



COVID-19 VACCINATION IN MANITOBA

TECHNICAL BRIEFING

March 17, 2021

OPERATIONAL UPDATES



VACCINE DELIVERY MODEL UPDATES



SUPERSITES

In larger centres, supersites allow for rapid and large-scale vaccination for increased speed and efficiency.

3

Winnipeg

8,106

DOSES
ADMINISTERED
IN LAST WEEK

55,080

TOTAL DOSES
ADMINISTERED

847

AVG. DAILY DOSES

65

EST. DAILY STAFF
(FTE)

Brandon

1,765

DOSES
ADMINISTERED
IN LAST WEEK

7,276

TOTAL DOSES
ADMINISTERED

182

AVG. DAILY DOSES

11

EST. DAILY STAFF
(FTE)

Thompson

966

DOSES
ADMINISTERED
IN LAST WEEK

1,909

TOTAL DOSES
ADMINISTERED

127

AVG. DAILY DOSES

7

EST. DAILY STAFF
(FTE)

Selkirk

1,028

DOSES
ADMINISTERED
IN LAST WEEK

1,028

TOTAL DOSES
ADMINISTERED

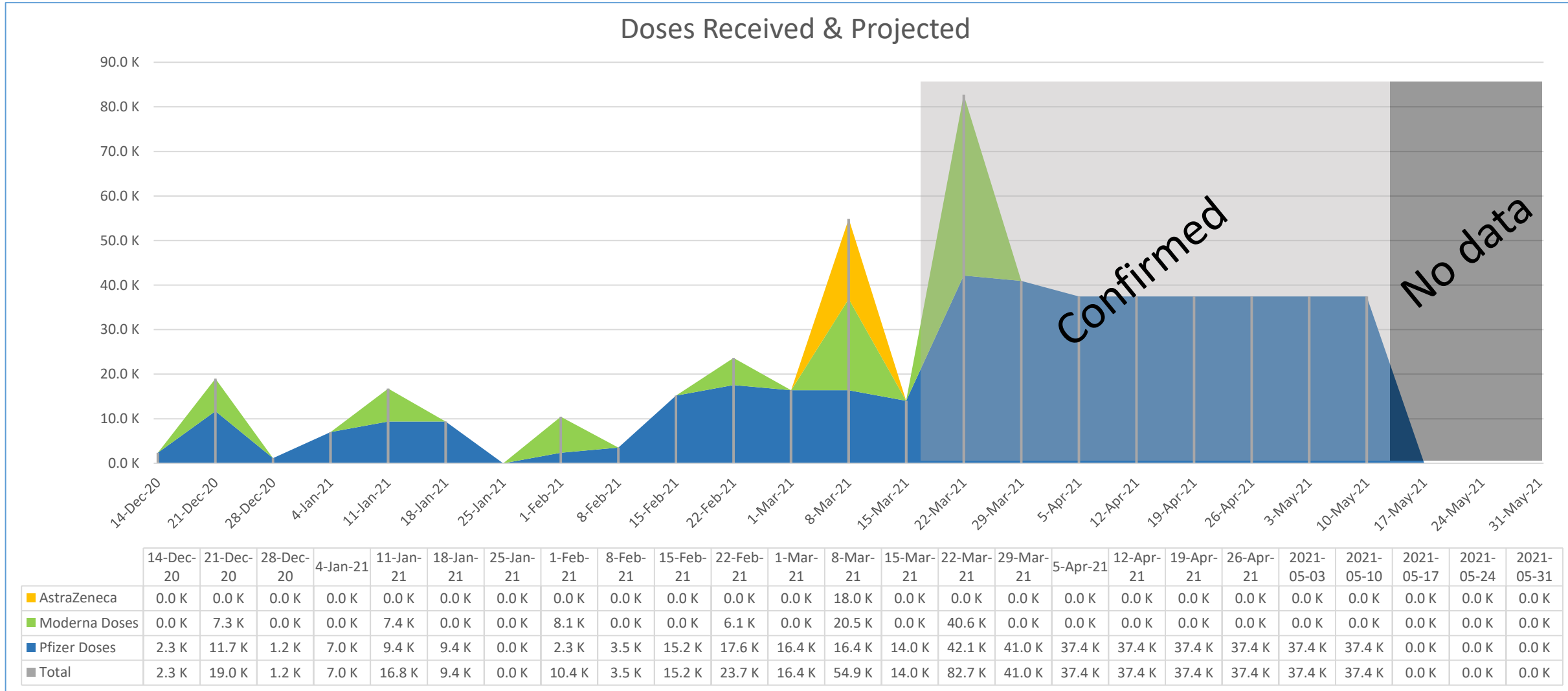
257

AVG. DAILY DOSES

15

EST. DAILY STAFF
(FTE)

COVID-19 DOSE DELIVERY SCHEDULE



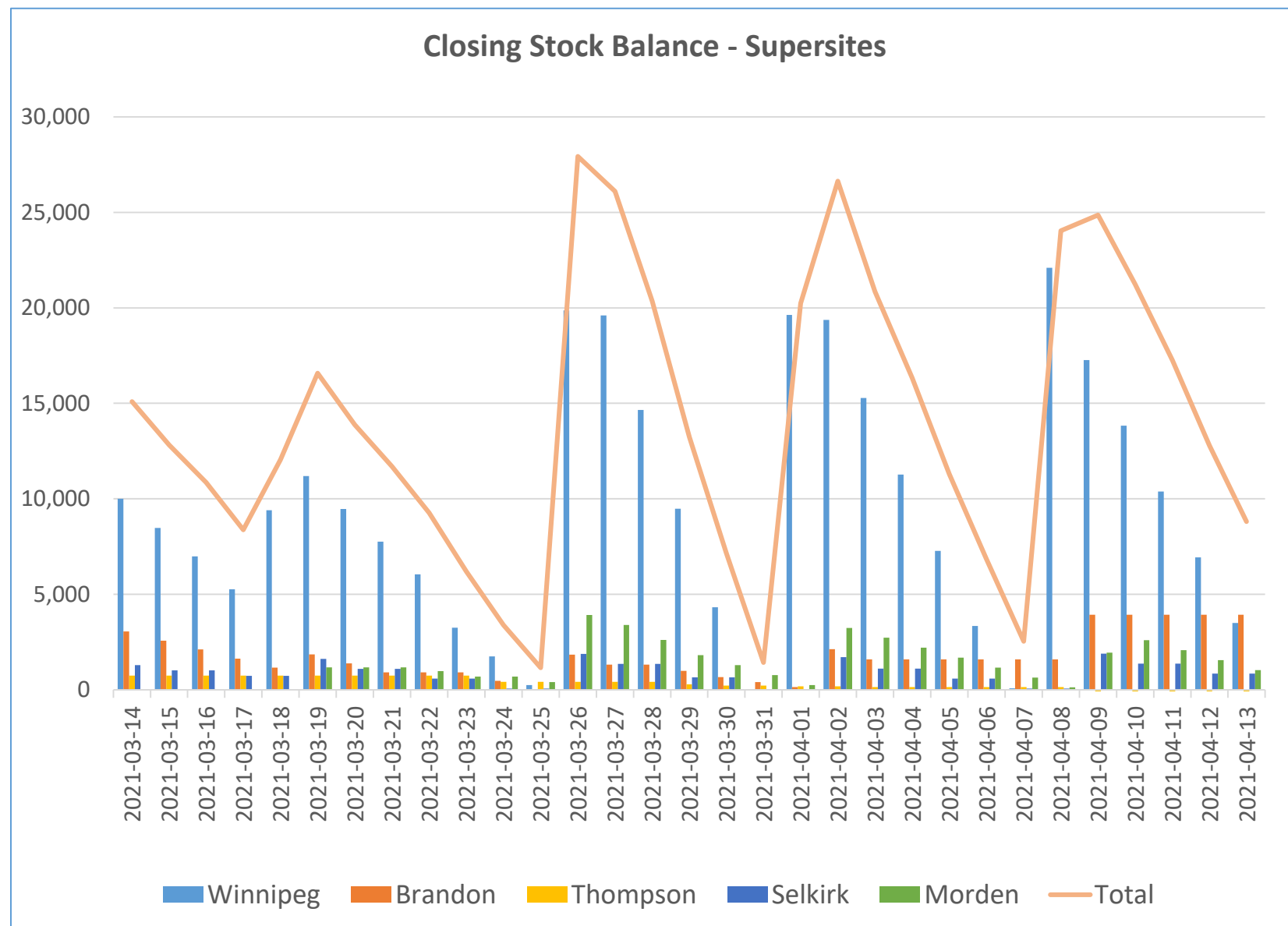
As of March 15, 2021

SUPERSITE INVENTORY MANAGEMENT

Projected for the next 30 days



5



Projections as of March 15. Each rise in doses represents a scheduled delivery.

