## Promoting Vaccine Confidence through Community Action and Support

Presentation to the CVCS Interdepartmental Working Group

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informer • protéger • soutenir inform • protect • support



## Agenda

1. The CoVivre Program
Objectives
Structure

Core Values

2. Support to community outreach teams and neighborhoods Support to Communities and Leaders Tool and Training Development

3. Conclusion

### The CoVivre Program: Objectives



Inform, protect and support marginalized communities during the COVID-19 pandemic in the Greater Montreal Area

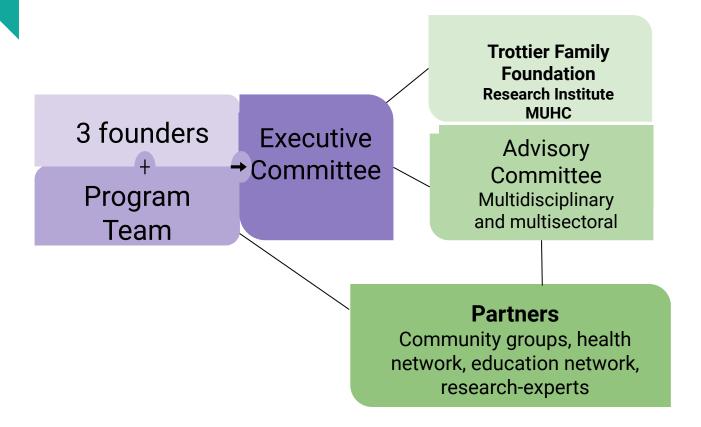
Facilitator - Accelerator

**Reduce** infection and transmission risks

**Mitigate** the consequences of the pandemic

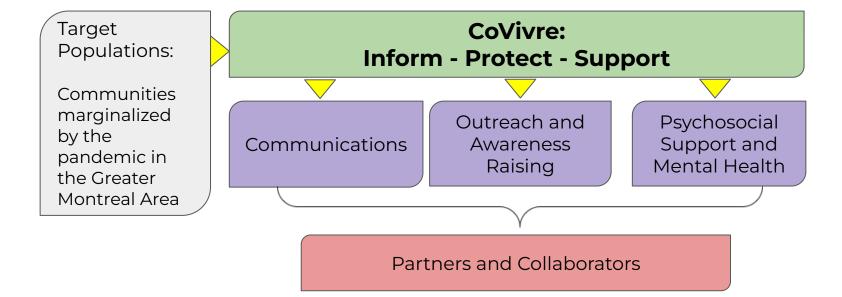
### The CoVivre Program: Structure





### The CoVivre Program: Structure





### The CoVivre Program: Core Values



- Empowerment
- Partnership
- Democratic and adapted communications
- Cultural competency and safety
- Transparency
- Recognition
- Adaptability
- Science-driven



3C Model: Confidence, convenience/accessibility, complacency

### **Guiding Principles**

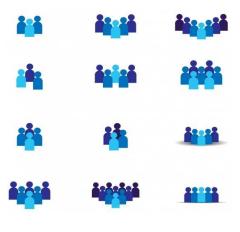
- Recognize heterogeneity in ethnocultural communities
- Respect and recognition of the power to act among the communities
- Co-construction: recognition and promotion of the knowledge, expertise and legitimacy of leaders and communities
- Trust and partnership
- Reactivity, flexibility, based on needs



Support to Communities and Leaders Component



**Support**, in various **adapted** approaches



With leaders and communities



In collaboration with the COVID-19 vaccination campaign

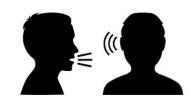


In the context of partner-to-partner relationships.



#### Support to communities and leaders Component

An overview of CoVivre's approach:



Question and listen to leaders (preoccupations, needs and existing initiatives within their community regarding vaccination)



Establishing **trust** 



Support existing initiatives, if not, co-create



Suggest or co-create adapted knowledge transfer material



Bring preoccupations and needs to institutional stakeholders





### Support to Communities and Leaders Component



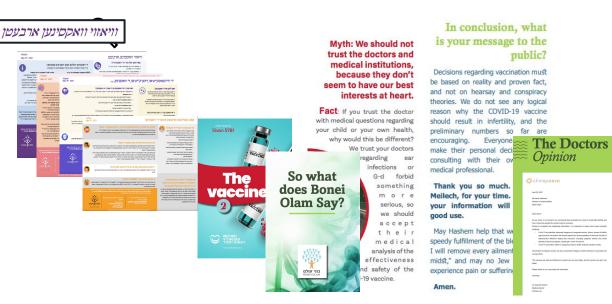


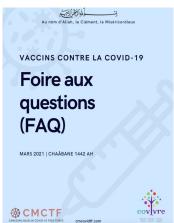






#### Support to Communities and Leaders Component





Y a-t-il des produits animaux ou des ingrédients haram dans les vaccins contre la COVID-19, et ces derniers sont-ils permis par l'islam?

Les vaccins de Pfizer-BioNTech, de Moderna et d'AstraZeneca-Oxford/COVISHIELD contre la COVID-19 ne contiennent PAS de produits animaux (porc y compris) ni d'ingrédients haram d'importance.

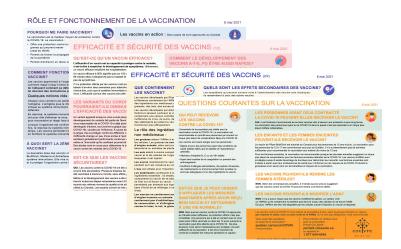
De nombreuses autorités islamiques du fiqh, instances de fatwas et associations médicales musulmanes, dont l'Association médicale musulmane du Canada et le Conseil canadien des imams, sont parvenues à la décision que ces vaccins sont permis et halal.



#### **Tool and Training Development Component**



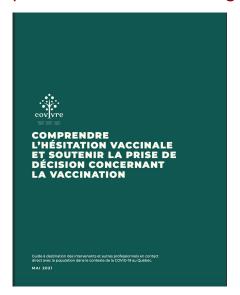
Vaccination and Vaccine Hesitancy Webinars



Vaccination Information Sheets, available in 9 languages



#### Development of Tools and Training Component

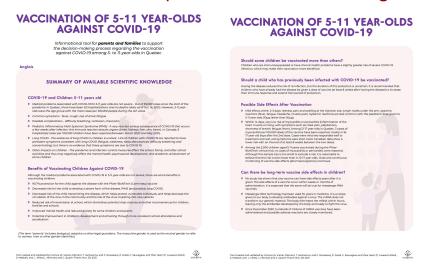


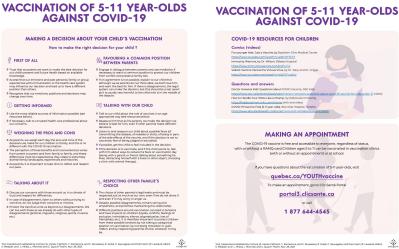


Vaccine Hesitancy Guide: Practical and Integral Version



#### Development of Tools and Training Component











- Adherence to core values and guiding principles
- Proximity to communities
- Autonomy and capacity for course-correction





### Questions? Comments?



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#### Website:

https://sherpa-recherche.com/sherpa/projets-partenaires/covivre/





