

## **MEMBER'S RESOLUTION**

### **Committee of the Whole (1) Report**

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**DATE:** Wednesday, April 07, 2021

**TITLE: PUBLIC INFORMATION SUPPORT FOR THE VAUGHAN  
COMMUNITY HEALTH CENTRE'S HIGH PRIORITY  
COMMUNITIES STRATEGY**

**FROM:**

Mayor Maurizio Bevilacqua

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**Whereas**, on March 17, 2020 Vaughan became the first city in Ontario to declare a state of emergency and the first municipality in York Region to do so; and

**Whereas**, it is imperative that all parts of our community are represented, informed, and engaged about public health measures and support services related to COVID-19; and

**Whereas**, on Dec, 21, 2020, the Ontario government announced the implementation of the High Priority Communities Strategy which provides funding to local community agencies to deliver key interventions for communities significantly impacted by COVID-19; and

**Whereas**, Vaughan Community Health Centre (VCHC) is the lead agency to carry out the High Priority Communities Strategy in Vaughan. The VCHC is a not-for-profit, community-governed organization that provides clinical and social services with a primary focus on residents of Western and Northern York Region. The organization serves populations facing barriers to accessing health care with a focus on youth, seniors, and people with mental health and addiction issues. Services are provided in different languages within a safe, accessible, and comfortable environment.

**Whereas,** the High Priority Communities Strategy supports communities disproportionately affected by COVID-19 and is comprised of three pillars, including:

1. Tailored community outreach and engagement to enhance awareness of the services and supports available.
2. Increased access to testing.
3. Wraparound supports using a case management approach to connect individuals and families with available services, such as groceries, emergency financial assistance, self-isolation facilities and more; and

**Whereas,** VCHC is working to implement the three pillars to support the residents of Vaughan and is requesting further communications support to raise awareness about the organization's service offerings.

**It is therefore recommended:**

1. That the City of Vaughan partner with VCHC to promote the availability of VCHC COVID-19 related services leveraging the City's corporate communications channels and through the Access Vaughan Contact Centre; and
2. That this resolution and attachments be forwarded to the City's Diversity and Inclusion Task Force to be shared with members; and
3. This resolution is shared with York Region Council.

**Attachments**

1. High Priority Communities Strategy [Presentation](#)
2. VCHC Testing Centre and Available Support [Flyers](#)



# High Priority Communities Strategy

March 29, 2021

# Background

1. On December 21, 2020, province of Ontario announced the implementation of the High Priority Communities Strategy funding.
2. Funding is provided to local community agencies to deliver key interventions for communities impacted greatly by COVID-19.
3. Racially diverse, newcomer and low-income communities have been disproportionately impacted by COVID-19. Due to the social determinants of health factors, they are facing complex barriers to accessing healthcare and social services. And they need specific supports to enact core Covid-19 prevention measures.
4. York Region Public Health has used postal code data and levels of marginalization to identify “hot spots” for Covid-19 transmission. The City of Vaughan has been identified as a high priority community and a “hot spot” with high positivity rate and lower testing rate.
5. The Vaughan Community Health Centre (VCHC) has been selected as the lead agency to implement the Strategy funding in Vaughan.

# 3 Pillars



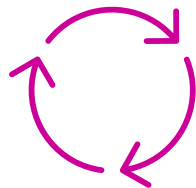
## Community Outreach and Education

- Tailored community outreach and engagement.
- Enhance awareness of the services and supports available.



## Access to Testing

- Increased access to testing tailored to the unique needs of the community



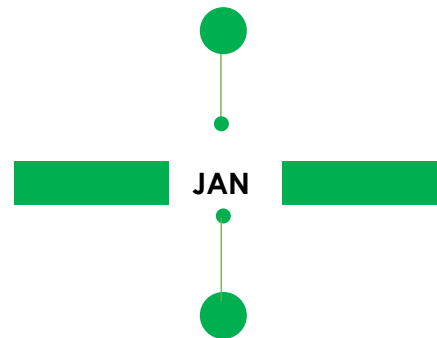
## Wraparound Supports

- Wraparound supports using a case management approach to connect individuals and families with available services, such as groceries, emergency financial assistance, voluntary isolation centre and more.

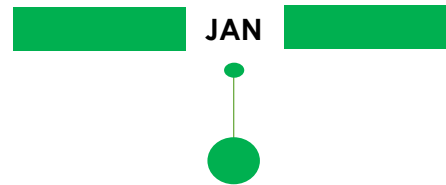


# Community Outreach and Education

Engaged organizations that are serving vulnerable and marginalized populations in Vaughan to form the **Vaughan COVID-19 Response Coalition**.



- 360 Kids
- ANCHOR
- CAYR Community Connection
- CHATS
- Espeth Heyworth Centre for Women
- Food Network of York Region
- Human Endeavour
- REENA
- Regional Municipality of York
- The Food Bank of York Region

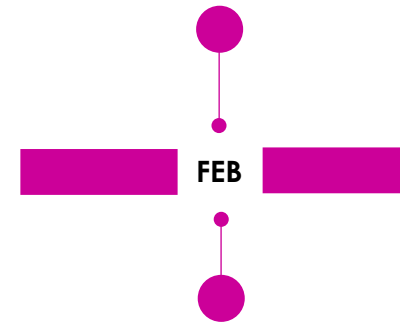


Conducted 8 focus groups with 85 residents served by Coalition members

Learned about effective ways to provide Covid information, barriers in accessing testing and wraparounds supports.

