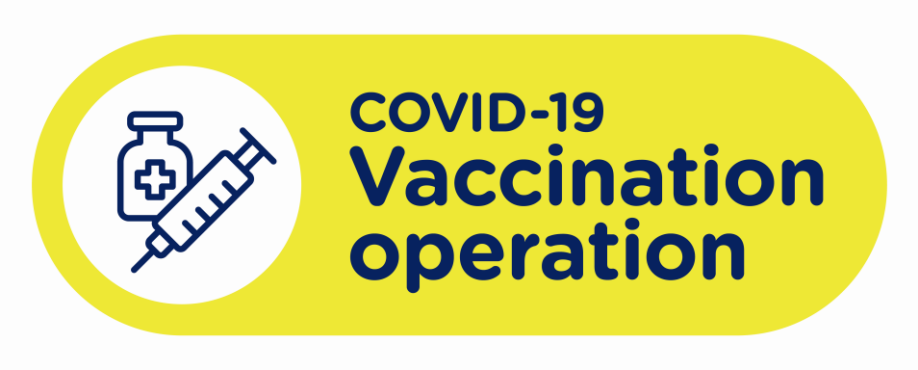
Centre intégré universitaire
de santé et des services sociaux
du Centre-Sud-de-l'Île-de-Montréal

PLUS FORT AVEC VOUS



Demystifying vaccination against COVID-19

Tuesday, March 16th, 2021

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Context

How can a vaccine be developed so quickly?

- Prioritization of research on the vaccine against COVID-19 at a global level
- Past research and work on coronaviruses and messenger RNA (mRNA) vaccines
- Many research centers across the globe studied the same question at the same time and shared information

- Safety aspects respected? Yes

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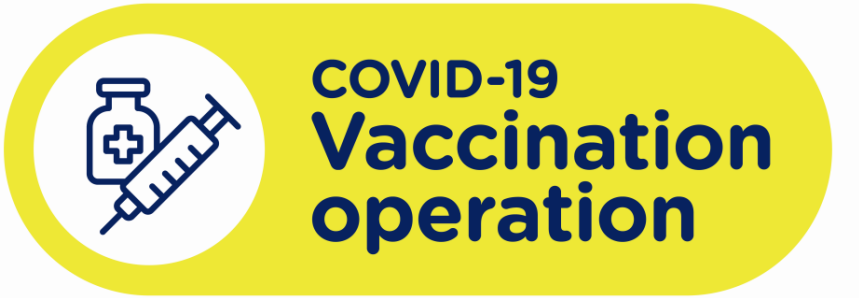
An overview of the campaign



The goal of the campaign

Encourage 75 % of Montrealers to get vaccinated against COVID-19 by 2022

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Universal access to the vaccine

- **Free and accessible to everyone regardless of their status**
- **The health insurance card (RAMQ card) is not required to register on the internet or by phone**

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Governance

Public Health Agency of Canada

- Vaccine review and approval
- Purchase of vaccine quantities and delivery to provinces
- Simplified information on vaccines, how they work and the review process (approval)

Ministry of Health and Social Services (MSSS):

- Distribution of vaccines in Quebec
- Strategic orientations and national promotion campaign

Regional Public Health Department and Montreal Command Center

- Regional coordination and logistics
- Support for local establishments and regional partners
- Regional promotion strategies

Local establishments (CIUSSS, non-merged establishments):

- Local promotion strategies by territory and priority groups

Community pharmacies

- Proximity services

Vaccination priorities

1. People who live in residential and long-term care centers (CHSLDs) or in intermediate and family-type resources (RI-RTFs);
2. Healthcare workers in contact with users;
3. People who live in private seniors' homes (RPAs) or in certain closed residential facilities for older adults;
4. Isolated and remote communities (homelessness);
5. People 80 years of age or older;
6. People 70 to 79 years of age;
7. **People 60 to 69 years of age;**
8. Adults < 60 years of age who have a chronic disease or health problem;
9. Essential services workers;
10. The rest of the adult population.

