

YORK REGION COVID-19 VACCINE CONFIDENCE

Digital Toolkit

5 to 11s



COMMUNICATIONS TOOLKIT – Youth 5-11 Vaccination Edition

Date: Thursday, December 2, 2021

Dear Community Partner,

As you know, COVID-19 vaccines **are now available for children ages 5 to 11 in York Region**. This is great news for bringing the powerful protection of vaccination to more members of our community.

We want to be sure young residents and their families feel confident and informed when preparing to book an appointment. This *5-11 Vaccine Confidence Digital Toolkit* contains helpful resources to guide young people and their families/guardians along the way. Please feel free to share and promote all items within this toolkit through your personal networks to help spread the word. We truly appreciate the support!

Please also **follow** [York Region's social media channels](#), **sign-up** to receive our bi-weekly e-newsletter [#YRMatters](#) and **visit** [york.ca/COVID19](#) and [york.ca/COVID19Vaccine](#) to stay informed.

IN THIS EDITION

Key Messages – For responding to public inquiries or use in your own publications.

- COVID-19 Paediatric Vaccines: Information and Frequently Asked Questions for Kids and Families
- More COVID-19 Vaccine Questions? Speak Live with a Health Care Professional
- Have You Heard of Max The Vax: Helping Young People Feel Safe and Protected From COVID-19
- Latest York Region Social Media: Helpful Updates to Read and Share on Facebook and Twitter

Extended Resource and Link Library – Credible, shareable multi-lingual resources

- York Region Resources: Web Links, Videos, Tip Sheets, Consent Form, FAQs and More
- Max the Vax Resources for Kids and Caregivers: Web Links in English and French
- Ministry of Health: Fact Sheet, Poster and Other Resources
- Sick Kids Hospital: COVID-19 Vaccine Information for Youth
- Caring for Kids: Downloadable Resource to Reduce the Pain of Vaccination
- Kids Health First: COVID-19 Vaccine Information for Youth and Families
- Solutions for Kids in Pain (SKIP): Pain Management Tips and All About Me Kids Book
- Province of Ontario: Paediatric Pfizer COVID-19 Vaccine Frequently Asked Questions
- Province of Ontario: COVID-19 Vaccines for Children and Youth Website
- The Government of Canada: *Vaccines and You* Video Series in 17 Languages
- This is Our Shot: Vaccination Information and Frequently Asked Questions in 27 languages

For more information, please contact York Region Public Health or York Region Corporate Communications at HEOCCommunications@york.ca or YR.Corporate.Communications@york.ca

COVID-19 Paediatric Vaccines: Information and Frequently Asked Questions for Kids and Families

- On Friday, November 19, 2021, Health Canada [authorized](#) the paediatric Pfizer-BioNTech (Comirnaty) vaccine for children age five (or turning five in 2021) to 11-years-old
- This is great news for more of our young York Region residents, their families and the community, who will all benefit from this added protection from COVID-19
- In addition to our existing range of options and locations to receive a vaccine, York Region is working with school boards to offer school-based vaccination clinics in targeted locations across the community; school-based clinics operate on weekends, outside of school hours
- Visit york.ca/COVID19Vaccine for upcoming clinics and to book an appointment; check back often as new clinics and appointments are added regularly

