



FEDERATION OF
BLACK FÉDÉRATION DES
CANADIANS CANADIENS
NOIRS

NATIONAL COVID-19 VACCINE CONFIDENCE PROJECT

Working towards improving the health outcomes for Black communities, in particular youth, during the COVID-19 pandemic.

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Executive summary

Strategic Highlights

The COVID-19 pandemic has brought social and racial injustice and inequity to the forefront of public health. It has highlighted that health equity is still not a reality as COVID-19 has unequally affected many racial and ethnic minority groups, putting them more at risk of getting sick and dying from COVID-19. The Black community is one of these marginalized groups that has been unequally affected by this damaging sickness, but also has a wavering history with the medical industry as well ([rightfully so “The Tuskegee Study”](#)). Whether it be cultural, religious, misinformation or personal reasons we saw a higher hesitancy to the COVID-19 Vaccine in many of the Black communities across Canada. The Federation of Black Canadians (FBC) being a national NFP was in a very strategic position to use its reach out across Canada to provide accurate information, support the community, and have discussions on COVID-19 around the affect on the Black community, hesitancy, and the importance of protecting ourselves and the community. Through our campaign we were able to engage over 5000 formal members and 200 volunteers, through mass emailing. Our social media reach was over 200,000 on Instagram & Facebook, 10,000 on TikTok, over 3,000 impressions on Twitter and over 1,000 impressions on LinkedIn. For events and community outreaches we connected with over 100 people face-to-face (via Zoom).

Operating Highlights

Our outreach and ability to have quality conversations, provide accurate information, and updates on where vaccination clinics were occurring across Canada would not have been possible without the funding received from the Privy Council of the Federal Government. This funding allowed us to support our staff's direct attention to this work without hindering other work, and to use paid ads and other unique promotion and communications means such as: influencers, online pledges, events, and web based platforms to get the information out, and engage Black Canadians.

Looking Ahead

As COVID-19 is still very present across the country and new variants have emerged, it still remains very important that FBC continues to provide accurate and current information about COVID-19 and the ways communities can protect themselves and their loved ones. Furthermore, in the future we hope to use the dialogues and information we have gathered to support recovery efforts for the Black community and Canadians as whole by being at government, community, and private tables which are currently looking at policies, healthcare, social services, and other supports that are needed for recovery of marginalized communities. Finally, we are continuing our national Race Based Data Collection Project on the effects of COVID-19 on the Black community to support this work.

Christopher Thompson
Executive Director
Federation of Black Canadians

Who we are

About the FBC

The Federation of Black Canadians is a national, non-profit organization, driven by organizations across the country that advances the social, economic, political, and cultural interests of Canadians of African descent. We partner with people that believe in the promise of Black Canadians.

Meet the Project Team

Chris Thompson, Brian Seremba and Zichat Duniya worked together to ensure the success of the project. However, other members of the FBC contributed to the campaign and helped in their various capacities.

CHRIS THOMPSON
EXECUTIVE DIRECTOR



[Email: cthompson@fbcfcn.ca]

With experience in non-profit & financial technology sectors, Chris has expertise in digital media, communications, and customer success. Chris has familiarity with a range of product and programs development approaches including agile methodology, scrum, customer research, and many more!

Chris has worked in the social sector for over 10 years. With a background in community building, NFP organizational development, and public speaking, Chris has phenomenal people skills and an amazing ability to inspire.

Chris has a passion for working with youth and helping them to develop growth mindsets to take on the world and engage in self-discovery. Chris founded a local youth-focused charity called Skills for Life which has grown to 9 staff.

BRIAN SEREMBA
PROGRAM MANAGER



[Email: brian@fbfcfn.ca]

Brian holds a Bachelor of Science in Management with International Business from Royal Holloway, University of London, and a certificate from Brainstation in Product Management. As a Program Management professional, Brian takes pride and ownership in program and project strategy, development, and business growth.

ZICHAT DUNIYA
CONTENT CREATOR



[Email: zichat@fbfcfn.ca]

Zichat is an articulate, creative, and solution-driven professional committed to a lifetime of learning. Zichat also has a passion for driving positive progress and change and is now using her experience and expertise to promote and communicate the interests of her community through the use of media. She enjoys communicating with stakeholders to build strategic networks and mutually beneficial relationships that support the community.

The Project Plan

Background

Evidence from the latest Statistics Canada data suggests that Black Canadians are the population most affected by the health consequences of COVID-19, including mortality. It also demonstrates that Black populations have lower rates of intending to get vaccinated. Given the time sensitivity around vaccination roll-out, the Government of Canada's priority is to make every effort to reach communities in a more direct and effective manner.

Thus, the FBC in collaboration with the Government of Canada worked to improve the health outcomes for Black communities during the pandemic by supporting the creation and dissemination of culturally appropriate COVID-19 information. It was important that Black communities take the lead in designing and sharing critical public health information related to the pandemic and the vaccine. This could help generate a shift in attitudes and behaviors especially when culturally compelling communication products are designed by and for the communities.

Target Audience

For this project, the FBC targeted the following:

- Young adults (15 - 30)
- Red zone cities (major cities)
- Community groups with higher levels of hesitancy

While we created content for national use, the FBC placed a heavier emphasis on provinces and cities with the highest number of cases and deaths such as: Quebec, Ontario, Alberta, and BC.

Social Media Platforms

The FBC made use of the following social media platforms to distribute and amplify content, increase awareness about the vaccine and encourage the Black community to get vaccinated.

1. [Website](#) (new website coming soon)
2. [Instagram](#)
3. [Twitter](#)
4. [Facebook](#)
5. [TikTok](#)
6. [LinkedIn](#)
7. Newsletter

Distribution Tactics

Tools that were used for dissemination and reach include:

1. FBC Social Media Channels
2. FBC National Newsletter Listserv
3. FBC Provincial Hub Groups
4. FBC Partner in Principle Groups (including groups as far as NV and N.W.T)
5. FBC Youth Council Members and Listserv
6. Zoom and Google Suite - Video Conferencing
7. Uniquely Targeted Paid Ads
8. Contracted Social Media Influencers and Content Creators

Language

To cater to the communication needs of our community, all content shared on our social media platforms were distributed in French and English. Video content that was in English had French subtitles and vice versa.

Canadian Youth Vaccination Statistics

According to the Public Health Agency of Canada, these are the numbers for vaccinated youth in July 2021 and January 2022, the start and the end of the FBC project, respectively. These numbers are not specific to Black Canadian youth nor the FBC project. They simply serve to position the status of youth vaccination across Canada at the outset and the conclusion of the FBC project.

Week of July 3, 2021		
12-17 age group		
Partially vaccinated (at least one dose):	65.63%	
Fully vaccinated	9.43%	
18-29 age group		
Partially vaccinated (at least one dose):	66.16%	
Fully vaccinated	22.15%	
Week of January 15th, 2022		
12-17 age group		
Partially vaccinated (at least one dose)	87.54%	
Fully vaccinated	82.9%	
18-29 age group		
Partially vaccinated (at least one dose):	88.04%	
Fully vaccinated:	83.68%	

Statistics from the Canadian COVID-19 vaccination coverage report. Ottawa: Public Health Agency of Canada; February 18, 2022. <https://health-infobase.canada.ca/covid-19/vaccination-coverage/>

Social Media Content

One of the major tools we used to connect with our community and disseminate information was through social media. We created and shared our content across our social media platforms. We also developed different types of content to meet the various targets we set as well as to address the concerns of our community.

Working with Influencers

From the distribution plan, our goal was to work with four influencers. Our outreach and engagement led to collaboration with two influencers. In August 2021, we worked with Montreal-based lifestyle content creator Sophia Tim. We also worked with hip-hop dancer AJ MegaMan to create engaging content. Sophia's content was shared on Instagram while AJ's content was shared on our Instagram and TikTok platform.

Sophia Tim

Sophia, a well-known Instagram and Youtube influencer, made a video talking about her fears before taking the vaccine and addressing the wide spread misinformation that the vaccine would turn us into zombies! She mentioned jokingly that since she took the vaccine she hasn't been eating flesh but what she has experienced is some peace of mind knowing that she has some protection now that she's fully vaccinated. She also encouraged her community to take the vaccine and adhere to the COVID-19 regulations and precautions. The video was posted both on the [FBC social media](#) as well as on [Sophia's](#) platforms.



AJ MegaMan

We also collaborated with AJ Megaman, a popular BC-based Instagram and TikTok dancer and influencer. MegaMan's content was a dynamic dance video. Dressed in a formal suit, the dancer showcased a routine that had a voiceover encouraging his 55.7k followers to take the vaccine - if it suits them! That was the punch line of the entertaining post. Here is the link to the dance posted on the [FBC social media](#) page, as well as the link to the post on [AJ's](#) Instagram.

#vaccinatewithfbc

with:

AJ Megaman
@aj_megaman

I encourage you to do your own accredited research to see if vaccines are a good suit for you

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Audience reactions

Both Sophia and AJ's content was aimed at informing their respective audiences that the vaccines are safe, and people shouldn't be apprehensive about getting them. It was interesting to see the different reception to content created by Sophia Tim and AJ MegaMan on the same topic.

Whereas Sophia’s audience had a more positive reaction to her video, AJ’s was a mix of positivity and negativity. His audience commented on the fact that they did not want to get vaccine information from an account that was predominantly focused on dancing.

