



Manitoba, let's get vaccinated!

#PROTECT MB 

Planning Manitoba's COVID-19 Vaccine Campaign for 5 to 11 Year Olds

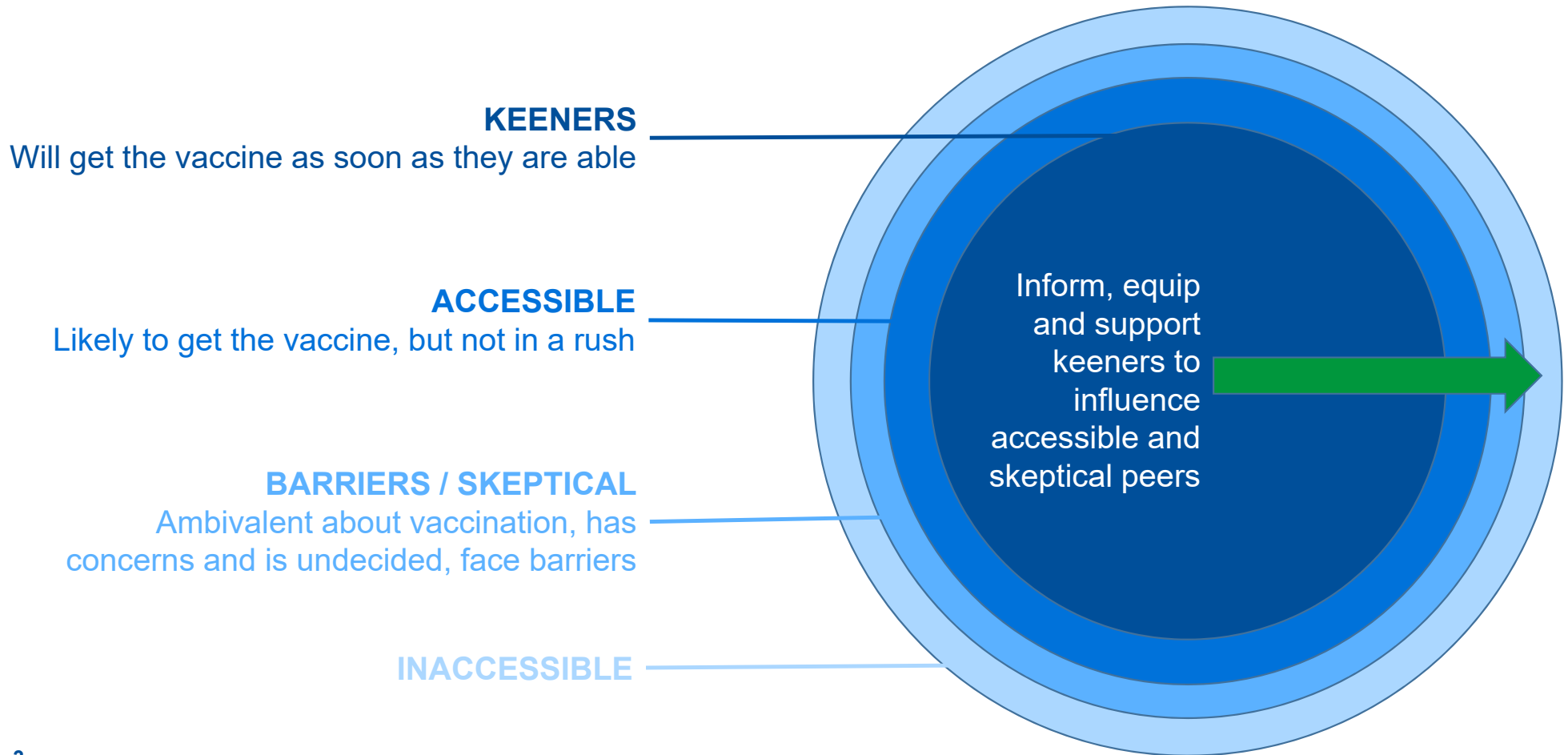
Technical Briefing | November 17, 2021

CONTEXT

Vaccination Intentions and Action in Manitoba

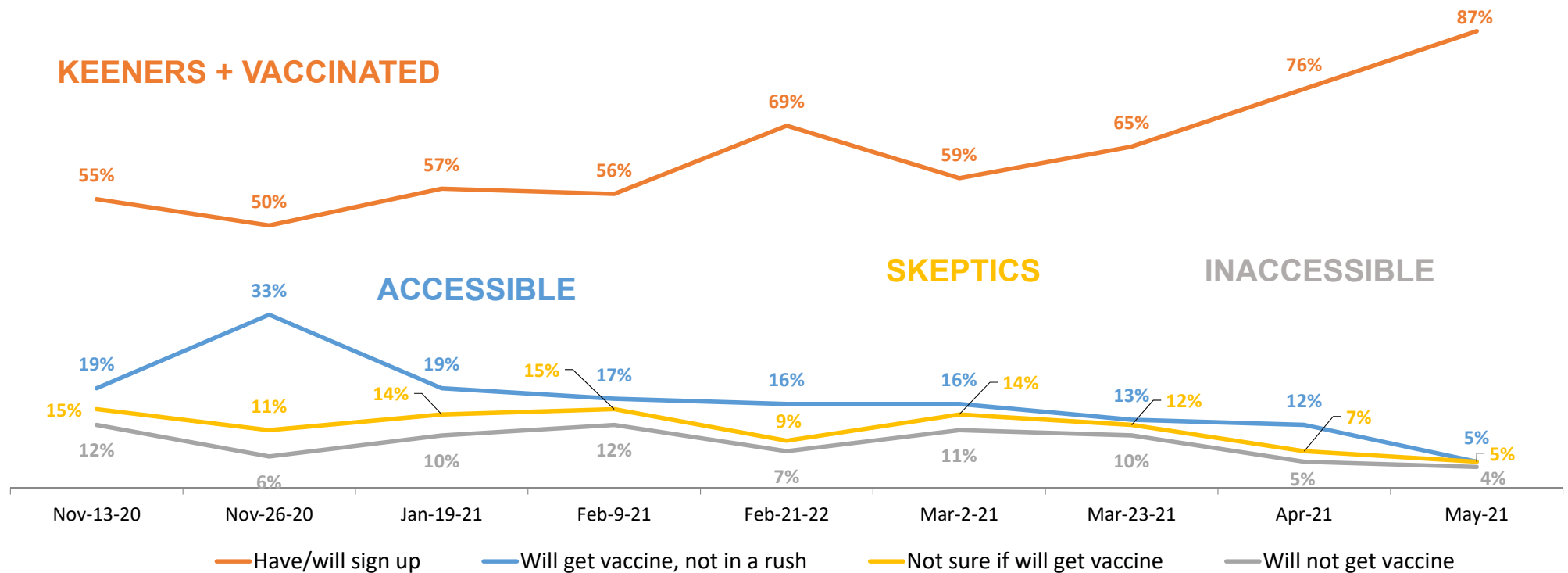
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Model of Vaccine Intention and Influence



Historic Adult COVID-19 Vaccine Intention

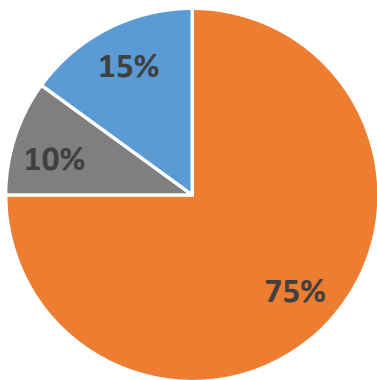
Longitudinal analysis across POR online survey and EngageMB results – in May, up to 92% of Manitobans were vaccinated or intend to, but this started much lower.



