# "Peer-to-Peer Vaccine Education & Outreach Program"

Niagara Folk Arts Multicultural Centre

# Overview

1) **Background Information**
2) **Community Outreach Efforts**
3) **Survey Results**
4) **Vaccine Hesitancy Barriers for Newcomers**
5) **International Educated Health Professionals (IEHPs) Experience running sessions**
6) **Best Practice Guidelines & Recommendations**
7) **Q & A**

# Background

- **Provincially funded 1.5 year pilot project**

- Purpose
- Challenges
- Plan and Execution

# Context

- Newcomers will be defined as "first generation immigrants (born abroad) and second generation immigrants where at least one parent was born abroad.

- Target population 12+

- Newcomer population in Niagara is composed of landed immigrants, refugees, and international caregivers

# Introduction Video

# About the Pilot Project



Existing Programs



Educational/Outreach Sessions



IEHP & Newcomer Experiences



Emphasis on Research



Community Outreach

# Community Outreach Efforts

# Community Outreach Efforts

- Outreach Tracker (Community organizations/stakeholders)
- Attendance & Registration Tracker
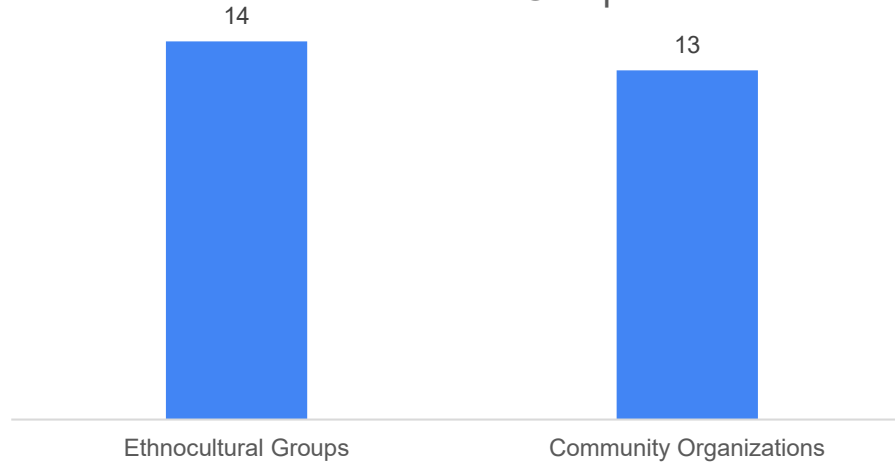- Materials disseminated to community organizations
- Social Media Activity