INVENTORY MANAGEMENT



Managing Vaccine Supplies Effectively

- Vaccine shipments expected "week of..."
- Booking appointments 2-3 weeks in advance
- Need to manage inventory for booked appointments and planned immunizations with FITs, pop-ups, and allocations to First Nation partners
- Manitoba holds the minimum viable level of inventory
- Extending timeline for 2nd doses resulted in a temporary inventory build-up, which is being used in supersite appointments this week
- Spreading out supersite appointments throughout a week provides a better client experience

INVENTORY MANAGEMENT



7

Managing Vaccine Supplies Effectively

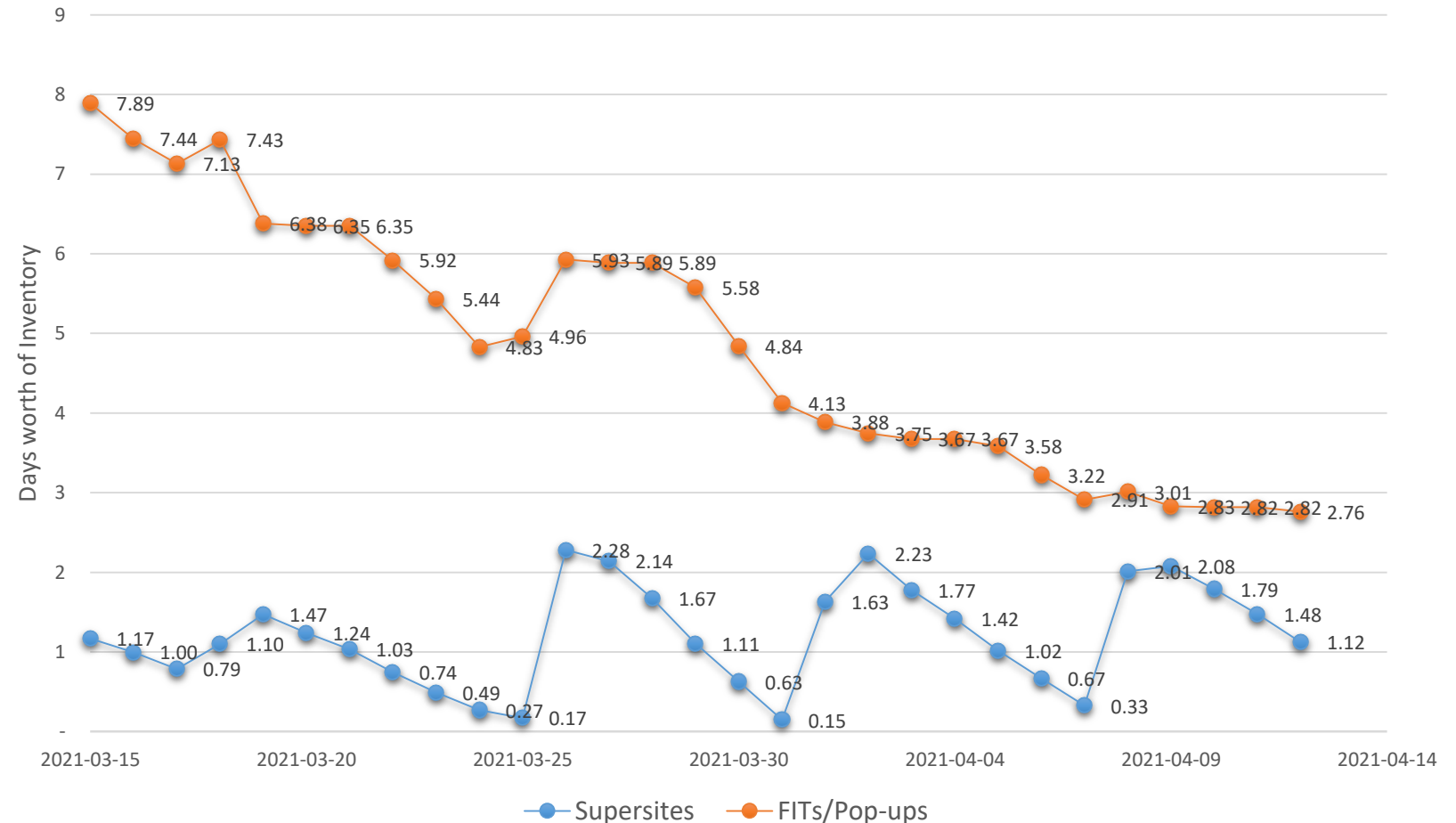
- **Pfizer** vaccine used at supersites & by some FITs
- All vaccine currently in stock will be used by March 23
- Another 14,040 doses arrive this week that will be used between March 24 and 27
- **Moderna** is used for targeted populations, in smaller volumes so inventory is often higher
- Received 20K doses on March 12 with 2/3 allocated to First Nation partners and will be delivered to communities over the next few days
- The 1/3 half will be used by FITs, popups and other sites by March 31
- **AstraZeneca** / **Covishield** has been shipped to medical clinics and pharmacies (18K doses)

INVENTORY MANAGEMENT



- All supersites can administer their entire weekly supply in less than a week.
- As a result, clinics could be open only for a part of the week.
- While this has occurred, it is not ideal.
- Our goal is for supersites get as close as possible to zero inventory the day before the next shipment arrives.

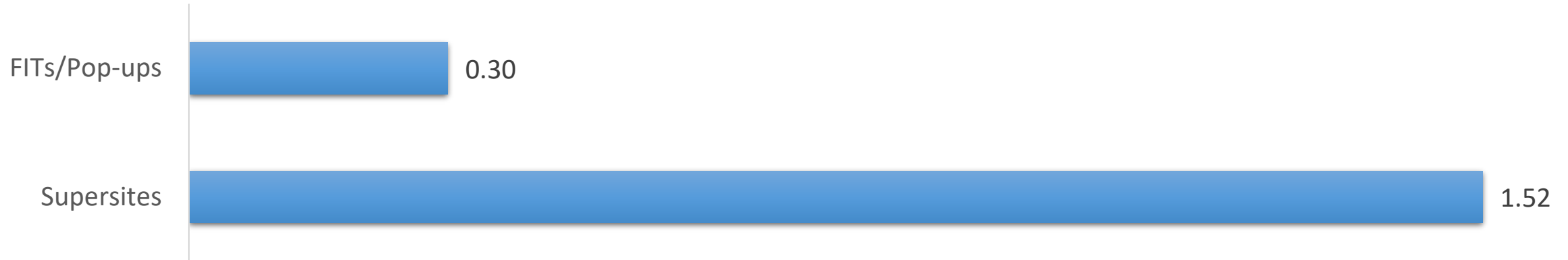
Days worth of inventory based on Daily Maximum Capacity per Channel