Vaccine Intention – Parents of children and youth

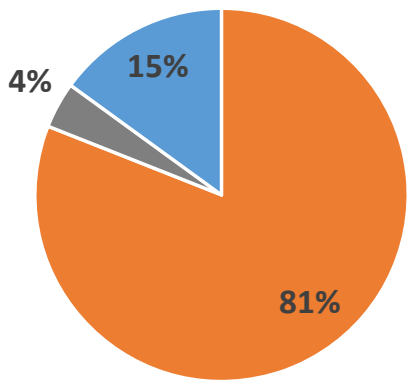
Recent survey of 800 Manitobans yielded 275 parents of kids under 12.
75% of parents in Manitoba intend to vaccinate their children:

All Manitoba Parents



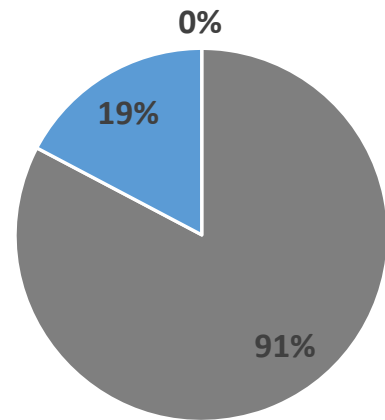
- Yes, will get my 5 to 11 year old vaccinated
- No, I will not get them vaccinated
- Don't Know

Vaccinated Parents



- Yes, will get my 5 to 11 year old vaccinated
- No, I will not get them vaccinated
- Don't Know

Unvaccinated Parents

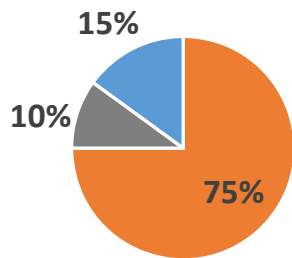


- Yes, will get my 5 to 11 year old vaccinated
- No, I will not get them vaccinated
- Don't Know

Vaccine Intention – Parents of children and youth

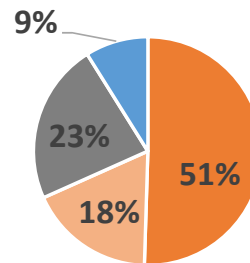
These results are slightly higher, compared against other public research that has been reported.
e.g Angus Reid research from October (N=812 nationally, 153 for SK/MB)

All Manitoba Parents
Leger Survey, November 2021



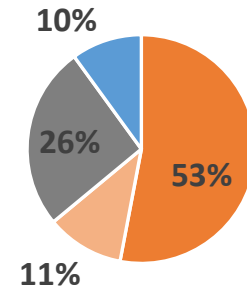
- Yes, will get my 5 to 11 year old vaccinated
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- Don't Know

All Canadian Parents
Angus Reid, October 2021



- Yes, will get my child(ren) vaccinated as soon as it is available.
- Yes, will eventually get my child(ren) vaccinated, but would wait a while first.
- No, I will not get them vaccinated
- Not sure

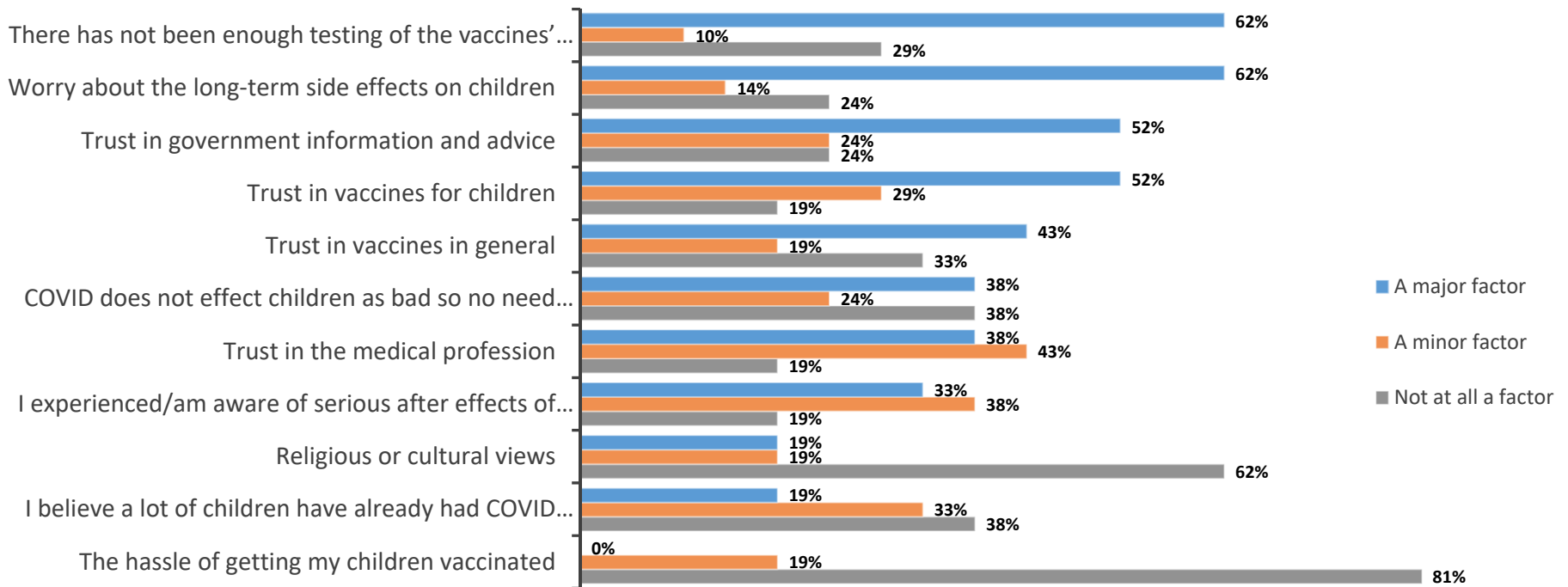
All MB/SK Parents
Angus Reid, October 2021



