

BC COVID-19 Vaccine Communications Collaboration and Networking Workshop

April 7, 2021



BC COVID-19
STRATEGIC RESEARCH
ADVISORY COMMITTEE

 **MICHAEL SMITH FOUNDATION
FOR HEALTH RESEARCH**
BC's health research funding agency

 **SFU**
FACULTY OF
HEALTH SCIENCES

 **Genome
BritishColumbia**
Leading > Investing > Connecting

 **BC Centre for Disease Control**
Provincial Health Services Authority

SUMMARY AND FINDINGS

“The miraculous creation of the vaccine in such a short time; this is the result of massive cooperation. Survival through the pandemic has also been the result of massive public cooperation.”

—Dr. Bonnie Henry, Provincial Health Officer for the Province of BC

British Columbia is rolling out an unprecedented public health initiative: the largest immunization program in the province's history. Over the course of just a few months, the province aims to deliver 8.6 million vaccinations for 4.3 million British Columbians. This enormous, complex project is being enabled through an evidence-informed, coordinated province-wide communication effort linked to related national and international initiatives.

The [BC COVID-19 Strategic Research Advisory Committee \(SRAC\)](#) and its Public Communications Working Group, along with co-hosts Genome BC, the Michael Smith Foundation for Health Research, Simon Fraser University Faculty of Health Sciences, and the BC Centre for Disease Control, on April 7, 2021 hosted the BC COVID-19 Vaccine Communications Collaboration and Networking Workshop. The workshop brought together health communications professionals and communications researchers from across the province, all of whom are involved in one way or another in supporting the COVID-19 vaccine rollout in British Columbia.

The workshop began with [keynote presentations](#), followed by a moderated Q&A panel discussion. The event moved onto breakout sessions, and then the group reconvened to discuss outcomes and findings.

The conclusions of the workshop were multifold and highly informative. Key takeaways identified the following needs:

- A provincial community of practice and dedicated forum for health communicators to share experiences and discuss opportunities and challenges, with the goals of:
 - Ensuring solidarity and consistency of messaging, both provincially and nationally.
 - Managing vaccine brand uncertainty. Research has shown that the best communication to counter this is about death prevention, not effectiveness against infection/efficacy.
 - Building and supporting content development, engagement, and dissemination of new COVID-19 resources.
- The development of a broad social media strategy, grounded in research and best practices, to disseminate consistent public health messaging. This will help counter the misinformation and disinformation flooding the space, and also help reach diverse audiences, including young people.
 - Much of the social media content being consumed is US-based: There is an identified need for more accessible Canadian content.
 - Visual messages are powerful: Infographics and visuals that are easily and quickly understood and then shared work well on social media. Recommend engaging young people to ask how they want to be involved in vaccine advocacy.
- Better communication tools to inform front-line vaccinators and health-care workers. Easy-to-share soundbites or key messages will help them be better prepared.

- Messaging that stays focused on key information. Include facts and evidence-based truths to counter misinformation. Communications must be neutral and communicators must not to engage in inflammatory debates.
- Develop and apply platforms, mechanisms, and methods for greater engagement with the public and patients, especially for Indigenous and racialized people/communities.
 - Within these groups there are clear ‘influencers’: In Indigenous cultures Elders lead the way for the community. If they advocate for vaccination others will following. Within Black communities, teachers and church leaders tend to lead.
 - Work to identify priority topics for Indigenous peoples and communities with a focus on COVID-19 prevention measures and vaccination messaging.

TRUSTED RESOURCES

BC COVID-19 Vaccine Communications Collaboration and Networking Workshop

These short background videos and slides address topics of interest identified by workshop participants via a pre-workshop survey. *Last updated: April 16, 2021.*

How to create dissemination materials: Co-creating with patients

Dr. Iva Cheung

Post-doctoral Fellow, Department of Psychiatry, UBC

[Co-creating dissemination materials with patients](#)

A myriad of reasons for getting vaccinated: Why should you do it?

First Nations Health Authority

UBC Centre for Excellence in Indigenous Health

First Nations Health Authority Chair in Cancer and Wellness at UBC

[COVID-19 vaccine public service announcement](#)

How to make an infographic to combat vaccine hesitancy: A co-creation model

Dr. Sharon Straus

Geriatrician & Clinical Epidemiologist, St. Michael's Hospital, University of Toronto

[Vaccine hesitancy infographic](#)

Why are people hesitant to get vaccines? How they work and why they're safe and effective

Immunize Canada and Dr. Anna Taddio

Professor, Leslie Dan Faculty of Pharmacy, University of Toronto

[Understanding vaccine hesitancy](#)

Communicating risk in a clinical setting: A patient or service user perspective and Communicating with patients and service providers: Trauma and resiliency informed practice

Beverley Claire Pomeroy

Patient Engagement Specialist, Fraser Center, BC SUPPORT Unit

[Applying clinical risk communication techniques to COVID-19 vaccine communications for patients and public](#)

How are vaccines developed? From emerging viruses and the strength of clinical data to COVID-19 immunity

