

YORK REGION COVID-19 VACCINE DIGITAL TOOLKIT EDITION #6



#IGotMyVaccineInYR

york.ca/COVID19vaccine



York Region

COMMUNICATIONS TOOLKIT – Edition #6

Date: April 15, 2021

Dear Community Partner,

Thank you for helping share the important message of COVID-19 vaccination. Vaccines are here, they are safe, effective and our best shot for bringing this pandemic to an end. York Region is prepared and ready to bring vaccines to all those who want them, in priority order.

We need your help

We ask your help as a community partner to extend the reach of our growing York Region Mass Immunization program through the communication channels available to you. Future Digital Toolkit updates will be issued as more resources and information becomes available.

NEW IN THIS EDITION

Key Messages – For responding to public inquiries or use in your own publications. New topics:

- Vaccine Supply, Clinic and Eligibility Updates
- Transportation Options to York Region Vaccine Clinics
- Vaccine Confidence – Key Facts to Promote and Build Vaccine Confidence

Shareable Assets – For you to print, post, email or otherwise share within your networks. New items:

- Registration Link: Upcoming April 17, 2021, York Region Alliance of African Canadian Communities Interactive COVID-19 Discussion
- Vaccine Confidence Infographic – Multi-lingual Versions Available
- ActiveNet Step-By-Step Booking Guide – How to Create Your Account and Book a Vaccine
- Ramadan COVID-19 FAQs – Useful COVID-19 and Vaccine Information During Ramadan
- Province of Ontario Vaccine Information Hub: Multi-lingual Communication Resources

Please also **follow** [York Region's social media channels](#), **sign-up** to receive our bi-weekly e-newsletter [#YRMatters](#) and **visit** york.ca/COVID19 and york.ca/COVID19Vaccine to stay informed. Please also **promote** these resources throughout your networks wherever possible. Thank you for your support!

For more information, please contact York Region Public Health or York Region Corporate Communications at HEOCCommunications@york.ca or YR.Corporate.Communications@york.ca

KEY MESSAGES

Vaccine Supply, Clinic and Eligibility Updates

- York Region continues to advance the COVID-19 mass immunization plan to ensure vaccines are distributed to existing and new eligible groups as quickly and efficiently as possible under the [provincial vaccine distribution plan](#)
- [York Region announced a new block of vaccine appointments](#) opening at 8:30 a.m. on Friday, April 16, 2021, for eligible residents
- Currently, York Region is experiencing a serious reduction in vaccine due to delayed shipment of Moderna vaccine. York Region Chairman and CEO, Wayne Emmerson, [issued a statement](#) April 9 advocating for increased vaccine supplies for York Region
- Regretfully, due to low supply, York Region Public Health is experiencing periodic clinic closures and operating hour reductions; Georgina Ice Palace in the Town of Georgina is closed at this time
- York Region Public Health has also reduced capacity at the remaining three public health-led clinics: Aaniin Community Centre in the City of Markham, Richmond Green Centre in the City of Richmond Hill and Maple Community Centre the City of Vaughan; these closures and adjustments will remain in place until the Region receives additional vaccines
- York Region remains prepared and ready to ramp up vaccine operations as supply permits
- An [additional vaccine clinic](#) at Soccer City in the Town of Whitchurch-Stouffville opened April 13, 2021, operated by Stouffville Medical Centre and providing vaccines for residents age 60+
- On April 12, 2021, [York Region announced expansion of vaccine eligibility](#) to individuals with the [highest and very high-risk health conditions](#) (plus one essential caregiver per person), as well as Special Education Staff who work in York Region
- These new eligible groups join others currently eligible to receive a vaccine, including:
 - York Region residents age 65+ (born in 1956 or earlier) in all clinics
 - York Region residents age 60+ (born in 1961 or earlier) at the Cornell and Soccer City clinics
 - York Region residents age 45-59 who live in five identified high priority communities in York Region (City of Vaughan postal codes: L4L, L6A, L4K, L4J; City of Markham postal code: L3S)
 - [Highest, very high and high priority health care workers](#) as identified in the Ministry of Health's [Guidance on Health Care Work Prioritization](#) that work or live in York Region
 - Staff, essential caregivers and any residents that have not yet received a first dose in long-term care homes, retirement homes and First Nations elder care homes

