



# Manitoba, let's get vaccinated!

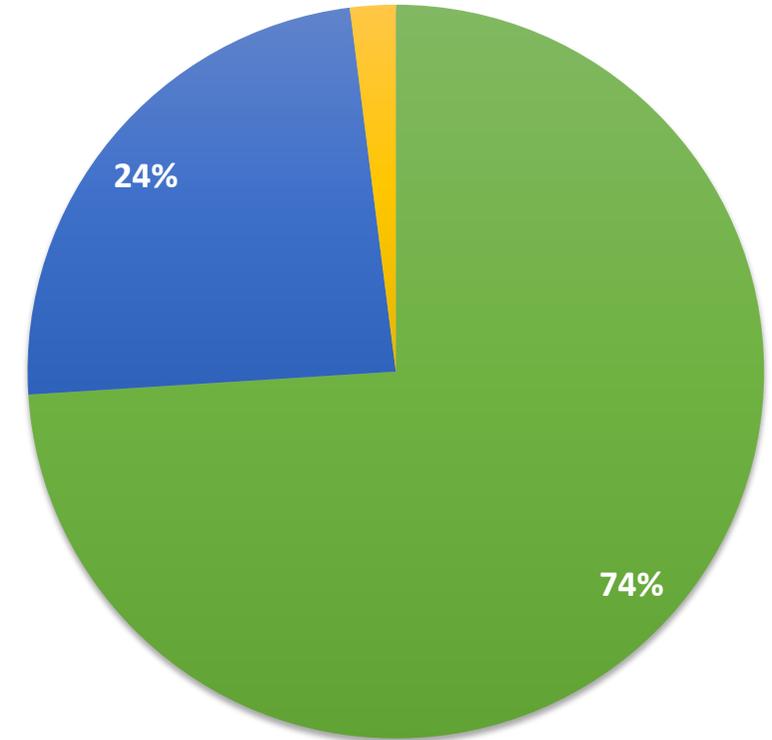
#PROTECT MB 

Vaccine Outreach and Hesitancy  
June 3, 2021

# VACCINE PERCEPTION

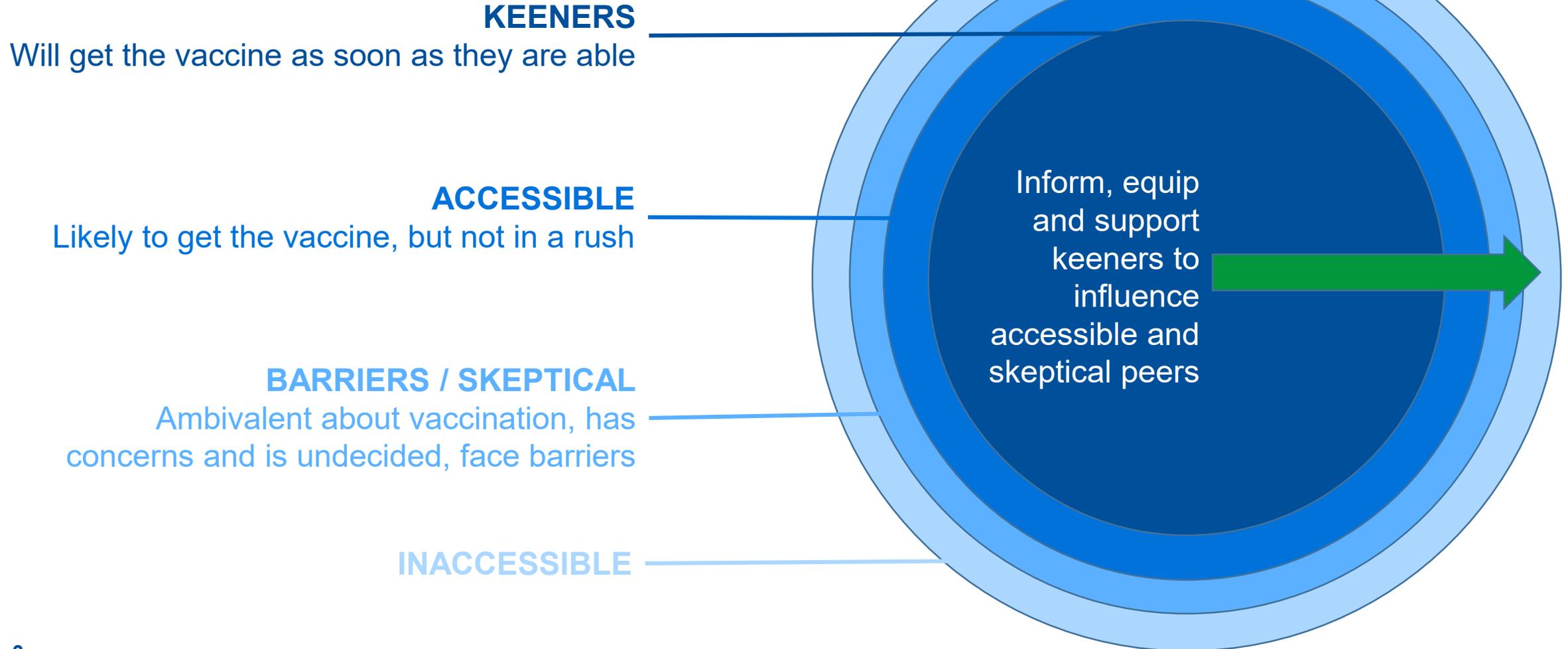
Excluding the COVID-19 vaccine, which of the following best represents your feelings towards regular vaccines for adults (e.g., tetanus, Hepatitis A and B, measles, etc.)?

- About 3 in 4 Manitobans believe that adults should get all regular vaccines, while only 2% believe adults should not get any vaccines.



- I believe adults should get all regular vaccines
- I believe adults should get some vaccines, but not all
- I do not believe adults should get vaccines

# MODEL OF VACCINE INTENTION AND INFLUENCE



## Your Information for COVID-19 Immunization

Join the province's largest-ever immunization program and help protect Manitobans. More vaccines are coming to Manitoba and more people are becoming eligible to get their COVID-19 vaccine. We can notify you when it's your turn – **simply sign up below.**

Be ready when it's your turn, and help protect all of us!