About Paediatric COVID-19 vaccines

- Vaccination is one of the most effective ways to prevent the spread and reduce the impact of infectious diseases, whether it is seasonal influenza or childhood infections such as measles; while many children infected with COVID-19 experience only mild illness, there is no way to know how COVID-19 will affect you, even if you are not at increased risk of severe complications
- When considering long-term risks, a COVID-19 infection is a more serious concern; the virus can cause long-term damage to lungs and other organs, as well as many other complications
- Health Canada evaluates drugs and vaccines before they can be used in Canada; new drug submissions contain detailed scientific information about the drug's safety, efficacy and quality
- Health Canada and the National Advisory Committee on Immunization (NACI) assess the potential benefits and risks of a drug or vaccine, including information for health care practitioners and consumers about the product
- After a thorough and independent scientific review of the evidence, Health Canada has determined the benefits of this vaccine for children between five and 11 years of age outweigh the risks
- The Pfizer-BioNTech (Comirnaty) COVID-19 vaccination for children's formulation is 10 mcg (micrograms), which is less than the 30 mcg that individuals 12 years of age and older receive; the formulation is slightly different than the adolescent/adult formulation, but it contains the same mRNA and works in the same way
- During trials, the vaccine was 90.7% effective at preventing COVID-19 in children five to 11 years of age and no serious side effects were identified
- Learn more about the drug and vaccine authorizations for COVID-19 on [Health Canada's website](#)
- Children with allergies can receive the COVID-19 vaccine; if your child has had a severe allergic reaction to a vaccine or medical product, or if you have other questions or concerns about allergic reactions, please speak to your health care provider before getting the vaccine
- Every effort will be made to make the vaccination process as comfortable as possible for children and families, including support to reduce anxiety and vaccine-related fears

- At this time, it is recommended children receive the paediatric Pfizer-BioNTech vaccine at least 14 days before or after another vaccine, including the flu shot; this precaution will help determine if a side-effect that may arise is from the COVID-19 vaccine or another vaccine
- With parental consent, there may be circumstances when a dose of a COVID-19 vaccine and another vaccine need to be given at the same time or at a shorter interval; a health care provider can help with this decision
- There is an eight-week interval between first and second doses of COVID-19 vaccines for children aged five (or turning five in 2021) to 11; emerging evidence in adults suggests longer intervals between first and second doses results in a strong immune response, higher vaccine effectiveness that is expected to last longer and may be associated with a lower risk of myocarditis and/or pericarditis in adolescents and young adults
- Children aged five (or turning five in 2021) to 11 will require [parental consent](#) to receive a COVID-19 vaccine; **children ages five (or turning five in 2021) to 11 will NOT be vaccinated without a parent or legal guardian present or without a signed consent form**
- Parents and caregivers are encouraged to have discussions with their children about the vaccine; visit [Max the Vax](#) for child and family-friendly COVID-19 resources
- If you plan to travel for the March Break or other spring holidays, please remember, as the dose interval is eight weeks, and you are not fully vaccinated until two weeks post-vaccination, plan ahead to ensure you have time to get vaccinated before travelling or attending events
- At this time, all eligible people in your household are encouraged to be vaccinated against COVID-19 as soon as possible
- COVID-19 infection can have serious consequences for all age groups, including young people, particularly given the circulation of new variants of concern
- Visit york.ca/COVID19VaccineInfo for vaccine resources and current information (this web page is regularly updated with information as it becomes available)
- Parents and caregivers with questions about the COVID-19 vaccine for children can speak to a York Region Public Health Nurse by calling York Region Health Connection at 1-800-361-5653
- Questions about vaccinations for children? [SickKids has a COVID-19 Vaccine Consult Service](#) to answer vaccination related questions for you and your family
- **Children with anxiety or fear of needles may learn more about the [CARD system from Immunize Canada](#) and discover how to improve your child's vaccination experience**
- York Region also offers a [Tip Sheet](#) for parents on how to best prepare children for vaccination
- Many [community, mobile and pop-up clinic vaccination options](#) are receive a vaccine; visit york.ca/COVID19Vaccine for the latest information
- If you require assistance by phone, please call Access York at 1-877-464-9675; translation services are available at this line

