

Request for Industry Support to Support Fall Vaccination Campaigns

The Ask: The Government of Canada is seeking your support to encourage booster uptake for the upcoming fall vaccination campaign.

Our Progress: Canada has achieved high levels of primary series vaccination, in part due to the strong collaboration and innovative support provided by our industry partners during the rollout last year. The COVID-19 pandemic remains dynamic and new variants may emerge, especially as people return to in-person workplaces and we head into the Fall where more time is spent indoors and COVID-19 can spread more easily. But, we continue to have new tools available: our youngest Canadians 6 months to 5 years old are now eligible for vaccination against COVID-19¹, our children aged 5 to 11 years old can now get boosted², and Moderna's bivalent vaccine has been authorized for use as a booster dose in individuals 18 years and older³.

The Challenge: Uptake of additional doses and pediatric vaccines is lagging. Most people in Canada that did receive a booster dose (and not everyone did) likely did so in late 2021/early 2022 and will need an additional dose in the fall as immunity wanes, in order to keep their vaccinations up-to-date for optimal protection, in line with [the National Advisory Committee on Immunization \(NACI\)](#) recommendations.

Why This Matters: We know that people are tired of COVID-19, so encouraging everyone to remain up-to-date on routine vaccines, including for COVID-19, to support a return to economic and social activities, will require us to all work together. Your businesses, associations, and networks have played, and will continue to play, a critical role in ensuring that people across the country can safely work and access the vital goods and services they need. As COVID-19 continues to circulate in our communities and public health measures are largely lifted, there is a greater dependency on individual actions such as vaccination to protect people working in Canada. Promoting vaccination among your employees and networks can help mitigate reduce prolonged workforce absenteeism due to severe illness, which can be particularly important in the context of existing labour shortages, especially during respiratory illness season.

Where we need your support: As employers, your networks can play an instrumental role in helping to promote vaccine uptake and reduce the risk of COVID-19 transmission.

✓ **ACTION: Share messaging on getting up-to-date**

[Research](#) shows that communications from employers are the ones Canadians trust most, ahead of national government. As employers, you can be an ideal channel for reaching out to priority populations for vaccination, including newcomers, racialized individuals, and migrant or temporary workers. Sharing the following key messages to your employees and networks could help support the fall campaign:

- As COVID-19 continues to circulate in Canada, it is important for everyone to maintain up-to-date vaccination by getting booster doses as recommended by NACI and individuals' trusted health care providers to reduce their risks of severe illness due to COVID-19.

¹ Health Canada authorized Moderna Spikevax COVID-19 vaccine (25 mcg) for infants and young children aged 6 months to 5 years of age on July 14.

² Pfizer-BioNTech Comirnaty (10 mcg) vaccine was authorized as a booster dose for children aged 5 to 11 years of age on August 19.

³ Health Canada authorized Moderna Spikevax Bivalent COVID-19 vaccine (50 mcg) for adults 18 years and older on September 1. Pfizer initiated its rolling submission to Health Canada for their Omicron BA.1 bivalent candidate on July 25.

- Vaccination is and will continue to be a critical public health measure. Staying up to date with COVID-19 vaccinations remains the best line of defence against serious illness, hospitalization and death.
- You should get vaccinated even if you've been previously infected or think you may have been infected. While a previous COVID-19 infection can provide some protection, up-to-date vaccination—including booster doses—is recommended to provide longer-lasting, more effective protection against severe outcomes. Vaccination following infection, also called hybrid immunity, results in strong immune responses, and may provide superior protection than vaccination or infection alone.
- Booster doses are recommended for all eligible populations. If it has been six months since your last dose or six months since being infected with COVID-19, get another booster dose. This is especially important if you are at high risk for severe illness from COVID-19.
- Help strengthen your defences against serious illness by getting up-to-date with all the COVID-19 vaccine doses recommended for you. Consult your local health care resources or [provincial or territorial public health authority](#) to get up-to-date with COVID-19 vaccines, including booster doses.

Other ways you can support:

- Post our social media images on your channels to [share the facts about COVID-19 booster doses](#).
- Use additional resources from our [tool kit](#) and those [available in multiple languages](#) to help answer questions in your organization and community.
- Share our video to answer the question, "[Why do I need to get a COVID-19 booster dose?](#)"
- Use the [Government of Canada's website](#) as a credible source of information about both booster doses and COVID-19 vaccines.
- Share our factsheets [available in multiple languages](#) on key topics including: [reducing the spread of COVID-19](#), [COVID-19 vaccines](#), [vaccinating children against COVID-19](#), and [vaccine development and approval in Canada](#)

✓ **ACTION: Directly encourage booster uptake for the fall campaign**

We also encourage you to explore ways to support your employees in getting any additional doses they are eligible for to be up-to-date on their COVID-19 vaccination. This could include supporting positive messaging about the value of COVID-19 vaccination and directly hosting vaccination clinics in partnership with provincial and territorial governments, or helping employees get vaccinated by providing paid time off.

Next Steps: The Government of Canada is grateful for your efforts to support booster uptake for the fall vaccination campaign. Should you wish to collaborate further on these types of efforts, please reach out to the [Public Health Agency of Canada's COVID-19 Vaccine Rollout Task Force](#).