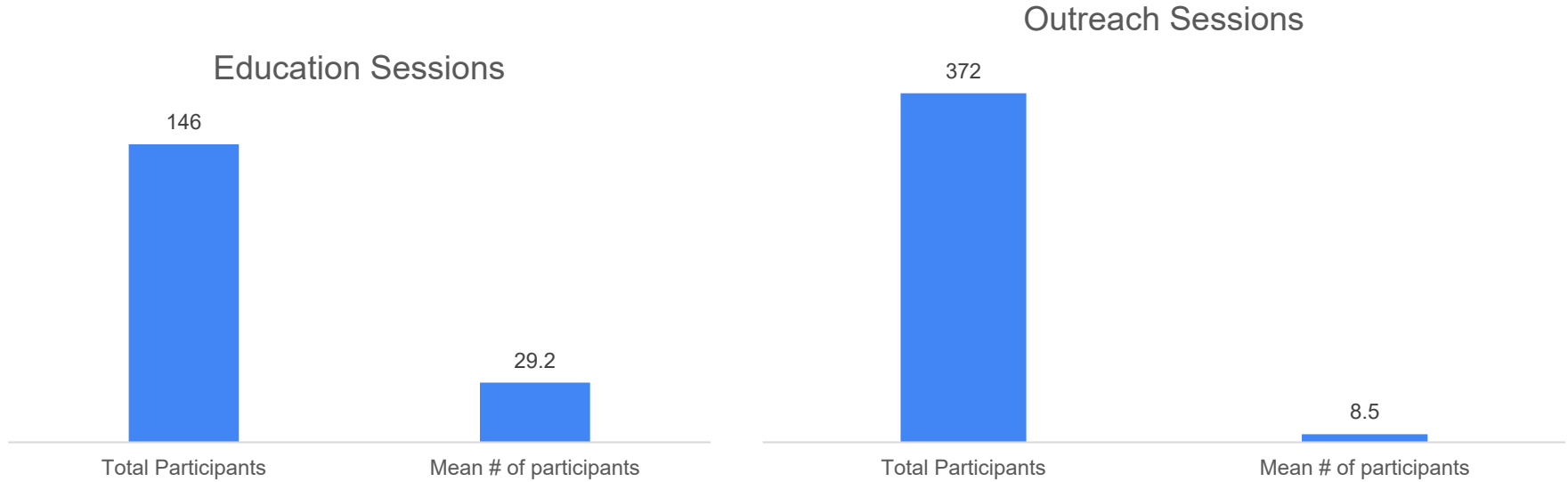Niagara Folk Arts Multicultural Centre

# Outreach Tracker

**Outreach to Community Organizations/ Ethno cultural Groups**



| | 14 | | 13 |
|---|---|---|---|
| | Ethnocultural Groups | | Community Organizations |

Niagara Folk Arts Multicultural Centre

# Attendance/Registration Tracker



Education Sessions

- 146 — Total Participants
- 29.2 — Mean # of participants

Outreach Sessions

- 372 — Total Participants
- 8.5 — Mean # of participants

Niagara Folk Arts Multicultural Centre

# Social Media Engagement



Social Media Engagment
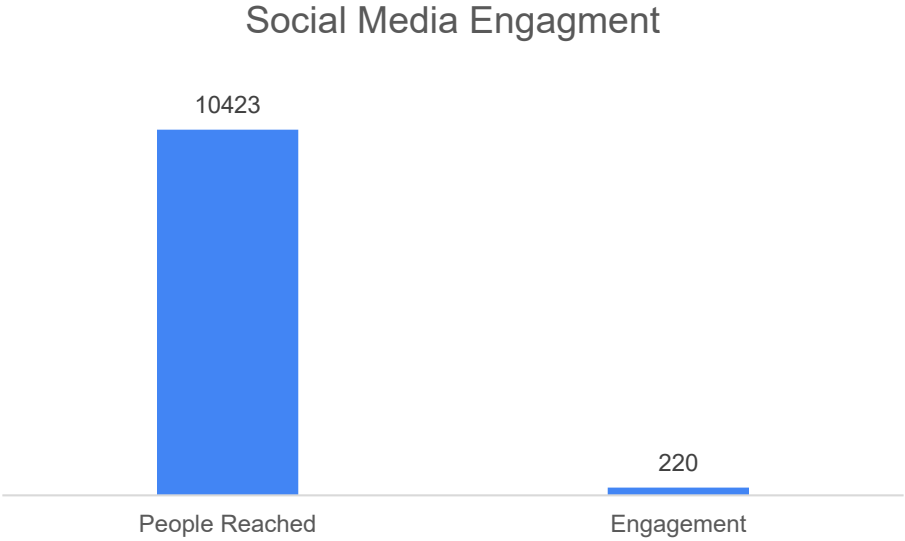
# Survey Results
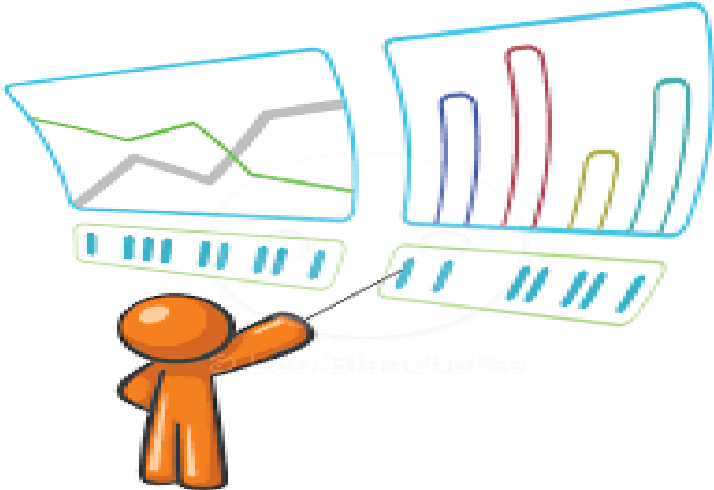
# Sociodemographic Information

## Number of surveys and education sessions newcomers attended

- # of newcomers who completed surveys: 45
- Amount of surveys completed: 95
- Average number of education session newcomers attended: 2.1
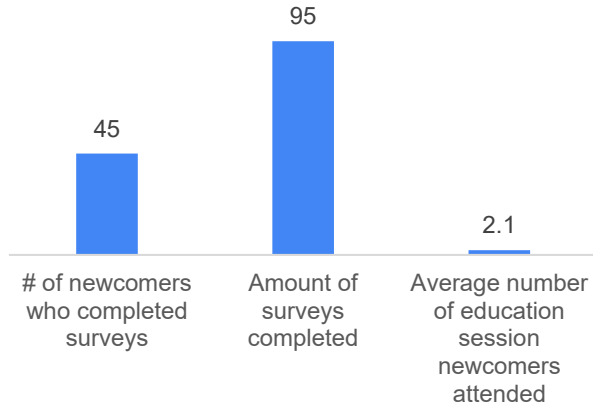
## Total number of sessions attended by newcomers