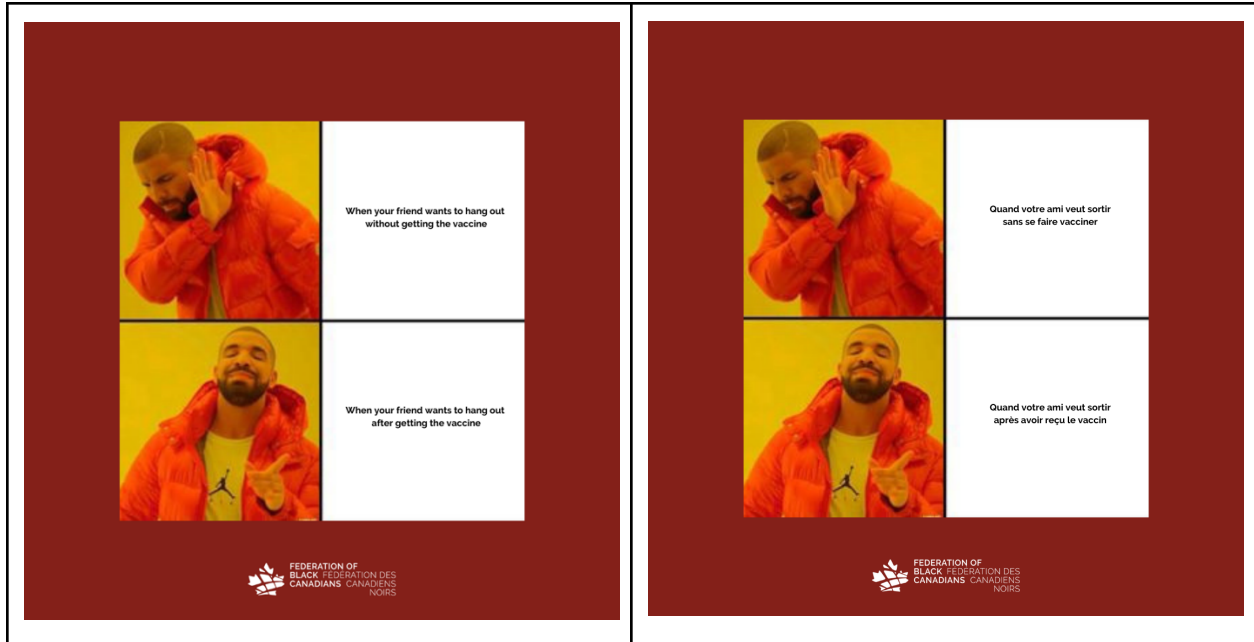
Weekly Content (across Instagram, Facebook, Twitter & LinkedIn)

One of the ways the FBC chose to impact the health outcomes for Black communities (youth) during the pandemic was by supporting the creation and dissemination of culturally appropriate COVID-19 information. There is a lot of misinformation and anti-vaccine propaganda on the internet, so we saw the need to provide accurate information and update our community on recent COVID-19 news. Here are samples of the content we posted during the campaign.

July 27th, 2021

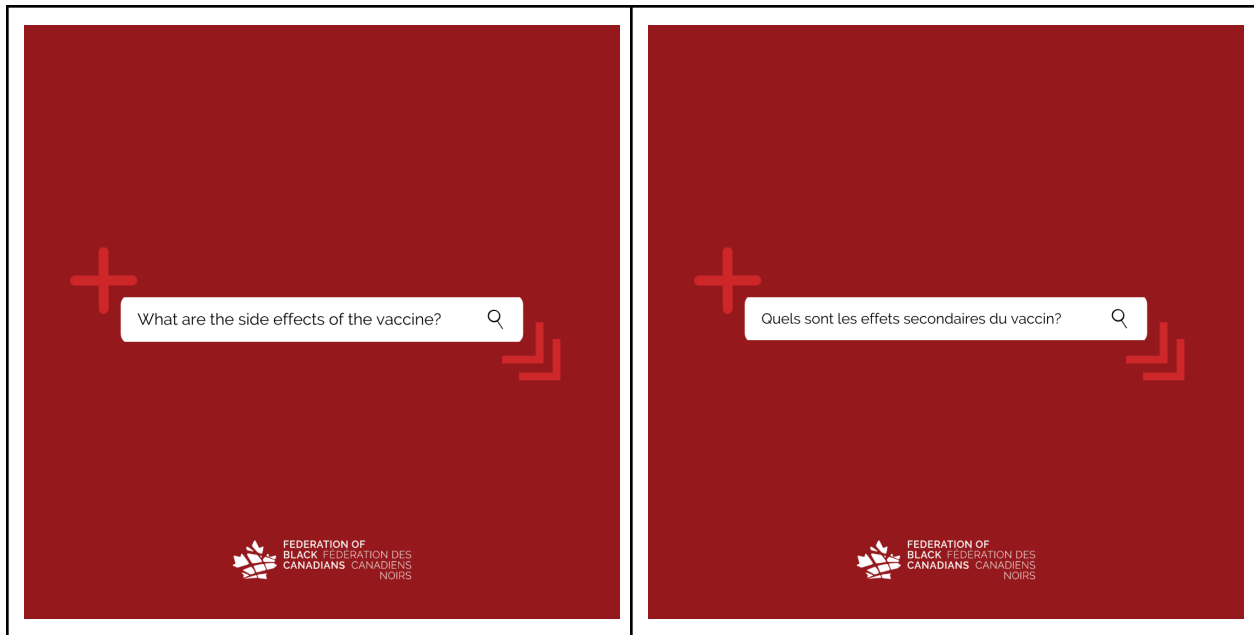
We launched the social media content posting with the following message below. This is because at the time we noticed that youths were using the phrase #weoutside and thought it was a brilliant way to draw their attention. We also wanted to keep the messaging relatable and youthful so we also made use of memes.







July 30th, 2021





We realized that there was a lot of misinformation surrounding the side effects of the vaccine and decided to address it with a post showing the common side effects of the vaccine. We pointed out that the common side effects of the vaccine are mild and common with other vaccines.







COMMON SIDE EFFECTS	EFFETS SECONDAIRES COURANTS
arm pain	joint pain
redness	headache
swelling	mild fever
chills	muscle ache
fatigue	fuzziness
	

August 9th, 2021









After receiving some trolling comments, we decided to strategize and inform our community the reason and importance for the COVID-19 vaccine confidence campaign. This approach allowed us to establish why they were involved in promoting the vaccine with their respective audiences.

 <p data-bbox="272 1335 737 1495">Evidence from Statistics Canada suggests that Black Canadians are the population most affected by the health consequences of COVID-19, including mortality.</p> <p data-bbox="315 1533 695 1625">It also demonstrates that Black populations have lower rates of intending to get vaccinated.</p> 	 <p data-bbox="889 1335 1360 1625">There has been a lot of misinformation on social media. Thus, the FBC in collaboration with the Government of Canada is working to improve the health outcomes for Black communities during the pandemic by supporting the creation and dissemination of culturally appropriate COVID-19 information.</p> 
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 <p>Les preuves des données de Statistique Canada suggèrent que les Canadiens noirs sont la population la plus touchée par les conséquences sur la santé de la COVID-19, y compris la mortalité. Cela démontre également que les populations noires ont des taux plus faibles d'intention de se faire vacciner.</p> 	 <p>Il y a eu beaucoup de désinformation sur les réseaux sociaux. Ainsi, le FBC, en collaboration avec le gouvernement du Canada, s'efforce d'améliorer les résultats de santé des communautés noires pendant la pandémie en soutenant la création et la diffusion d'informations COVID-19 adaptées à la culture.</p> 
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August 10th, 2021

We came across a video [@drewcomments](#) on TikTok where he explained his reason for receiving the vaccine as a Black man. He addressed the fear that some people had regarding Tuskegee and we decided to repost the content. Here's a link to the original [video](#).

 <div data-bbox="302 1419 708 1482" style="background-color: #800000; color: white; padding: 5px; display: inline-block;"> Why should I take the vaccine? Remember Tuskegee?  </div>  	 <div data-bbox="922 1419 1328 1482" style="background-color: #800000; color: white; padding: 5px; display: inline-block;"> Pourquoi devrais-je prendre le vaccin? Vous vous souvenez de Tuskegee ?  </div>  
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August 12th & 16th, 2021

We held our first event on [Instagram Live Event](#) with three medical professionals; Dr. Bukola Salami, Dr. Dapo Akinsipe and Dr. Ekuia Amponsah. The event was moderated by one of our staff, Yanaminah Thullah and a member of our Youth Council, Tobi Mohammed. We put out posts to announce the event and introduce the panelists to our community members. More information on the event can be found in the “Events” section below.



August 19th, 2021

We came across a viral tweet that said “vaccinated or not pls remember not to touch me” and thought to post a reminder that COVID-19 restrictions should still be adhered to regardless of vaccination status.



