



# COMMUNITY AMBASSADOR TRAINING

Developed and refined with Lead Agencies from the High Priority Communities Strategy

# Land Acknowledgement

*We acknowledge we are hosted on the lands of the Mississaugas of the Anishinaabe, the Haudenosaunee Confederacy and the Wendat. Our attendees attending virtually may be hosted on other Aboriginal lands. We also recognize the enduring presence of all First Nations, Métis and the Inuit peoples*

# Agenda

- High Priority Community Strategy
- Role of a Community Ambassador
  - *Interactive* – Handling difficult conversations
- Covid-19 knowledge and resources
- Supports for individuals and households
  - *Interactive* - Providing advice on available supports to someone who tests positive
- Discussion – Effectiveness of targeted communications
- Questions

# High Priority Communities Strategy

- \$12.5 million Government of Ontario funding announced in December 2020
- 15 priority communities in Durham, Peel, Toronto, York, and Ottawa.
- High prevalence, low testing rates, and socio-economic barriers to testing and self-isolation.
- Racially diverse, newcomer and low-income communities are disproportionately impacted and need supports to remove barriers to accessing services and putting in place prevention measures.
- Targeted community outreach, engagement and communications.
- Improved and increased access to testing, isolation facilities, wraparound supports, and emergency financial assistance.



# What do community-led responses to COVID-19 look like?



## OUTREACH...

- Trusted messengers, using as many channels as possible including agencies, leaders, ambassadors
- Customized to nuances of different communities, cultures, languages
- Respond to the many questions and dispel myths



## TESTING...

- Accessible locations, hours, services
- Familiar locations that are easy to get to and feel safe
- On-site interpretation and health promoters to answer questions
- Staffed by people who are familiar to the community



## SUPPORTS...

- Ability to connect people to services or supports, as needed
- Needs will vary and may include clinical, income support, housing, food delivery, childcare, psycho-social support, etc.
- Getting the word out that support is available will help encourage people to get tested



## LOCAL DESIGN...

- Led by agencies who have long standing relationships in the communities
- Customizes approaches to priority populations based on local need and context
- Taps into existing partnership networks that allows services to reach the hardest to reach

# How this Training Program Was Designed

## Developed for the High Priority Communities Initiative

For Community Ambassadors recruited to provide COVID-19 information, advice, and supports to community residents

## Modular & self-directed

Access resources when you need them and quickly get information, skills, and tools to work effectively

## Dynamic

Reflect experiences and needs of Community Ambassadors and residents and availability of new information, guidance, and supports

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# Training Modules

1

## Introduction to the Lead Agency & Local Community

Information on Lead Agency staff, policies, and systems and the local community's experience of COVID-19

2

## Role of a Community Ambassador

Self study resources to help you support people equitably and effectively, work safely, and self-care