- 1: 21
- 2: 8
- 3: 9
- 4: 4
- 5: 3

Niagara Folk Arts Multicultural Centre
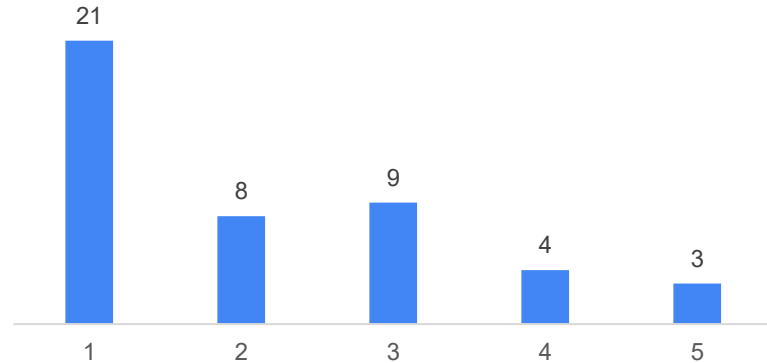
# Sociodemographic Information

### GENDER

■ Male  ■ Female

- 22%
- 78%
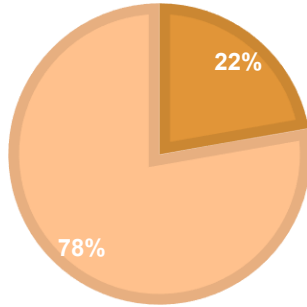
### TIME SPENT IN CANADA

■ Less then 2 years  ■ 2-5 years
■ 5-10 years  ■ 10-20 years
■ 20+ years

- 22%
- 49%
- 9%
- 9%
- 11%
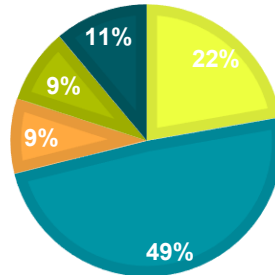
### AGE OF PARTICIPANTS

■ 17 and under  ■ 18-29  ■ 30-49  ■ 50-64  ■ 65+

- 4%
- 9%
- 53%
- 27%
- 7%
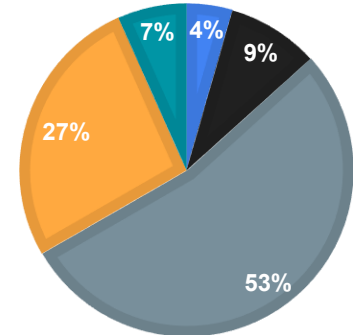
Niagara Folk Arts Multicultural Centre

# Sociodemographic Information

### Intention if primary care recommends vaccine



66.70%    80%

Pre Survey    Post Survey
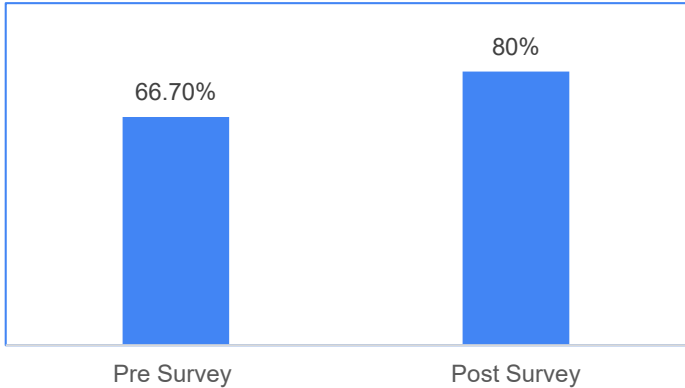
### # OF COVID-19 Vaccine Shots