INVENTORY MANAGEMENT

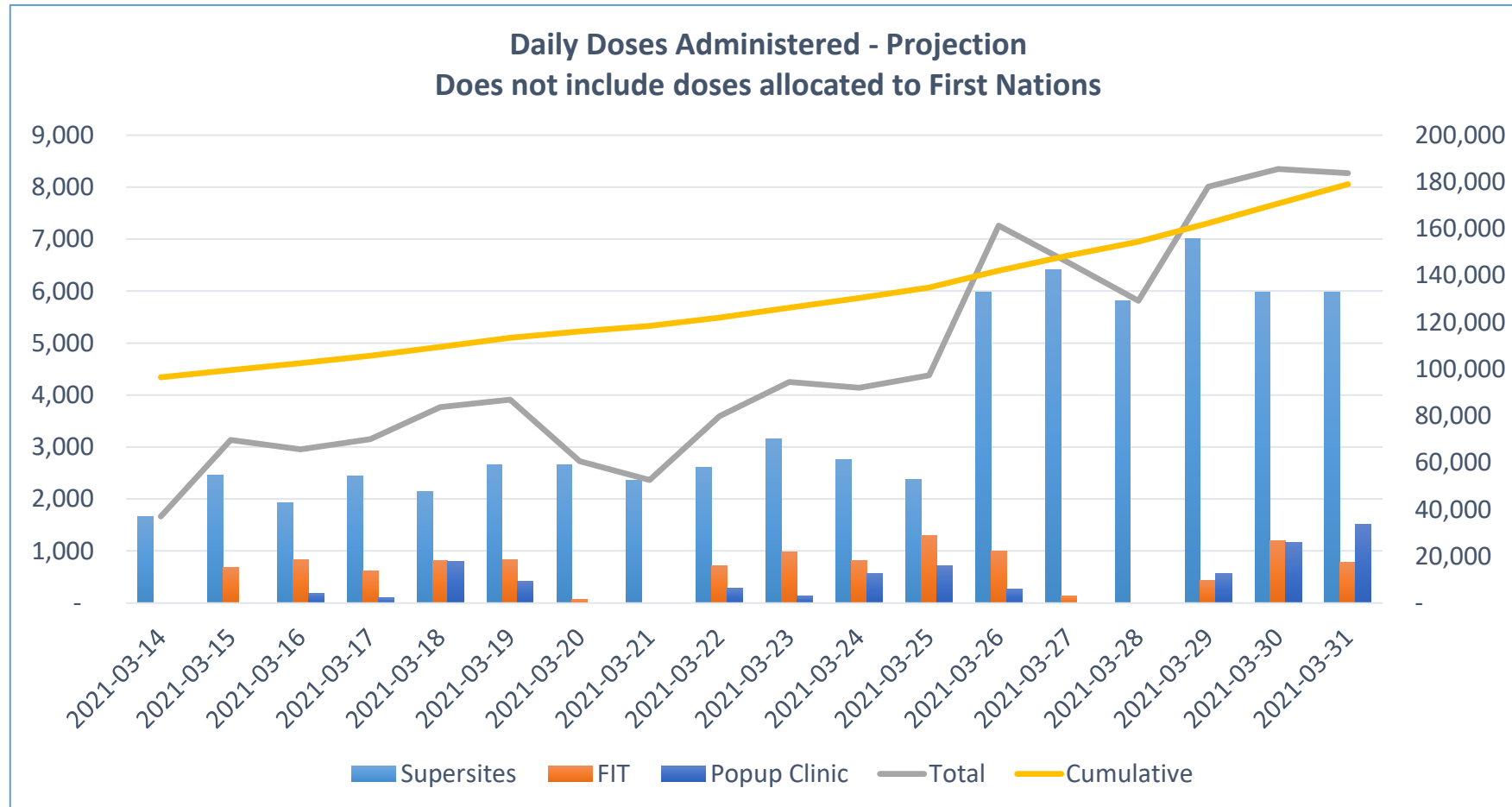


Inventory turnover ratio March 15 – March 31



- The inventory turnover ratio shows the number of times the inventory has been used and replaced within a certain period of time.
- A lower turnover rate indicates slower vaccine administration, while a higher ratio implies either faster vaccine administration or insufficient inventory.
- Supersites are able to burn through supplies faster than FITs and pop-up clinics.
- However, Manitoba's model recognizes that FITs and pop-ups are necessary to immunize people who aren't able to visit a supersite.

DOSE ADMINISTRATION PROJECTION



LOW-RANGE SCENARIO



Based on Pfizer, Moderna and AstraZeneca/Covishield vaccines.

70% uptake rate

Cohort	Population Cohort	Start	Finish	Duration	2021											
					Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Healthcare Workers	2020-12-16	2021-03-31	15.2w												
2	Personal Care Home Residents	2021-01-11	2021-02-26	7w												
3	Other congregate living settings	2021-02-19	2021-04-15	8w												
4	FN general population 60+	2021-03-01	2021-03-15	2.2w												
5	General population 80+	2021-03-01	2021-03-15	2.2w												
6	FN general population 50-59	2021-03-10	2021-03-25	2.4w												
7	General population 70-79	2021-03-10	2021-04-05	3.8w												
8	FN general population 40-49	2021-04-01	2021-04-15	2.2w												
9	General population 60-69	2021-04-01	2021-04-15	2.2w												
10	FN general population 30-39	2021-04-15	2021-04-30	2.4w												
11	General population 50-59	2021-04-15	2021-05-07	3.4w												
12	FN general population 18-29	2021-05-03	2021-05-17	2.2w												
13	General population 40-49	2021-05-03	2021-05-17	2.2w												
14	General population 30-39	2021-05-17	2021-05-28	2w												
15	General population 18-29	2021-05-25	2021-06-14	3w												

Projected as of March 8 (no change)

HIGH-RANGE SCENARIO



Based on Pfizer, Moderna, AstraZeneca/Covishield, Janssen, and Novavax.

70% uptake rate

Cohort	Population Cohort	Start	Finish	Duration	2021											
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15	General population 18-29	2021-05-06	2021-05-21	2.4w												

Projected as of March 8 (no change)

DELIVERING 1.5 MILLION DOSES



SECOND QUARTER EXPANSION

Building from Manitoba's small, deliberate and safe starting point to deliver the largest immunization campaign in provincial history



- Manitoba continues to report **Daily Maximum Capacity**
- This shows how many doses could be delivered on any given day in Manitoba if we had adequate supply.
- This will be updated as new facilities and staff are added to increase capacity.

Site / Approach	Daily Maximum Capacity
Supersites (RBC 1st & 3rd floor, Backup Site, Keystone, Selkirk, Thompson, Vaxport)	11,658
Distributed Model	5,000
Focused Immunization Teams	1,815
Pop-up Clinics	500
Current Daily Maximum Capacity	18,973
TARGET CAPACITY Q2	20,000

CONTINUED PROGRESS



Protecting Manitobans, Building Capacity

- Pop-sites began this week, with more to be announced in future weeks
- FITs have given more than 6,900 first doses to people in congregate living facilities.
- Morden opening next week, RBC expansion later this month
- Vaxport pilot immunized more than 700 people
- Eligibility criteria continue to expand for general population and First Nation people – today will shift to 73 / 53
- Covishield doses being administered by medical clinics and pharmacies

CONTINUED PROGRESS



16

Online Booking Launching Today

- Online appointments will begin to be accepted later today
- Requires email address and health card number
- Available for supersites, not the distributed model with medical clinics and pharmacies or pop-ups
- Call centre will continue to be an option

Online appointment booking

Are you already registered?

Log in to book an appointment.

Email address

Password

[Forgot your password?](#)

Log in

Not registered yet?

Créez votre compte dès maintenant pour avoir accès à la prise de rendez-vous en ligne!

Create my account

WORKFORCE UPDATE



WORKFORCE RECRUITMENT



CURRENT WORKFORCE

 **118**
this week


2,474
STAFF

1,768	Immunizers
28	Clinic Managers
33	Clinical Leads
526	Navigators
119	Observers

RECRUITMENT EFFORTS



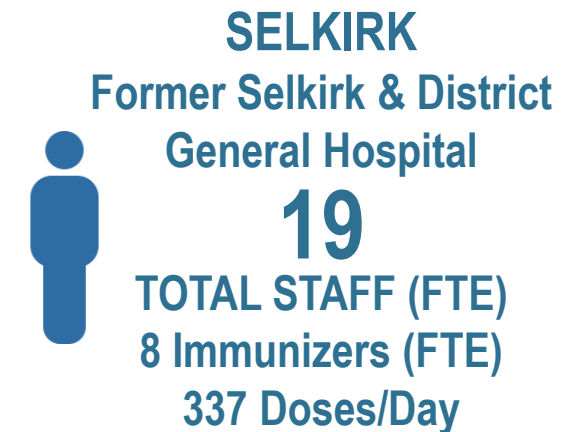
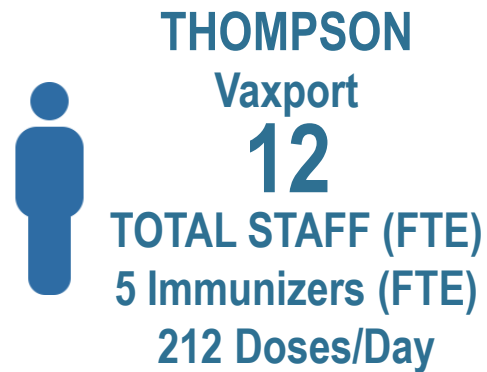
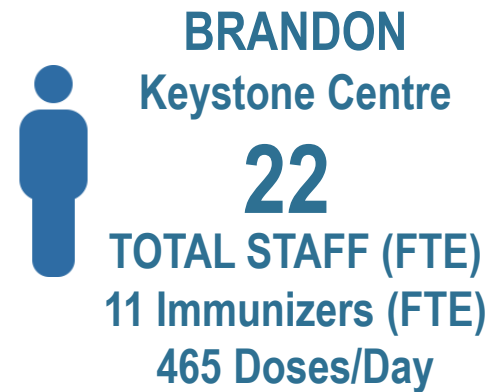
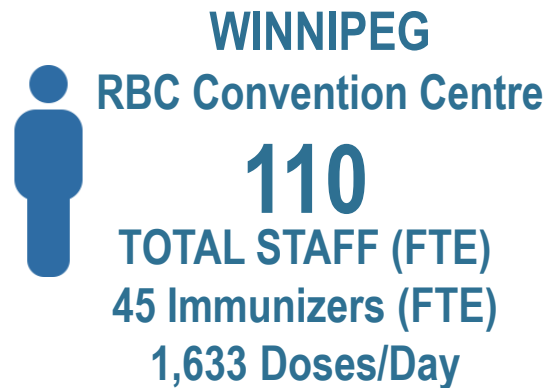
1. We are actively focused on **hiring navigators** for several regions including Northern RHA, Interlake-Eastern RHA and Southern Health - Santé Sud.
2. **Students:**
 - Hiring over 100 students to work full-time over the spring and summer to support immunization efforts as navigators.
 - Hiring 50 student immunizers (term positions) to support immunization efforts over the spring and summer.
3. **Partnership** with the Institute of Health and Healing (Ongomiizwin Health Services) of the Rady Faculty to Health Sciences to provide travelling immunizers to support First Nations communities.
4. Working with the Associations to support the hiring for the **five new occupations** (dental hygienist, chiropractor, massage therapist, athletic therapist, optometrist) under February 9 order.

