

# Peel Public Health communications toolkit

Issue: February 2, 2022

Thank you for the opportunity to reach your communities to ensure our residents have access to health services and support during the pandemic.

Please share the content of this toolkit and spread the word across your community about staying safe during COVID-19 and getting vaccinated. Included are key messages you can tailor, translate, or cut and paste into your newsletters and emails, and social media to share through your channels.

## Doses After Dark is almost here!

Peel Public Health is excited to announce the return of Doses after Dark, a COVID-19 vaccine clinic that increases access to Peel residents who are unable to get vaccinated during regular clinic hours. The extended clinic hours will offer all eligible residents the flexibility to get their booster dose (or their first and second doses) during hours that fit their schedule.



No appointment needed - residents can walk in to get their choice of vaccine for their first, second or booster dose. As well, the clinics will provide first and second doses to children five to 11 years old.

### Clinic details:

- February 5th, 2022, 1 p.m. until midnight. Save Max Sports Centre, 1495 Sandalwood Pkwy E.
- February 12th, 2022, 1 p.m. until midnight. Rockwood Mall Clinic, 4141 Dixie Rd.

Appointments are also available through the [provincial booking system](#)

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## COVID-19 updates

As a result of the provincial direction to shift focus towards protecting high-risk settings, Peel Public Health will focus on tracking community activity (e.g., wastewater, outbreaks in high-risk settings, per cent positivity), severity (e.g., hospitalizations, ICU admissions) and health system capacity (e.g., hospital bed occupancy). In the coming weeks, we will be making changes to our public [dashboard](#) to update and remove various monitoring indicators. Our most recent weekly [epidemiologic update](#) has details on these new metrics.

### Gradual easing of public health measures announced by the Province

With key public health and health care indicators starting to show signs of improvement, the Province [released details](#) of steps to cautiously and gradually ease public health measures, which started on January 31, 2022. The province has indicated that favourable trends may prompt further easing and would occur on February 21<sup>st</sup> and March 14<sup>th</sup> with a minimum 21-day observation period. Details of these further phases can be found [here](#).

Observed trends in Peel and Ontario around our healthcare situation appear to be slowing in our community and Peel Public Health continues to monitor the situation. We also remind residents during this surge of the importance of getting vaccinated or boosted, and complying with precautions to stay home if sick, mask in crowds and in indoor public spaces, and consider smaller and virtual gatherings.

## Vaccine updates

### COVID-19 vaccination program

We continue to work with our local and provincial partners to explore options to expand Peel's vaccine system to accommodate more vaccination appointments and target specific population groups, including provincially led workplace clinics, expanded hours at school-based clinics and targeted pop-up clinics. As of February 1, 2022, all clinics operated by Peel Public Health will welcome walk-ins for all eligible groups, including 1<sup>st</sup> and 2<sup>nd</sup> doses for anyone 5+, and boosters for anyone 18+.

As of January 31, 89.6% of Peel residents aged 5+ have received at least one dose and 83.8% have received their second dose. Also, as of January 31, 57,718 of Peel residents aged 5-11 have received at least one dose (47.4% of 5-11 population). Data are available on the COVID-19 Vaccine Status tab on our [dashboard](#).

## Province launches campaign to offer information and resources to parents of children aged five-11

Across Ontario, approximately half of children aged five to 11 have received their first dose of the COVID-19 vaccine. While these numbers are encouraging, we know that some parents are delaying booking a shot for their kids because of lingering concerns or questions they have. To ensure that parents and caregivers of children aged five-11 have the information and resources they need to be well-informed about the COVID-19 vaccine for children, the province has launched an awareness campaign. Please see the materials that were attached in this Communications Toolkit email.



### The COVID-19 vaccine is safe and effective for children and youth

Vaccinating your child will protect them from COVID-19 and its variants, keep schools safer and open for in-person learning, and help stop the spread of the virus.

Learn more at [ontario.ca/covidvaccinekids](https://ontario.ca/covidvaccinekids)

Although not connected to the Province's campaign but similar with respect to messaging, Dr. Lawrence Loh, Peel's Medical Officer of Health, recently addressed the importance of vaccination for children aged five-11 via [Twitter](#).