[SEE CURRENT STATS](#)

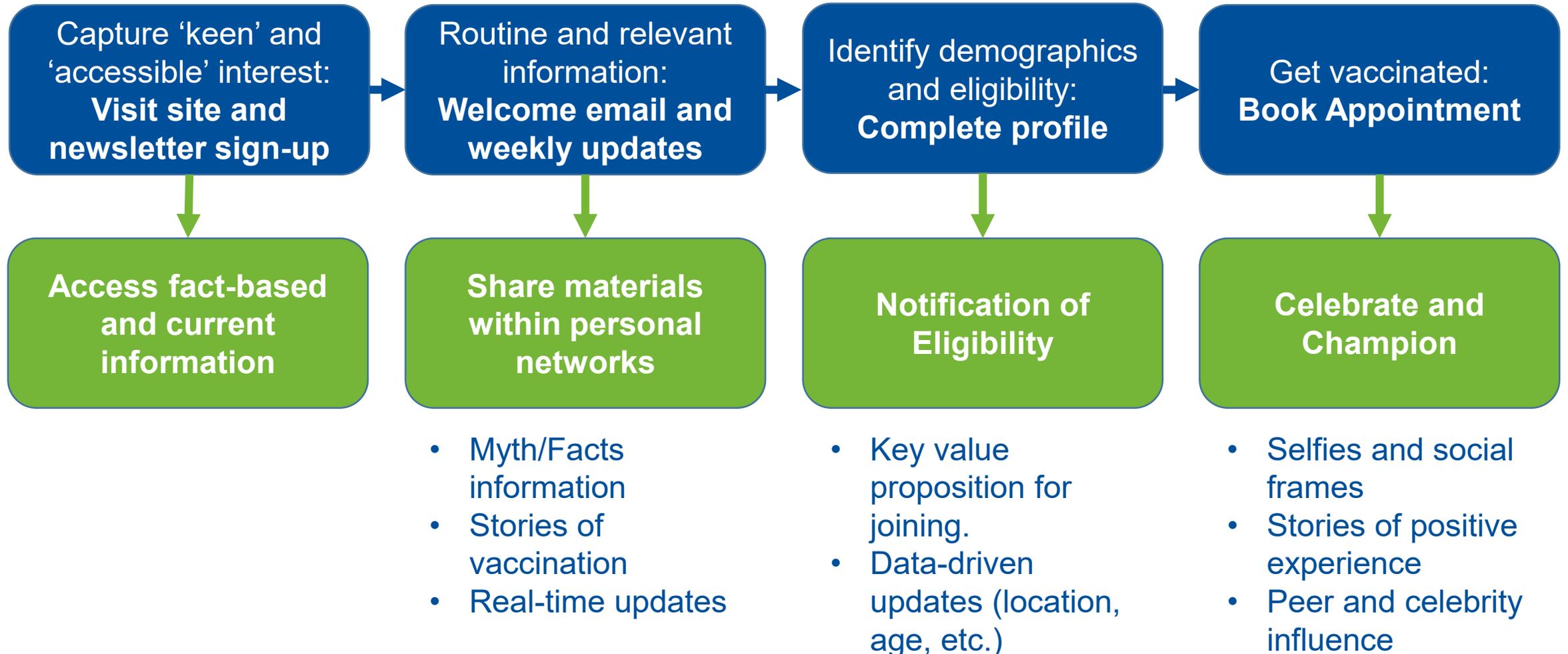
## Want to know when it's your turn?

Sign up for a weekly e-newsletter with information about the COVID-19 immunization program, including

First Name

Last Name

# THE #PROTECTMB JOURNEY



# AGILE CAMPAIGN MATERIALS



April 26, 2021

**Jake Thomas,  
Winnipeg Blue  
Bombers**

#95 Defensive Tackle Jake Thomas is a former Blue Bomber, having first joined the team in 2012 after being drafted 29th overall, in the 2012 CFL Draft. He is the first player to hoist the Grey Cup in 2019, celebrating following the team's victory in the 2019 Grey Cup.

[+ READ MORE](#)



April 23, 2021

**Rochelle Squires, MLA  
for Riel**



April 20, 2021

**Ravinder Garra,  
Health Care Assistant**

Ravinder Garra is a Health Care Assistant at the Buhler Cancer Centre. She is a mother of two and has been vaccinated against COVID-19. She is looking forward to seeing her family and friends again.

[MORE](#)

## Social Sharing Toolkit

Share the 'Manitoba – Let's Get Vaccinated!' message with your family and friends. You'll find images and photo frames to help share your immunization story on Facebook, Twitter, Instagram, LinkedIn, etc.

**Let's Get  
Manitoba  
Vaccinated!**

Plan to get the COVID-19 vaccine as soon as it's your turn.

**I'm COVID-19 VACCINATED**  
#PROTECT MB  
ProtectMB.ca

**Manitoba, let's get vaccinated!**  
#PROTECT MB  
ProtectMB.ca

**I'm COVID-19 VACCINATED**  
#PROTECT MB

**I PLAN TO DO MY PART**  
#PROTECT MB

Social Media Profile Image    Instagram Image    Facebook Social Frame    Facebook Social Frame

[DOWNLOAD](#)    [DOWNLOAD](#)    [ADD A FRAME](#)    [ADD A FRAME](#)