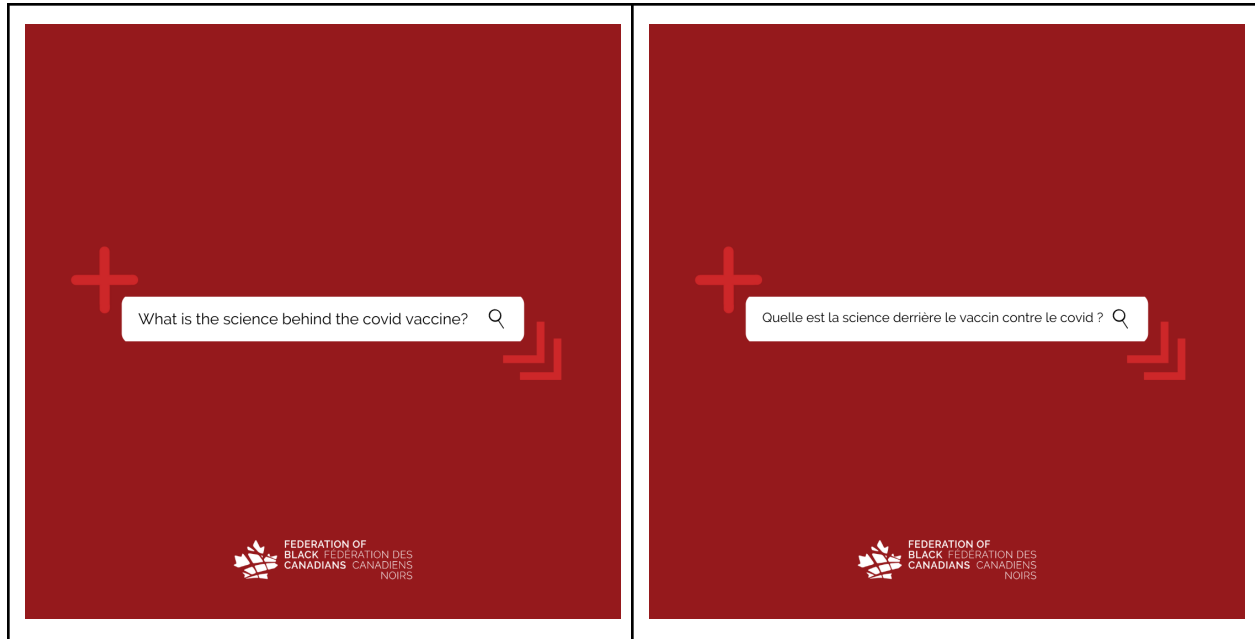
September 10th, 2021

There was a viral challenge that took over the social media world called “the crate challenge”. To connect more with our youth audience, we decided to make a meme out of it. The aim of the content was to show the urgency and need for us to get vaccinated because of the new variants which would continue to develop and possibly set us back.



September 21st, 2021

We decided to repurpose content from the Instagram Live event we had in August because Dr. Dapo Akinsipe gave a really good explanation of the science behind the vaccine. We believed that for the purpose of those who could not attend the event it would be nice to share his explanation of how the vaccine works.



September 28th, 2021

We also decided to repurpose content from one of our provincial hub meetings where Dr. Avnish presented “Covid-19 Vaccine Myths & Facts”. More information on the provincial hub meeting can be found in the Community Outreach and Engagement section.

<p><i>Myth / Truth</i></p> <p>Myth: Getting the COVID-19 vaccine gives you COVID-19.</p> <p>VS</p> <p>Truth: The vaccine for COVID-19 cannot and will not give you COVID-19. The protein that helps your immune system recognize and fight the virus does not cause infection of any sort.</p> <p>FEDERATION OF BLACK / FEDERATION DES CANADIENS CANADIENS NOIRS</p>	<p><i>Mythe / Vérité</i></p> <p>Mythe: Obtenir le vaccin COVID-19 vous donne COVID-19.</p> <p>VS</p> <p>Vérité: Le vaccin contre le COVID-19 ne peut pas et ne vous donnera pas le COVID-19. La protéine qui aide votre système immunitaire à reconnaître et à combattre le virus ne provoque aucune infection.</p> <p>FEDERATION OF BLACK / FEDERATION DES CANADIENS CANADIENS NOIRS</p>
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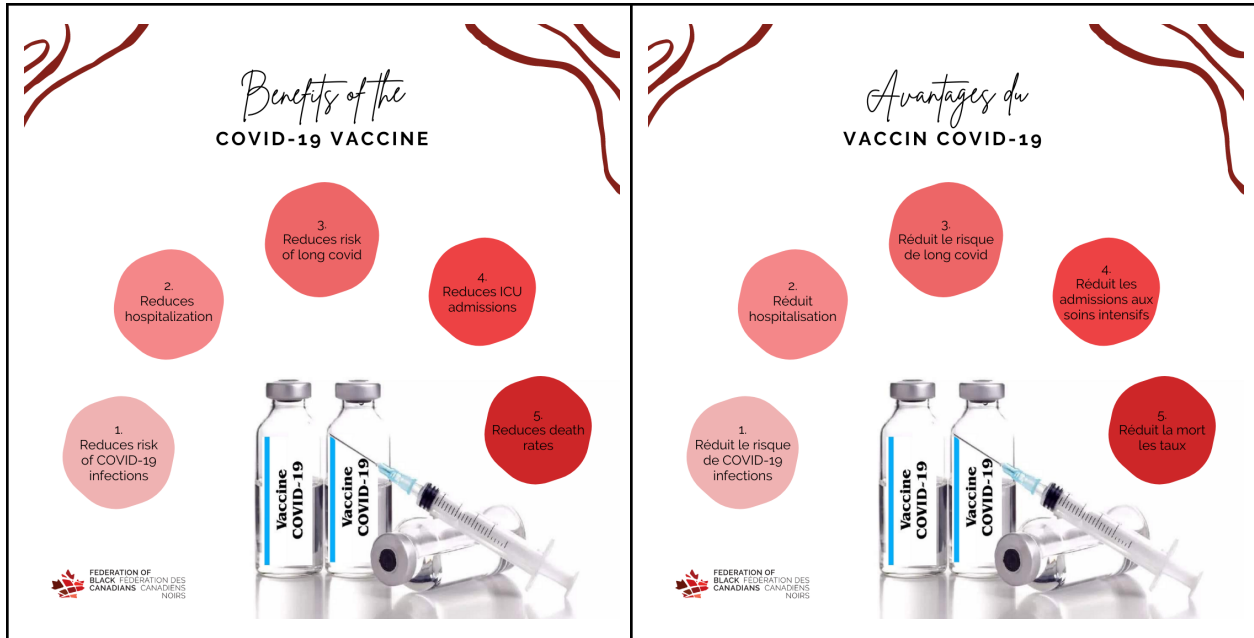
October 22nd, 2021

We shared another myth from the presentation from Dr. Avnish Mehta, this time focusing on the myth that the vaccine would change our DNA.

<p><i>Myth / Truth</i></p> <p>Myth: The vaccine changes our DNA.</p> <p>VS</p> <p>Truth: They DO NOT affect or interact with our DNA in any way. MRNA never enters the nucleus of the cell. The cell breaks down and gets rid of the mRNA soon after it is finished using the instructions.</p> <p>FEDERATION OF BLACK / FEDERATION DES CANADIENS CANADIENS NOIRS</p>	<p><i>Mythe / Vérité</i></p> <p>Mythe: Le vaccin modifie notre ADN.</p> <p>VS</p> <p>Vérité: Ils n'affectent ni n'interagissent avec notre ADN de quelque façon que ce soit. L'ARNm n'entre jamais dans le noyau de la cellule. La cellule se décompose et se débarrasse de l'ARNm peu de temps après avoir suivi les instructions.</p> <p>FEDERATION OF BLACK / FEDERATION DES CANADIENS CANADIENS NOIRS</p>
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November 18th, 2021

To further enforce what Dr. Kwadwo mentioned on the importance of clear, concise messaging about the COVID-19 vaccine, we created a post clearly showing the benefits of the vaccine.



November 25th, 2021

Our messaging and content was primarily targeted to the unvaccinated. However, we were curious to hear from people who had received the vaccine and we asked them to share with us what made them decide to get vaccinated. We felt responses from this post could encourage those unvaccinated who could relate to the responses to get vaccinated.



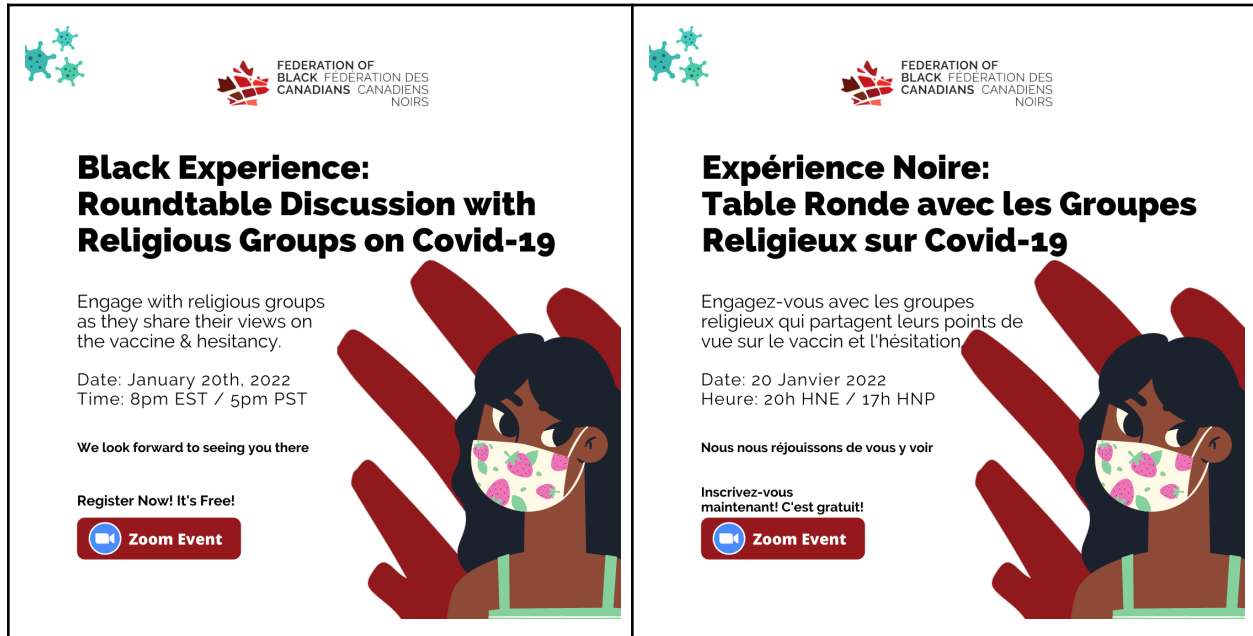
December 10th, 2021

We shared another myth from the presentation from Dr. Avnish Mehta, this time focusing on the myth that the vaccine affects women’s fertility.

