



VaxFacts Clinic: Background Information for Partners

About VaxFacts

VaxFacts Clinic is a first-of-its-kind vaccine confidence clinic in Canada! VaxFacts provides patients an opportunity for a one-to-one, judgement-free phone call with a physician, to address any questions or concerns about the Covid-19 vaccines. If the patient is willing to get vaccinated after counselling, the physician helps the patient book a vaccine appointment to help combat complacency and help ensure vaccine uptake. Over 600 patients have been counselled, with about 81% choosing to be vaccinated after speaking with a VaxFacts physician. The VaxFacts Clinic is now available to patients across Canada. Book a consultation now at shn.ca/VaxFacts.

History

In April 2021, Dr. Reena Lovinsky, SHN’s Medical Director Infection Prevention and Control, suggested the creation of a clinic specifically focused on COVID vaccine hesitancy. Dr. Latif Murji, MD, CCFP, SHN Coordinator, Global Health, Diversity, and Health Equity, was selected as the lead physician for the VaxFacts Clinic. In May 2021, SHN launched the VaxFacts Clinic geared towards hospital staff as part of a larger policy to help staff make informed decisions about the vaccine. The success of the service led to rapid growth of the clinic. In the weeks that followed, VaxFacts was introduced to Scarborough LTC, retirement homes, and Scarborough Ontario Health Team partners. By June 2021, VaxFacts Clinic had opened to the broader Scarborough community. VaxFacts Clinic is now available to anyone in Canada, including refugees and undocumented peoples without OHIP.

How to Book a VaxFacts Appointment

VaxFacts Clinic was designed with a health equity approach, to minimize barriers to access the service. Appointments are available 7 days a week, from 9am-8pm EST. They can easily be booked online at shn.ca/VaxFacts (preferred) directly into our physician’s calendar, or by phone at 416-438-2911 ext. 5738. Many VaxFacts physicians are multilingual and we have access to live interpretation services in over 200 languages. Everyone is welcome, including refugees and undocumented people in Canada.

Metrics

SHN		VaxFacts Clinic Report						Report As Of:
		2021 - May	2021 - Jun	2021 - Jul	2021 - Aug	2021 - Sep	2021 - Oct	2021-10-21
Total # of Appointments		25	119	100	133	227	203	807
# of Appt from Pts Work or Reside in Scarborough		0	104	64	61	72	18	319
% of Appt from Pts Work or Reside in Scarborough		0.0%	87.4%	64.0%	45.9%	31.7%	8.9%	39.5%
# of Appt from Pts Work or Reside in Ontario		25	119	98	129	224	182	777
% of Appt from Pts Work or Reside in Ontario		100.0%	100.0%	98.0%	97.0%	98.7%	89.7%	96.3%
# of Vaccine Hesitancy Appts		24	77	72	115	195	179	662
# of Successful Vaccine Hesitancy Appts		19	72	66	99	152	125	533
% of Successful Vaccine Hesitancy Appts		79.2%	93.5%	91.7%	86.1%	77.9%	69.8%	80.5%

VaxFacts in the Community

- Reached over 25,000 community members through local focus groups, town halls and community outreach activities
- Hosted education sessions for students and parents with the Toronto District School Board
- Partnered with the Black Physicians Association of Ontario for on-site VaxFacts support at clinics and events in communities with a high Black population
- Boots-on-the-ground outreach to neighbourhoods and front-line workplaces with low vaccine rates
- Guided and mentored SickKids Hospital, in launching a pediatrics-focused nurse-led vaccine consultation service
- Ongoing coaching of 30+ student “peer champions” at University of Toronto and Centennial College
- Instagram Live sessions for University of Toronto students and fitness-oriented young adults
- Developed innovative vaccine hesitancy “What’s App voice notes” campaign for the East African community
- Webinar for primary care physicians in partnership with the Ontario College of Family Physicians

- Webinar for non-physician primary care practitioners in partnership with the Association of Family Health Teams

VaxFacts Educational Materials

- VaxFacts FAQ
- Conversations in Vaccine Confidence: A Guide & Toolkit, by Maryem Abbas and Hannah Walsh, under the supervision of Dr. Latif Murji, VaxFacts Physician Lead

Marketing

VaxFacts marketing strategy has been paramount to the success of the movement. Marketing efforts target two clusters of people. First, direct marketing to unvaccinated community members. Second, to referral sources, including relatives/friends of unvaccinated people, primary care providers, public health units, workplaces/employers and the general public. Marketing tools include the VaxFacts webpage, posters, business cards, a Twitter account (@VaxFactsClinic) and further materials translated into twelve of the most common languages spoken in Toronto.

A Selection of Media Appearances

CBC National News - <https://www.cbc.ca/player/play/1911868995981>

Breakfast Television - <https://www.bttoronto.ca/videos/vaxfacts-clinic-aims-to-encourage-unvaccinated-people-to-get-a-shot/>

Ontario Hospital Association - https://www.oha.com/news/first-of-its-kind-covid-19-vaccine-education-clinic-opens-in-scarborough?utm_medium=email&utm_campaign=July%20%20-%20Health%20System%20News&utm_content=July%20%20-%20Health%20System%20News+CID_67b8f2495eb0da7f2091baaf9fab63c&utm_source=CampaignMonitor&utm_term=Read%20More

Toronto Star - <https://www.thestar.com/news/gta/2021/07/26/a-judgment-free-space-doctors-man-the-phones-to-encourage-the-unvaccinated-to-get-the-jab.html>

University of Toronto Faculty of Medicine - <https://temertymedicine.utoronto.ca/news/boosting-vaccine-confidence-through-conversation>

University of Toronto Department of Family Medicine - <https://www.dfcm.utoronto.ca/news/judgement-free-space-canadas-first-dedicated-vaccine-education-clinic>

Instagram Live - <https://www.instagram.com/p/CSxf6MXgvut/>

CityNews Calgary - <https://www.660citynews.com/2021/10/03/calgary-covid19-vaccine-ontario-doctor/>

Global News Radio - <https://omny.fm/shows/kelly-cutrara/the-vaxfacts-clinic-is-the-first-of-its-kind-in-ca>

CBC National News (round 2) - http://main.mp4.cbc.ca/prodVideo/news/CBC_News_VMS/668/435/nn-vaxfacts-murji-invu-061021_7000kbps.mp4

CBC The National - <https://www.cbc.ca/player/play/1961158211743>

CTV News Toronto - <https://toronto.ctvnews.ca/video?clipId=2304238>