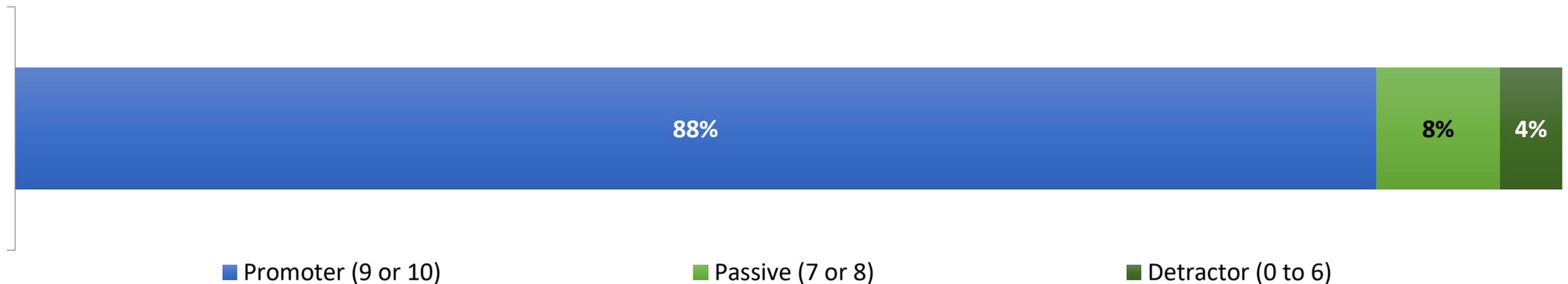
**Manitoba, let's get vaccinated!**

**Protect Manitoba Against COVID-19**

# INFLUENCING EACH OTHER

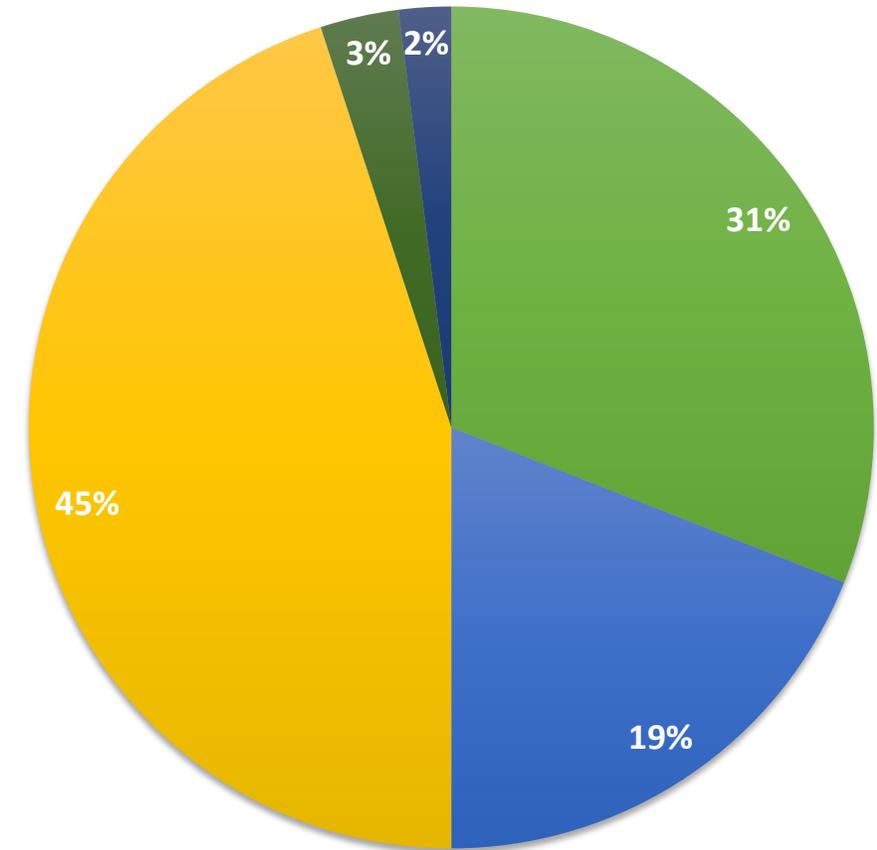
- Overall, Manitobans who have received the vaccine or have a scheduled appointment are overwhelmingly in favour of recommending it to friends and family (79% likeliness of 10 out of 10). Only 4% of respondents are considered detractors (rating of 6 or lower).
- Those in the youngest (under 30) and oldest (over 64) age cohorts are more likely than those 30 to 64 to be promoters. Additionally, those who believe adults should receive all regular vaccines are much more likely than their counterparts to be promoters.
- Conversely, those in the Prairie Mountain and Southern Health Regions are less likely than those in other health regions to be promoters of getting the COVID-19 vaccine.

How likely are you to recommend that your friends or family get the COVID-19 vaccine?



# CHANGES IN PERCEPTION

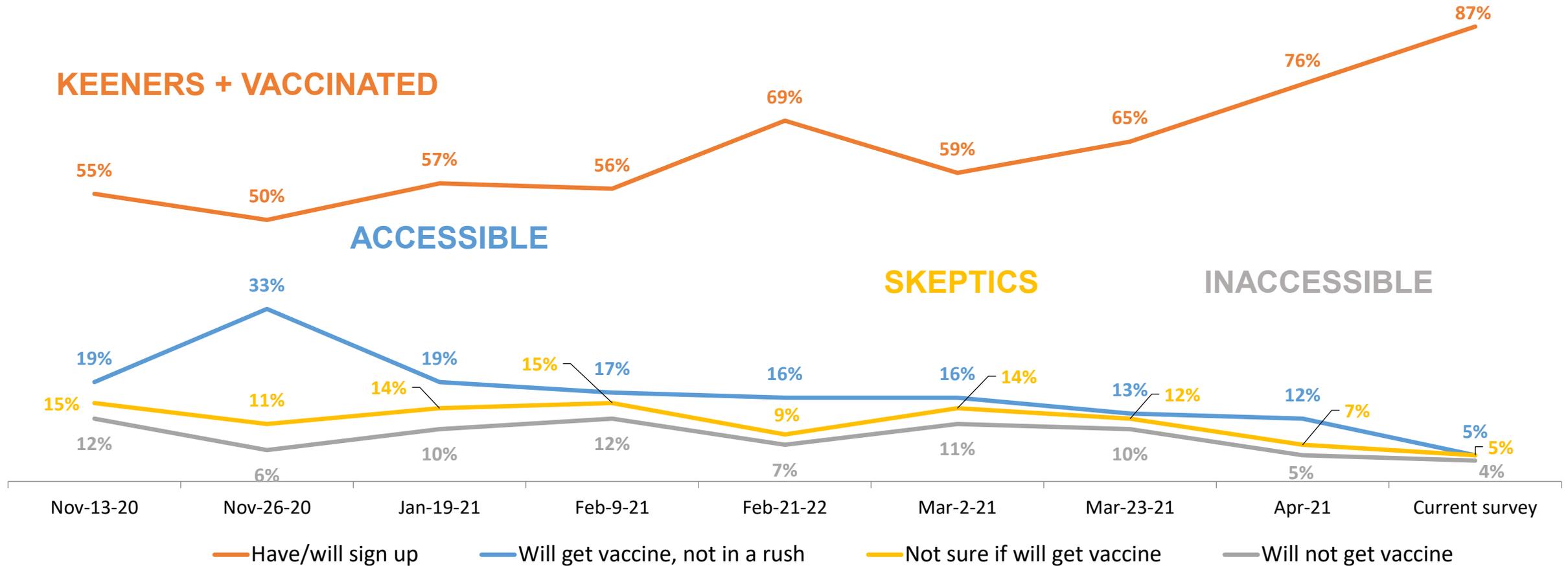
- Overall, half of Manitobans have a more positive perception of the value of getting the COVID-19 vaccine now since it first became available, including 31% who have a much more positive perception of it.
- Only 5% of respondents have a more negative perception of the value of getting the vaccine.
- Those who say they will not get the vaccine or are unsure about getting it are much less likely to have a more positive perception of the vaccine now.