<p style="text-align: center;"><i>Myth / Truth</i></p> <p>Myth: COVID-19 vaccine can affect women's fertility.</p> <p style="text-align: center;">VS</p> <p>Truth: COVID-19 vaccine will not affect fertility. COVID-19 vaccine creates copies of the spike protein found on the coronavirus's surface.</p> <p style="text-align: center;"><small>FEDERATION OF BLACK / FEDERATION DES CANADIENS CANADIENS NOIRS</small></p>	<p style="text-align: center;"><i>Mythe / Vérité</i></p> <p>Mythe: Le vaccin COVID-19 peut affecter fertilité des femmes.</p> <p style="text-align: center;">VS</p> <p>Vérité: Le vaccin COVID-19 n'affectera pas la fertilité. Le vaccin COVID-19 crée des copies de la protéine de pointe trouvée à la surface du coronavirus.</p> <p style="text-align: center;"><small>FEDERATION OF BLACK / FEDERATION DES CANADIENS CANADIENS NOIRS</small></p>
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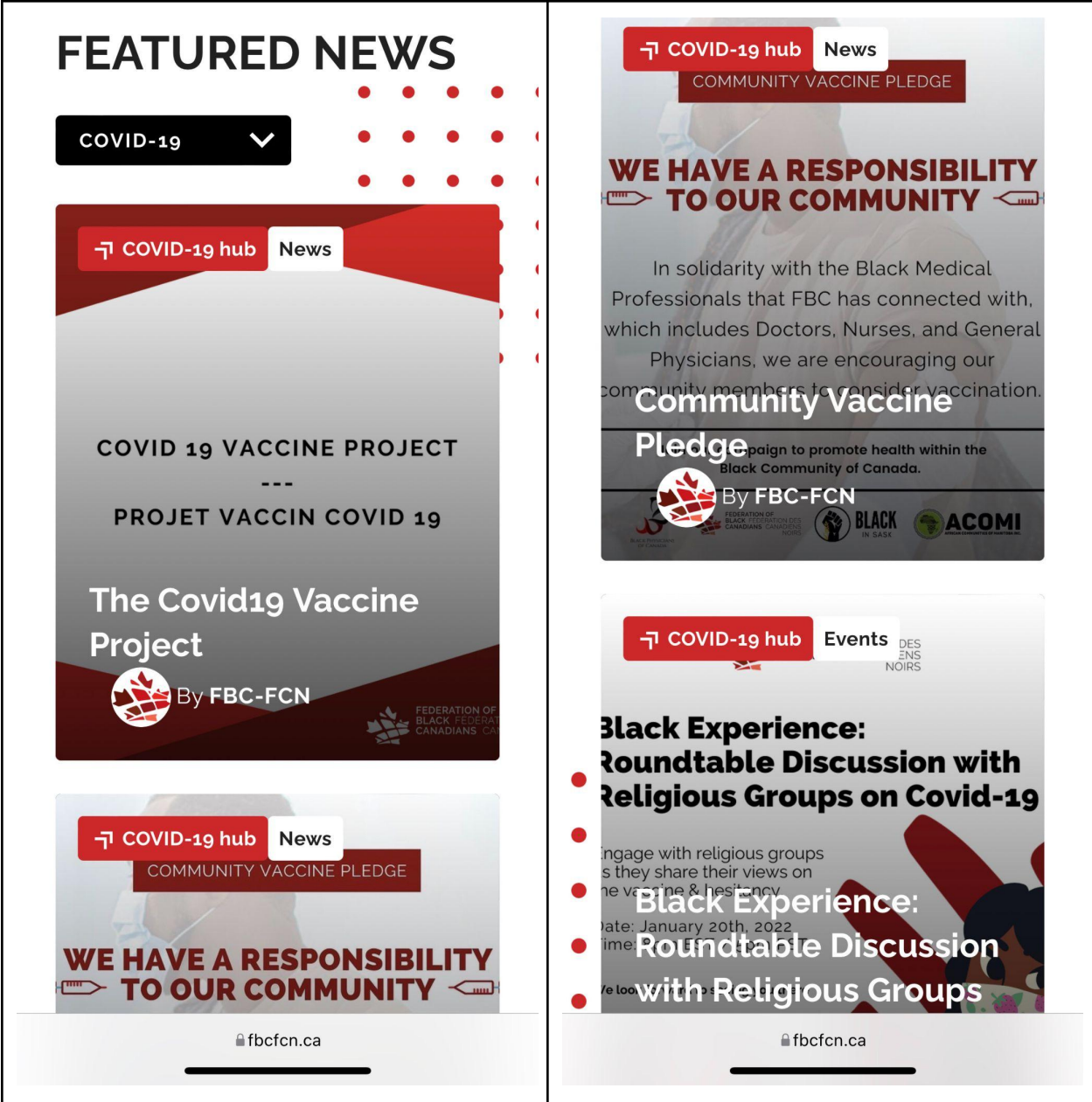
January 13th, 2022

We shared a post to inform our community about our religious group event titled “Black Experience: Roundtable Discussion with Religious Groups on COVID-19”. We received over 70 signups for the event.



Website Content

As stated in the distribution plan and to also reach a wider audience, we shared our events and major news on our [website](#). For future reference, please note that the FBC will soon be launching a new website with a COVID-19 page containing more detailed information on the project as well as other updated COVID-19 news and information.





Paid Social Media Promotions



To reach our target audience, the FBC ran targeted social media ads/promotions monthly for different social media posts. For paid social promotions, we chose the platforms where we have the highest reach and engagement, that is, Facebook, Instagram and Tik Tok.



One of such posts brought in a lot of engagement and feedback from both people who support and those who are against the vaccine. Here are some comments we received on a post:

WHAT MADE YOU DECIDE TO GET VACCINATED?







 **lizzardtown** Free sticker
6w 1 like Reply 



 **ojuarapaul** Common sense.
6w Reply 

 **itskaida** Not being a mf idiot
6w 4 likes Reply 



— View 11 replies



 **liwuowo** Because I should've been vaccinated at school at the same time as my friends but, my parents were scared of the secondary effects of it. and two days after the day I should've been vaccinated there was a week of exams
6w Reply 

 **eager.reader** Science.
7w 2 likes Reply 



 **raiya.p.26** Wanting to actually be able to do anything ever again
7w 6 likes Reply 



— View 4 replies

 **cracketeed** The immunodeficiency of my mom's friend and girlfriend's family.
7w Reply 



 **brayden_simpson2006** Never going to get it 😂
7w 3 likes Reply 

— View 1 reply



 **thomas_the_ninja** I didn't get vaccinated because it made a couple of my friends really sick and froze half my aunt's face
7w 7 likes Reply 

 **carsonbates54** I haven't
7w 4 likes Reply 

— View 9 replies

 **trashtaker.01** ldk. I just got it cause why not?
7w 5 likes Reply 

— View 4 replies

 **lorenzolucisano_** The deciding factor for me was to stop covid and trying to restart our life in a safe condition


Events

FBC held an Instagram Live event and several Hub meetings to discuss vaccine hesitancy. Health care professionals were invited to provide accurate information and address the concerns of our community.

Instagram Live Event - Addressing the History of Black Mistrust in Healthcare

The [Instagram Live Event](#), which was held on the 16th of August was titled “**The COVID-19 Vaccine & The History of Black Mistrust in the Healthcare System**”.



About the Panelists

We had three Black health care professionals: Dr. Bukola Salami, Dr. Dapo Akinsipe and Dr. Ekua Amponsah as our panelists. The event was moderated by one of our staff, Yanaminah Thullah and a member of our Youth Council, Tobi Mohammed.

DR. BUKOLA SALAMI

She is an Associate Professor at the Faculty of Nursing, University of Alberta. Her major areas of research are focused on the links between immigration policy and health policies and practices. She seeks to bridge the gaps between immigration policy and health policy by uncovering the paradoxes in policymaking.

Currently, her research investigates the well-being and health of temporary foreign workers (including migrant care workers), the mental health of immigrants in Canada across the lifespan, the health of African immigrant families, and nurse migration.



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DR. DAPO AKINSIPE

He is a board-certified Physician in Canada and the USA. He did his schooling, training and worked in the US before moving back to Canada in 2019. He practices as a Hospitalist and also does outpatient clinic practice as well.

He sometimes also does detox/addiction Medicine.

He is a clinical assistant professor at the University of Calgary and on the OPED Advisory Board at the university as well. He is also on the

Medical advisory board for a company called Fruitstreet Health.

He is on the board of directors for the Black Physicians Association of Alberta and on the Mentorship

Committee for Black Physicians of Canada.



DR. EKUA AMPONSAH



Dr. Ekua Agyemang is a Public Health and Preventive Medicine Resident Physician at the University of Alberta. She trained in Ghana and worked as a General Practitioner before moving to Edmonton for her MPH and Residency. She is the Black Resident Physicians and Fellows of Canada president and a passionate advocate for health equity. Outside of the joys of medicine, She enjoys the outdoors (hiking & kayaking), hanging out with her friends and family, and volunteering with her church community.