In partnership with the Region of York, held a focus group with organizations serving the Black community in York Region

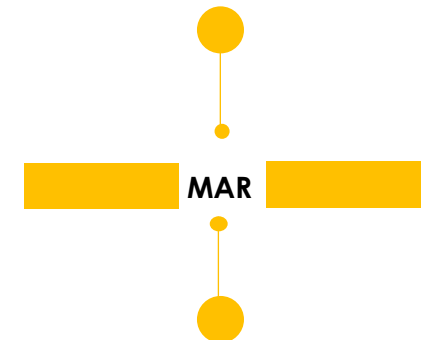
Recruited 12 Community Ambassadors with ties to seniors, youth, South Asian and Black communities.



Key Covid-19 information is translated into multiple languages

Outreach strategies include community ambassadors, ads in local and ethnic newspapers, radio, YR website and staff, 3C Service Partners Table, family physician offices, Coalition members, City of Vaughan councillors.

Created Community Ambassador subgroups to focus on reaching the South Asian and Black communities

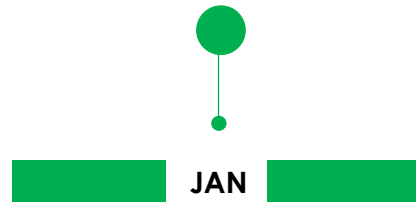


- 2,599 community residents reached
- 7,726 social media users reached
- 451 PPE Kits Distributed



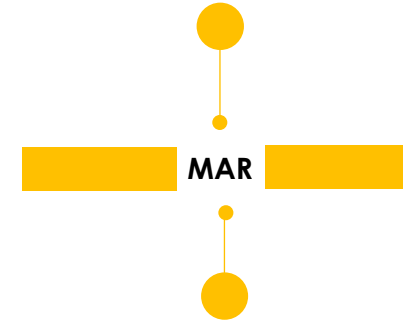
# Access To Testing

- Identified location for testing site: 9401 Jane Street.
- Strategy informed via community engagement.



- Established a COVID-19 Information Line.
- Opened the **Vaughan CHC Community Testing Centre** at 9401 Jane Street on February 22, 2021

- As of Mar. 24, 344 individuals tested; 28 positive (8% positivity)
- 380 calls received to the Information Line

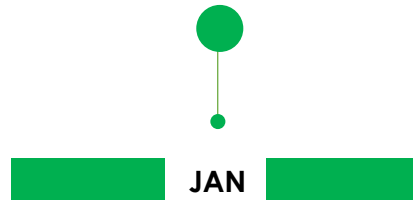


- Provide interpretation and transportation support to testing centre.
- Positive cases: Nurse Practitioner follow-up, referrals to Case Managers.

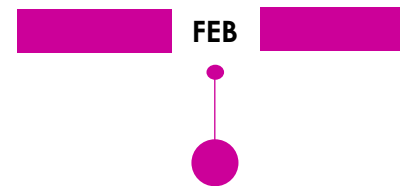


# Wraparound Supports

- Vaughan COVID-19 Response Coalition established.

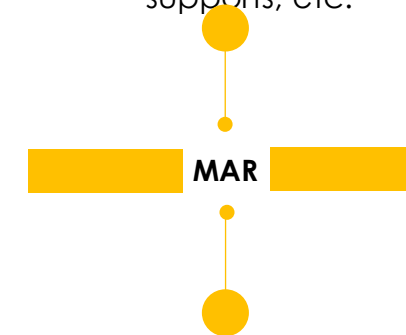


- Partners supporting community members with transportation, access to food, mental health, harm reduction supplies and more.



- Case Managers hired
- Referral pathways to services established to support community members

- Supports for community members who need to self-isolate or tested positive: financial resources, food access, mental health, social supports, etc.



- Supporting individuals with any questions related to COVID-19 including vaccinations.



# Next Steps & Our Ask

## **Continue to support the Vaughan community:**

1. Funding for the High Priority Communities Strategy will be extended for another 6 months
2. Provide accurate and up-to-date information about COVID-19, including vaccinations; support the vaccine rollout activities
3. Conduct COVID-19 testing at the VCHC location
4. Provide wraparound supports for individuals affected by COVID-19

## **Our Ask: looking to establish a direct line of communication with the City of Vaughan in order to:**

- Promote the availability of services (i.e. on the City's website)
- Obtain referrals for community members affected by COVID-19 (i.e., from Access Vaughan)

**Thank You!**

# Free Support and Help is Available.

If you have COVID-19 or need support isolating, we can help.



Information on testing locations, staying safe and protecting your family



Safe and designated isolation centre



Emergency Financial Assistance



Delivery of meals and groceries



Masks and sanitizer kits



Social check-ins, virtual group programs and more

## Contact Us

Have questions about COVID-19 or supports available when testing?



905-226-7332



@vaughan.vchc



[www.vaughanchc.com](http://www.vaughanchc.com)



@vaughan\_chc

Scan me!



# VAUGHAN COVID-19 TESTING



## Vaughan Community Health Centre

9401 Jane Street, Suite 106  
(Unit 9) Vaughan, ON

### Hours

Mondays | Fridays  
12:30 – 5:30 p.m.

### Visit

[www.vchc.simplybook.me](http://www.vchc.simplybook.me)

or call 905-226-7332 to book  
an appointment.

*If you have  
any  
symptoms, or  
think you  
may have  
been in  
contact with  
someone with  
COVID-19, get  
tested.*