- Alternative level of care patients in hospitals who have a confirmed admission to a long-term care home, retirement home or other congregate care home for seniors
- Staff, residents and caregivers in retirement homes and other congregate care settings for seniors
- Indigenous adults and adult members of their households
- Adults with a chronic condition receiving home care services and who live in York Region (appropriate documentation will be required)
- Faith leaders who live or work in York Region and provide end of life care, care of the deceased, care of those who are unwell or provides pastoral services in vulnerable settings
- Residents age 55+ are also able to book vaccine appointments at many [York Region pharmacies](#)
- In addition, York Region used data on over 400 workplace outbreaks to shortlist 12 eligible workplaces within identified High Priority Community “Hot Spot” postal codes to begin targeted vaccinations; workplaces were identified based on risk factors including number of cases of COVID-19, number of confirmed outbreaks and type of business
- York Region’s strategy to bring vaccine to these essential workers/workplaces may include leveraging fixed vaccination hubs, immunization clinics and employing mobile and pop-up clinics; vaccinations for identified workplaces began the week of April 12, 2021
- Further vaccine eligibility will be introduced for additional high priority areas within York Region as vaccine supply and capacity permits, balanced within the ongoing vaccination of existing and new eligible priority groups
- In accordance with the Ministry of Health’s recent recommendations, transplant patients and some cancer patients are encouraged to get their second dose of the COVID-19 vaccine as close to the 21 to 28-day timeframe as possible; information, including eligibility and clinic details, are available on york.ca/COVID19Vaccine
- **Clinics appointments are not available for any other age or priority group at this time;** please do not try to book an appointment if you do not meet the eligibility
- Vaccines are **by appointment only** for eligible individuals and may be made by an individual or their caregiver; walk-in appointments are not available
- To learn more about clinic locations and to book an appointment, please visit york.ca/COVID19Vaccine or call 1-877-464-9675
- To better serve the growing number of eligibility groups invited to receive a vaccine, enhancements were made to york.ca/COVID19Vaccine to enable search by eligibility criteria rather than clinic
- Appointments are available as supply permits; we thank you for your patience if you are not immediately able to book an appointment and we encourage you to check back and keep trying
- York Region Public Health is working with local health care partners to provide COVID-19 vaccines at the following clinic locations:
 - **NEW Soccer City** Clinic in the Town of Whitchurch-Stouffville, operated by Stouffville Medical Centre

- **Canada's Wonderland Drive-Thru Clinic** in the City of Vaughan, operated by York Region Public Health
 - **Trisan Centre** in the Township of King, operated by King Fire and Emergency Services
 - **Aaniin Community Centre** in the City of Markham, operated by York Region Public Health
 - **Cornell Community Centre** in the City of Markham, operated by Eastern York Region North Durham (EYRND) Ontario Health Team (OHT)
 - **Cortellucci Vaughan Hospital** in the City of Vaughan, operated by Mackenzie Health
 - **Georgina Ice Palace** in the Town of Georgina, operated by York Region Public Health
 - **Maple Community Centre** in the City of Vaughan, operated by York Region Public Health
 - **Ray Twinney Recreation Complex** in the Town of Newmarket, operated by Southlake Regional Health Centre
 - **Richmond Green Sports Centre** in the City of Richmond Hill, operated by York Region Public Health
- York Region will continue to promote new eligible groups and vaccine appointments on a regular basis through multiple communication channels, including on york.ca, social media, in print advertising and through media; stay tuned for updates and check back often
 - Before you attend a COVID-19 vaccine clinic, it's important you [prepare for your COVID-19 vaccine](#)
 - To learn more about the COVID-19 Vaccine and the vaccine program in York Region, please visit york.ca/COVID19VaccineInfo
 - York Region is committed to providing a safe and respectful environment for both employees and residents; when booking and attending your vaccine appointments, please remember to [be kind](#)
 - Even as vaccinations begin in Ontario, we must continue to follow public health measures to keep everyone safe and healthy: avoid social gatherings, stay home if unwell, practice physical distancing, wear a mask when required and wash your hands frequently
 - Effective April 8, 2021, York Region is currently under a [stay-at-home order](#)