Target vaccination

Mass vaccination

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To make an appointment

Quebec.ca/vaccincovid

1-877 644-4545 (514 644-4545)

On the website:

- Making an appointment
- FAQs and priority groups
- Public health recommendations regarding vaccination

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Access to vaccination

- **At all times, even after being vaccinated, prevention measures must be respected (physical distancing, wearing a mask, etc.)**
- It is mandatory to make an appointment online or by phone before getting to a vaccination site.
- To be vaccinated in Montreal, you must live on the Island of Montreal.
- There are currently 15 vaccination sites in Montreal and more sites to come. For the list and addresses: https://santemontreal.qc.ca/en/public/
- Most vaccination sites are open everyday from 8 a.m. to 8 p.m.

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How vaccines work and are developed

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The benefits of vaccination

- Protect against a disease or its serious complications, which can lead to death
- Stop the spread of serious diseases within the population

- Vaccines have permitted the control of serious diseases such as smallpox and polio.

How vaccines work

The human body defends itself every day against thousands of germs (bacteria, viruses, fungi, etc.) found in water, air, food and on objects.

With evolution, the human body has developed a defense system called the "**immune system**" to protect itself from germs. **The immune system detects and eliminates germs that enter the body.**

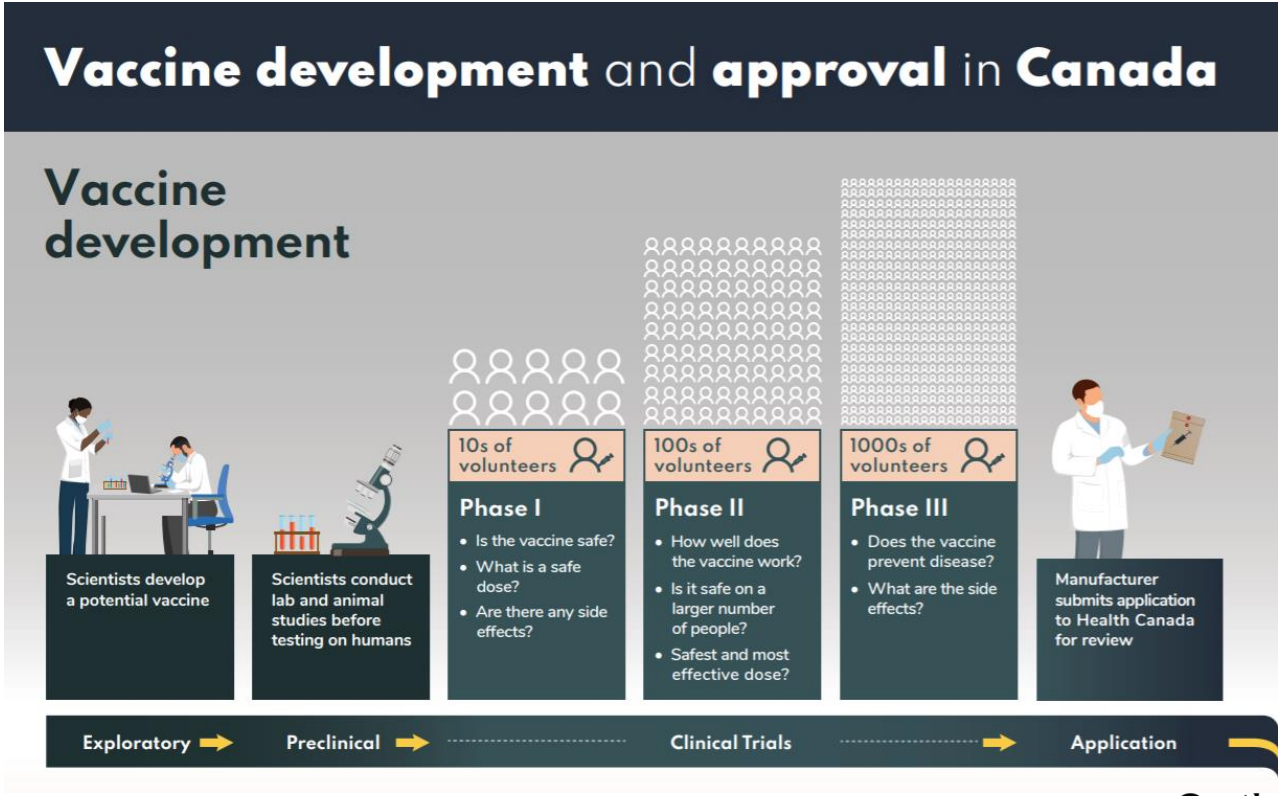
A vaccine aims to present our immune system with a germ in a controlled form (extract, part, dead virus, etc.) which stimulates the immune system, **but without causing disease.**

