

KNOW YOUR VACCINE



In partnership with



Background

The Vaccine Community Innovation Challenge is an initiative by the Government of Canada encouraging individuals and/or groups across Canada to help promote vaccine confidence in their communities. Lumi Studios submitted a community-driven, creative and innovative proposal campaign that engages diverse audiences and underserved communities in Nova Scotia. Lumi Studios succeeded in winning a \$10,000 grant to implement the campaign in partnership with local healthcare workers, centers, community leaders and partners.

KNOW YOUR VACCINE

Know Your Vaccine is an engaging, interactive and multi-lingual platform accessible on varying social media platforms offering transparent, reliable and trusted vaccine information sourced directly from top health-care workers to underserved communities in Nova Scotia. Know Your Vaccine allows the public to directly engage, ask questions and inquire about their vaccine concerns in varying languages. In response, local healthcare workers provide clear and easy-to-understand explanations to combat vaccine conspiracy theories, help build trust between the public and the Government of Canada and encourage vaccine confidence. This information is offered in English, French, Mandarin and Arabic.

www.knowyourvaccine.ca

@knowyourvaccine (Instagram & Twitter)

Know Your Vaccine (Facebook & Whatsapp)

#knowyourvaccine

The main principle guiding this platform is Health Equity. It is defined in this challenge as:

“the absence of unfair, unjust, systematic, and avoidable differences in health status or social determinants of health. A health equity approach tries to reduce inequities and increase access to opportunities and conditions that will benefit health for all.”

For more information on the Vaccine Innovation Challenge:

<https://www.canada.ca/en/public-health/services/funding-opportunities/grant-contribution-funding-opportunities/vaccine-community-innovation-challenge.html>

Goals & Objectives

In accordance with the Health Equity principle, the goal of Know Your Vaccine is to provide **accessible** and **transparent** information to ALL.

Knowyourvaccine.ca is a community-driven, informative and interactive platform educating the public about the science of vaccines. It is curated to connect governmental health agencies with diverse and underserved communities across Canada. Our **three main goals** are to:

1. Reach underserved communities, specifically:
 - a. English Second Language speakers,
 - b. Newcomers (refugees and immigrants),
 - c. The Middle Eastern Community

- d. The Asian Community
- 2. Promote continued compliance with public health measures
 - a. Promote the “new current normal” (The idea that we want to prevent the virus but the virus wants to exist. Normalizing how to live and accommodate ourselves with masks and social distancing).
 - b. Promote the importance of our collective effort: *We need to work together to stop the spread of the virus.*
- 3. Promote confidence in vaccines: *Public Health depends on Canadians receiving clear and credible information.*
 - a. 73% of Nova Scotia’s population received their first vaccination. 40% received their second, and are in continuous administration of the second dose.
 - b. People are receiving supporting information from social sources (social media, friends, family, and persons regarded as trusted). However, to what extent is this information accurate? There’s misinformation and disinformation.
 - c. Combat vaccine conspiracy theories and “humanize” vaccine researchers, vaccine labs, science researchers behind the vaccine to build trust with our healthcare workers.

Target Audience

Audience	Access
16 yrs - 45 yrs+	Knowyourvaccine.ca Instagram Facebook Whatsapp
First Nations Communities	Knowyourvaccine.ca Office of L’nu Affairs, Nova Scotia
ESL Individuals + newcomers	Knowyourvaccine.ca ISANS
Middle Eastern community (Arabic speakers/readers)	Knowyourvaccine.ca ISANS Whatsapp Facebook
Asian Community	Knowyourvaccine.ca WeChat The Chinese Benevolent Association

Deliverables

What do we want to deliver to the audience? What are the messages we want to communicate?

1. Promote continued compliance with the public health measures
 - a. Explain the term “the new current normal” and why these measures are implemented (so how the virus is still fighting to survive and us trying to combat)
 - b. Showcase articles from the NewYorkTimes and other globally recognized news platforms praising Nova Scotia’s efforts in handling the pandemic. This builds confidence and trust for people to continue to follow the measures implemented. Also, this builds community confidence (messages like: *“Let’s keep going NS”* *“So proud of our collective effort NS.”*)
 - c. Instill a sense of responsibility on ourselves and towards our community (our elders and unvaccinated kids)
 - d. Our tourism matters: when we continue to comply with these measures, our community will be safer, our province will be celebrated and so, we will encourage regional travel to NS.
2. Promote confidence in Vaccines and combat vaccine conspiracy theories
 - a. What is the science behind the vaccine (explain using Knowledge Translation)
 - b. “Humanize” vaccine researchers, vaccine labs, science researchers behind the vaccine
 - c. Ask transparent questions to healthcare specialists with this in mind: there is no stupid question.
3. Promote all messages to underserved communities
 - a. Offer subtitles and communication means (captions, texts, graphics, etc). Will be offered in English, French, Arabic and Mandarin.

How do we want to deliver these messages to the audience?