DAILY OPERATION SCHEDULE



As of March 15, 2021

SUPER SITES

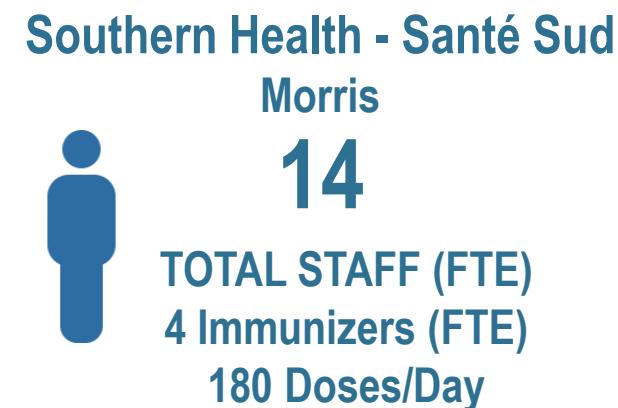
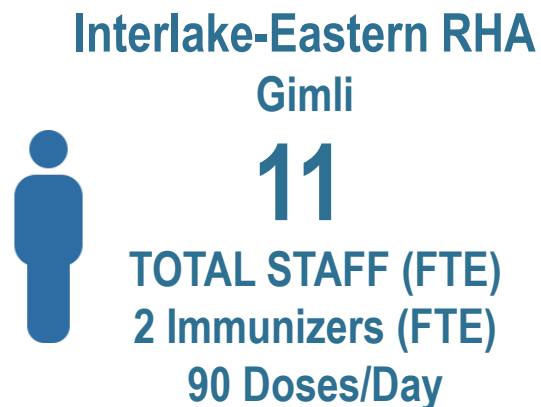
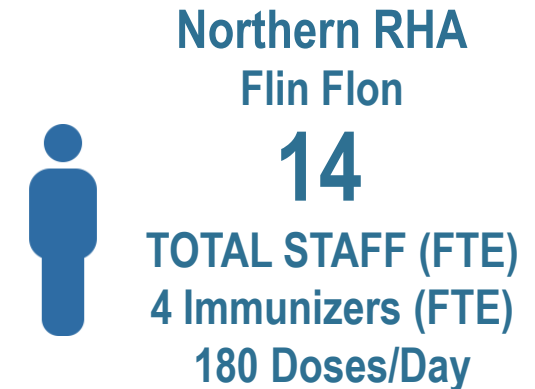
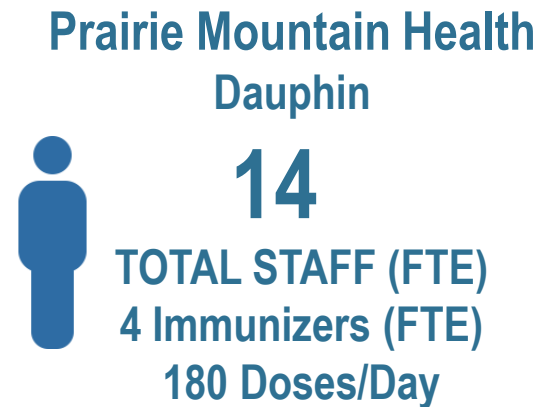
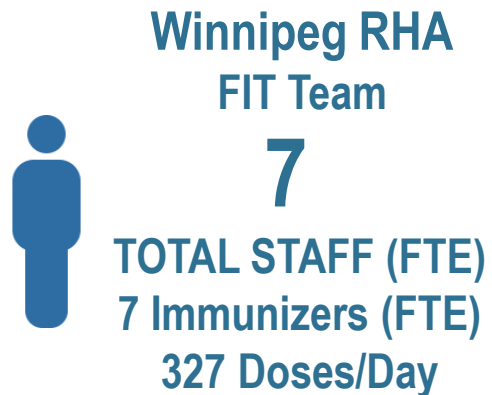


DAILY OPERATION SCHEDULE



As of March 15, 2021

POP-UP & FIT SITES



WORKFORCE PLANNING



- **Flexibility:** Looking for opportunities to find efficiencies in operations to increase the average 7.5 immunizations per hour.
- Ensuring we can meet the **needs of all clients** with language, accessibility, and cultural safety.
- Responding to supply and demand volume of doses by looking for **opportunities to scale**.
- There is an Indigenous work stream in the Task Force working with **Treaty Partners making recommendations** specific to meeting the needs of this population.

#PROTECTMB CAMPAIGN





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

#PROTECT MB 

RESEARCH

Understanding Manitobans' perspectives and attitudes on COVID-19 vaccination

- For the past 3+ months, Manitoba has incorporated questions about vaccine intention and confidence in government's vaccine efforts into various public opinion research surveys and EngageMB consultation surveys.
- Based on these responses, we've been able to develop a view of Manitoba's profile of vaccine intent and have received 100,000 responses from Manitobans.
- We also leveraged this data to directly consult Manitobans on campaign design – 8,000 Manitobans who had previously identified as accessible patients were asked for perspectives on language and design.
- As we build the direct-engagement community around #ProtectMB, we will be able to return to these individuals for additional perspectives and feedback on the campaign and the vaccination effort.

VACCINATED MANITOBIANS: 6%

KEENERS ~63%

Will get the vaccine as soon as they are able

Skew older (45% are 55+) and more likely women. Are more likely to be supportive of government's vaccination effort (90% supportive)

ACCESSIBLE ~12%

Likely to get the vaccine, but not in a rush

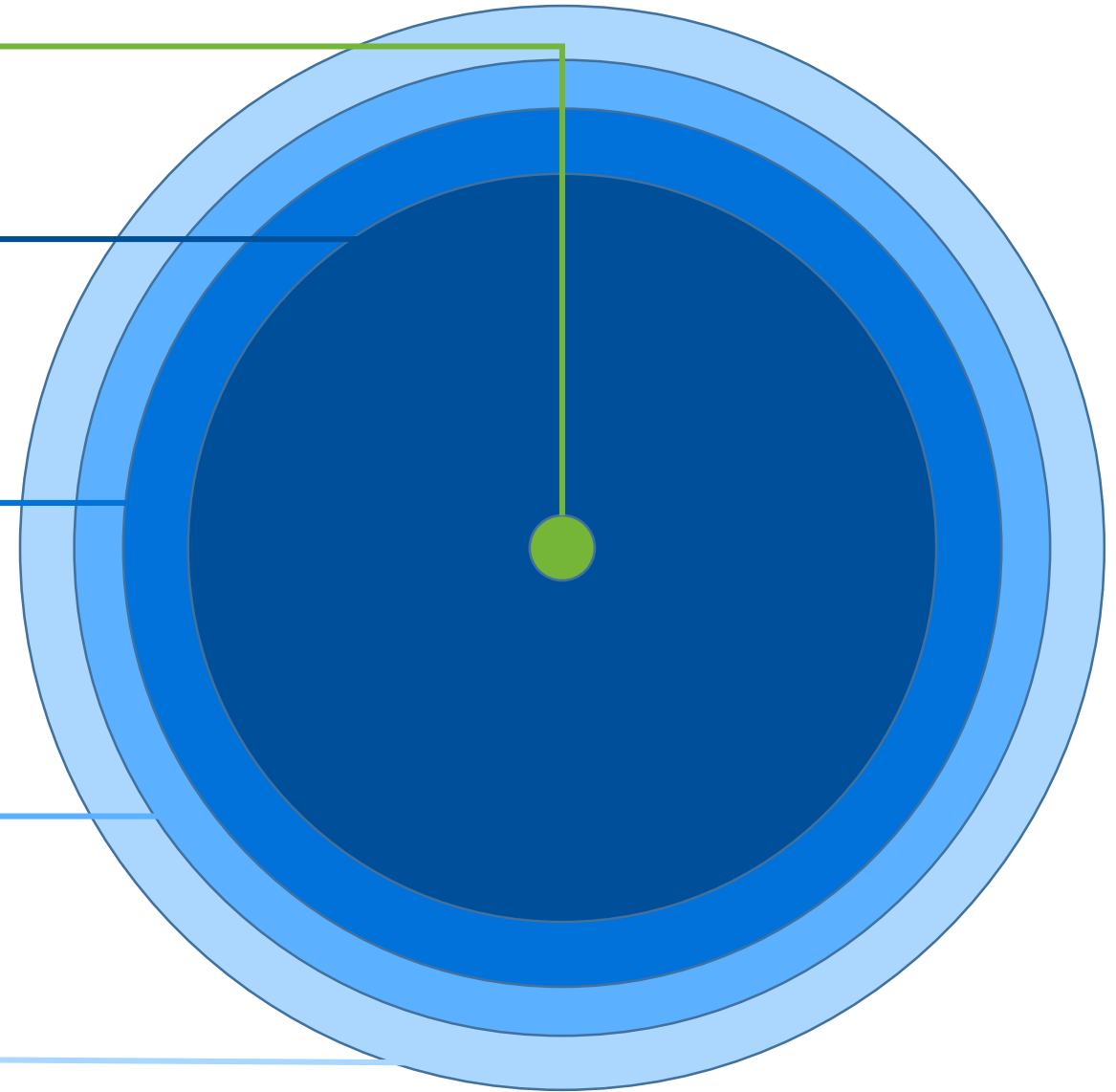
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SKEPTICS ~9%