3

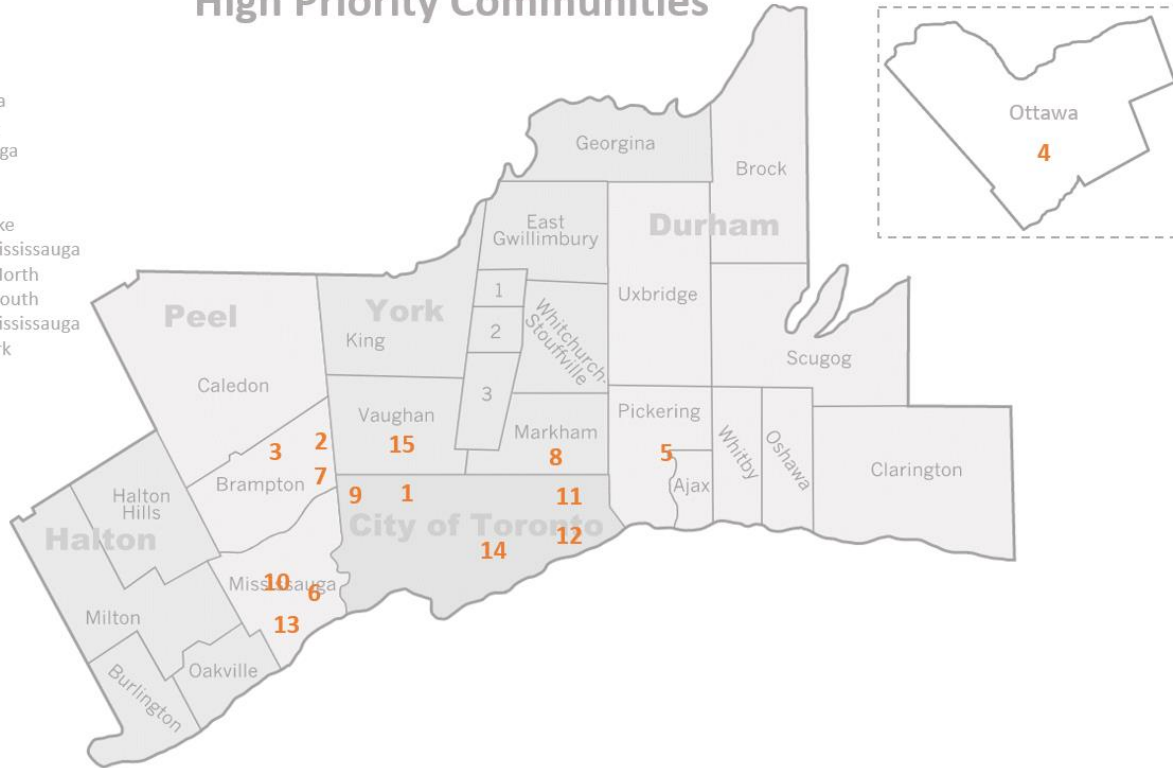
## COVID-19 Knowledge & Resources

Self study resources to help you give advice on prevention, testing, isolating, vaccines, and wider supports

# Introduction to the Lead Agency & local community

## High Priority Communities

1. Black Creek
2. Bramalea
3. Brampton
4. Central Ottawa
5. Durham West
6. East Mississauga
7. Malton
8. Markham
9. North Etobicoke
10. North West Mississauga
11. Scarborough North
12. Scarborough South
13. South West Mississauga
14. Thorncliffe Park
15. Vaughan





# Your role

## **Promoting Supports...**

*“If you test positive, you and your household will be taken care of”*

*...Building Confidence*

## **Outreach on Testing...**

*“It is safe and it is smart to get tested if you have symptoms or if you’ve been exposed”*

*...Building Trust*

## **Sharing information with the community & Lead Agencies**

Answering questions about COVID-19, isolating, and vaccinations.

Bringing information back to Lead Agencies to inform local responses and activities

# DO

- Maintain your own safety first
- Demonstrate safe social distancing protocols
- Connect with community members and colleagues
- Be respectful of varied beliefs and cultural norms
- Provide factual information
- Be honest - you may not have all the answers
- Be resourceful in problem solving
- Ask if people need help and actively listen
- Share learnings
- Identify common questions and concern

# &

# DON'T

- Be afraid to ask for help
- Worry about making mistakes; learn from them
- Judge people
- Make assumptions
- Be disrespectful
- Try to change someone's political views
- Give advice you are not qualified to give
- Share confidential or sensitive information with people who should not have it

# Role Play - Handling difficult conversations

A 37 year old Ontario resident had a mandatory COVID-19 test.

He was called by public health to say the test was positive. When asked how he is doing, he says he feels completely fine, in fact he doesn't even believe that the results or this whole " COVID thing" is real.

He is more concerned that he will lose his job due to the result. He is in Canada on a work visa and does not want to isolate because this means he will not make money, and he has a family to support. He does not speak English fluently which he explains makes it difficult to access support.

*How would you approach this individual?*

*What advice would you offer?*

- What benefits and supports are important for this person to know about?

# Develop generic knowledge, skills & resilience

self study resources to help you be effective

## **Anti-discrimination, anti-racism, anti-oppression awareness**

[Canadian Race Relations Foundation](#)

[Human Rights 101](#)

[Human Rights approach to Covid-19](#)

## **Staying safe & managing difficult conversations**

[Crisis de-escalation techniques](#)

[ABC Method for angry, abusive people](#)

## **Privacy, consent, and personal health information**

[Q&A and guidance](#) from IPC Ontario

## **Mental health - self-care and resilience**

[10 tips](#) to support mental health during Covid-19

[Guide](#) to living with worry and anxiety available in different languages.

## **Mental Health Helplines and professional support**

[Canadian Mental Health Association \(CMHA\)](#),

[BounceBack](#)

[ConnexOntario](#)

[Kids Help Phone](#),

[Chatting to Wellness](#)

[Wellness Together Canada](#)

# Covid-19 information to support residents

self study resources to help you be effective

## National, provincial and municipal information and resources

[Covid-19 Indigenous Awareness Resources](#)

[Ontario Covid-19 Website](#)

[Public Health Ontario Multilingual Fact sheets](#)

## Prevention and Management of Covid-19

[Public Health info of Covid-19](#)

[Proper wearing and removing PPE](#)

[Infection prevention and control training](#)

[City of Toronto Covid-19 website](#)

## Financial Navigation Tools

[Prosper Canada online tool](#) - to work out eligibility for government benefits and supports.