## All Peel Public Health clinics now accepting walk-in appointments

As of February 1, 2022, all clinics operated by Peel Public Health will welcome walk-ins for all eligible groups, including 1<sup>st</sup> and 2<sup>nd</sup> doses for anyone 5+, and boosters for anyone 18+. [Bookings are still encouraged to ensure a spot is available.](#)



## School-based clinics operating throughout February

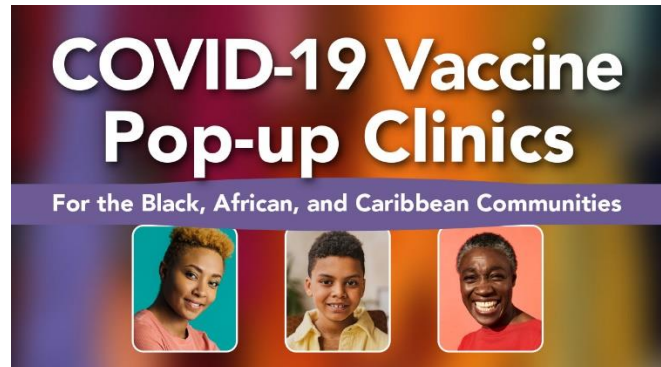
We have school-based COVID-19 vaccine clinics ready to welcome your children when you're ready. Appointments for children five-11 years old can be booked using the provincial [vaccine appointment booking](#) system or by calling the Provincial Vaccine Contact Centre at 1-833-943-3900 (TTY 1-866-797-0007). Walk-ins are also permitted at all school-based clinics. Below is a list of COVID-19 vaccine school-based [clinic locations and times](#).

School	Day of Week	February	Clinic Hours
<b>Sandalwood Heights Secondary School</b> 2671 Sandalwood Pkwy E, Brampton, ON L6R 0K7	Monday	21, 28	4:30pm - 7:30pm
<b>Lincoln M. Alexander Secondary School</b> 3545 Morning Star Dr, Mississauga, ON L4T 1Y3	Tuesday	8, 22	4:30pm-7:30pm
<b>Forest Glen Elementary School</b> 3400 Ponytrail Dr, Mississauga, ON L4X 1V5	Wednesday	16, 23	4:30pm-7:30pm
<b>David Suzuki Secondary School</b> 45 Daviselm Dr, Brampton, ON L6X 0Z3	Wednesday	9	4:30pm-7:30pm
<b>John Fraser Secondary School</b> 2665 Erin Centre Blvd, Mississauga, ON L5M 5H6	Wednesday	9, 16	4:30pm-7:30pm
<b>Ridgewood Elementary School</b> 7207 Cambrett Dr, Mississauga, ON L4T 2R3	Friday	4, 25	4:30pm-7:30pm
<b>Chinguacousy Secondary School</b> 1370 Williams Pkwy E, Brampton, ON L6S 1V3	Friday	11, 18	4:30pm-7:30pm
<b>Nahani Way Elementary School</b> 235 Nahani Way, Mississauga, ON L4Z 3J6	Saturday	5, 12	10:00am-5:00pm
<b>Fletcher's Meadow Secondary School</b> 10750 Chinguacousy Rd, Brampton, ON L7A 2Z7	Sunday	6, 13	10:00am-5:00pm
<b>Applewood Heights Secondary School</b> 945 Bloor St, Mississauga, ON L4Y 2M8	Sunday	20, 27	10:00am-5:00pm
<b>Churchill Meadows Elementary School</b> 3310 McDowell Dr., Mississauga, ON L5M 6R8	Sunday	13, 20	10:00am-5:00pm
<b>Rick Hansen Secondary School* (*NEW)</b> 1150 Dream Crest Rd, Mississauga, ON L5V 1N6	Friday	4, 11	4:30pm-7:30pm