■ Much more positive      ■ Slightly more positive      ■ The same  
■ Slightly more negative      ■ Much more negative

# VACCINE INTENTION

Longitudinal analysis across POR online survey and EngageMB results



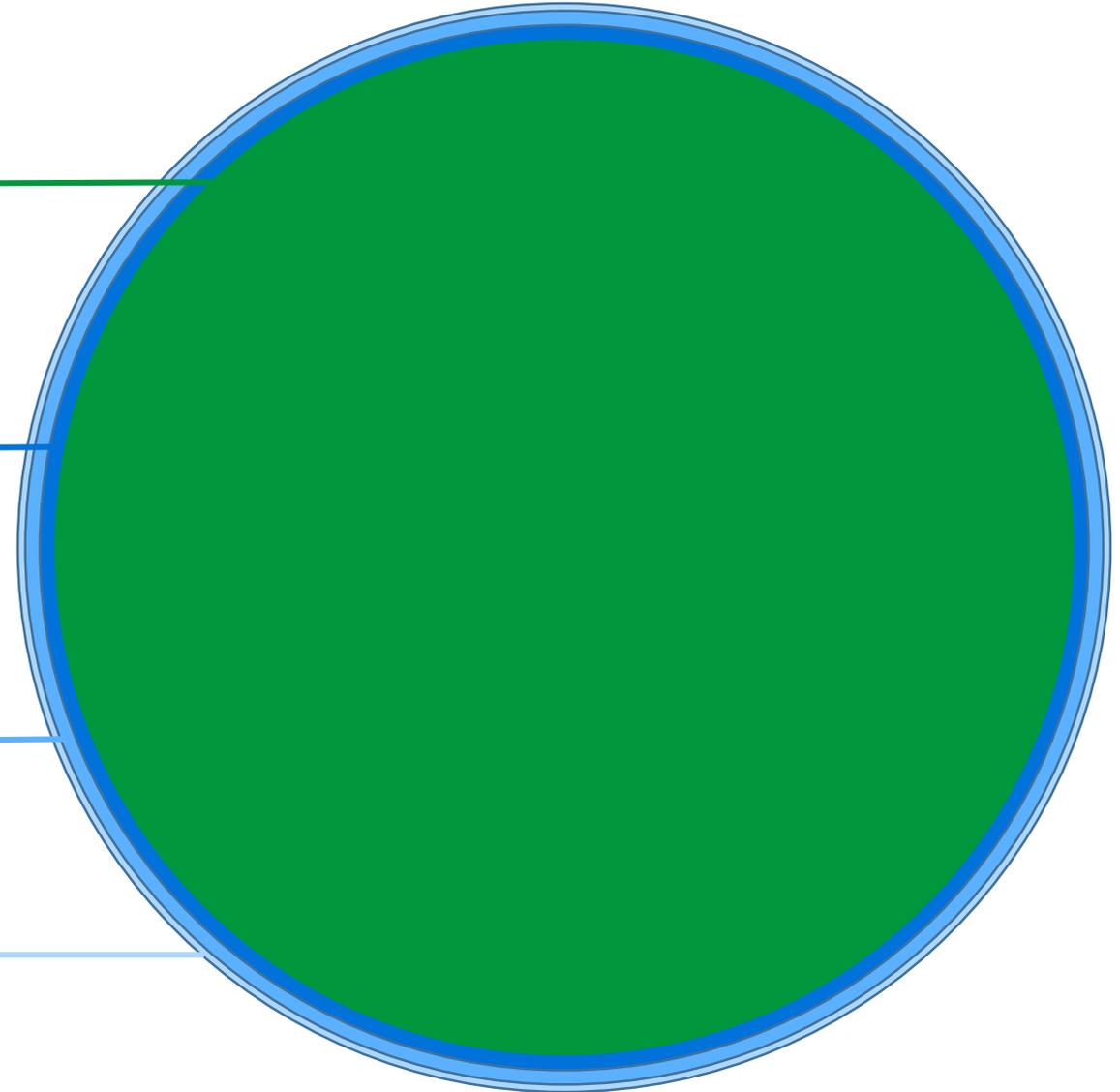
# CURRENT STATUS OF VACCINE INFLUENCE MODEL

**KEENERS AND VACCINATED**  
Have received one dose or have booked their first dose appointment

**ACCESSIBLE**  
Likely to get the vaccine, but not in a rush

**BARRIERS / SKEPTICAL**  
Ambivalent about vaccination, has concerns and is undecided, face barriers

**INACCESSIBLE**



# Understanding Who We Still Need To Reach

# HESITANCY, UPTAKE AND ACCESS

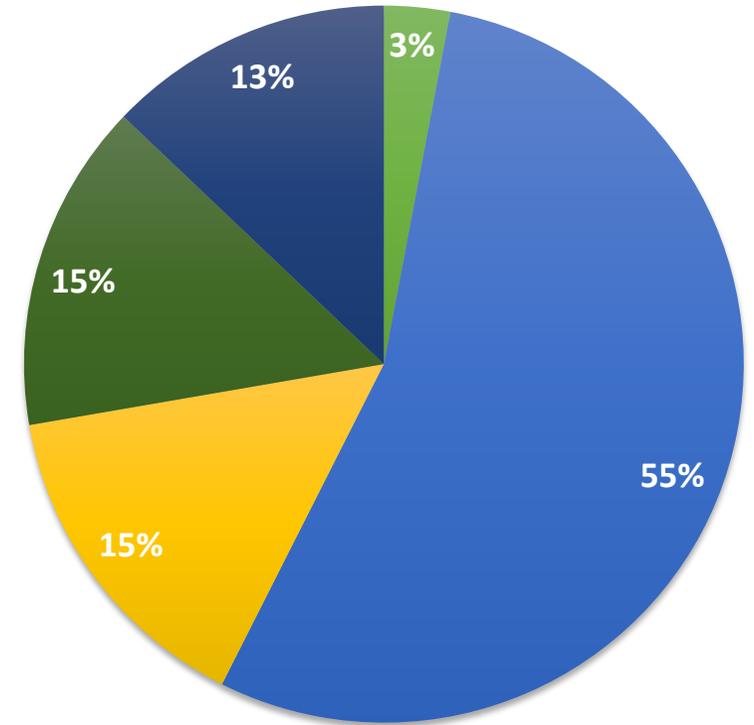
What do we mean  
by hesitancy?