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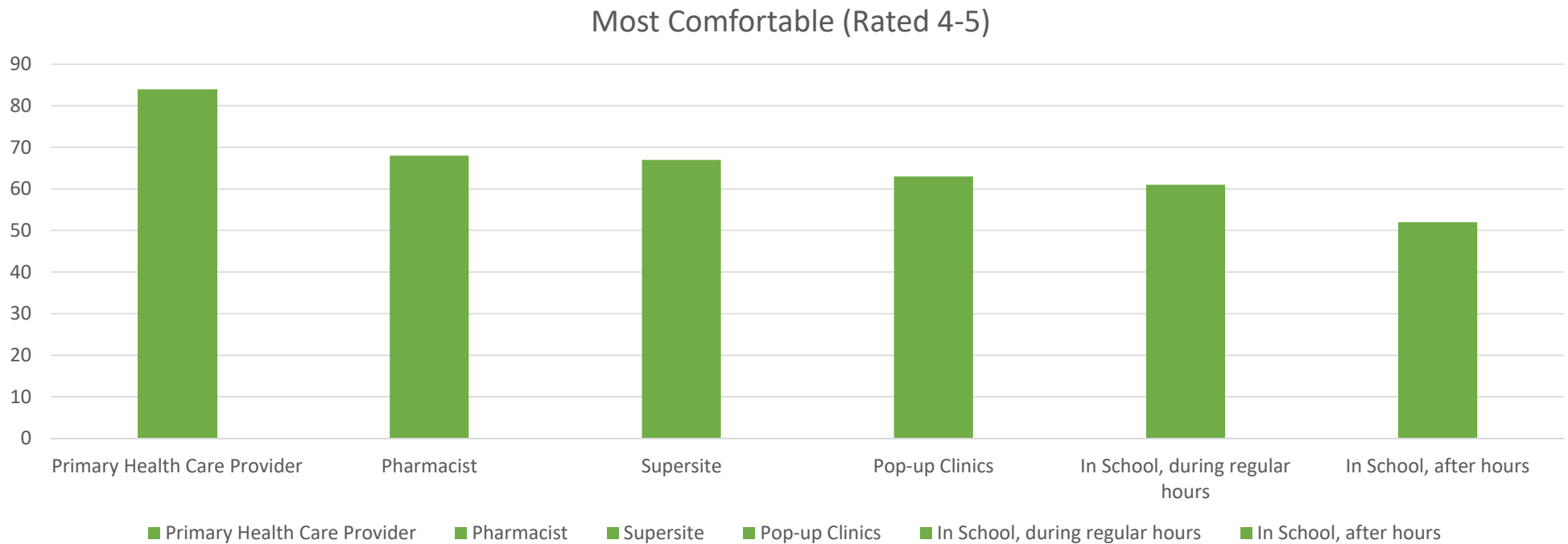
Key Factors in Parent Decision-Making

Perceived lack of testing and fear of long-term side effect are major factors for parents not getting their children vaccinated