<b>Sainte-Jeanne-d'Arc Elementary School</b> 25 Laurelcrest St, Brampton, ON L6S 4C4	Monday	7, 14	5:00pm-7:30pm
<b>École élémentaire Carrefour des jeunes</b> 375 Centre St N, Brampton, ON L6V 4N4	Tuesday	15	5:00pm-7:30pm
<b>St. Alfred Catholic Elementary School</b> 3341 Havenwood Dr, Mississauga, ON L4X 2M2	Monday	7, 14, 21	4:30pm-7:30pm
<b>St. Michael Catholic Secondary School</b> 9130 Columbia Way, Bolton, ON L7E 4G6	Monday	7, 28	4:30pm-7:30pm
<b>Cardinal Leger Catholic Secondary School</b> 75 Mary St, Brampton, ON L6W 3K5	Tuesday	8, 15	4:30pm-7:30pm
<b>St. Daniel Camboni Catholic Elementary School</b> 120 Veterans Dr, Brampton, ON L7A 3Z7	Thursday	3, 17, 24	4:30pm-7:30pm
<b>Our Lady of Mt. Carmel Catholic Secondary School</b> 3700 Trelawny Circle, Mississauga, ON L5N 5J7	Thursday	3, 10	4:30pm-7:30pm
<b>Cardinal Ambrozic Catholic Secondary School</b> 10 Castle Oaks Crossing, Brampton, ON L6P 3A2	Thursday	10, 17, 24	4:30pm-7:30pm
<b>Father Daniel Zanon Catholic Elementary School</b> 450 Hillcrest Ave, Mississauga, ON L5B 4J3	Friday	4, 11	4:30pm-7:30pm
<b>Father Michael Goetz Catholic Secondary School</b> 330 Central Pkwy W, Mississauga, ON L5B 3K6	Saturday	12, 19, 26	10:00am-5:00pm
<b>St. Catherine of Siena Catholic Elementary School</b> 2350 Hurontario St, Mississauga, ON L5B 1N1	Saturday	19, 26	10:00am-5:00pm
<b>Ascension of Our Lord Catholic Secondary School</b> 7640 Anaka Dr, Mississauga, ON L4T 3H7	Saturday	5, 12	10:00am-5:00pm
<b>St. Raymond Catholic Elementary School</b> 5735 Whitehorn Ave, Mississauga, ON L5V 2A9	Sunday	6, 20, 27	10:00am-5:00pm

## Upcoming clinic for Black, African and Caribbean Communities

Peel Public Health will be joined by our community partners; Roots Community Services, Black Physicians' Association of Ontario, Black Health Alliance, East Mississauga Community Health Centre (LAMP), WellFort Community Health Services, Black Health Taskforce of Peel and This Is Our Shot, to offer **the last in this series of COVID-19 vaccine clinics to the Black, African and Caribbean Communities**. The atmosphere will be fun and festive with music and giveaways planned for each clinic.



Appointments are available for first, second and booster doses. Walk-ins are also available for first and second doses for all ages and boosters for 18+. Black healthcare professionals and community ambassadors will be on-site.

### Clinic details

- February 6, 2022 - Churchill Meadows Elementary School, 3310 McDowell Drive, Mississauga, L5M 6R8. Register [here](#).

Those in need of support to book or anyone that has questions can call Roots Community Services at 647-812-8545. Please share the flyer (attached in the email with this toolkit) with your networks as appropriate.

## Peel Public Health hosting pop-up clinics in Mississauga and Brampton this upcoming weekend

This coming Sunday and Monday (February 6 & 7), Peel Public Health will host pop up clinics at our public clinics. Residents can walk in to any of our clinics mentioned below and get a vaccine of their choice. First and second dose vaccine is available for all eligible 5+ residents. Sheridan Centre is offering first and second doses for 12+ and booster doses for all eligible 18+ residents.

- Feb 6 & 7 between 1-8 p.m. - Save Max Sports Centre, 1495 Sandalwood Pkwy E., Brampton  
(5-11 vaccine for kids, 12+ first and second dose, and 18+ boosters)
- Feb 6 & 7 between 1-8 p.m. - 7120 Hurontario St., Mississauga  
(5-11 vaccine for kids, 12+ first and second dose, and 18+ boosters)
- Feb 6 & 7 between 1-8 p.m. - Sheridan Centre, 2225 Erin Mills Pkwy., Mississauga  
(12+ first and second doses, and 18+ boosters only)

Appointments to ensure a spot can be made through the [Provincial booking system](#).

## Peel Public Health + ErinoakKids

Throughout February, we have partnered with ErinoakKids Centre for Treatment and Development to host COVID-19 vaccine clinics at their Brampton and Mississauga locations. The clinics will provide a safe and comfortable child-focused space for some of our most vulnerable residents to receive their COVID-19 vaccine. More information, including dates and booking information is available [here](#).