Transportation options to York Region Vaccine Clinics

- All York Region vaccination clinics are located along main transit routes and in different areas of York Region to best serve residents
- If you need transportation to your vaccination clinic appointment, there are options available
- **York Region Transit (YRT)** – YRT offers residents the following safe and reliable transit services:
- **Local and rapid transit services** in all nine York Region municipalities. To learn more and to plan your trip, visit yrt.ca or call 1-866-668-3978
- **Mobility On-Request (MOR)** – allows you to request transit when and where you need it, within select service areas. To learn more visit yrt.ca/MOR or call 1-844-744-1119

- **A dedicated MOR service for seniors 65+** is also available; MOR will take you to the closest vaccination clinic from your home. For more information, visit yrt.ca/MOR65 or call 1-866-744-1119
- **Mobility On-Request Paratransit** – door-to-door, shared ride, accessible public transit service for people with disabilities. For people unable to use regular public transit due to a physical, cognitive, visual or sensory disability for all or part of their trip. To use this service, you must meet specific eligibility criteria. For more information, visit yrt.ca/MORParatransit or call 1-866-744-1119
- **If you are unsure which YRT service is right for you**, please call the Contact Centre at 1-866-668-3978 and a Customer Service Representative would be happy to assist you
- **Community Ride Programs** – There are also other transportation services offered by community organizations that you may be eligible for. For a complete list of community transportation options, call 211 or visit 211central.ca. When travelling on public transportation, please practice public health safety measures such as hand washing/sanitizing and wearing a face covering.
- **CHATS** – Provides local and long-distance drives for seniors to medical appointments and other outings. For more information, call 1-877-452-4287 or visit chats.on.ca
- **Carefirst** – Transportation services for seniors and persons in need residing in Scarborough and York Region. For more information, call 416-502-2323 or visit carefirstontario.ca
- **Routes** – Transportation services for residents who cannot travel by conventional transit or taxi because of their financial, physical or mental challenges. For more information, call 905-722-4616 or visit routescc.org
- **PinkCars** – Volunteer drivers and administrators that will help arrange transportation for those who need it and also help with booking online vaccine appointments if necessary. For more information visit PinkCars.ca

Building Vaccine Confidence

- [The BEST vaccine to get is the FIRST one offered to you](#)
- Everyone is encouraged to take whichever vaccine is available to them as soon as possible
- All approved vaccines in Canada are effective at preventing severe disease, hospitalization and death from COVID-19 approximately 14 days after the first dose
- Regardless of which vaccine you receive, people who are vaccinated will gain protection from the potentially serious health consequences of COVID-19
- Anyone can get COVID-19 and become very sick; there's no way to know for sure how seriously COVID-19 will impact you
- COVID-19 can have serious, life-threatening complications, and if you get sick, you could spread the disease to friends, family, and others around you
- When a large percentage of the population becomes immune to COVID-19, the spread of the virus will slow down or stop. Achieving herd immunity through vaccination is our best shot for allowing individuals, families and workers to safely resume normal life
- To make sure everyone who wants a vaccine can get one safely and quickly, it's important to get vaccinated as soon as you are able to

SHAREABLE ASSETS

- **Registration Link:** Upcoming April 17, 2021 York Region Alliance of African Canadian Communities Interactive COVID-19 Discussion. About this Event:
 - Join Guest Speaker: Dr. David Burt, PHD Immunology
 - Demystify the COVID-19 Vaccines
 - Ask your questions to clarify and address any areas of mistrust or concerns
 - Get answers to help you make the right decisions
 - Address the vaccine inequalities in our community
 - Let's protect ourselves and our families
- **Ramadan COVID-19 Frequently Asked Questions:** Email attachment prepared by the Canadian Muslim COVID-19 Task Force
- **Vaccine Confidence Infographic:** Multi-lingual options available on york.ca/COVID19VaccineInfo ([English](#) | [French](#) | [Arabic](#) | [Chinese Simplified](#) | [Chinese Traditional](#) | [Farsi](#) | [Korean](#) | [Italian](#) | [Tamil](#) | [Turkish](#) | [Russian](#) | [Spanish](#) | [Urdu](#))



- **ActiveNet Step-By-Step Booking Guide:** Email attachment showing how to create an ActiveNet Account and register for a vaccine appointment at York Region Public Health Vaccine Clinics
- **Province of Ontario Vaccine Information Hub:** COVID-19 and vaccine communication resources (fact sheets, infographics, myth busters, social media messages) provided in multiple languages for outreach and education by public health units and community agencies. Suitable for outreach to all communities, including identified high priority/hot spot areas