

Presentation outline: 1st dose surge strategy:

1. Primary vaccine uptake strategies to date
2. Targets for 1st dose uptake
3. New strategies to increase 1st dose uptake
4. Why it's critical to get the vaccine

FASTER.
SMARTER.
SAFE.

COVID-19
VACCINATION



Primary Vaccine Strategies To Date

Four pillars of SHA uptake strategy

1. Enhancing Access

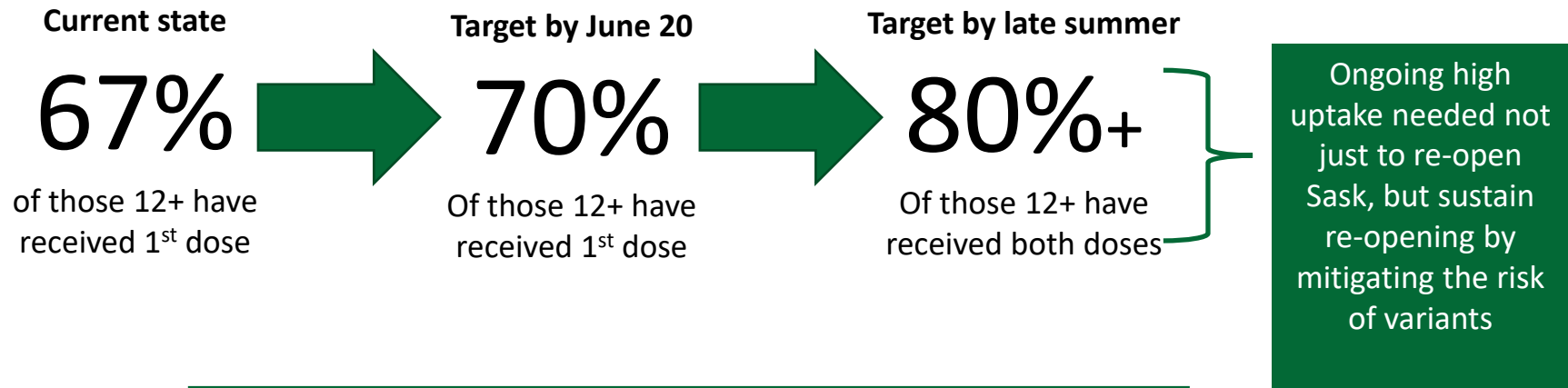
- *Connecting to vulnerable & hard-to-reach populations* through hundreds of mobile/pop-up clinics and outreach clinics in core neighborhoods
- *Varied delivery model:* drive thru, booked appointments, pharmacies and First Nations clinics, etc.
- *Partnerships* with Education sector, First Nations, large workplaces, CBOs and other sectors to deliver to hard to reach populations

2. Creating Champions: Using clinical experts, community leaders and everyday people as champions for the vaccine in our public communications

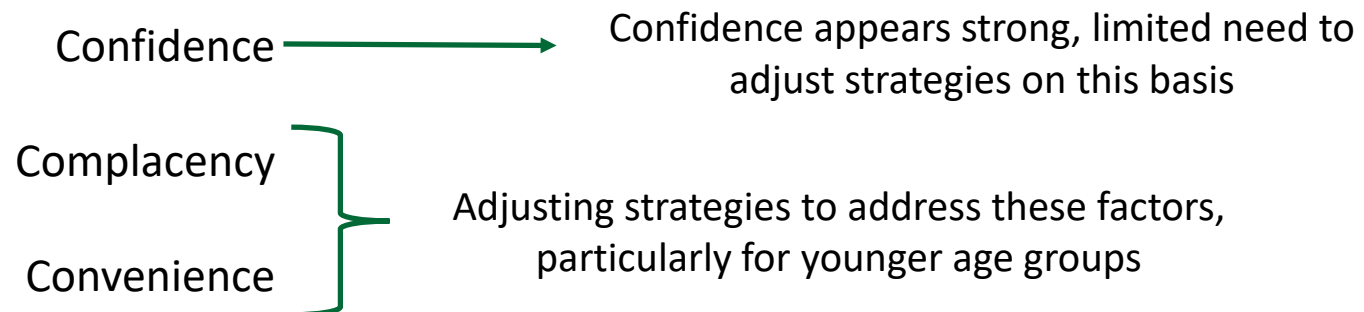
3. Communicating the benefits of the vaccine: Broad-based communications on safety, efficacy and critical role played by vaccine in helping us return to normal

4. Modelling our values: Ensure health care workers get the vaccine to keep them safe and send a message to the public about practicing what we preach

Targets for 1st Dose



Key factors for uptake:



New Strategies to Increase Uptake

Increasing convenience by delivering vaccines in ways that better account for how Saskatchewan residents ***live, work and play***

Live*	Work*	Play*
<ul style="list-style-type: none"> • School clinics being expanded to family clinics • Dedicated first dose booked appointments • Fast pass lanes for 1st doses in identified drive thrus/walk-ins • Downtown pop-up clinics in Malls or pedestrian areas • Core neighbourhood clinics • Big box grocery store clinics 	<ul style="list-style-type: none"> • Partnerships with large employers making it easier to access immunization, such as delivery at hog barns, mine sites, RCMP cadets, etc. 	<ul style="list-style-type: none"> • Pop up clinics at flag football games, ball games, golf courses, etc. • Vaccinate-at-the-lake, waterparks, rec areas, etc. • Deliver in partnership with Sask Roughriders

* Examples are not exhaustive and types of delivery will vary depending on area of the province and local partnership options

New Strategies to Increase Uptake

Decreasing complacency by:

Increasing communications on the **health risks of going unvaccinated**, particularly targeted to younger age groups

Ensuring a seamless experience for those getting their 1st dose (e.g. 1st dose dedicated clinics, fast pass lines/lanes)

Delivering in locations younger populations access anyway

Creating partnership with trusted organizations to lower barriers and help us celebrate vaccinations as a way of saving lives and getting us back to normal

Why it's critical to get the vaccine?

Slide 6

Because unvaccinated people are exponentially more likely to get sick, require hospitalization and die

Because Saskatchewan people need relief from the restrictions on their lives and livelihoods

Because Saskatchewan residents deserve a summer free from the fear of COVID!





COVID-19

Immunization Campaign Update

June 15, 2021



Saskatchewan
Health Authority

www.saskatchewan.ca/COVID19