Short Videos

1. Explain the term “the new current normal”
 - a. 3-5 minute video: CCfV researchers, lab-technicians like May El-Sherif will be interviewed in a documentary style video. This section is about the “science” behind the vaccine. Using simple language and graphics, we will simplify the information to the public. The mood is not too serious and the information is not meant to be heavy. Explanations are clear and easy to understand.
 - b. 2-3 minute video: Showcasing the new normal in a fun way. Explain that the battle with COVID-19 is ongoing despite the population receiving vaccines.
2. Showcase global recognition of Nova Scotia handling the pandemic
 - a. Create a 30-60 second reel with Joyce narrating the video for a quick instagram video.
 - b. Create a 2 minute, more detailed video, where we will write a script highlighting Nova Scotia’s success throughout the pandemic, showing infographics and

article releases in a creative way. This video will be very vibrant, urban and exudes a sense of community connection.

- c. We can recycle content from EMBRACE from when our city was combatting the second wave and was trying to celebrate the holidays safely. This can be offered in a quick 15-30 second video of “Did you know, the city of Halifax did so and so...?”
3. Ask transparent questions to healthcare specialists. 3-5 minute video.
 - a. Invite government officials, trusted community leaders and popular individuals to lead questions. Create a fun interview style video with community leaders reading out questions or asking questions themselves. Everyone should be represented so it’s important for us to include people like:
 - i. Eric Young, President of the Chinese Benevolent Society,
 - ii. Invite Chiefs of First Nations Communities in Nova Scotia to participate. (We’ve identified Chiefs of the Mi’kmaq communities)
 - iii. Dr. Sura Haddad, an active dentist and politician in the Middle Eastern community
 - iv. Jennifer Watts, CEO of ISANS
 - v. Mayor Mike Savage, Premiere Iain Rankin, etc.
 - vi. Dr. Strang (a highly trusted figure who lead Halifax courageously throughout the pandemic)
 - vii. CCfV is an essential potential partner for the success of Know Your Vaccine as it will be our solely reliable information source. Also, this initiative will aid CCfV’s recruitment strategy of volunteers and in helping meet their underlying goals.
 - b. Film street interviews with ranging age groups (3-5 minute video) (content can be recycled for reels).
 - i. Allow moms to voice their concerns towards their children who are under 12 years of age and cannot be vaccinated
 - ii. Allow children to ask questions, what are their fears? Their thoughts?
 - iii. Rural Nova Scotia’s questions might be different from the Central zone?
 - iv. Diverse youth from the student population.
 - v. Looking at statistics and geography, are there specific areas in NS where residents haven’t received their vaccines? We can target those individuals for interviews.
4. What is the science behind the vaccine?
 - a. Multiple 2 minute videos: CCfV experts such as May will be interviewed in a documentary style video where they will answer questions from the above list.
 - i. We will film their initial reactions to the questions because this will create a sense of conversation and “light/fun” mood with the audience.
 - ii. This will also eliminate fear in the public of asking questions and inquiring about concerns. (There is no such thing as a stupid question)
 - b. 5-7 minute video: Go behind the scenes at CCfV and lab researchers.
 - i. We will film “a day in the life of a vaccine research clinic”. We can follow someone like May. This will humanize misconceptions by showing

“relatable” content. Like us, they have families and friends who are concerned about vaccines who unintentionally doubt their intentions/ efforts.

5. Accessible information to underserved communities:

- i. Knowyourvaccine.ca will provide a LANGUAGE selection preference upon visiting the website with the mentioned

Infographics

We are creating educational visual content such as Infographics. This content is offered in Arabic, English and Mandarin:

- We'll choose a branding color scheme that pertains to the following words to share the infographics on:
 - Welcoming, friendly, family, safety, responsible, Canadian, healthcare, vibeful, engaging, attractive, youthful. (blues, yellows, white,)
 - We will use relatable and representative colors of all people and cultures (our target audience) (so, red, blues, orange etc.)
- Using the above messages, and video content filmed, we will derive quotes and share them on social media: Instagram, Facebook and WeChat. These quotes will be in the form of explanatory infographics to allow complete accessibility and transparency to all audiences.
- Below these infographics, we will provide additional information in captions and comments and direct the audience to our website to retrieve more information.
- The goal is to allow the content to be engaging but also gain traffic to the website for further resourceful information.
- Infographics on social media will be posted on Instagram Story where viewers will be asked to interact in a poll or submit questions. We will use this information to create more content with vaccine experts.

Other services

- Provide an 1-800 number to receive online call for questions
- Provide a website “messages” portal to receive online questions from the web.

Future Plans

Know Your Vaccine's Future Plans are dependent on the success of the campaign locally in Halifax, NS. Our plans are to:

1. Assess the success of what we are doing
 - a. Are we reaching our targeted audience?
 - b. Are underserved communities receiving equitable health information in relation to their concerns?
2. Gain positive attraction
 - a. We must capture testimonials

We plan to:

- Provide quick feedback surveys and/or quick questions on our website portal. Ask questions such as:
 - Did the information provided here help you?
 - Did this website add to your knowledge?
 - Did this website present you with information you didn't know of before?
- Keep track of our visitors experience
 - Collect data prior to the campaign's delivery and after to assess to what extent did it affect our targeted audience
 - **Keep track of our metrics on social media platforms and the website**
- Identify our strengths
 - What did we succeed in?
 - What service/content helped our audience the most that we should increase on?
 - What are visitors on the website and on social media platforms learning, enjoying and interacting with the most?