What is influencing  
vaccination rates?

- “Hesitancy” has become a catch-all term for reasons why individuals may not be vaccinated even though they are eligible.
- Low uptake is drive by more than just anti-vaccine sentiment:
  - Experiencing barriers to accessing vaccination
  - Skeptical/concerned about COVID-19 vaccines, including specific brands
  - Low trust in government
  - Willing to be vaccinated, but no sense of urgency
  - Language barriers
  - Require assistance to access clinics, or vaccine needs to come to them

# CHILDREN AND VACCINATION

- Of the 70 Manitoban adults surveyed who are the parent or guardian of at least one child age 12 to 17, 58% say their child has already received one dose of the vaccine (3%) or has a scheduled appointment for one (55%).
- Comparatively, of the 6,391 parents / guardians surveyed on EngageMB, 71% say their child has already received one dose of the vaccine or has a scheduled appointment for one, 5% are hesitant, 10% are unsure, 17% opposed.



- They have already received at least one dose of the COVID-19 vaccine
- They have already booked an appointment to get the first dose of the vaccine
- They will get the vaccine, but they are not in a rush to sign up
- I'm not sure if they will get the vaccine
- They will not get vaccinated against COVID-19

# ACCESS, UPTAKE AND HESITANCY

High provincial uptake is not spread evenly across province.

Southern communities and low-income urban communities show lower uptake.



Health District	Region	Pop.	% vaccinated (at least one dose)
Southern	Stanley	2925	13
Southern	Winkler	<b>13942</b>	24.9
Southern	Hanover	<b>11086</b>	28.6
Southern	Steinbach	<b>16891</b>	40
Southern	Altona	7287	37
Southern	North Norfolk	3461	40.1
Winnipeg	Point Douglas South	<b>12309</b>	41.4
Southern	Roland/Thompson	1530	41.6
Southern	Ste Anne/La Broquerie	<b>10052</b>	43.2
Southern	Rural East	3428	46.2
Southern	Morris	4119	46.5
Northern	Leaf / Lynn Lake	1459	49.4

Current as of Monday, May 31

# HESITANCY AND ANTI-VACCINE SENTIMENT

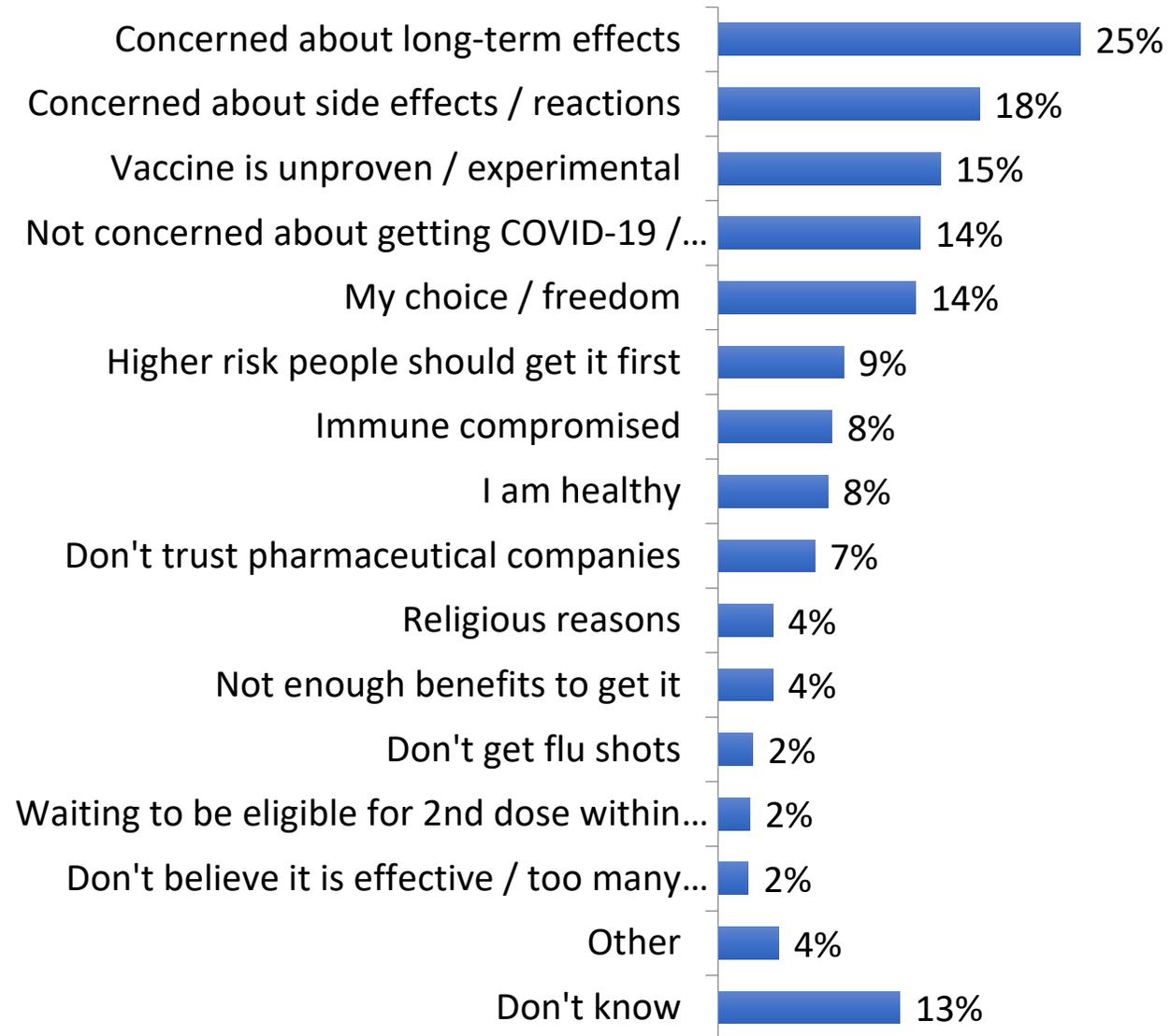
Key demographics demonstrate higher levels of hesitancy and anti-vaccination sentiment