Ambivalent about vaccination, has concerns and is undecided

Skew younger (46% are 25-44) and slightly more likely men. Are slightly less likely to be supportive of government's vaccination effort (85% supportive)

INACCESSIBLE ~10%



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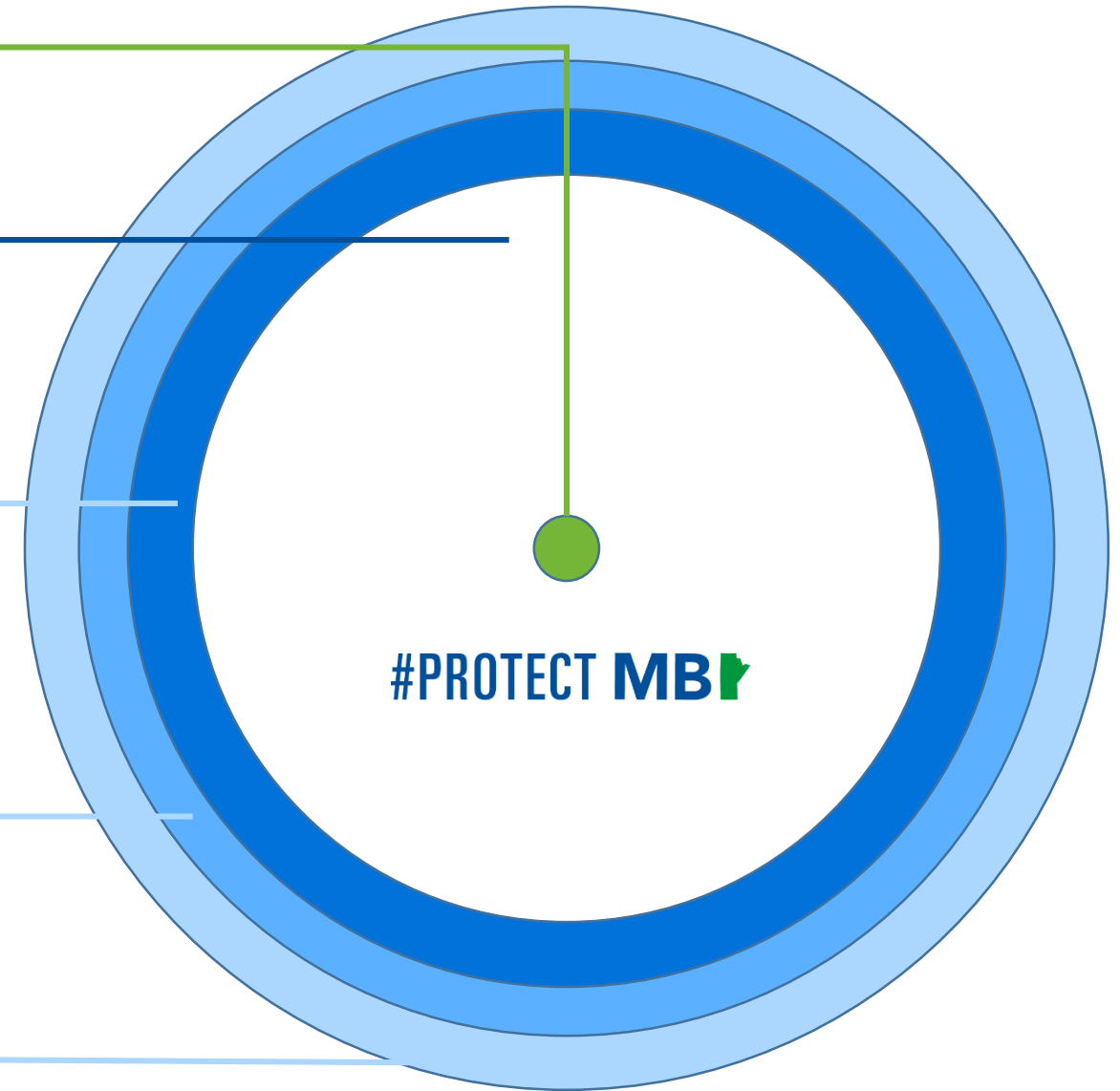