2    1    14    28

0 dose    1 dose    2 dose    3 dose or more

Niagara Folk Arts Multicultural Centre
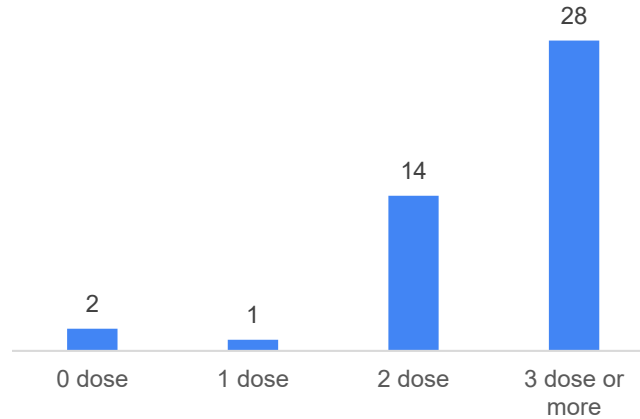
# Sociodemographic Information

## SESSION LANGUAGE PARTICIPATION

# Education Session #1 & #2 Results

**Paired Samples Test**

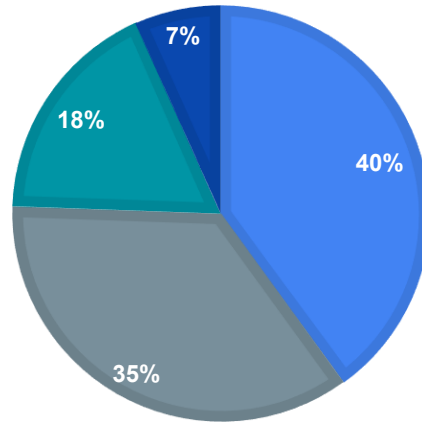| | | | Paired Differences | | | | | | Significance | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | 95% Confidence Interval of the Difference | | | | | |
| | | Mean | Std. Deviation | Std. Error Mean | Lower | Upper | t | df | One-Sided p | Two-Sided p |
| Pair 1 | POSTSURV1K - PRESURV1K | .66667 | 1.13759 | .26813 | .10096 | 1.23238 | 2.486 | 17 | .012 | .024 |
| Pair 2 | FOLSURV1K - PRESURV1K | .62500 | 1.59799 | .56497 | -.71095 | 1.96095 | 1.106 | 7 | .153 | .305 |
| Pair 3 | POSTSURV1B - PRESURV1B | 2.11111 | 3.93908 | .92845 | .15225 | 4.06997 | 2.274 | 17 | .018 | .036 |
| Pair 4 | FOLSURV1B - PRESURV1B | 2.12500 | 3.64251 | 1.28782 | -.92021 | 5.17021 | 1.650 | 7 | .071 | .143 |

COVID-19 Overview & Vaccines
- Statistical significance was shown between post survey and pre survey knowledge and behaviours & attitudes

**Paired Samples Test**

| | | | Paired Differences | | | | | | Significance | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | 95% Confidence Interval of the Difference | | | | | |
| | | Mean | Std. Deviation | Std. Error Mean | Lower | Upper | t | df | One-Sided p | Two-Sided p |
| Pair 1 | POSTSURV2K - PRESURV2K | .17391 | 1.58551 | .33060 | -.51171 | .85954 | .526 | 22 | .302 | .604 |
| Pair 2 | FOLSURV2K - PRESURV2K | .62500 | 1.50594 | .53243 | -.63400 | 1.88400 | 1.174 | 7 | .139 | .279 |
| Pair 3 | POSTSURV2B - PRESURV2B | .69565 | 2.93001 | .61095 | -.57138 | 1.96269 | 1.139 | 22 | .134 | .267 |
| Pair 4 | FOLSURV2B - PRESURV2B | 1.87500 | 2.03101 | .71807 | .17703 | 3.57297 | 2.611 | 7 | .017 | .035 |
| Pair 5 | POSTSURVSN - PRESURVSN | .56522 | 1.40861 | .29372 | -.04391 | 1.17435 | 1.924 | 22 | .034 | .067 |
| Pair 6 | FOLSURVSN - PRESURVSN | .12500 | 1.55265 | .54894 | -1.17305 | 1.42305 | .228 | 7 | .413 | .826 |

Media Literacy
- Statistical significance was shown between post survey and pre survey subjective norms

Niagara Folk Arts Multicultural Centre

# Education Session #3 & #4 Results

**Paired Samples Test**

| | | Paired Differences | | | | | | | Significance | |
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | t | df | One-Sided p | Two-Sided p |
| | | | | | Lower | Upper | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Pair 1 | POSTSURV3K - PRESURV3K | 1.62500 | 1.54380 | .38595 | .80236 | 2.44764 | 4.210 | 15 | <.001 | <.001 |
| Pair 2 | FOLSURV3K - PRESURV3K | 1.28571 | 1.38013 | .52164 | .00931 | 2.56212 | 2.465 | 6 | .024 | .049 |
| Pair 3 | POSTSURV3B - PRESURV3B | -.81250 | 2.94887 | .73722 | -2.38384 | .75884 | -1.102 | 15 | .144 | .288 |
| Pair 4 | FOLSURV3B - PRESURV3B | .42857 | 3.86683 | 1.46152 | -3.14765 | 4.00479 | .293 | 6 | .390 | .779 |
| Pair 5 | POSTSURVMM - PRESURVMM | .18750 | 3.03795 | .75949 | -1.43131 | 1.80631 | .247 | 15 | .404 | .808 |
| Pair 6 | FOLSURVMM - PRESURVMM | -1.14286 | 2.54484 | .96186 | -3.49644 | 1.21072 | -1.188 | 6 | .140 | .280 |