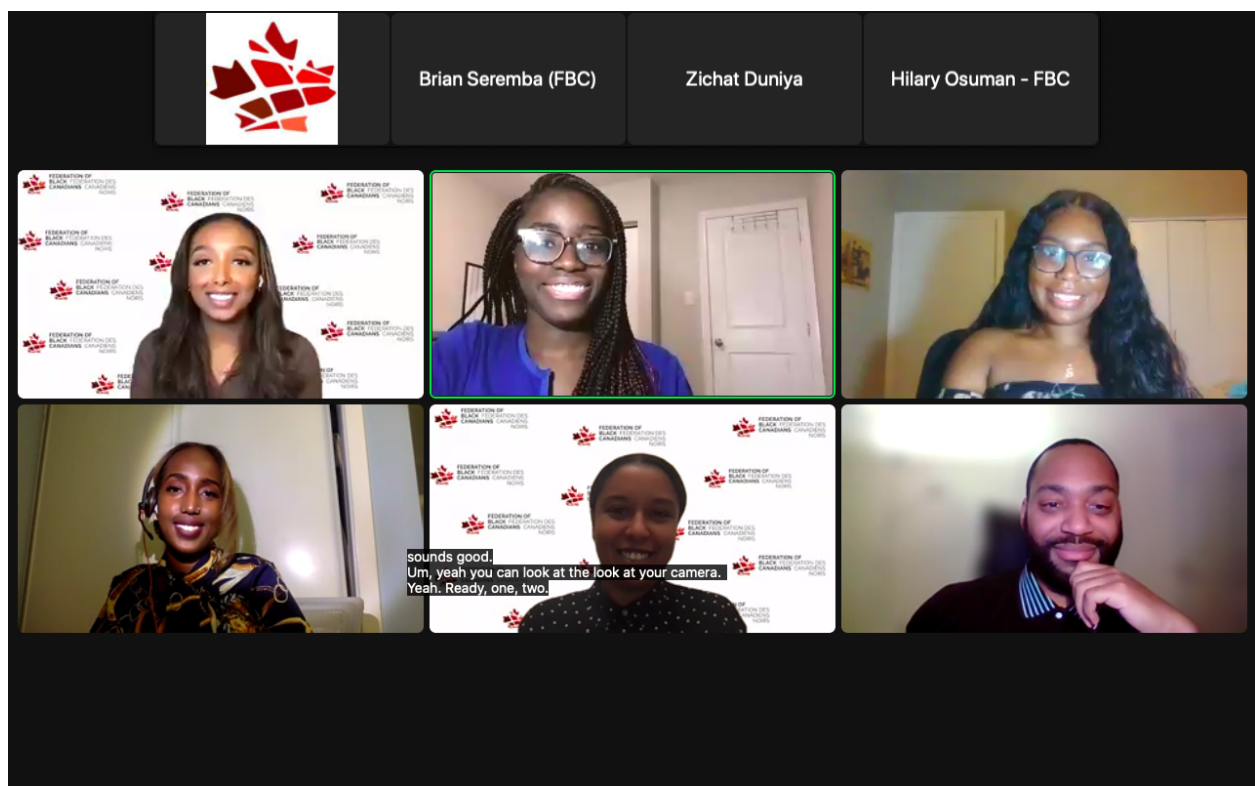
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We discussed issues from Tuskegee to the effectiveness and need for the COVID-19 vaccine. Guests joining the session were able to present their COVID -19 questions to the medical experts. The video is available on our Instagram page.

Zoom Webinar - Event with Religious Leaders

On the 20th of January, we held an event to discuss the impact of religion on vaccine hesitancy. We had four speakers, Faduma Wais (Muslim), Nana Boahen (Christian), Sheba Berhanu (Jewish) and Hanna Daniel (Christian). The event was moderated by Sarah Seh, a member of our Youth Council. Sarah is Bilingual and she was able to communicate in English and French throughout the event so everyone could understand.

The guests all shared their experiences with COVID-19 and how their various religious identities affected their choices to get vaccinated. It was a very engaging session with questions from the audience who also shared their reasons for getting the COVID-19 vaccine.



From left to right first row: **Hanna Daniel** - Experiential Learning Assistant

Nana Boahen - Undergraduate Student at The University of Ottawa

Sarah Seh - Youth Council Communication and Marketing Lead

From left to right second row: **Faduma Wais** - Master of Global Health Candidate

Sheba Berhanu - Associate Director, Partnerships at the Centre for Israel and Jewish Affairs

Chris Thompson - Executive Director, Federation of Black Canadians.

Community Outreach and Engagement

We were committed to engaging our already established community through the following mediums:

Community Vaccine Pledge

We launched a Vaccine Pledge to engage community organizations and leaders to declare their support for the vaccine and encourage their community members to also get vaccinated.

<p style="text-align: center;">COMMUNITY VACCINE PLEDGE</p> <p style="text-align: center;">WE HAVE A RESPONSIBILITY TO OUR COMMUNITY</p> <p style="text-align: center;">In solidarity with the Black Medical Professionals that FBC has connected with, which includes Doctors, Nurses, and General Physicians, we are encouraging our community members to consider vaccination.</p> <hr/> <p style="text-align: center;">Join our campaign to promote health within the Black Community of Canada.</p> 	<p style="text-align: center;">ENGAGEMENT COMMUNAUTAIRE EN VACCIN</p> <p style="text-align: center;">NOUS AVONS UNE RESPONSABILITÉ ENVERS NOTRE COMMUNAUTÉ</p> <p style="text-align: center;">En solidarité avec les professionnels de la santé noirs avec lesquels FBC s'est connecté, qui comprend des médecins, des infirmières et des médecins généralistes, nous encourageons les membres de notre communauté à envisager la vaccination.</p> <hr/> <p style="text-align: center;">Joignez-vous à notre campagne pour promouvoir la santé au sein de la communauté noire du Canada.</p> 
     	 <p>The Federation of Black Canadians is a national, non-profit organization, driven by organizations across the country that advances the social, economic, political, and cultural interests of Canadians of African descent. As a Pan-Canadian body, the FBC seeks to discuss the opportunities, contributions, and challenges that exist for people of African descent nationally.</p> <p style="text-align: center;">WE SUPPORT THE COMMUNITY VACCINE PLEDGE</p>

For the community vaccine pledge, we initially engaged approximately 30 organizations. The campaign took longer to launch than we anticipated due to the approval process of some of the organizations and institutions we worked to partner with. We launched the campaign on October 13, 2021 with five organizations listed below that gave their approval.

- BC Community Alliance
- Black in Saskatchewan
- African Communities of Manitoba Inc.
- Black Physicians of Canada
- The Coalition of African, Caribbean and Black Nurses in British Columbia

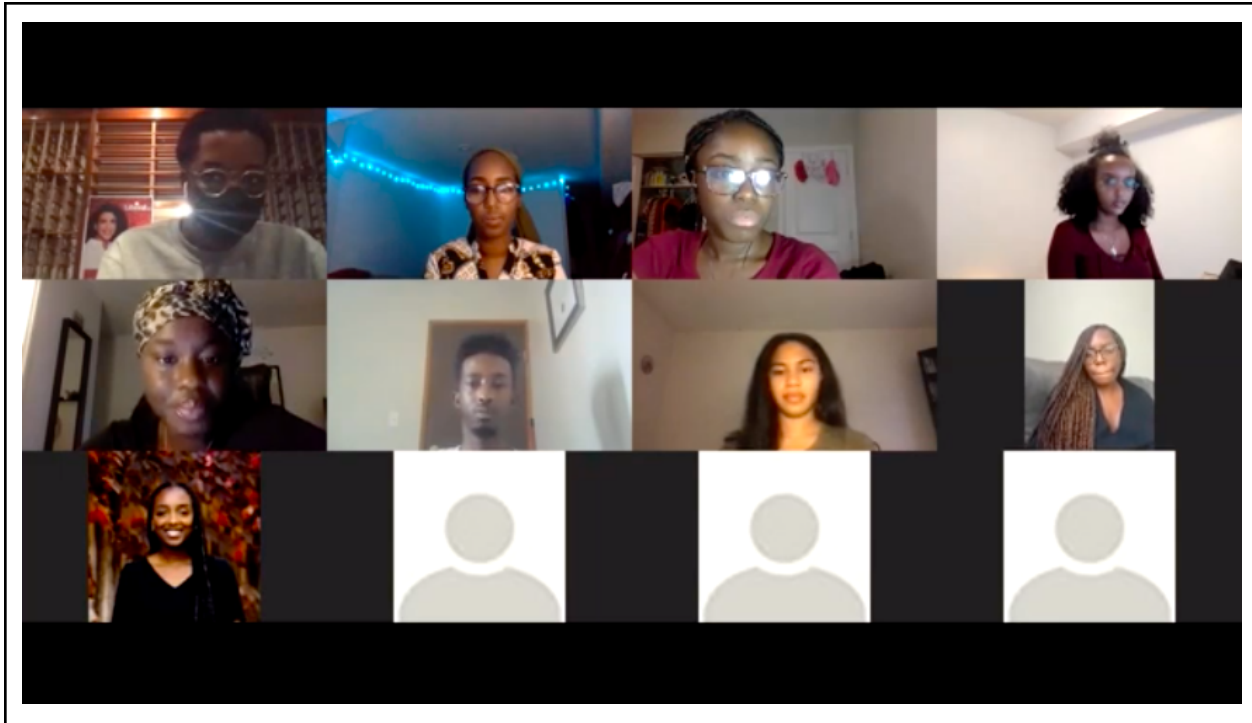
The following 20 groups/individuals signed on after the public promotion.