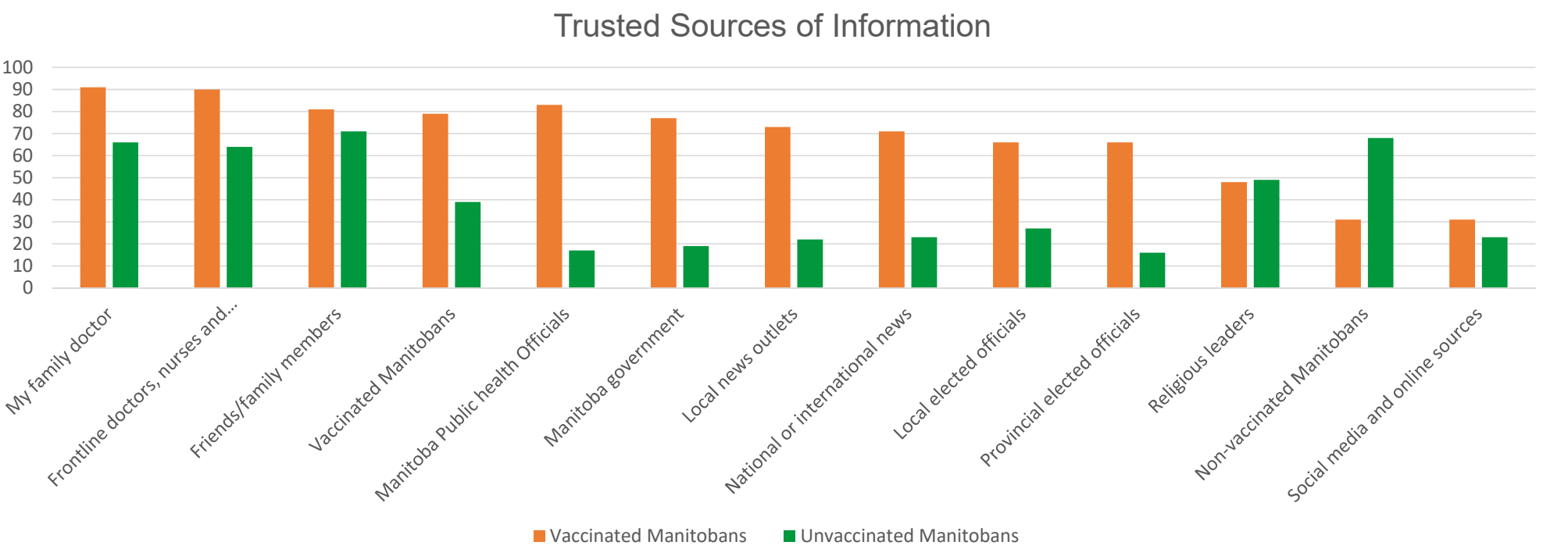
Likely Venue for Child (<12) Vaccination

Parents are most comfortable, most likely to seek vaccination from healthcare provider, with supersite and pharmacists second.



Who Manitobans Trust on Vaccinations

Friends and family members remain some of the most trusted sources for both vaccinated and unvaccinated Manitobans. Few trusted channels remain in reaching the unvaccinated – 3 in 4 find government and public health officials are ‘not trustworthy’.