Once vaccinated, a person's immune system remembers which germ it fought off.

When a person comes in contact with the real germ, their body remembers how to act against it.

It prepares its defense and neutralizes it, producing antibodies and other defense cells.

Phases of vaccine development



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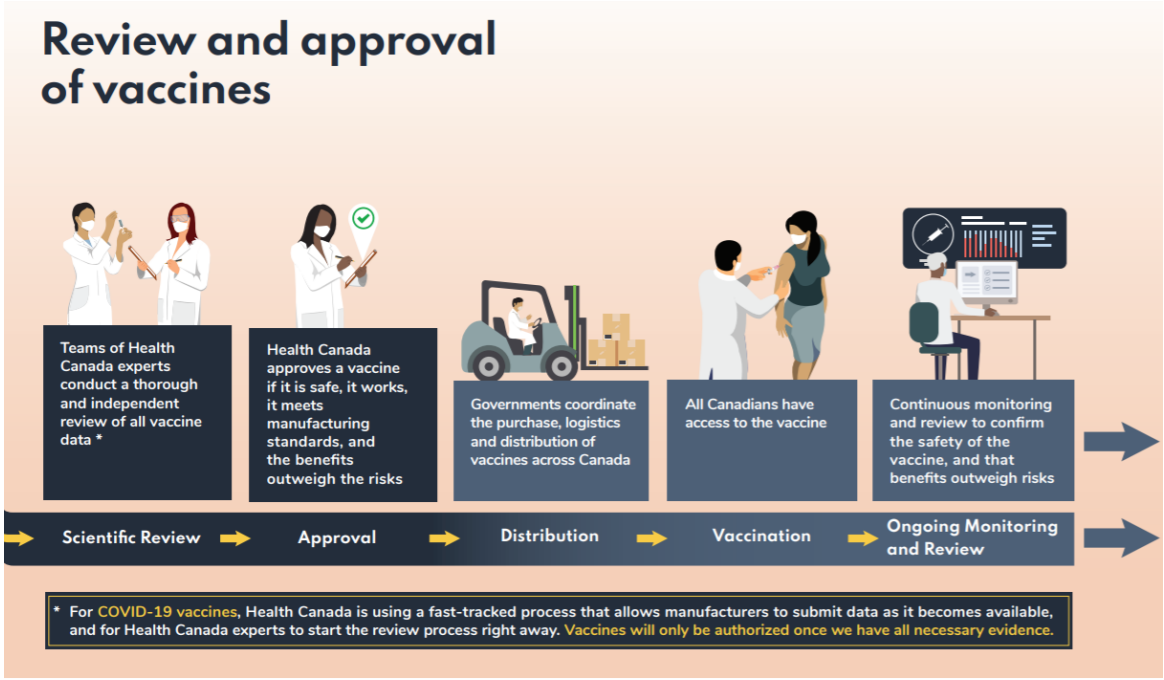
Phases of vaccine development (2)



Health Canada Santé Canada

Canada

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Vaccines against COVID-19

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Authorized vaccines in Canada