Demographic	% Hesitant (Not in a rush or not sure)	% Anti-Vaccine (Will not get vaccinated)
<b>Provincial Average</b>	<b>9.4%</b>	<b>3.6%</b>
Income <40K	<b>18%</b>	4.8%
30-44 years old	<b>16.7%</b>	6.8%
Southern Health	<b>18.6%</b>	<b>9.1%</b>
Unemployed	<b>21.8%</b>	<b>14.8%</b>
Parents, regarding their kids 12-17yo*	<b>29.9%</b>	<b>12.5%</b>

*\* Predictably, parents who are low-income, live in southern health or are unemployed are similarly hesitant or anti-vaccine regarding their kids. Interlake-Eastern and Indigenous parents also trend higher in these areas.*

# REASONS FOR HESITANCY

Among those who are hesitant to get the vaccine or say they will not get it, the most common reason why is concern about the long-term effects of the vaccine, with one quarter of respondents.



# What We Are Currently Doing

# KNOWLEDGE TRANSLATION AND PLANNING

Aggregating,  
analysing and  
acting on data

- A coordinating table that includes Data Science, Public Health, Communications and Engagement and Vaccine Task Force officials meets to evaluate current outcomes and data, identify data needs and recommend policy and communications responses.
- This allows us to identify communities, populations and demographics that are falling behind on vaccination.
- In some cases, this will result in targeted advertising, in others it will require unique community creative, and in many cases it will require a policy or service response.
- Continuous review, research and recommendation will help to advance vaccination results.

## Take A Seat: Next Phase of ProtectMB

- New campaign content will begin to roll-out including TV, digital and regional print.
- Includes seat covers at Jets playoff home games that say “Miss these seats? Get vaccinated.”

A variety of Manitobans in community leadership roles will highlight ‘seats’ that have been empty due to COVID, and encourage vaccination as a way to get back:

- Barry Rempel
- Kelly Thornton
- Dayna Spiring
- Obby Khan
- Mike O’Shea
- Isha Khan
- Kevin Donnelly
- Colin Ferguson
- Andrew Collier

## CASE EXAMPLE:

# Increasing PCH Workers Uptake – Successful Targeted Campaign

- Policy decisions like the change to the one-site model has driven discussion and uptake.
- Town Hall with vaccine and medical leadership in each of the RHAs has been delivered to hundreds of workers, recorded and shared.
- Health system staff communications campaign rolling out with “My Why” for vaccination.
- Regional Health Authorities delivered vaccine clinics in over 35 PCHs.

## CASE EXAMPLE:

# Indigenous Uptake

- Manitoba's approach began early, with First Nations leadership playing a key role in system design.
- First Nations vaccine administration, Urban Indigenous sites and presence of visibly and openly Indigenous people in *ProtectMB* were foundational.
- New campaign created with First Nation organizations providing content, message and design leadership.
- Vendor recruited with community-specific expertise and relationships, with community influencers and leaders acting as advisors.



#PROTECT MB 

CASE EXAMPLE:

# Mennonite / Religious Community Uptake

- Significant influence of Mennonite denominations throughout southern Manitoba – in church, businesses and community.
- Government leads with local and community connections identified and working with MBCM, CMU, MCC, EMC, EMMC and Providence.
- Ongoing stakeholder relations and town halls with community leaders
- A variety of community-specific interventions underway including employer outreach, community based days at the clinics, employer-specific pop-ups, pastoral education and other initiatives.

# Direct Outreach from Trusted Contacts

- As a result of the low uptake among unemployed and low income people, Employment and Income Assistance has mobilized its case managers to contact clients to check-in on vaccination, provide support in booking and to provide transportation and other supports where appropriate.
- Planning is underway with Manitoba Education to support research and direct outreach within the school system to children 5-17 and their parents.
- Manitoba has also worked with MCHP and Doctors Manitoba to establish patient lists of those that are not yet vaccinated, to support doctors reaching out directly to their clients to make a vaccination recommendation.

# Agile Models of Delivery

- Pop-up clinics are being planned across the province to reach geographic communities that have low uptake, or are out of reach to the supersites.
- Community-based and partnership clinics will be hosted alongside local organizations.

partners like hospitals, personal care homes and other organizations with a health team will be able to offer vaccinations.

- Following a successful pilot, mRNA vaccines will be available through pharmacies and medical clinics in the distributed model. This begins with about 5,000 doses to 25 locations this week.