MANITOBA'S PLAN

Preparing to Vaccinate 5-11 Year Olds

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5-11 Planning

There are 125K
children aged 5-11
in Manitoba

Outline

- What we know
- Planning and roll-out
- What parents can expect

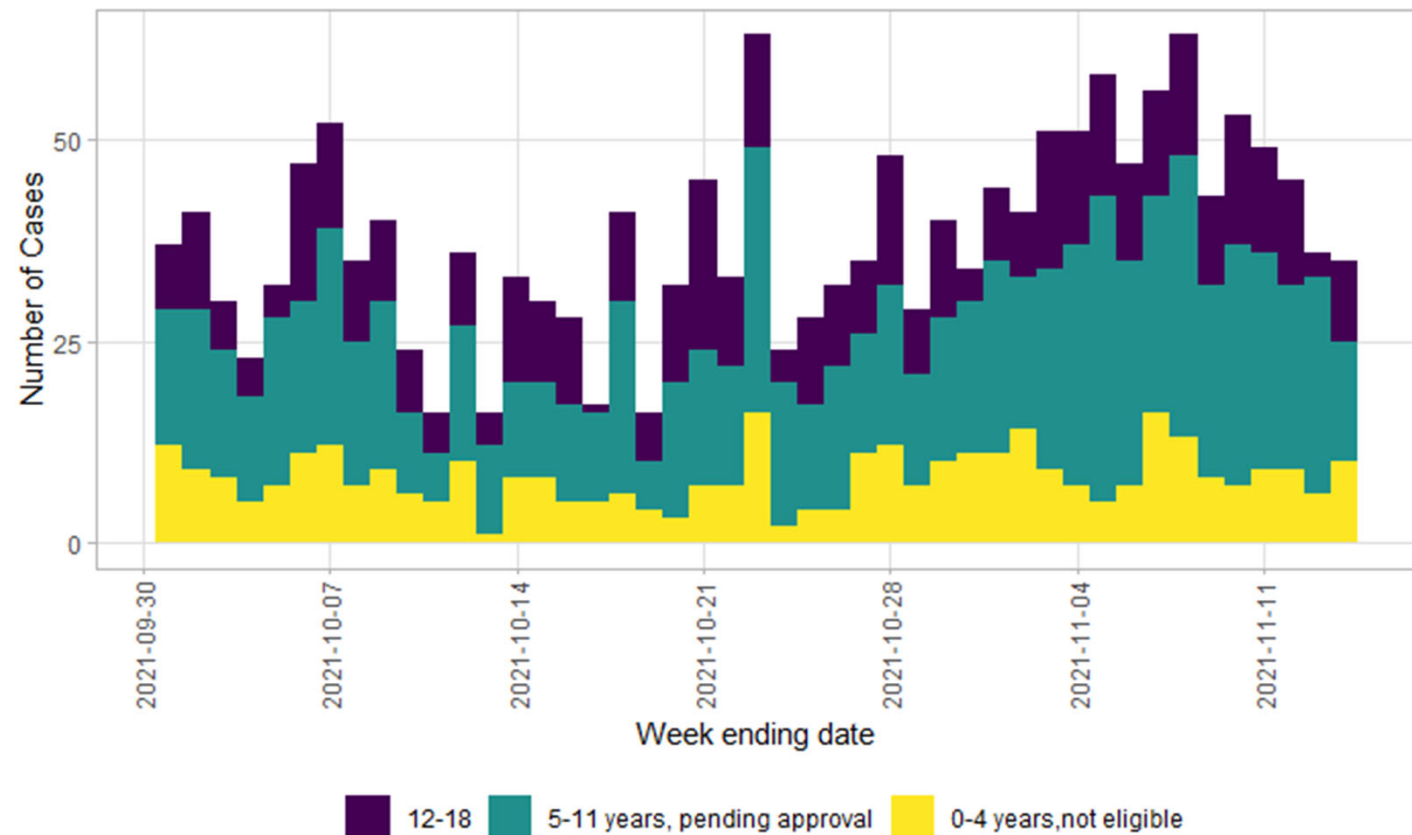
What We Know

Context

- To date, over 16,000 cases of COVID-19 in children and youth
- Several outbreaks have been declared in schools since classes resumed
- About one-quarter of 12-17 year olds are not fully immunized yet
- Since October 1, there have been 1,709 cases among children and youth and just over half have been in children 5-11 years old.

What We Know

Pediatric cases by age, Oct. 2021 to present



Planning and Roll-out

- Health Canada approval likely this month
- Manitoba told to expect “sufficient supply for a strong roll out”
 - This means we would not need to prioritize doses
 - Planning remains underway should this not be the case
- After vaccine arrives, we estimate 1 week to ship to sites throughout the province
- Leger survey helped to inform which vaccine locations parents/caregivers may prefer

Planning and Roll-out

Working with partners to support vaccine access

Stakeholders engaged in planning

- Vaccine Implementation Task Force leading this work, with:
 - First Nations partners
 - Manitoba Families
 - children in care
 - children living with disabilities
 - Manitoba Education
 - Pediatric medical leadership
 - Physicians and pharmacists