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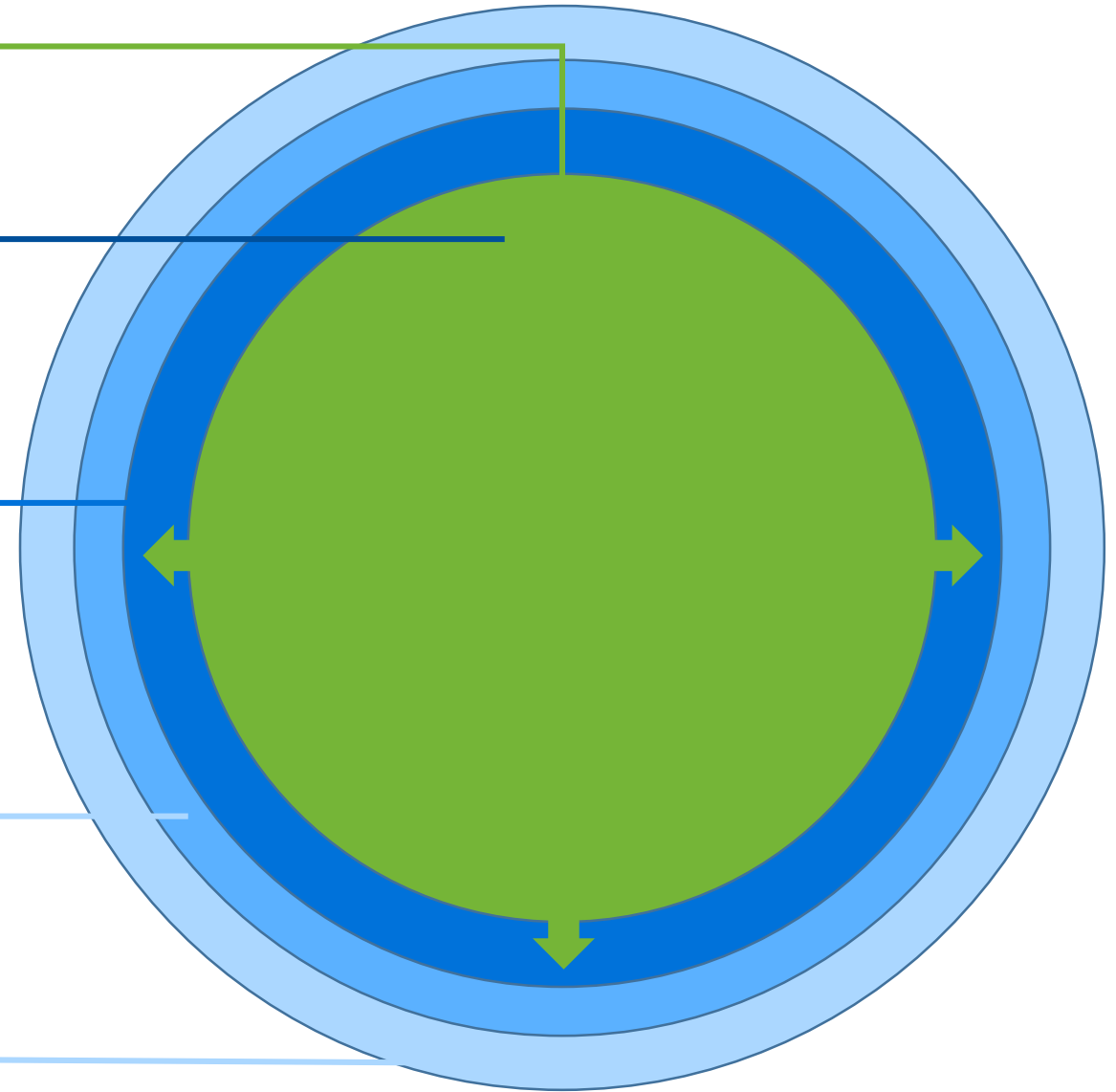
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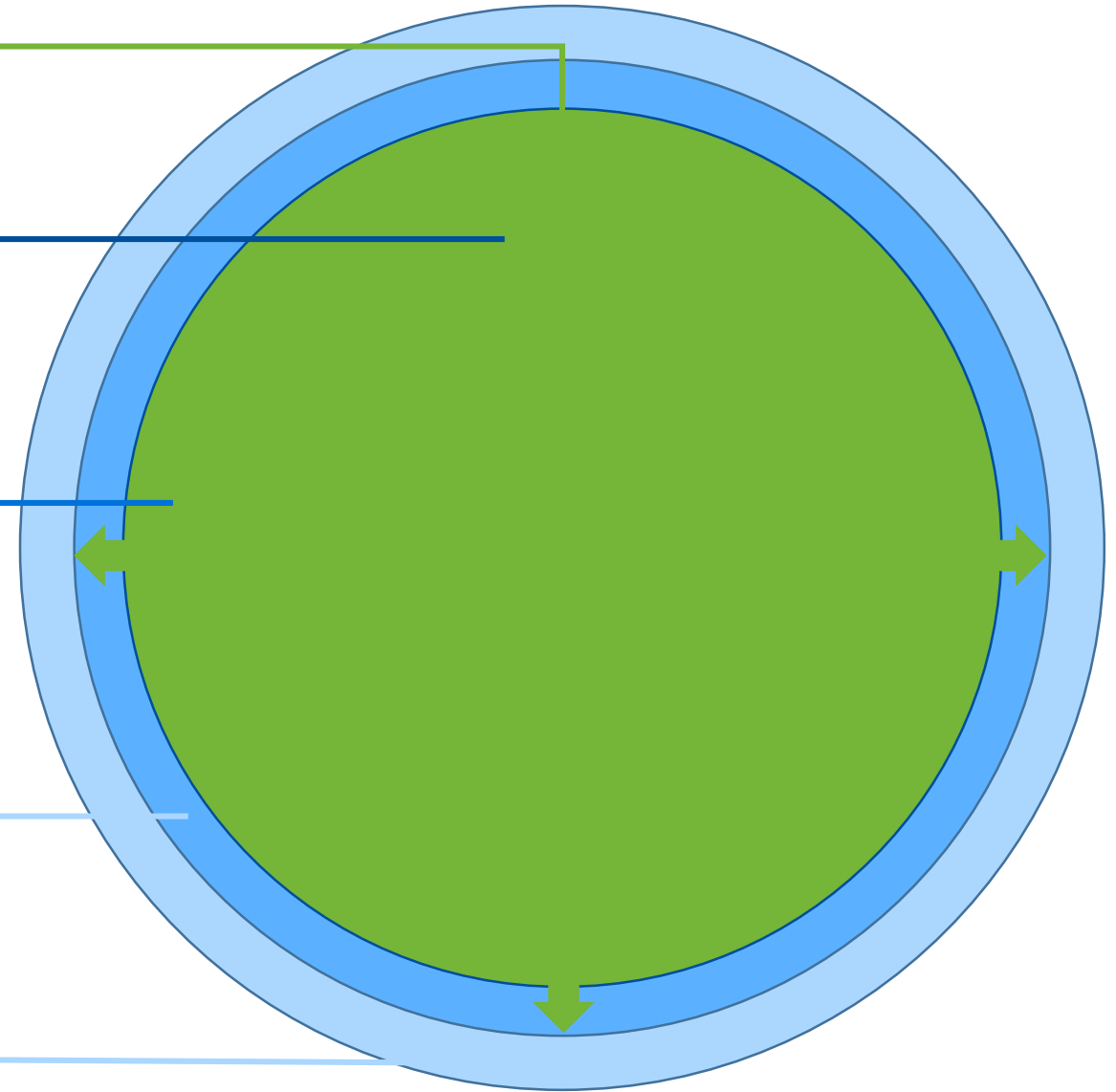
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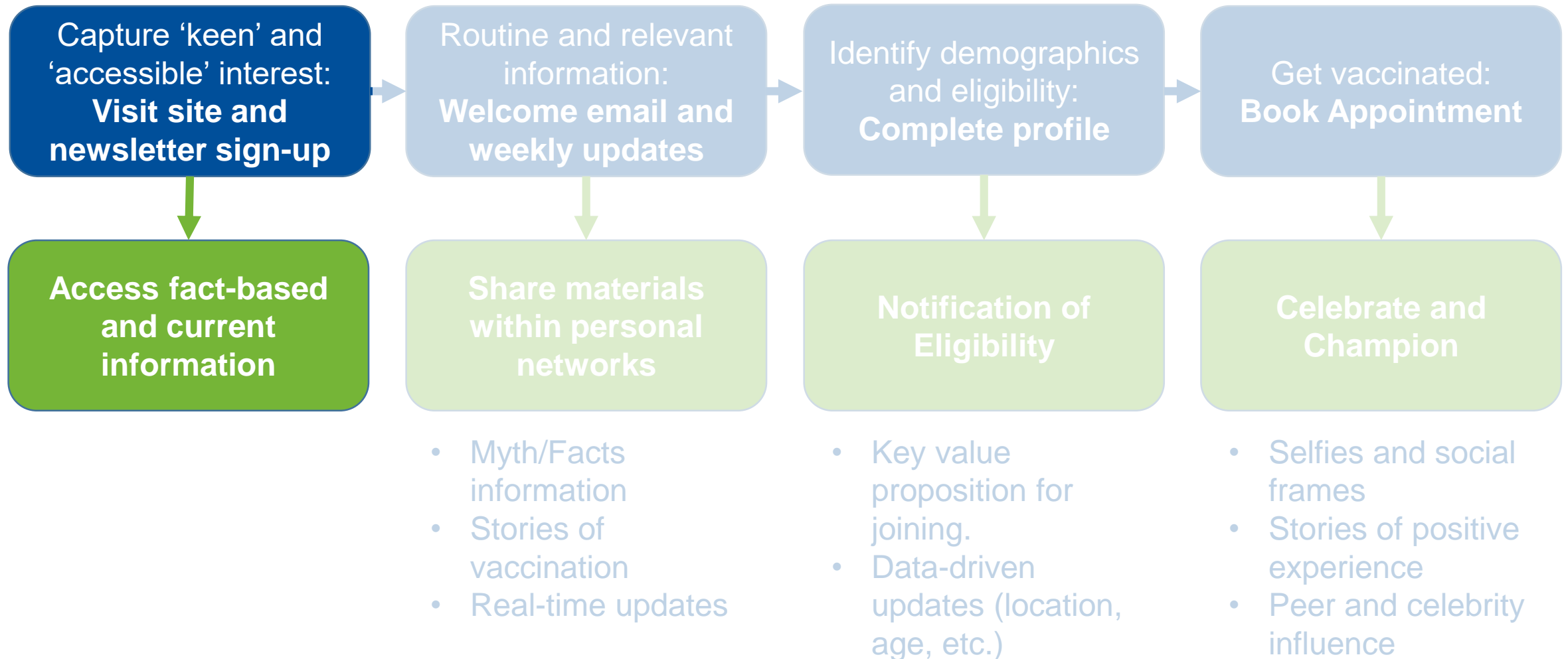
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THE #PROTECTMB JOURNEY