## Multilingual resources from the community

[Posters on prevention of Covid-19](#)

[Videos on a range of Covid-19 issues](#)

[Videos on prevention, staying home and testing](#)

[Navajo Nation - Covid-19 resources](#)

## Spiritual media items from the community

Canadian Muslim Covid-19 Task Force - [infographics](#), [posters](#), [masks](#), and [vaccine Q&A](#)

Jewish Toronto/ UJA Federation of Greater Toronto - Covid-19 [resources](#)

## Caregiver supports

[Ontario Caregiver](#)

[Caring for a Person with COVID-19](#)

# Covid-19 information to support residents

self study resources to help you be effective

## Screening and care guidance tool

Social Care [Guidance](#) in the COVID-19 Context

## System Navigation, information and support

[211 Ontario](#) Call: 2-1-1, Toll-free: 1-877-330-3213

Toronto Public Health - call 416-338-7600, or email

[PublicHealth@toronto.ca](mailto:PublicHealth@toronto.ca)

[311 Toronto](#) - information about city services in 180+

languages - call 311 or 416-392-2489, or email

[311@toronto.ca](mailto:311@toronto.ca)

## Information from other Canadian provinces

Alberta IMG Association [videos and webinars](#)

Cesar Cala - Learning from Cargill - video - [Lessons from a workplace outbreak in Alberta](#)

Action Dignity, Calgary - [Webinars and Forums](#)

## Information from international organizations

WHO - [Q&A, posters and myth busters](#)

CDC [print materials, videos, and social media tools](#)

# Covid-19 vaccine information to support residents

self study resources to help you be effective

## Local tools and resources

[What you need to know about COVID-19 vaccines](#) - Refugee 613 and Partners

[How did we get COVID-19 vaccines so fast?](#) - Refugee 613 and Partners

[FAQs about COVID-19 Vaccines](#) - East Toronto Health Partners

[Multilingual COVID-19 Vaccine Infographics](#) - Unambiguous Science, South Asian Health Network

[COVID-19 Vaccine Tool](#) - Centre for Effective Practice

[COVID-19 Vaccine Mythbusters](#) - University of Waterloo Pharmacy

[COVID-19 Vaccination Q&A](#) - African, Caribbean and Black Network of Waterloo Region

## Webinars and community conversations

[Black Scientists' Task Force on Vaccine Equity](#)

[Women's College Hospital webinars](#)

[COVID-19 Vaccine Town Halls](#) - Canadian Muslim COVID-19 Task Force

[First Nations, Inuit and Métis Perspectives & Knowledge Sharing on COVID-19 Vaccines](#) - Centre for Wise Practices in Indigenous Health

## Provincial tools and resources

[COVID-19 Vaccine Fact Sheet](#) - Ministry of Health and Long-term Care

[COVID-19 Vaccines Webpage](#) - Public Health Ontario

## National tools and resources

PHAC - [What you need to know about the COVID-19 vaccine](#)

## Information from international organizations

COVID-19 [Vaccine Communication Handbook](#) - detailed guide on improving information and countering misinformation on vaccines

CDC - [Vaccination Communication Toolkit](#)

IHI - [Outline for Vaccine Hesitancy Conversations](#)

[Vaccine Acceptance Communications Cheat Sheet](#)

# Resources to tie everything together

self study resources to help you be effective

[Q&A Script for Community Ambassadors](#)

Full list of resources on [Health Commons Resource Hub](#)

You can also access them on our website [here](#)



# Tailored communications

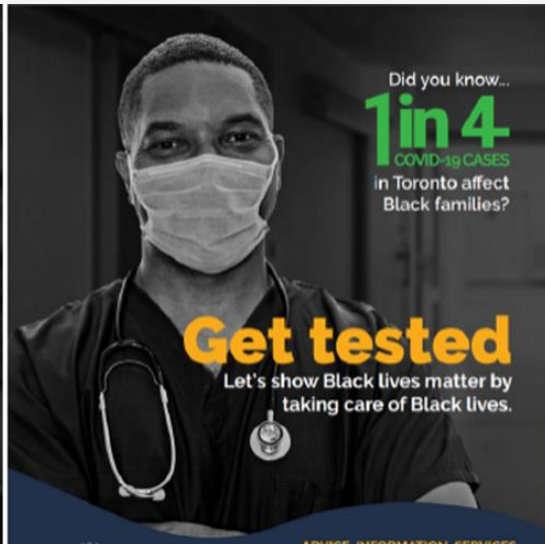
Do they work for your community? Why or why not?



Did you know...  
**1 in 4**  
COVID-19 CASES  
in Toronto affect  
Black families?

**Get support**  
Let's show Black lives matter by  
taking care of Black lives.

ADVICE. INFORMATION. SERVICES.



Did you know...  
**1 in 4**  
COVID-19 CASES  
in Toronto affect  
Black families?

**Get tested**  
Let's show Black lives matter by  
taking care of Black lives.

ADVICE. INFORMATION. SERVICES.



Did you know...  
**1 in 4**  
COVID-19 CASES  
in Toronto affect  
Black families?

**Get the facts**  
Let's show Black lives matter by  
taking care of Black lives.

ADVICE. INFORMATION. SERVICES.

# Tailored communications

Do they work for your community? Why or why not?



**COVID19  
COMMUNITY  
MESSAGES**

**ENGLISH**

**fhc** **TNO**  **Health Access  
Thorncliffe Park**  **South Riverdale  
COMMUNITY  
HEALTH CENTRE** **In partnership with: East Toronto  
Health Partners**

*Good luck in your new role!*