

## Vaccine Hesitancy Resources Checklist

- **Make COVID-19 vaccine information available**

Increase trust and transparency by making vaccination information available. Easy to understand information from a trusted credible source will help individuals make informed decisions about vaccination and help to dispel myths and misinformation. From the resources you can use:

- Key messages for newsletters and emails
- Frequently asked questions (FAQ) for newcomers
- Social media images/messages
- Fact sheets
- Vaccine promotion posters
- Halton Region testimonial videos

- **Post targeted reminder messaging**

Reminder systems have been shown to increase vaccine uptake. Use motivational reminders such as text, emails or newsletter messages to remind residents to get vaccinated. From the resources you can use:

- Key messages for newsletters and emails

- **Engage a trusted messenger**

Engage 3-4 trusted messengers or 'peer ambassadors', to build trust and deliver information about the vaccine during the next 4 weeks. A peer ambassador can be a well-respected staff member, or a trusted, credible resident. From the resources, ambassadors can use:

- Information and guidance for promoting vaccination
- Frequently asked questions (FAQ) for newcomers
- Fact sheets

- **Increase access to the vaccine**

Increase access to the vaccine by providing:

- Information about where [vaccination clinics](#) are held
- Information about accessibility of clinics (how to access free transportation, language interpreters, etc. (See Frequently asked questions (FAQ) for newcomers).