# Supports and Incentives

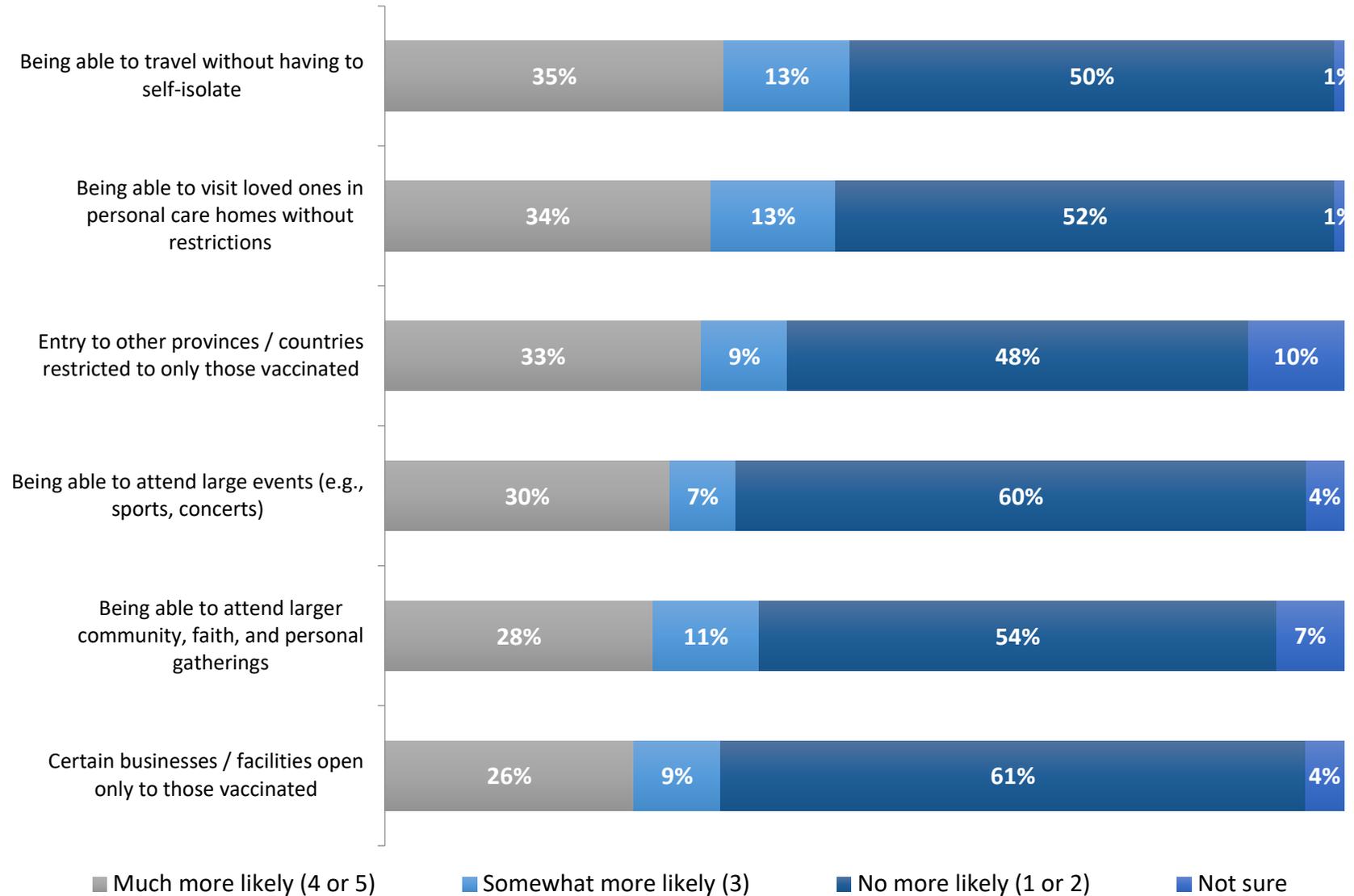
# ACCESS, INCENTIVE AND OPPORTUNITY

Tools to encourage  
vaccination among  
low-uptake  
populations

- **ACCESS:** Increasing easy and convenient access to vaccine and clinics in a culturally safe and relevant way
- **OPPORTUNITY:** Identifying and promoting the activities, spaces and experiences that will be available to Manitobans once they are fully vaccinated.
- **INCENTIVE:** Value-add offers that increase likelihood of vaccination:
  - A direct financial payment for getting vaccinated
  - A raffle, contest, or lottery
  - Discounts and coupons
  - Commemorative items
  - Friendly competition between communities

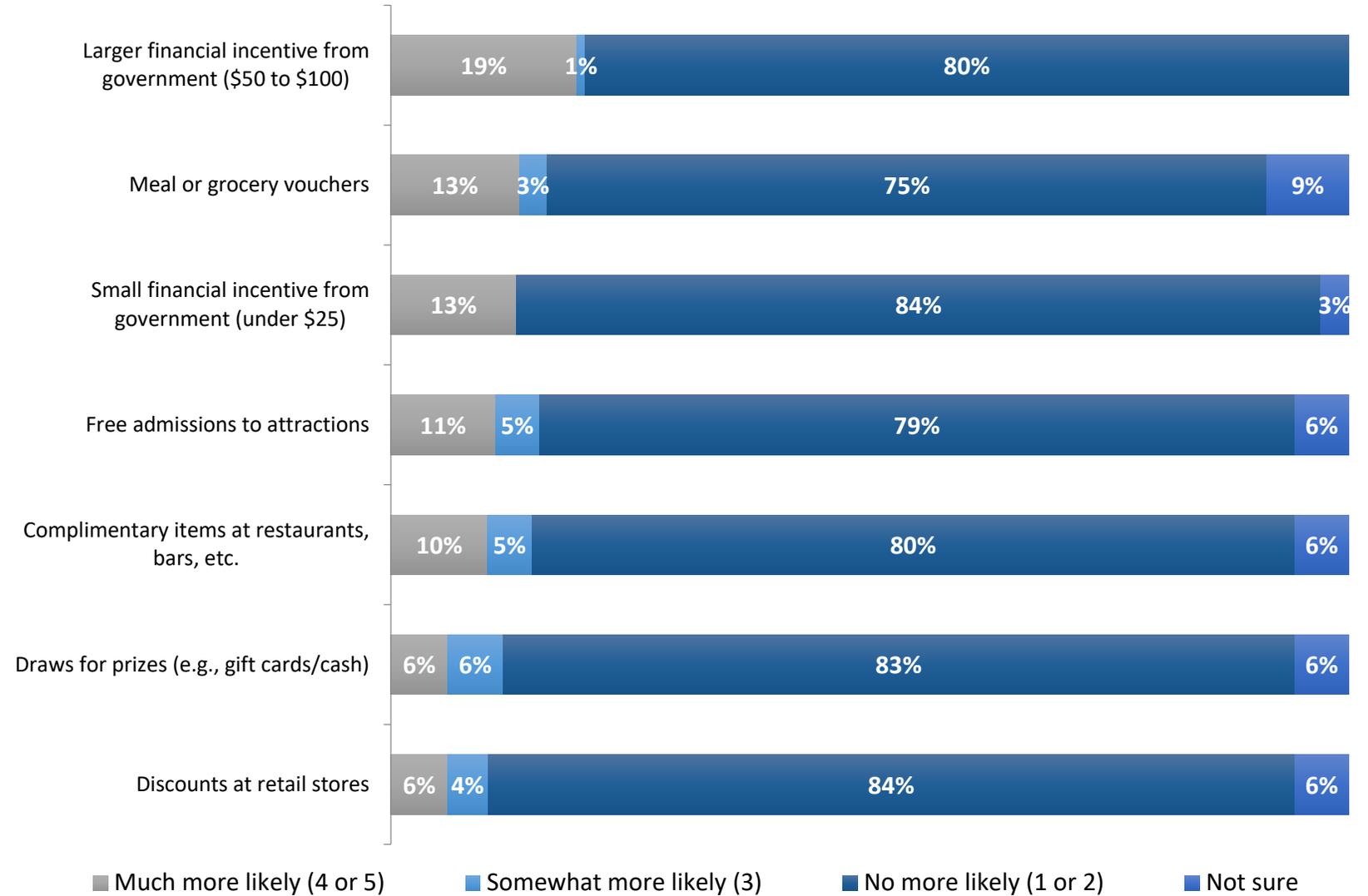
# OPPORTUNITY INCENTIVES:

