- One-on-one case management to aid clients get connected to essential resources
- Transportation support for clients facing barriers

Harm Reduction Approach to Build Vaccine Confidence



Successful Stratagies

Lessons Learned

Trust

- Build and leverage trust in the community (for us-by-us model of care) community ambassadors

Diversify

- Avoid one-size-fits-all approaches (diversify outreach based on community needs)

Community Tailored Interventions

- Ensure special considerations for reaching at-risk populations (undocumented clients, clients with disabilities advocating for community hub clinics, flexible hours in familiar settings)

Inclusive Hiring

- Hire from the community (racialized healthcare providers are trusted sources for assessing and addressing the informational)

Health Literacy

- Ensure the distribution of multilingual resources with tailored messages to dispel myths are the covid19 vaccine

Safe Space

- Provide safe space/judgement free, access to health experts

Better Together

- Partner with other agencies to expand scope of reach (Black Physicians, OPH, ACB Wellness Centre, Faith organizations)

Client Story

- Single parent of 3 children struggling with language barriers
- Lack of access to social/health services
- Client was extremely hesitant to get vaccinated because of belief vaccine was associated with the antichrist misinformation in the community and religious circles was causing great uncertainly and fear associated with the Covid19 vaccine
- Public health information about the vaccine at the onset was only available in Eng/Fre
- Lack of access to credal sources of information in multiple languages impacted vaccine uptake in racialized communities

How we made an impact

- Targeted outreach in densely populated racialized neighborhoods
- Deployed multilingual outreach staff into the community to provide access to up-to-date creditable information in various languages
- Connected client to health experts who could answer her outstanding health questions
- We focused on supporting the client with her immediate concerns and connected her to legal, social community resources she needed
- Took a nonjudgmental, harm reduction approach to vaccine education-built trust

Result

- Client agreed for us to support her book vaccine appointment
- Client then vaccinated her children
- Client became a vaccine ambassador in her community and encourage others to get vaccinated

Let’s find ways to sustain and build on the success of community-led responses to COVID-19

- **Establishing and building on trusted relationships** with the community, and leveraging existing community relationship strengths, such as volunteer networks (e.g., hiring from the community and building relationships with key leaders for vaccination ambassador programs, pop-up clinics, information sessions, etc.)

- **Being creative, collaborative and nimble** in addressing vaccination barriers, and responding to additional challenges as the pandemic has evolved. These interventions ranged from having linguistically and culturally appropriate staff dedicated to intentional community outreach, to collaboration across health and social systems partners, to targeting supports/information to specific populations, such as newcomers.

- **Sustaining investments, resources and support** for grassroots, flexible, tailored approaches that are based on the evolving needs and unique cultural, linguistic and socioeconomic make-up of the community, and ensuring the responses remained consistent and widely available (making testing, information consistently available)

Merci!
Thank you!

Contact us at
communications@allianceon.org