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.**

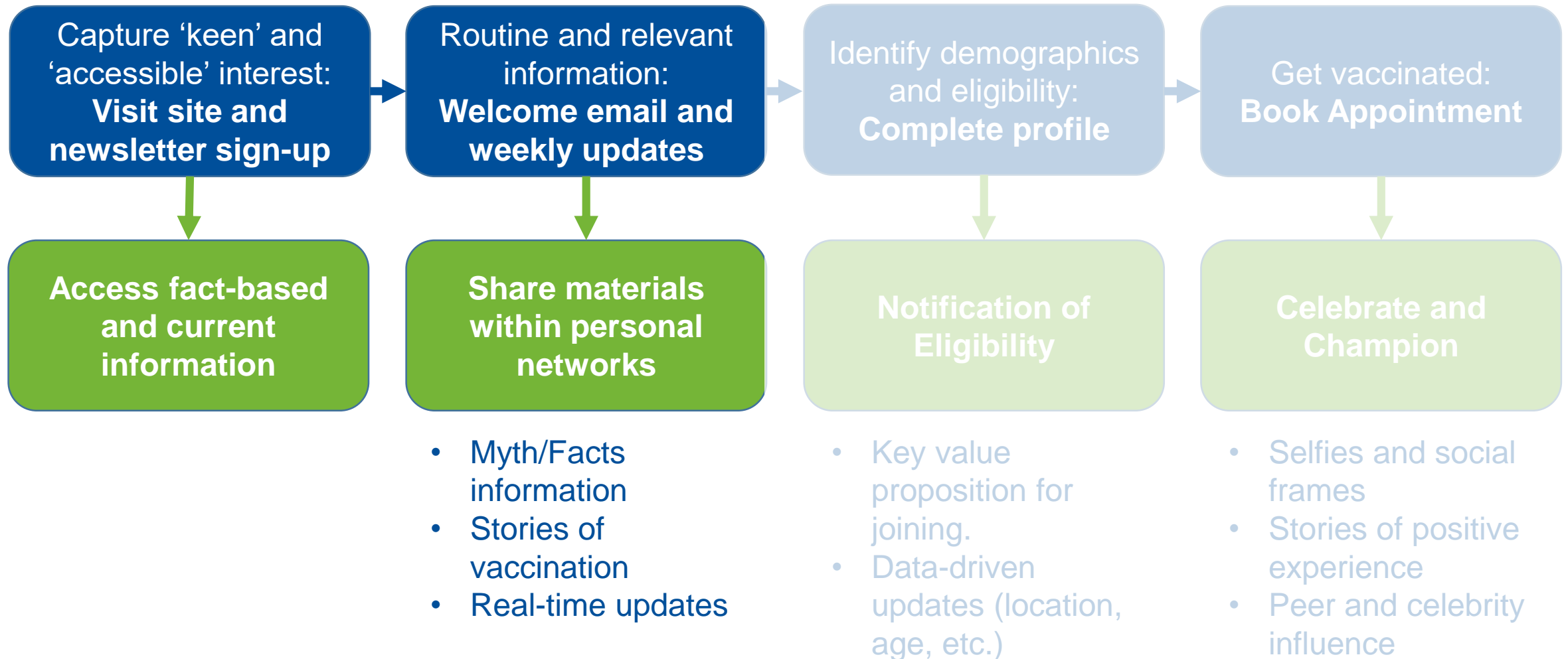
Be ready when it's your turn, and help protect all of us!

[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

THE #PROTECTMB JOURNEY



WELCOME



#PROTECT MB

Let's Get Manitoba Vaccinated!

Hello Joss,

Thanks for signing up to receive weekly updates about Manitoba's COVID-19 immunization program.

The vaccine is here, but you're probably still waiting for your turn. We'll keep you updated when you become eligible. In the meantime, you're helping to #ProtectMB just by being part of this community.

You know how important the vaccine is to protect the people we care about, and how it can help us return to the activities we enjoy. We'll send you facts, stories and news so you can feel confident in your decision to be immunized – which you can share with family and friends so they can make an informed decision, too.

You're a Part of History

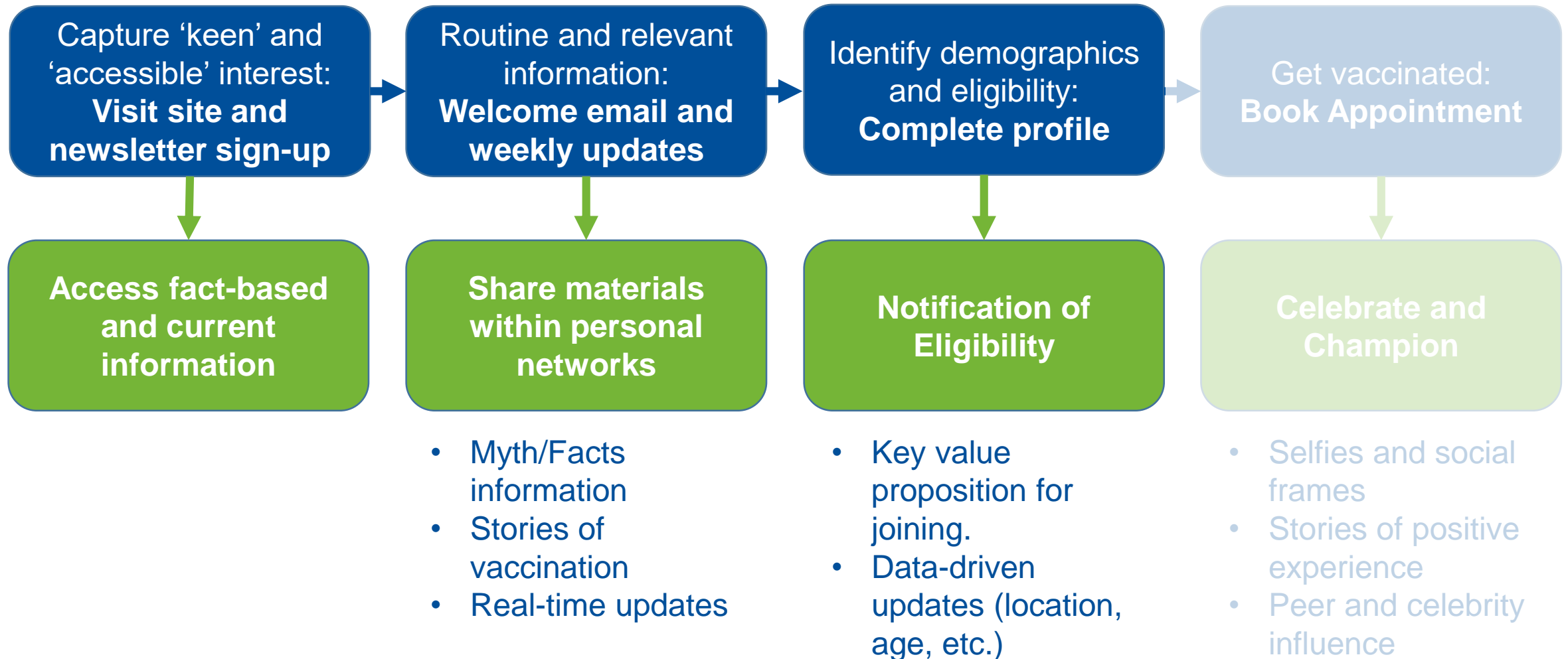
The COVID-19 immunization program will be the biggest in the Manitoba's history. Since December, more than 70,000 doses of the vaccine have been given to priority groups like health care workers and people most at risk from COVID-19.

Manitoba expects to give nearly **1.5 million doses** of vaccine this year. As more vaccine arrives, we use [eligibility criteria](#) to explain who will be immunized next.