- Ontario Black History Society
- Malik Adams
- Together for a Strong World Inc.
- Asher Hill
- Charles Adade
- Nadia Caneus
- Cherlin McColman
- Festival African Heritage Music and Dance Society
- Federal Public Service
- Dianne Adair
- Sarah Da Silva
- James Kenga
- Selam Debs
- Nicole Suther
- Ontario Association of Children's Aid Societies
- Isabel Chikwata
- Adam Cain
- Iftu Hargaaya
- The Socially Radical Guitarist
- Rishma Chooniedass

[Link](#) to the vaccine pledge

Youth Council Discussion

Since one of our target audiences was the youth, we decided to host a roundtable discussion to get the opinions of our Youth Council (YC) members. The purpose of the Federation of Black Canadians Youth Council is to ensure external voices are heard, and ensure connection to the community. The YC also pledges to ensure consistent engagement with FBC and engage in conversation around issues, opportunities, updates, and planning concerning local and national topics. The session was held on the 12th of September, 2021. It was an interactive session and some of the feedback provided was to engage and partner with thought leaders. This led to the idea for the event with religious groups which was subsequently held on the 20th of January, 2022.



Provincial Hubs

The Provincial Hub is a small group of people who want to contribute to the FBC national agenda, collaborate with fellow provincial residents to address issues, and initiate projects in their region. In collaboration with the FBC Staff, Provincial Hub members help to guide the development and direction of provincial hubs by hosting events, taking on projects, and informing FBC advocacy.

To inform our hub members about the COVID-19 vaccine campaign as well as get their views, we held meetings with each provincial hub. Dr. Gina Ogilvie from BC Centre for Disease Control and Dr. Avnish Mehta from the Scarborough Centre for Healthy Communities attended to speak to our members about the vaccine.

Dr. Gina Ogilvie

Dr. Ogilvie is a Tier 1 Canada Research Chair in Global Control of HPV related diseases and prevention. She is also Senior Public Health Scientist at BC Centre for Disease Control and Senior Research Advisor at the BC Women’s Hospital and Health Centre. Dr. Ogilvie is principal investigator on over 5 million dollars in research grants and has received funding from PHAC, CIHR, Michael Smith Foundation for Health Research, Canadian Foundation for Innovation and private foundations.

Her research is focused on both the public health and clinical aspects of reproductive health, sexually transmitted infections, HPV screening and the HPV vaccine, and her findings have been highly influential in setting and directing health policy both in Canada and globally. Among other research projects, she is principal investigator for the ASPIRE program.

She has published over 130 peer reviewed manuscripts and has provided advice and consultation to national and global institutions

Dr. Avnish Mehta

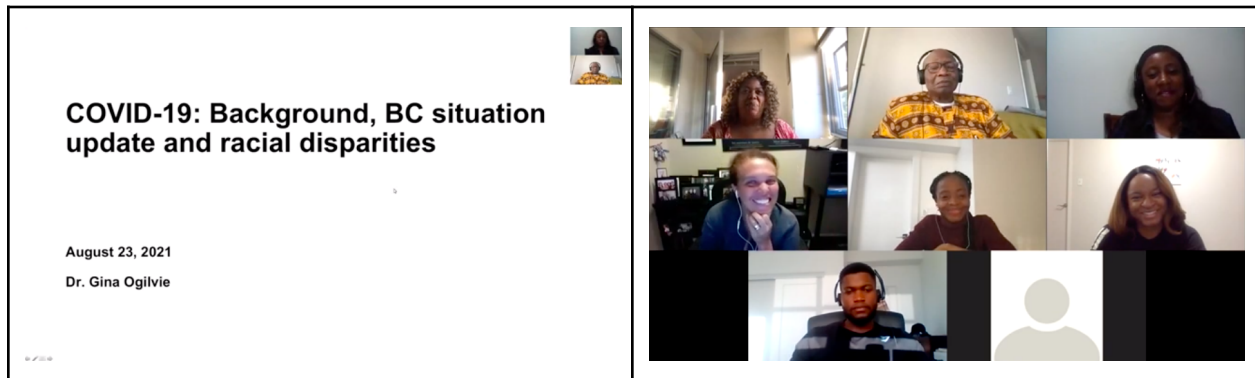
Dr. Avnish Mehta did his undergraduate degree at Queen's University and went to medical school at the University of Ottawa. Following this he did his residency in Family Medicine at the University of Toronto.

Since graduating he has had a broad range of practice, including both in-patient/out-patient and academic/non-academic. He has done family practice in Ottawa and Toronto. He worked as a hospitalist at Toronto Rehabilitation Centre, Ottawa Heart Institute and Rouge Valley Health System. He also has experience working as a Coroner in Ottawa.

Dr. Mehta currently is a Family Physician in Scarborough. Since 2011 he has worked at The Scarborough Centre for Healthy Communities as their Medical Lead. He is a member of their Quality Performance and Management Committee and is their Ethic's Co-Lead. Recently he has started as the Corporate Chief of Family Medicine at Scarborough Health Network.

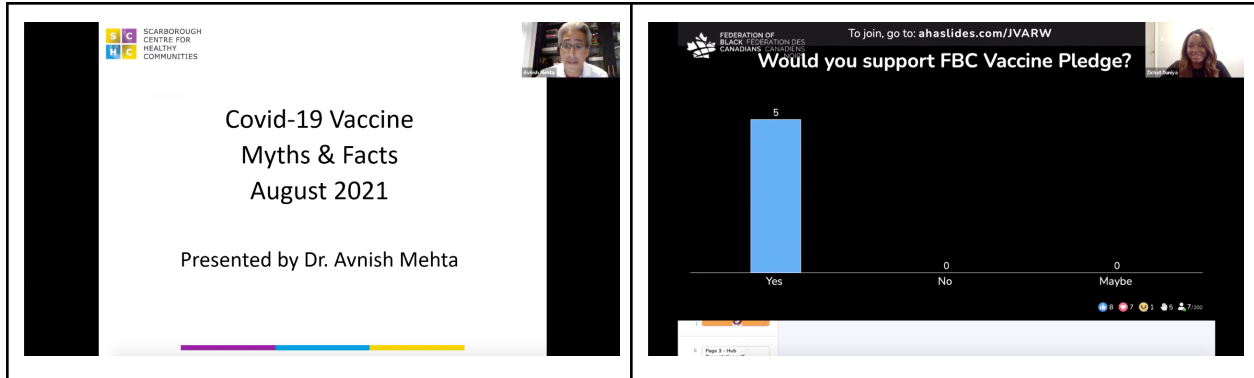
British Columbia Hub

Dr. Gina Ogilvie attended the British Columbia hub meeting and spoke on the topic “COVID-19: Background, BC Situation Update and Racial Disparities.” We had seven attendees and we had a very engaging discussion. The general opinion about the vaccine was positive, which was great to see.



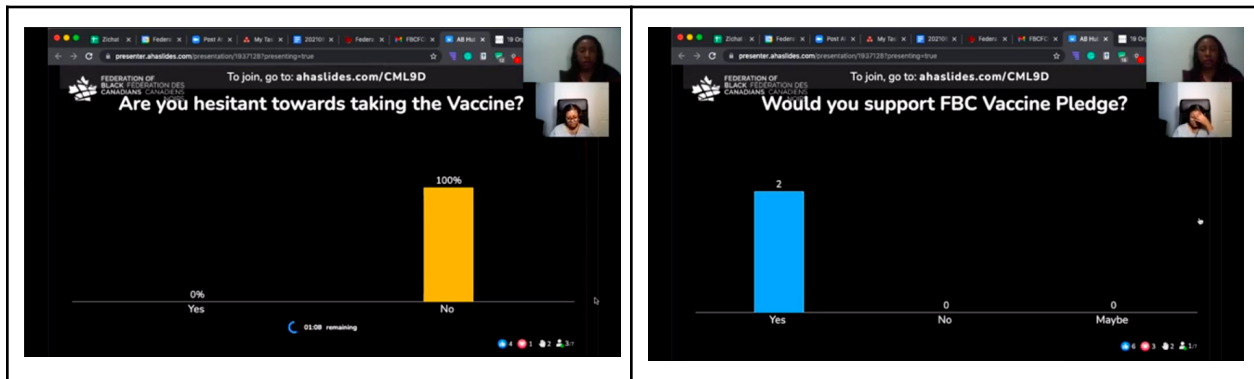
Ontario Hub

Dr Avnish Mehta attended the Ontario hub meeting and spoke on the topic “Covid-19 Vaccine Myths and Facts” It was such an informative session and we were glad to see that there was good support for the vaccine pledge. We later used information from Dr. Avinish’s session to post on our social media platforms.



Alberta & Quebec Hub

There were no medical professionals in attendance at the Alberta and Quebec hub meetings. However, we still held discussions with the members on the COVID-19 vaccine and updated them about the campaign. We took an anonymous poll to determine the level of vaccine hesitancy, and we were glad to see that none of the attendees were hesitant about the vaccine. We also used the opportunity to inform the hub members about the vaccine pledge and their feedback was also very positive.








Community Relations

We engaged community organizations and leaders who were also working to tackle vaccine hesitancy. This gave us an opportunity to collaborate with like-minded people and cross-promote their content on social media.

Solving Healthcare Podcast

Dr. Kwadwo had shared the positive impact of the vaccine in reducing hospitalizations, ICU admissions and death. He advised that messaging around the benefits of the vaccine should be focused on these great achievements. Coincidentally, when we shared the myths vs truth post on our Instagram, we received a comment stating that the vaccines do not prevent one from getting infected and transmitting the virus to others.

