



Dear colleague,

Getting vaccinated is critical to protecting yourself, your loved ones and our most vulnerable Ontarians from COVID-19. Each additional person vaccinated brings us one step closer to eliminating COVID-19 from our long-term care homes and our communities.

That's why Ontario is working to build vaccine confidence — and where you come in. People are more likely to listen to someone they know and trust. You can help boost vaccination rates and save lives by engaging with your colleagues and community on vaccine safety.

We've prepared this toolkit to help you:

- Connect with people in your home who may have questions
- Share the facts about vaccines and vaccination
- Promote vaccine confidence and trust.

The kit contains:

- Posters you can display in your home (you can print the pdf versions and use as-is, or customize the PowerPoint file with your own pictures)
- Fact sheets to display or share:
 - The COVID-19 vaccine: five things you need to know
 - COVID-19 Vaccine Fact Sheet
- Vaccine FAQ – Answers to questions people have about COVID-19 vaccines
- Social media – Sample tweets and Facebook posts you can use to build support with your staff, caregiver, family and other networks
- Tips and facts for conversations that will help build vaccine confidence

Please use these tools and feel free to share them with others who would like to help Ontario build vaccine confidence. If you have produced any additional vaccine communications that you would like to share, please send them to us at MLTC.Correspondence@ontario.ca. Our goal is to spread best practices on vaccine communications with everyone.

Thank you for being a vaccine champion! Getting our most vulnerable people and those who care for them safely vaccinated as soon as possible is vital, and on behalf of the Ministry of Long-Term Care, I am grateful for your support.

Signed

Erin Hannah

Associate Deputy Minister
Ministry of Long-Term Care