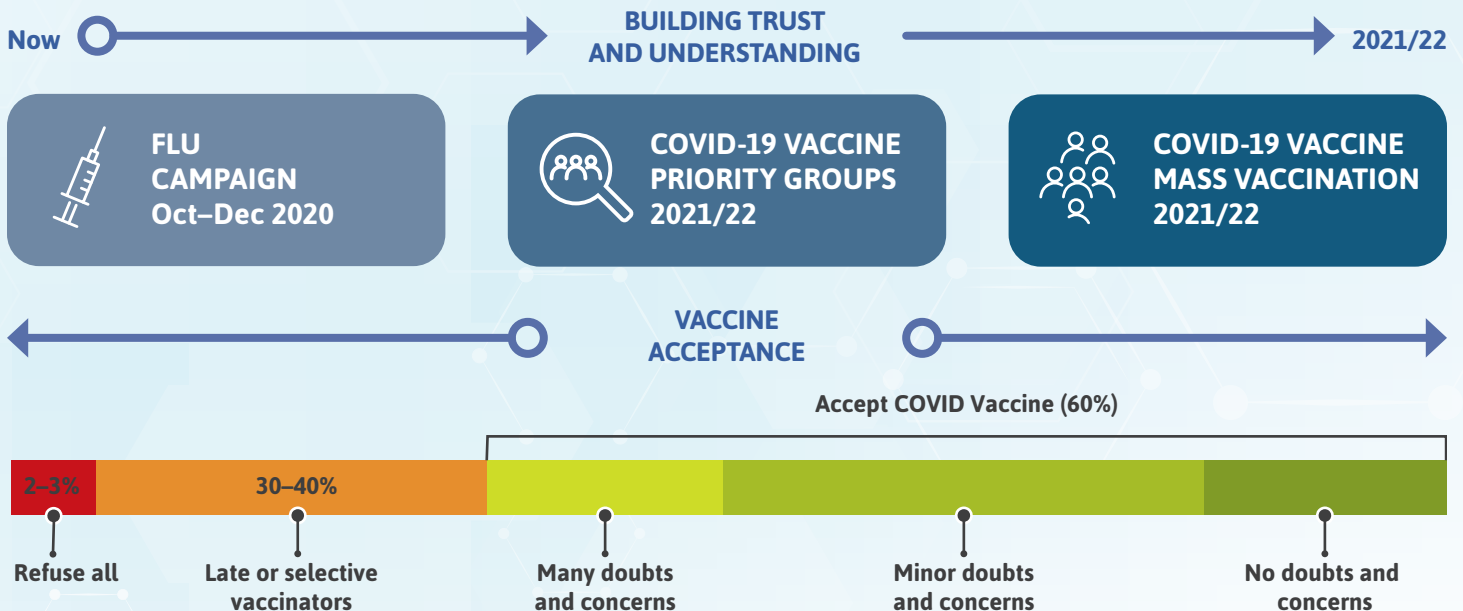


# COMMUNICATIONS STRATEGY

Lay the foundation for COVID-19 vaccine(s) acceptance and uptake using evidence-based communications, informed by POR and behavioural science.

## OBJECTIVES:

- ▶ Build public trust and confidence in vaccination
- ▶ Improve intentions to be vaccinated against COVID-19
- ▶ Combat misinformation, and address vaccine hesitancy, psychological barriers, and cognitive biases
- ▶ Support programmatic objectives



## PARTNERS, INCLUDING:

Provinces and Territories | National Advisory Committee on Immunization (NACI) | Vaccine Task Force  
Canadian Nurses Association | Canadian Medical Association | Immunize Canada | CanVax |  
Community leaders | WHO | PAHO | Social Media Platforms | Vaccine Manufacturers

## TACTICS:

- ▶ Effectively collaborate and coordinate with OGD and FPT partners
- ▶ Target messaging to segmented audiences through Behavioural Science (including ethnic communities, Indigenous communities, rural/remote Canadians, and others)
- ▶ Outreach to influencers and stakeholders (Amplify messaging, Adapt for unique audiences)
- ▶ Community outreach (Town Hall, Editorial content, Webcasts)
- ▶ Public Education (Marketing Campaigns, Organic Social Media, Publications, Web content, Press Briefings, Announcements)
- ▶ Crowd out anti-vaccination groups by addressing misinformation and disinformation
- ▶ Proactive Media relations and Social Media Listening (editorial content, detect and correct)

