Purpose

To advocate for the voice of primary care and the need for primary care partnership in Ontario's COVID-19 vaccine distribution.

To provide consistent, clear, accurate, and timely information to primary care professionals in Ontario.

About us

We are a coalition of primary care organizations representing 14,000 family doctors, 4,100 nurse practitioners, 220 primary care teams, 28 Indigenous primary care teams, including northern, rural, and remote teams. We are committed to partnering with government and health authorities to develop the infrastructure needed to ensure an efficient, equitable, and effective health system.
Primary care will support efficient and equitable vaccinations

Distribution
- PCPs can lead and staff hospital and community mass & mobile vaccination clinics, as well as collaborate with public health and pharmacies
- PCPs can lead an equitable locally-tailored response to meet community needs
- PCPs identify priority patients, families, and caregivers, including primary, acute, home, and long term care settings

Influence
- PCPs can address vaccine hesitancy using anti-racist and culturally safe practices
- PCPs can support science-based communications in their local communities

Partnerships
- PCPs hold trusted relationships with community groups, e.g. Northern, Rural, Black and Indigenous communities, faith-based groups, other priority populations
- PCPs can partner with other HCWs (e.g. EMS) for community outreach
What does primary care need to support an efficient, equitable, effective vaccination plan?

**Clear communication**
- Clear, consistent, trusted sources of information
- Timelines, supply, shortage risks
- Guidance/clinical pathways
- Role clarity for clinics, mass immunization drives, mobile vaccination, congregate settings, hospitals

**Public education campaigns**
- Culturally-relevant public campaigns that encourage patients to speak with their PCP
- Co-designed targeted campaigns to address common causes of vaccine hesitancy

**Administrative support**
- Flexible logistical supports to enable clinics with different resources to participate differently in vaccine distribution
- Direct collaboration with public health units, with space and logistical support to deliver vaccines

**Infrastructure support**
- Support for planning, administration & communication
- User-friendly data tracking & reporting that efficiently fits within workflow
- Registry to avoid work duplication, and track socio-demographic data to inform strategy

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