**Paired Samples Test**

| | | Paired Differences | | | | | | | Significance | |
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | t | df | One-Sided p | Two-Sided p |
| | | | | | Lower | Upper | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Pair 1 | POSTSURV4K - PRESURV4K | .70000 | .82327 | .26034 | .11107 | 1.28893 | 2.689 | 9 | .012 | .025 |
| Pair 2 | FOLSURV4K - PRESURV4K | .25000 | 1.25831 | .62915 | -1.75225 | 2.25225 | .397 | 3 | .359 | .718 |
| Pair 3 | POSTSURV4B - PRESURV4B | 1.70000 | 1.15950 | .36667 | .87054 | 2.52946 | 4.636 | 9 | <.001 | .001 |
| Pair 4 | FOLSURV4B - PRESURV4B | 1.50000 | 2.51661 | 1.25831 | -2.50449 | 5.50449 | 1.192 | 3 | .159 | .319 |

Building Confidence in the Healthcare System
- Statistical significance was shown between post survey and pre survey knowledge

Self-Care
- Statistical significance was shown between post survey and pre survey knowledge and behaviours & attitudes

Niagara Folk Arts Multicultural Centre

# Education Session Results

**Paired Samples Test**

| | | | Paired Differences | | | 95% Confidence Interval of the Difference | | | | Significance | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Std. Deviation | Std. Error Mean | Lower | Upper | t | df | One-Sided p | Two-Sided p |
| Pair 1 | POSTSURV5K - PRESURV5K | .70000 | .82327 | .26034 | .11107 | 1.28893 | 2.689 | 9 | .012 | .025 |
| Pair 2 | FOLSURV5K - PRESURV5K | .80000 | .44721 | .20000 | .24471 | 1.35529 | 4.000 | 4 | .008 | .016 |
| Pair 3 | POSTSURV5B - PRESURV5B | 1.50000 | 2.41523 | .76376 | -.22775 | 3.22775 | 1.964 | 9 | .041 | .081 |
| Pair 4 | FOLLOWSURV5B - PRESURV5B | 3.60000 | 3.20936 | 1.43527 | -.38495 | 7.58495 | 2.508 | 4 | .033 | .066 |

Getting Back to a New Normal
- Statistical significance was shown between post survey and pre survey knowledge and behaviours & attitudes
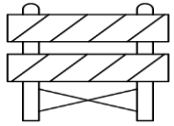
Niagara Folk Arts Multicultural Centre

# Vaccine Hesitancy Barriers for Newcomers

# Problem: Vaccine Hesitancy
# Barriers Identified by Newcomers

Barriers: Language Translation Services Accessibility Family Doctor Media Stigma
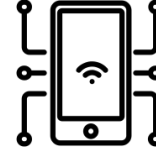
# IEHPs Experience

# IEHPs Experience Running Sessions



Daniela Gotera
Spanish Vaccine
Ambassador

Lina Wang
Mandarin Vaccine
Ambassador

Johanna Ravelo
French Vaccine
Ambassador

Niagara Folk Arts Multicultural Centre

# Peer to Peer Vaccine Education & Outreach Project: Emerging Best Practices

**Six Key Learnings & Success Factors:**

a) IEHPs providing services in first language
b) Use of translation services
c) Trainings for IEHPs and input into curriculum developed
d) Community space vs. institutional space
e) Hybrid Model & Extended Hours
f) Getting an ethics review before start of program

Niagara Folk Arts Multicultural Centre

# Recommendations

- Support approaches to promoting cultural and linguistic appropriate services across systems including: health, social services, settlement, education etc. through developing, enhancing and coordinating partnerships between sectors.

- Support policies that make it easier for IEHPs being able to work in their profession in Canada.

- Support education/training

- Support longitudinal and comparative research of IEHPs as a peer to peer support model towards newcomers when delivering evidence-based health information

Niagara Folk Arts Multicultural Centre

# Thank you

# Questions?