Dr Kwadwo’s message spoke directly to these concerns and provided scientific information that the vaccine indeed has a great impact on the healthcare system as well as the health of individuals. Here is the [link](#) to Dr Kwadwo’s video

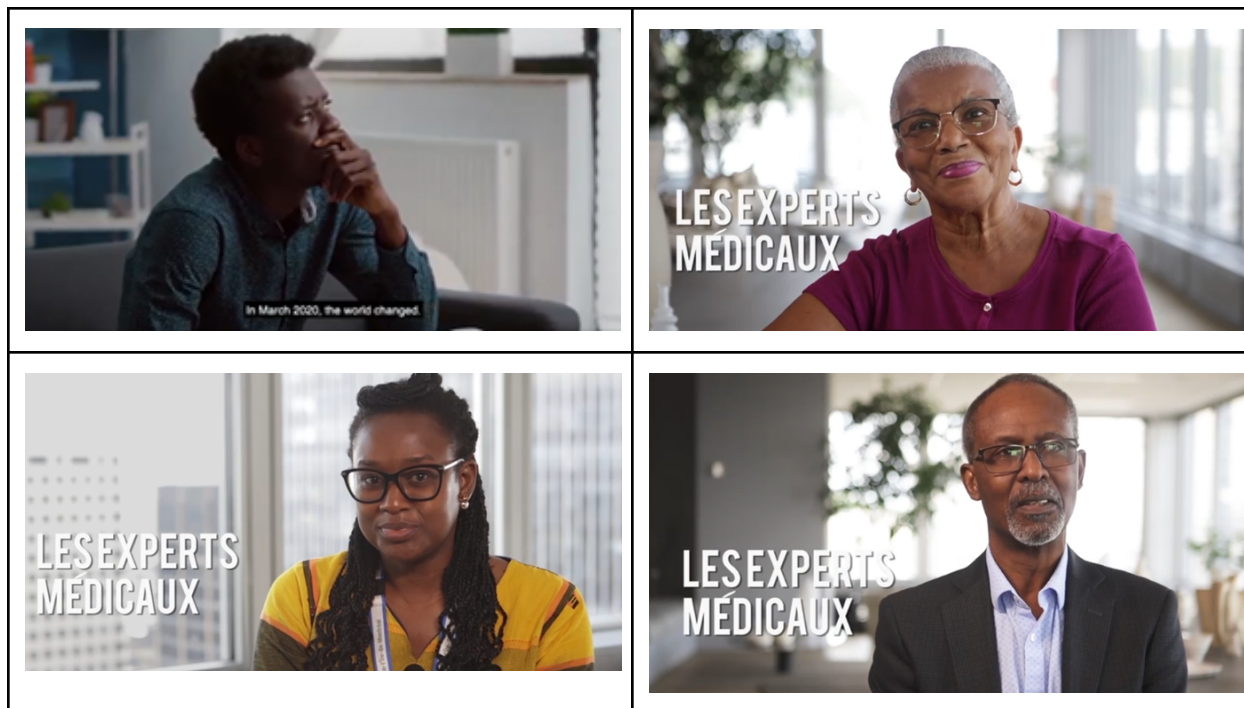
 <p>Vaccination does not prevent you from catching the virus. Why should I get it?</p>   	
 <p>La vaccination n'empêche pas d'attraper le virus. Pourquoi devrais-je l'obtenir?</p>   	<p>Par contre être vacciner ne vous empêche pas de l'attraper et de le propager</p> <p>Reply</p>  <p>fbcfcn il réduit le taux d'infection et cela réduit les hospitalisations, les admissions aux soins intensifs, la longue covid et la mort.</p> 

Black Health Alliance and Black Opportunity Fund

We also shared videos created by Black Health Alliance where community members shared their stories and experiences with COVID-19 and the vaccine. These stories addressed the effects of COVID-19 on the Black Community, day to day lives and work in the Montreal, Laval neighborhoods in Quebec.

Video 1: Medical experts

The first video showed medical professionals discussing the benefits of taking the vaccine. Nurse Maude Pierre-Pierre, medical expert, Diane Saré, and Dr. Édouard Kouassi shared their experience and advice.



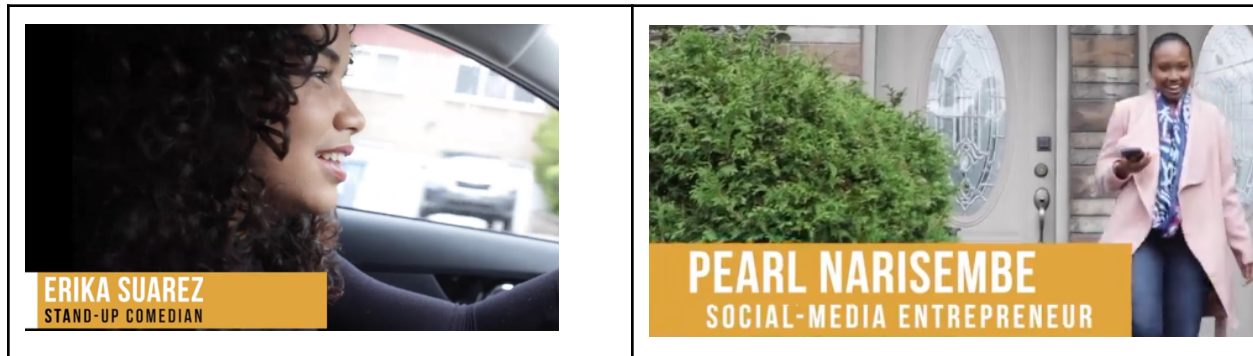
Video 2: Youth and mental health

The second video looked at how the pandemic has impacted the mental health of two young persons – Aisha and Kemy. Given that our target audience is youth, it made great sense for us to post this video on our social media platforms.



Video 3: The economic impact of the pandemic

The third video showed two breadwinners, comedian Erika Suarez and administrator, Pearl Narisembe. Both of them lost their jobs during the pandemic.



Evaluation

The goal of this campaign was to increase vaccine confidence in Black communities. We aimed to achieve this through promoting the COVID-19 vaccine information on various channels such as social media posts, events, and community outreaches. Based on our evaluations, we believe we were able to achieve this goal.

Social Media Feedback & Insights

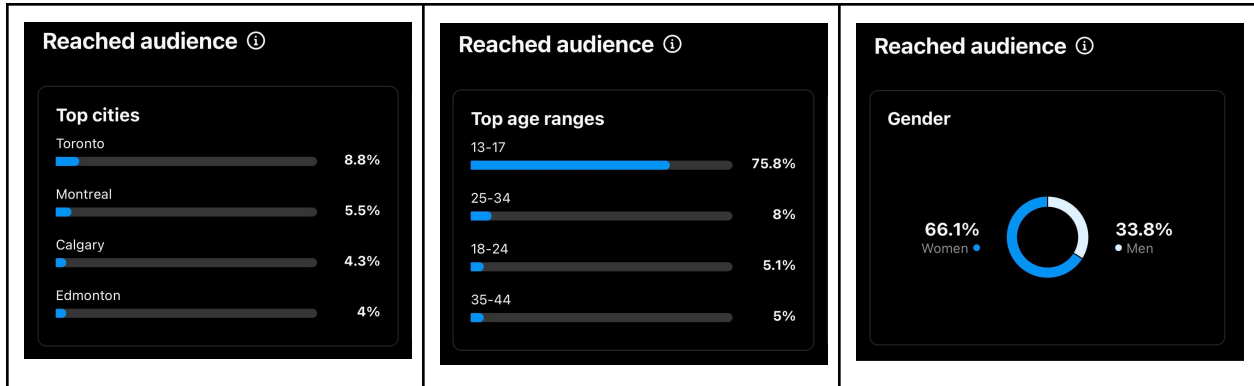
From the feedback received, we recognized that a lot of people were hesitant due to fear and misinformation. For this reason, we developed content geared towards educating and encouraging them to get their vaccines. Sophia Tim's content for instance aimed to dispel the fear that the vaccine would turn us into zombies.

Insights from FBCFCN Social Media

One of our major targets was to focus on provinces with the highest number of cases and deaths i.e. Ontario, Quebec, Alberta & BC. Over the course of the campaign (July - January) based on our reach, the top cities we interacted with were Toronto, Montreal, Calgary and Edmonton.

Another target was to interact with young adults within the ages of 15 - 30. Based on the top age ranges insight, we interacted majorly with people within the ages of 13 - 17, followed by people within the ages of 25 - 34 and those within ages of 18 - 24. It should be noted that at the launch of this campaign, the COVID-19 vaccines were not authorized for children under the age of 12 in Canada. The government of Canada only authorized the Pfizer-BioNTech vaccines for children 5 years old and older in November 2021. As of January 2022, a Pfizer-BioNTech vaccine for children was also approved for children under the age of 12.

We didn't set any targets based on gender, however, from the insights gotten we interacted with more women than men. This may be attributed to the concerns about the effect of the vaccine on pregnant women and children.