At the clinic

- In advance of you or your child's vaccine appointment, please visit [Preparing for your COVID-19 vaccine](#)
- When attending a COVID-19 vaccine clinic, please bring only one support person per child; limiting the number of people onsite helps keep lines moving and allows for physical distancing at our clinic locations
- Every effort is being made to reduce anxiety and vaccine-related fears for children, including additional dividers between immunization stations and longer appointment time
- Clinic staff have been trained extensively on the [CARD system: Comfort, Ask, Relax and Distract](#); both parents/caregivers and clinic staff can use these principles to comfort the child, ask them questions about their feelings and the experience, use relaxation techniques and offer ways to distract them from the potential anxiety of the vaccine
- York Region Public Health reminds everyone to bring the following to the clinic:
 - Ontario Health Card (OHIP) if you have one, or have it available
 - A face mask or covering
 - Proof of age
 - Completed consent form, if required
 - A comforting toy, or a phone/game to offer a form of distraction for children
- Additional information on how to prepare for your vaccination and videos of what to expect at the clinic are available at york.ca/COVID19VaccineBeforeYouGo
- Even after vaccination, it's important to continue following public health safety measures such as wearing a mask, physically distancing, washing your hands frequently, staying home if unwell and [getting tested](#) if you have COVID-19 symptoms
- Please do your part to get vaccinated – not only to protect yourself, but those around you, such as children under five years of age who are not yet eligible and those who cannot receive a vaccine
- Vaccination remains our best protection against COVID-19 infection, severe illness, hospitalization and death; to learn more about the COVID-19 vaccine and including more helpful and informative frequently asked questions, please visit york.ca/COVID19VaccineInfo

More COVID-19 Vaccine Questions? Speak Live with a Health Care Professional

- It's understandable that you may have questions regarding the COVID-19 vaccine – the good news is, there are many knowledgeable health professionals who would be happy to help!
- To support families through vaccination, Sick Kids Hospital has launched a new helpful [telephone consultation service](#) for youth and families
- The SickKids COVID-19 Vaccine Consult Service is a by-appointment phone service that provides a safe, judgement-free space to have an open conversation about the COVID-19 vaccine for children and youth; it is available in multiple languages, using over-the-phone language interpretation – [book an appointment now](#)




- If you have questions or concerns about COVID-19 vaccinations, call York Region Health Connection at 1-800-361-5653 (TTY: 1-866-512-6228) to speak directly with a public health nurse; they can provide you with reliable, up-to-date information to help you make an informed decision
- For more information, the Provincial Vaccine Contact Centre provides an opportunity to speak to an experienced agent or health specialist at [1-833-943-3900](tel:1-833-943-3900) (TTY for people who are deaf, hearing-impaired or speech-impaired: [1-866-797-0007](tel:1-866-797-0007)), available in more than 300 languages, seven days a week from 8 a.m. to 8 p.m.
- Your trusted family physician or health care provider can also be a helpful resource for information about vaccination

Have You Heard of Max the Vax? Helping Young People Feel Safe and Protected From COVID-19

- York Region is pleased to partner with [Max the Vax](#), the cutest cartoon syringe superhero around – a source of trusted, evidence-based content about COVID-19 and vaccines, created by a team of Canadian physicians, scientists, and health care providers
- The Max the Vax campaign is spearheaded by Dr. Amanda Adams, Family Physician, Oak Valley Health, in collaboration with the Ontario Association of Children’s Aid Society, other health care partners and the Canadian Medical Association
- Max the Vax stickers are on the way for use at our York Region clinics among our own creative York Region collection
- Visit the [Max the Vax website](#) for a wide variety of resources for parents and kids, including:
 - Frequently Asked Questions
 - Videos
 - Tips for preparing for vaccination
 - Conversation guides for talking about vaccines with kids
 - Dealing with needle fears and anxiety
- Learn more about COVID-19 Vaccines and Max the Vax on Instagram [@covidvaccinefacts](#) or on The Ontario Association of Children’s Aid Societies’ Twitter account [@our_children](#); you can also follow the hashtag #MaxTheVaxCA

Latest York Region Social Media: Helpful Updates to Read/Share on Facebook and Twitter

- Social Media can be a great place to get information, if it is a **proven, credible source** such as York Region’s official channels:
 - Instagram: [@YorkRegionGovt](#)
 - Facebook: [@YorkRegionGovt](#)
 - Twitter: [@YorkRegionGovt](#)
- You can also subscribe to our bi-weekly e-newsletter [#YRMatters](#) to receive the latest information and updates direct to your inbox
- Please share or re-tweet these informative posts below and follow along for further updates in future