Three 20-minute presentations followed by an expert panel discussion moderated by:
Dr. Deanne Taylor (Director, Research Dept., Interior Health) with the below speakers and guest
Dr. Robert McMaster (Vice Dean, Research, UBC Faculty of Medicine)

[Vaccine development](#)

- Introduction to immunity – by Dr. Alyson Kelvin*
- Strength of the data – by Dr. Darby Thompson+
- COVID-19 immunity – by Dr. Manish Sadarangani^
 - *Assistant Professor, Dept. Microbiology and Immunology, Dalhousie University; Scientist, Canadian Centre for Vaccinology, IWK Health Centre, Halifax
 - +Biostatistician & President, Emmes Canada
 - ^Director, Vaccine Evaluation Centre, BC Children’s Hospital Research Institute

What is the evidence for deferring the second dose of the vaccine?

Dr. David Patrick

Director of Research, BC Centre for Disease Control; Professor, School of Population & Public Health, UBC

<https://youtu.be/5pop2B9ntoU>

What to know about BC’s COVID-19 immunization plan

Government of BC

[BC’s COVID-19 immunization plan communications](#)

What is a vaccine and how does it work? A humorous primer

Dr. Matthew Menard

Physician, Haida Gwaii, BC

www.youtube.com/watch?v=jdIKQO-t45g

Why social media matters during a pandemic: Using it well and effectively

Dr. Heidi Tworek

Associate Professor, School of Public Policy and Global Affairs and History, UBC

www.youtube.com/watch?v=oXAya7D1O8M

What are young people in BC wondering and thinking about the COVID-19 vaccine?

Perspectives of BC youth

Dr. Hasina Samji

Assistant Professor, Faculty of Health Sciences, Simon Fraser University; Senior Scientist, BC Centre for Disease Control

Youth from The Chart Lab: Gaelen, Judy, Mari, Amilya, Julia, Christopher

[COVID-19 vaccine engagement in youth and young people](#)

What do people in BC ask about the COVID-19 vaccines?

Dr. Anne-Marie Nicol

Associate Professor, Professional Practice, Faculty of Health Sciences, Simon Fraser University;
COVID-19 Knowledge Translation Team, BC Centre for Disease Control

<https://youtu.be/ntw1c8g-8wY>

A wave of COVID-19 variants in BC and elsewhere

Dr. Hope R. Lapointe

Research Coordinator, BC Centre for Excellence in HIV/AIDS

<https://youtu.be/1mPrz0qm2o4>

COVID-19 vaccine logistics

Stephanie Dion

Public Health Manager, BC Centre for Disease Control

https://youtu.be/zcQiAek_IyA

Indigenous COVID-19 wise practices discussion

Elder Roberta Price, Coast Salish Snuneymuxw (SNA-NEIGH-MUH) and Cowichan Nations

Dr. Brittany Bingham: Director, Indigenous Research, Centre for Gender & Sexual Health Equity

<https://youtu.be/qwAXhRsEraM> and [slide deck](#)

A conversation on engaging communities in COVID-19 research and vaccine discussions

Dr. Cindy Jardine: Professor and Canada Research Chair, Health and Community, University of the Fraser Valley

Marinel Kniseley: Research Manager, University of the Fraser Valley

Dr. Kusum Soni: Community Liaison, University of the Fraser Valley

Sherry Wang: Community Liaison, University of the Fraser Valley

<https://youtu.be/H3a9qXBScUM>

What is the digital divide and why is it important to COVID-19 vaccination communication?

Dr. Devon Greyson

Assistant Professor, Health Communications, University of Massachusetts Amherst

<https://youtu.be/fn68naDIZM0>

Together against misinformation

A social media movement developed by a team of independent scientists, healthcare providers and science communicators to stop the spread of misinformation around COVID-19

www.scienceupfirst.com

The Royal Society of Canada COVID-19 resources

<https://rsc-src.ca/en/covid-19>

Infodemic pathways: Evaluating the role that traditional and social media play in cross-national information transfer

Bridgman A, Merkley E, Zhilin O, Loewen PJ, Owen T, Ruths D. (2021)

[Frontiers in Political Science](#)

“What and who is Two-Spirit?” in health research: Guidance on how to collect and discuss Two-Spirit data in a more culturally affirming way

Canadian Institutes of Health Research

<https://cihr-irsc.gc.ca/e/52214.html>

What factors and language improve vaccine acceptance? Findings from a US national poll

The de Beaumont Foundation

<https://debeaumont.org/changing-the-covid-conversation/vaccineacceptance>

COVID-19 resources for Indigenous people and communities in BC

BC Centre for Disease Control

www.bccdc.ca/health-info/diseases-conditions/covid-19/indigenous-communities-and-local-governments

#VaxChamp and COVID-19 resources for Indigenous people

First Nations Health Authority

<https://fnha.wishpondpages.com/vaxchamp>

www.fnha.ca/what-we-do/communicable-disease-control/coronavirus/mental-health-and-wellness