Dates	Saturday Site	Sunday Site
Feb 5 and 6	Brampton (Feb 5)	Mississauga (Feb 6)
Feb 12 and 13	Mississauga (Feb 12)	Brampton (Feb 13)
Feb 19 and 20	Brampton (Feb 19)	Mississauga (Feb 20)
Feb 26 and 27	Mississauga (Feb 26)	Brampton (Feb 27)

## Medical exemptions

If residents believe they qualify for a medical exemption, they will need to contact their physician or nurse practitioner directly. Residents seeking a medical exemption are required to have their physician or nurse practitioner submit a request for medical exemption on their behalf. After the request has been received, processing time may be 2-4 weeks depending on volumes.

## Get your vaccine

Information about all vaccine locations and booking can be found [online](#).

- Six **public health fixed** clinics (booking [link](#))
- One clinic at Trillium Health Partners (booking [link](#))
- For a full list of our **pop-up and partner clinics** in-progress or upcoming ([website](#))
- For a full list of our **school-based COVID-19 vaccine** in-progress and upcoming ([website](#))
- **Pharmacies** – most pharmacies book appointments ahead of time and some allow walk-ins. Check with the pharmacy before you go ([find a pharmacy location](#))
- **Primary care** – Doctor’s offices, walk-in clinics, and other providers across Peel ([find a primary care provider offering vaccine](#))

## Download your enhanced vaccine certificate with official QR code.

It’s an easy and more convenient way to verify proof of vaccination. You can use a printed or digital copy. Valid personal ID is required to confirm identity. Check [How to get your COVID-19 vaccine certificate for more information](#).



## Communication resources

### Tools to critically analyze sources of COVID-19 information

Since the pandemic began, many Canadians have turned to online resources to stay informed. With an abundance of information and the changing COVID-19 landscape, deciphering fact from fiction can be difficult, so much so that the term ‘infodemic’ was developed.

Misinformation in the context of COVID-19 can endanger resident’s health, especially if the news that spreads is about false prevention measures or treatments, or if it undermines the population’s trust in health services and public or political institutions (*WHO 2020; OECD 2020*).

According to Statistics Canada, 90 per cent of Canadians used online sources to find information about COVID-19, and 96 per cent suspected the information they saw was misleading, false or inaccurate. Additionally, nearly 40 per cent of Canadians reported believing that the information they saw related to COVID-19 was true, then later realized that it was not.



To address the spread of erroneous or misleading COVID-19 information, many private and public groups have developed resources to assist readers as they browse online sources. The [International Federation of Library Associations and Institutions](#) developed the attached infographic (in more than a dozen languages) that can be utilized to help assess the validity of information found online. Additional resources to spot misinformation, as well as proven sources of reliable COVID-19 information are offered through the [Centres for Disease Control and Prevention](#), the [Province of Ontario](#), and the [Ontario Science Centre](#), with the support of the federal government.

### Real Peel, Real Voices

Peel residents share their vaccination journey with the hope of getting back to the people and things they love. Their unique perspectives show our community's strength and commitment to keeping each other safe. Share these [authentic and relatable stories](#) from diverse Peel residents and local community leaders as vaccination ambassadors to continue to build vaccine confidence with residents and reduce vaccination barriers.

## Social media posts

[Want to get your 1st, 2nd or booster dose before bedtime?](#)

[With Omicron impacting our schools, the best way to protect our little ones is to get them vaccinated](#)

[Peel Public Health vaccine clinics will welcome walk-ins for all eligible groups](#)

[Get your COVID-19 vaccine this week at a school-based clinic](#)

[Need to get your little ones aged 5-11 their 1st or 2nd dose of the COVID-19 vaccine?](#)

## Contact us

For inquiries about COVID-19 vaccinations call the Region of Peel's COVID-19 Vaccination Line at 905-791-5202, 7 days a week, 8 a.m. to 8 p.m.

For all other COVID-related inquiries, call the following numbers Monday to Friday 8:30 am to 4:30 pm:

- **Call 905-799-7700 in Brampton and Mississauga**
- **Call 905-584-2216 in Caledon**