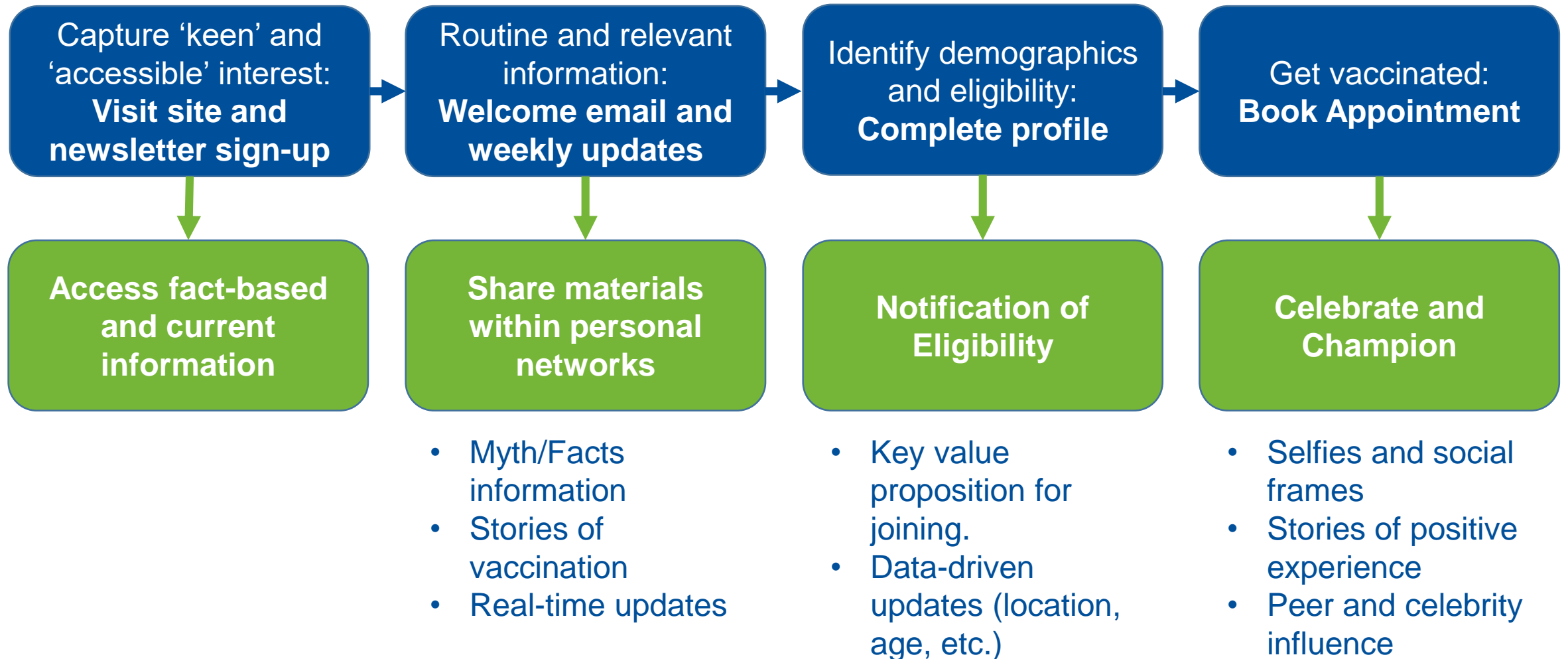


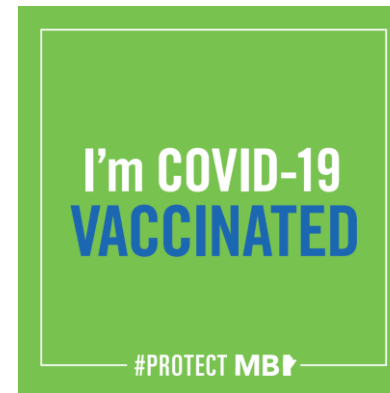
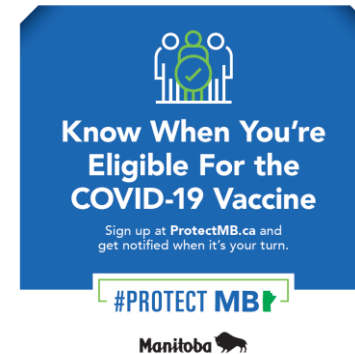
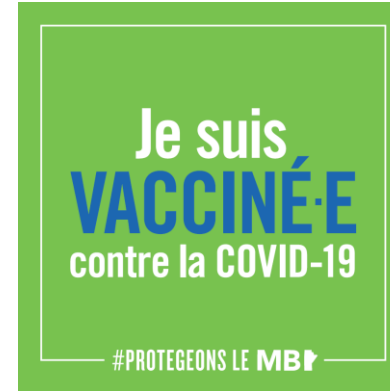
Dr. Marcia Anderson receives her first dose of the COVID-19 vaccine at an immunization clinic dedicated to priority Indigenous populations, operated by the Manitoba First Nations COVID-19 Pandemic Response Coordination Team, in partnership with the Assembly of Manitoba Chiefs, Manitoba Keewatinowik Okimakanak, Southern Chiefs' Organization, Keewatinohk Inniniw Minoayawin Inc., First Nations Health and Social Secretariat of Manitoba and the Manitoba government.

THE #PROTECTMB JOURNEY



THE #PROTECTMB JOURNEY





DATA-DRIVEN ADVERTISING

Ensuring
Manitobans who are
keen, and likely to
share, are our first
target

- Based on research, advertising will be targeted to 25+, with a skew towards older and female populations.
- Behaviour segments will be targeted including interests in personal health, family and parenting, elder care and regular news readers.
- Ads will also be targeted and aligned to web content and analytics will be used to re-target and re-engage interested Manitobans.



ONGOING RESEARCH AND ADAPTATION

Ensuring our campaign is agile, to respond to emerging needs

- As the community grows, EngageMB will be used to better refine our understanding.
- If we are seeing low uptake in an area or a community, or we want to test new approaches or creative, the community of Manitobans connected to #ProtectMB will continue to inform our efforts.
- Stories, myths/facts content, videos and other creative will be developed and adapted as we learn more, introduce new vaccines or vaccination models, or face challenges in delivery.

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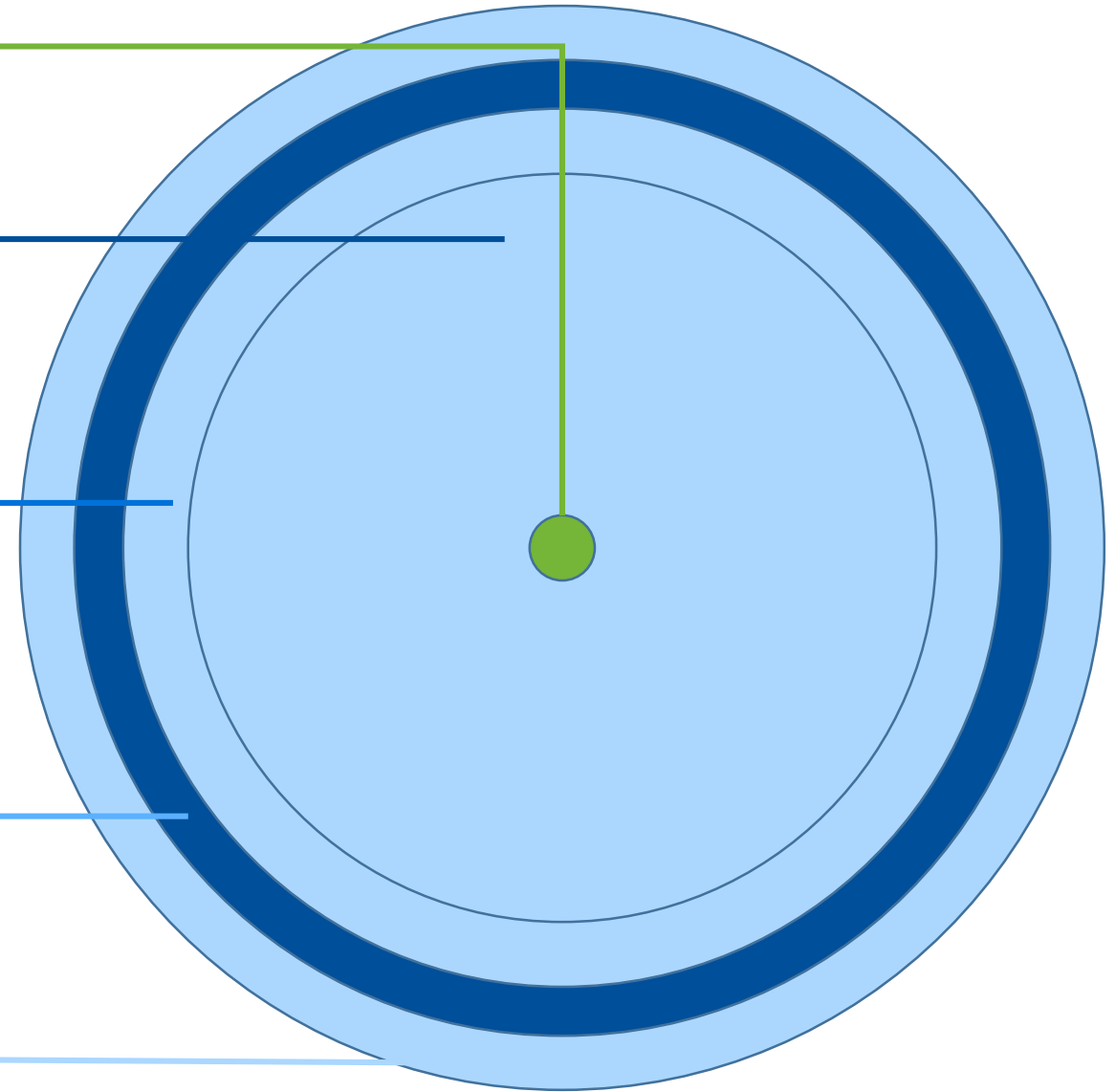
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KNOWLEDGE TRANSLATION AND PLANNING

Aggregating,
analysing and
acting on data

- A coordinating table that includes Data Science, Public Health, Communications and Engagement and Vaccine Task Force officials will meet to evaluate current outcomes and data, identify data needs and recommend policy and communications responses.
- A full picture of uptake and hesitancy will be gathered through past vaccination behaviour (influenza, H1N1), public opinion results and actual vaccination data.
- This will allow us to identify communities, populations and demographics that are falling behind on vaccination.
- In some cases, this will result in targeted advertising of #ProtectMB, 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.



COVID-19 VACCINATION IN MANITOBA QUESTIONS?