Insights on some of the content based on reach

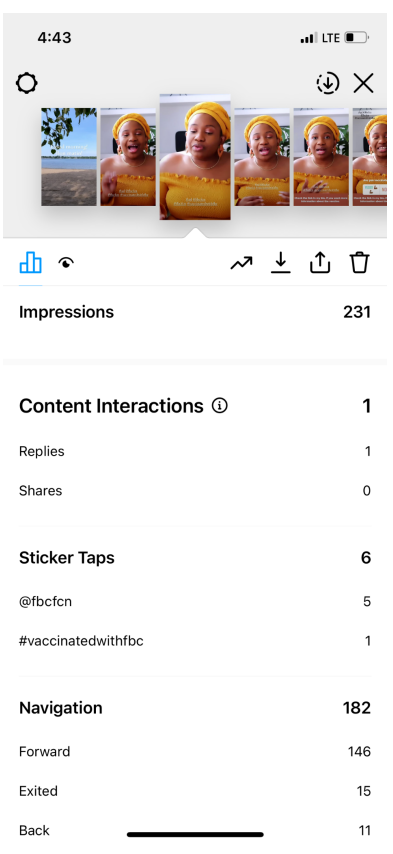
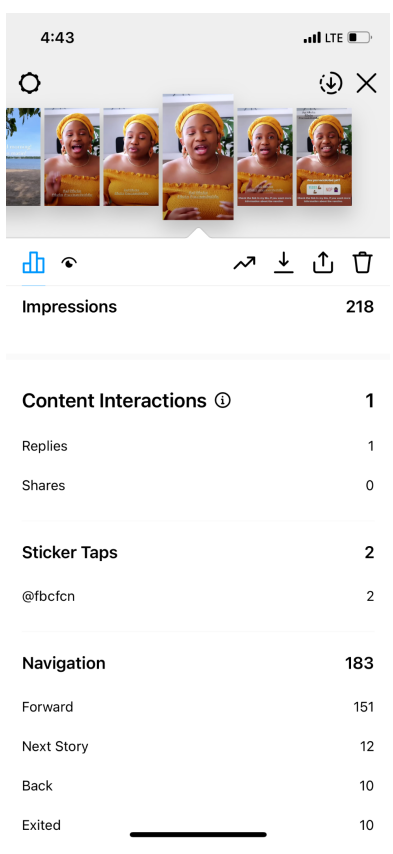
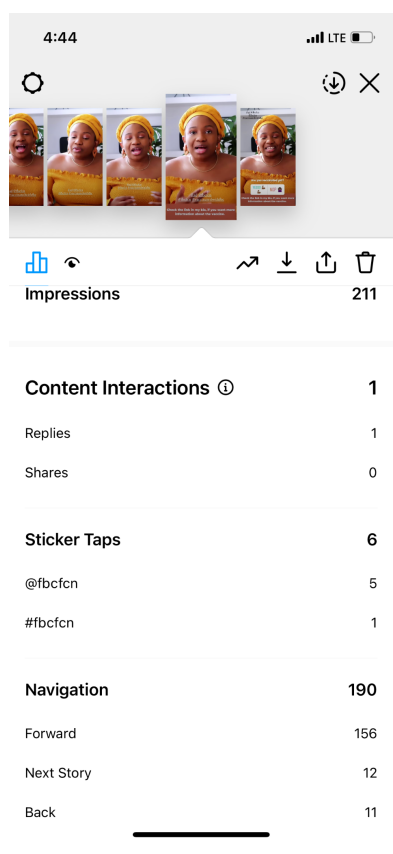


Insights from Sophia & AJ's content

We requested that Sophia and AJ send us insights from the content they posted. As mentioned, on Sophia's post, there was mainly support for the vaccine, while on AJ's it was a mix of support and protest about the vaccine content.

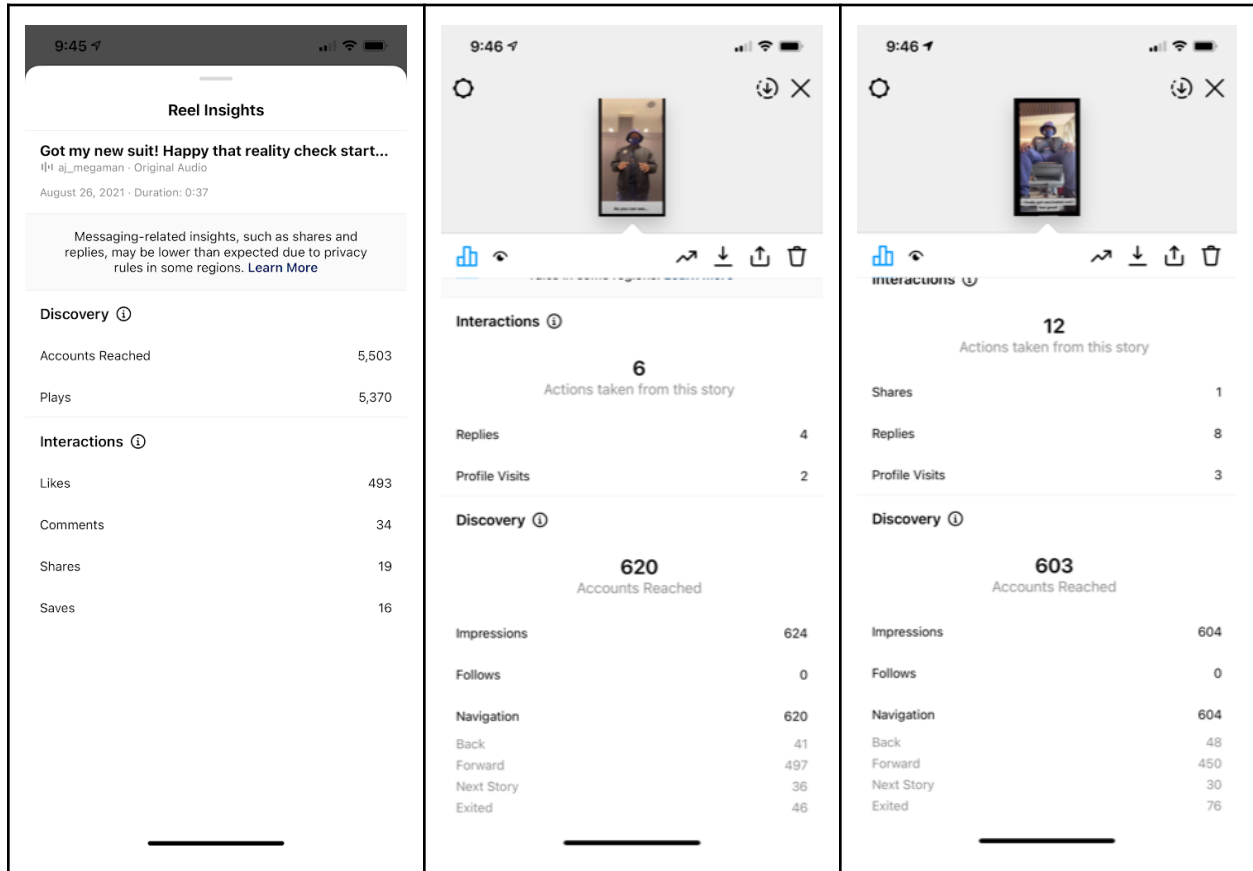
Sophia

Here are the insights to the reel and Insta Stories that Sophia posted:

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AJ

Here are the insights to the reel and Insta Stories that AJ posted:



Events and Community Outreach

We had great traction for all our events and community outreach initiatives. We were able to connect with members of our FBC community via the hub discussions. We also connected with people in the healthcare sector via the Instagram Live panel discussions. In addition, we engaged with people interested in the impacts of religion on vaccine hesitancy.

All of these discussions were pivotal in driving the conversation surrounding vaccine hesitancy within the Black community and encouraging the community to get vaccinated.

Community Vaccine Pledge

The community vaccine pledge was created in collaboration with five (5) other Black organizations who also shared it within their networks and community. We received twenty (20) more endorsements from

various individuals and organizations. The aim of the vaccine pledge was to help boost confidence in the vaccine.

Finance

The funding for this project was provided by the Government of Canada. The total of the contract was \$39,988.95. Our team worked collaboratively with them to carry out the campaign to tackle vaccine hesitancy in the Black communities.

Lessons Learned

Considering the relative newness and sensitivity of the issue, a lot was learned through the course of the project in terms of operations and feedback from the community.

Challenges

- It was challenging getting some Black medical professionals and religious leaders to speak about COVID-19 and the vaccine because they were already burnt out from having to speak on the topic all year round. The sensitivity of the topic was another reason why people didn't want to speak on it. Some were concerned about being trolled if they came out in support of the vaccine
- As we were working on the vaccine pledge, we realized that a lot of organizations had lengthy processes before they could approve collaborating with us. This stalled the launch of the pledge for several months and we eventually had to move forward with the organizations that had approvals at the time.
- To increase our reach and get our information and message to a broader audience, we ran promotions/ads on our social media posts. However, because of the increased reach, we also received some negative comments on our posts mostly from people outside our community.

Wins

Although we faced some challenges, we had many more wins that made the entire campaign worthwhile.

- For instance, we were able to engage and form new connections with various Black networks and organizations who supported the campaign wholeheartedly. These organizations shared our content within their communities and helped increase our reach.
- We were also able to build new and lasting relationships with Black health professionals and influencers who are passionate about improving the health outcomes for Black communities.

They all willingly shared information with their networks and communities to ensure that we increase vaccine confidence in the Black community.

- This project allowed us to build on our relationship with the Government of Canada. We are currently pursuing another project with the Public Health Agency of Canada and the University of Toronto. The goal is to get Black Canadians to share their COVID-19 experiences during the pandemic.
- As much as we received negative comments, we also received positive comments from people who had gotten their vaccine, some who planned to get theirs and even some who changed their minds and got the vaccine after listening in on our IG live session.

In conclusion, the challenges faced and the successes achieved have added to our knowledge of how to better navigate such campaigns in the future.