Messenger ARN (mRNA) type vaccine, data from the manufacturers

Pfizer > 16 years old | 95% efficacy | 2 doses

moderna > 18 years old | 94% efficacy | 2 doses

For more information:
https://www.youtube.com/watch?v=TbaCxIJ_VP4

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Authorized vaccines in Canada

Adenovirus vaccine type, data from the manufacturer

AstraZeneca

Between 18 and 65 years old | 62% efficacy | 2 doses

Johnson & Johnson

> 16 years old | 66 % efficacy | 1 dose

For more information (in French):
https://www.youtube.com/watch?v=ZLp66LDfyTk

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Frequent side effects

- Pain at the injection site
- Tiredness/Fatigue
- Fever or chills
- Headaches
- Pain in muscles or joints

Very rare: allergic reaction within a few minutes of administration. If the allergic reaction is severe, the staff on site has the medication they need to take immediate action. This is why the vaccinated person remains on site 15 minutes after their vaccination before leaving.

These mild to moderate symptoms usually go away after 1 to 2 days. They can be relieved with Tylenol.

How to intervene with the public?

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The motivational approach

The principles :

- Transparency (do not adopt an expert stance)
- Creation of alliances and partnerships
- Respect of the person’s autonomy and pace
- Use questions, reformulate and validate

Objective : develop a climate of trust and strengthen the motivation of people to get vaccinated, rather than convince them at all costs and fall into judgment.

The motivational approach (2)

With the person's consent, support them in their decision-making:

- Have an open and empathetic conversation about vaccination
- Understand the person's reality and identify the sources of their hesitations
- Respect their vision while looking at the right information with them, after they have agreed to this.

Process : ask → listen → consent → give → advise

Understanding vaccination hesitancy

Access + Beliefs + Trust -> Vaccination hesitancy

- Access : access barriers to services and information
- Beliefs : values, attitudes, etc.
- Trust : trust in the efficacy and safety of the vaccines

Topics of discussion

- Why do you need to get vaccinated if the human body can naturally overcome COVID-19?
- Do vaccines cause COVID-19?
- Can I get COVID-19 after being vaccinated?
- Should I get the vaccine if I have already had COVID-19?

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Topics of discussion (2)

- Can a messenger RNA vaccine modify my DNA?
- Are the vaccines effective against variants?
- Can I stop following prevention measures after getting vaccinated?

- For more information see:
- We all have good questions about vaccination from the Montreal DRSP
- The MSSS Q&R web page

Useful tools and resources

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Awareness tools

Tools accessible from the MSSS :

https://publications.msss.gouv.qc.ca/msss/en/

- Help with consent (multilingual), explanatory capsule for making an appointment, more to come

https://www.quebec.ca/en/health/health-issues/a-z/2019-coronavirus/progress-of-the-covid-19-vaccination/

- Online Q&R on myths and beliefs

Tools accessible from the DRSP :

https://santemontreal.qc.ca/en/public/coronavirus-covid-19/vaccination/

- Posters and flyers
- Simplified Q&A for senior citizens
- Printed Q&A for workers
- Appointment cards

Other useful resources

Public Health Agency of Canada (Health Canada)

https://www.canada.ca/en/health-canada/services/drugs-health-products/covid19-industry/drugs-vaccines-treatments.html

- How vaccines work
- How clinical trials work
- Review and approval of vaccines in Canada

WHO

https://www.who.int/emergencies/diseases/novel-coronavirus-2019/covid-19-vaccines

- How vaccines work

Myths and realities

https://www.skepticalraptor.com/skepticalraptorblog.php/covid-19-vaccine-facts-and-myths-what-you-need-to-know-about-the-new-vaccines/

Current and future communication actions

Non-exhaustive list:

- Large advertising campaigns (Web, influencers, social media, TV, print)
- Mailings by age group
- Advertising display in public spaces
- Conferences and press activities
- Many other tools being developed

Question period

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