The opportunity to return to normal in key activities like travel, PCH visits and large events has a 25-35% impact on vaccination likelihood



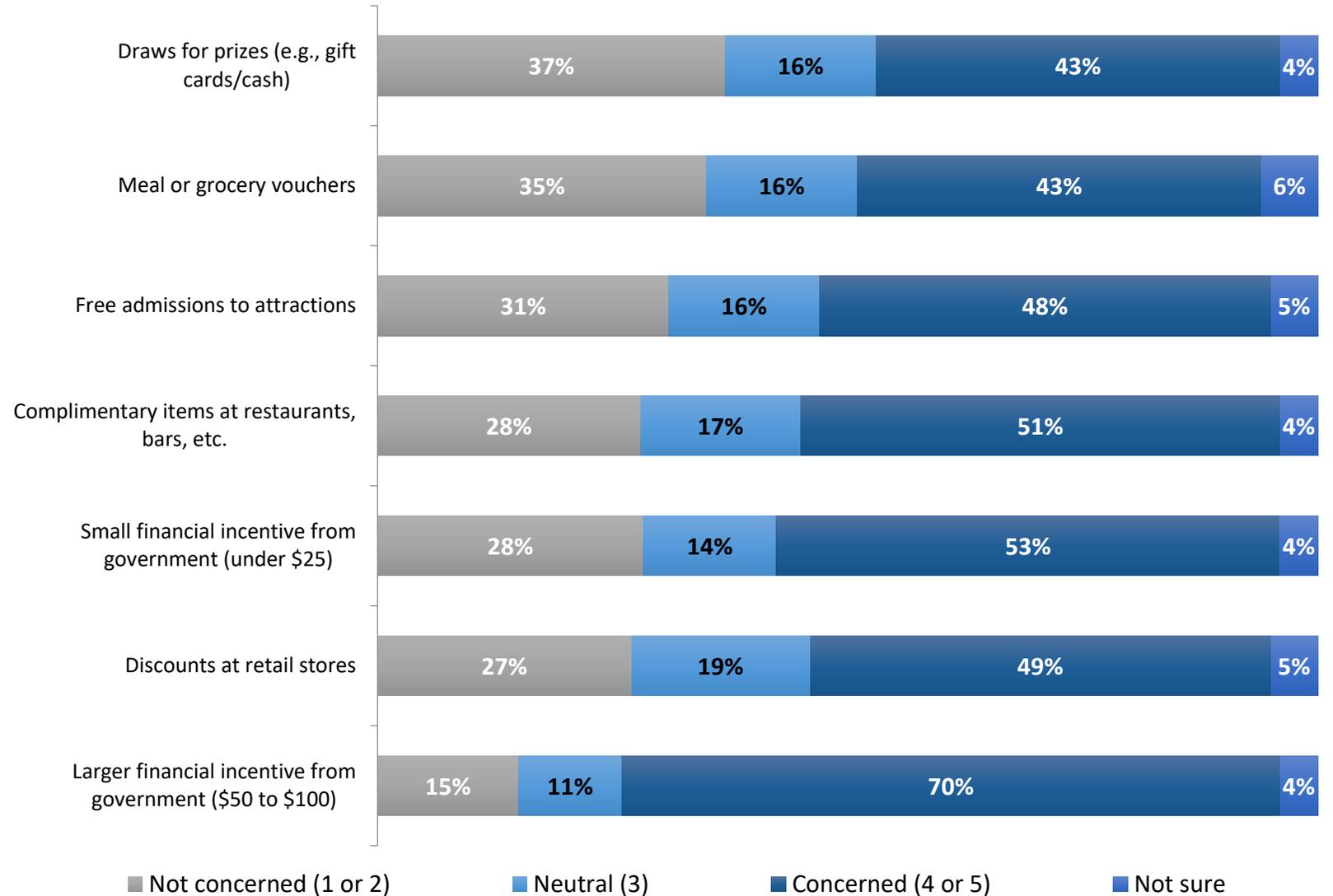
# FINANCIAL INCENTIVES:

Financial incentives such as draws, gift cards and discounts have a lower impact on likelihood, but grow with the value of the incentive.



# CONCERN WITH INCENTIVES:

Vaccinated Manitobans are concerned about others getting incentives that they don't – this concern grows as the value increases.



# COMMUNITY OUTREACH AND INCENTIVE GRANTS

Supporting  
community  
leadership to  
advance uptake

- Grants of up to \$20,000 will be available to community, sport, religious, cultural, education and arts organizations.
- Programming could include outreach staffing, contacting and supporting clients to get vaccinated, communications materials and community-level incentives like meals.
- Applicants will be asked to identify if they are interested in hosting or partnering on a pop-up clinic.
- Programming will be completed June – September 2021
- Applicants will be required to articulate:
  - What low-uptake community they are targeting.
  - What their plan to reach them is, and why they believe it will be successful.
  - What the cost will be, with a simple budget
- Applicant information sessions will be scheduled to help inform potential applicants on low-uptake and program examples.
- Reporting will be simplified, on the basis of outputs completed.

# Proposed ProtectMB Community Outreach and Incentive Grants

## Implementation and Timelines

- Possible scenarios might include:
  - A youth hockey league holding team discussions about vaccination, sending information about vaccination to their league newsletter, calling league members to assist with booking vaccines and partnering with the vaccine task force to deliver a pop-up clinic at a local rink.
  - A church community providing culturally-relevant material about faith and vaccination, doing outreach to members, bringing a nurse or doctor to speak about vaccine side effects and helping to bring members to their local clinic.
  - An community organization in Point Douglas providing vaccine information in multiple languages, equipping outreach volunteers and staff to promote vaccination, and partnering with the vaccine task force on a clinic with a meal and community entertainment.