Planning and Roll-out

8 options to meet families' needs

Where the vaccine will be available

- First Nations communities
- Urban Indigenous clinics
- Physicians and pediatricians
- Pharmacists
- Regional vaccine clinics
- In-school (with parental consent but without parent or guardian present)
- After-school community clinics (open to any family/community members)
- Other immunization partners, like hospitals

Planning and Roll-out

What's needed to support vaccine sites

- Vaccine supplies we need (syringes, etc) are already available and in the province
- Will follow similar distribution model, using Manitoba's central distribution hubs to ship supplies to all sites
- Additional training available for immunizers on giving pediatric doses
- Building on existing approaches to ensure access and comfort for children and families

What Parents Can Expect

How to access the vaccine

- Contacting local health care provider, pediatrician or pharmacy
- Online vaccine finder
- For regional clinics or urban Indigenous clinics:
 - Will use existing tools: online booking system, vaccine call centre
 - Details about how to book will be available following vaccine approval / delivery
 - Consent form required for every vaccination, regardless of setting

SUPPORTING PARENTS AND CHILDREN

ProtectMB Kids

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ProtectMB Kids Creative

- Familiar look and feel that is aligned with #ProtectMB and focused on the 5-11 campaign
- Online resources and FAQs for parents, providing details on clinical guidance and helpful information on helping kids to feel supported before, during and after immunization
- Visuals depict cultural diversity, positivity, and highlight the sense of pride and accomplishment kids feel when they get immunized
- Colourful kid-friendly designs to boost social influence and increase kids' desire to do what their friends and family are doing.



ProtectMB Kids Social Media Outreach

- Goal is to support children, parents and guardians who are making this important healthcare decision together
- Primarily targets Manitoba women age 25-54 with parenting, family and health-related interests, to reach moms who manage their children's healthcare requirements
- The images are highly shareable and each social media image drives home the call to action: appointments are now available
- Large presence on digital display, Facebook, Instagram and Google Search. Estimated impressions are over 3 million during a 3-week period following the Health Canada announcement



ProtectMB Kids Print and Out-of-Home

- Weekly community newspapers, French and parent magazines
- City of Winnipeg poster boards
- Digital screen network through the City of Winnipeg



ProtectMB Website Update

- ProtectMB.ca has been updated with information about COVID-19, influenza and youth immunizations.
- This includes routine immunization as well as COVID vaccines for youth and, once approved, children.
- Profiles of parents and families
- The weekly ProtectMB Newsletter will focus on communicating key information for parents, with nearly 30,000 subscribers, a 64% average open rate and click-through rates up to 20%

The screenshot displays the ProtectMB.ca website interface. At the top, there is a navigation bar with the "#PROTECT MB" logo and a "FRANÇAIS" link. Below this, a menu bar features three main categories: "COVID-19 Vaccine", "Seasonal Flu", and "Youth Immunizations", each with a plus icon. The main content area is divided into three sections. The first section, titled "Youth COVID-19 Vaccines", includes a sub-header "Home » Youth Immunizations" and a brief announcement: "Manitoba will continue to focus on COVID-19 immunizations for school-aged youth this fall. Immunization teams will attend all schools with students who were born on or before December 31, 2009. Planning is also underway for a school-based campaign for children aged 5-11, once the COVID-19 vaccines are approved for use." A "LEARN MORE" button is positioned below the text. The second section, titled "School Immunizations", features a paragraph stating: "Manitoba recommends a number of routine immunizations that are offered during the school year in certain grades. Due to the COVID pandemic, these immunizations were put on hold. Now with schools back in session, the province is working to ensure we catch up on the standard immunizations for our children and youth. As evidenced by the current pandemic, immunization is one of the most effective ways to protect our children and our community from vaccine-preventable diseases." A "LEARN MORE" button is also present. The third section, titled "COVID Vaccines for Youth", includes a paragraph stating: "All young people born on or before December 31, 2009 are also eligible for the COVID-19 vaccine. The vaccine helps protect young people against the virus, and helps to reduce the spread to their families, friends and within the community." A "LEARN MORE" button is located at the bottom of this section. The website uses a blue and white color scheme with green accents.



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Questions?