<p>Child vaccinations reduce severe illness and spread</p> <ul style="list-style-type: none"> • Share on Facebook • Retweet on Twitter 	 <p>Getting your child vaccinated AGAINST COVID-19 REDUCES THEIR RISK OF INFECTION and severe outcomes and HELPS SLOW THE SPREAD OF COVID-19 IN OUR COMMUNITIES</p>
<p>Booking now open for 5-11 Vaccinations</p> <ul style="list-style-type: none"> • Share on Facebook • Retweet on Twitter 	 <p>Bookings Now Open COVID-19 Vaccines for 5 TO 11 YEAR OLDS</p> <p>Appointments required. Book online at york.ca/covid19vaccine</p>
<p>Stay Safe at Holiday Parades and Public Gatherings</p> <ul style="list-style-type: none"> • Share on Facebook • Retweet on Twitter 	 <p>Holiday parades have returned this year!</p> <p>While attending, keep you and your loved ones safe by continuing to follow public health measures</p>
<p>Don't Delay Getting Tested</p> <ul style="list-style-type: none"> • Share on Facebook • Retweet on Twitter 	 <p>Continue to be mindful of HOW YOU'RE FEELING AND IF YOU DEVELOP ANY COVID-19 SYMPTOMS, EVEN MILD, DON'T WAIT TO GET TESTED</p>

Continue Following Public Health Measures

- Share on [Facebook](#)
- Retweet on [Twitter](#)



EXTENDED RESOURCE AND LINK LIBRARY

- [York Region](#): Parent Guide for Preparing for Vaccinations
- [York Region](#): Preparing for your COVID-19 Vaccine
 - [Consent form](#)
- [York Region](#): Video – Tour a York Region COVID-19 Vaccine Clinic
- [York Region](#): Vaccine MythBusters Video Series
 - [Did Health Canada Approve COVID-19 Vaccines?](#)
 - [Are COVID-19 Vaccines Experimental?](#)
 - [Do I Need a Vaccine if I Already Had COVID-19?](#)
 - [Do COVID-19 Vaccines Cause Fertility Issues?](#)
 - [Why Does COVID-19 Vaccine Information Keep Changing?](#)
 - [Do I Need a COVID-19 Vaccine If I Am Young and Healthy?](#)
 - [Do I Need a Second Dose of COVID-19 Vaccine?](#)
- [York Region](#): Safe at School Information and Resources
- [York Region](#): Frequently Asked Questions About COVID-19 Vaccines
- **Max the Vax**: COVID-19 Vaccine Resources for Kids and Caregivers
 - [English](#)
 - [French](#)
- [Ontario Ministry of Health](#): Fact Sheet and Poster for Children and Youth Vaccinations
 - Fact Sheet – [English](#)
 - Fact Sheet – [French](#)
 - Poster – [English](#)
 - Poster – [French](#)

- **Ontario Ministry of Health:** Advice for parents to prepare children for vaccination
 - CARD (Care, Ask, Relax, Distract) Parent Pamphlet
 - The Ontario Ministry of Health provides additional strategies and resources for parents to reduce needle fear in youth
- **Ontario Ministry of Health:** Fainting – why does it happen?
- **Sick Kids Hospital:** COVID-19 Vaccine Information for Youth
- **Caring for Kids:** Reduce the Pain of Vaccination in Kids and Teens
- **Kids Health First:** COVID-19 Vaccine Information for Youth and Families
- **Solutions for Kids in Pain (SKIP):** Needle Pain Management for Vaccination
- **Solutions for Kids in Pain (SKIP):** All About Me Kids Book About Vaccination
- **Province of Ontario:** Paediatric Pfizer COVID-19 Vaccine Frequently Asked Questions
- **Province of Ontario:** Province of Ontario: COVID-19 Vaccines for Children and Youth Website
- **The Government of Canada:** *Vaccines and You* Video Series Available in 17 languages
 - [How were COVID-19 vaccines developed so quickly?](#)
 - [How do I know COVID-19 vaccines are safe?](#)
 - [Do COVID-19 vaccines have side effects?](#)
 - [How do COVID-19 mRNA vaccines work?](#)
 - [How do I know COVID-19 vaccines are safe without long-term data?](#)
- **This is Our Shot:** COVID-19 Vaccine Information and Frequently Asked Questions available in 27 languages.

For more information, please contact York Region Public Health Communications at HEOCCommunications@york.ca or York Region Corporate Communications at YR.Corporate.Communications@york.ca