



## Final Report Form

### Vaccine Community Innovation Challenge – Round 2

Thank you very much for participating in the Second Round of the Vaccine Community Innovation Challenge to enhance your community-based communications campaign to promote confidence in vaccination against COVID-19 and continued adherence to public health measures in underserved communities, and/or communities disproportionately impacted by the COVID-19 pandemic.

In Stage 1, you will have developed and implemented your enhanced campaign with a focus on promoting the importance of the COVID-19 booster shots. Congratulations on this achievement! In your Final Report, we want to hear all about your campaign and how you achieved the Challenge objectives. The questions are included below.

Some tips for filling out this Final Report template:

- Please type your responses within this template.
- Please type single-spaced and use Arial size 12 font
- Please keep in mind the word limit.

#### CLOSING DATE FOR SUBMITTING YOUR FINAL REPORT

**ALL FINAL REPORTS MUST BE RECEIVED NO LATER THAN JULY 31, 2023 by 3:00 PM EST.**

Send your completed Final Report by e-mail to [vcic-dicv@phac-aspc.gc.ca](mailto:vcic-dicv@phac-aspc.gc.ca).

It is important to note that to be considered for Stage 2, the final report **must** be received by the above noted deadline.

Also, selected finalists for Stage 2 may be required to present their final report in a fifteen-minute presentation on a virtual platform (i.e. MS Teams).

**SECTION 1: PARTICIPANT INFORMATION**

The name and campaign title you provide in this section should align with what you provided in your Stage 1 Round 2 proposal.

**1.1 Name of organization/participant:** Aspire for Higher Elite Basketball

**1.2 Campaign title:** Get Back in the Game, Part 2

**SECTION 2: CAMPAIGN ABSTRACT**

In this section, provide us with an at-a-glance summary of your campaign. Recap the highlights of your campaign, such as its content, scope, objectives, and results achieved. Use this space to grab our attention! *(350 words or less)*

Our campaign consisted of a social media story series and in person educational sessions at our weekly programs. We were able to engage with our followers on social media as well as in person to educate them on the importance of the vaccine booster. We engaged with over 250 families in person.

**SECTION 3: ACHIEVEMENTS**

In this section, tell us about how your campaign's activities achieved objectives.

**3.1 Describe what you achieved through this campaign. Present this information by aligning your achievements with objectives.** *(200 words or less)*

Through this campaign we were able to educate families on the importance of the vaccine booster. We did this by working with a nurse who conducted educational sessions at our weekly programs as well as engaging with our community through social media

**3.2 Describe how your campaign achieved objectives.** *(200 words or less)*

We hired a nurse and created content to post on our social media. We also created a poster to help explain our initiative.

**SECTION 4: CHALLENGES AND LESSONS LEARNED**

In this section, tell us about any challenges you may have encountered in the implementation of your campaign and any lessons learned.

**4.1 Describe any challenges you may have encountered in the implementation of your campaign. Did these challenges alter your approach to implementing your campaign? If so, how?** *(200 words or less)*

We found social media wasn't the best avenue so we decided to hire a nurse to come to our sessions in person, this was a lot more effective in reaching families and being able to answer their questions.

**4.2 If your proposed approach has been modified to build on lessons learned from Phase 1, please describe how the revised approach had an impact on your ability to better meet the campaign objectives. (200 words or less)**

We decided to conduct in person educational sessions with a nurse, this helped with knowledge transfer because families were able to ask questions and be engaged.

**4.3 Describe what you would do differently if you were to implement this campaign (or a similar campaign) again. (200 words or less)**

We would have more educational pamphlets that could promote further reading at home. We had asked PHAC to provide them but none were available in the format we wanted.

## **SECTION 5: METRICS**

In this section, tell us how you effectively reached your campaign audience using metrics.

**5.1 Using appropriate metrics, describe how you effectively reached your campaign audience. Where applicable, provide quantitative evaluation metrics. Depending on your campaign and the medium you used, these metrics can include, but are not limited to video views, page visits, interactions, click rates, website traffic, impressions, mentions, shares etc. (300 words or less)**

We reached over 250 families in person and engaged with our community via social media stories (30% engagement on all story posts for 2100 followers and 5 shares).

## **SECTION 6: ANYTHING ELSE?**

Do we have the full picture? We recognize that there may be something else you want to tell us about your campaign that isn't asked about in our questions above. Use this space to tell us whatever it is you think we ought to know! (200 words or less)

**PROTECTED WHEN COMPLETED**



**SECTION 7: APPROVAL**

On behalf of myself, and if submitting as an authorized representative of an organization, on behalf of that organization, I attest that:

- The information in this Final Report is accurate and complete;
- (If submitting on behalf of an organization) The Final Report is made on behalf of the organization with its full knowledge and consent.

**1. Name of Authorized Representative of the Organization or Individual:**

Abena Addo

**Title:** Executive Director

**Telephone Number:** 416-800-2944

**E-Mail Address:** abena@aspireforhigher.ca

**Signature of Authorized Representative or Individual:**

Abena J. Addo

**Date:** July 31, 2023

**2. Name of Authorized Representative of the Organization or Individual:**

Click or tap here to enter text.

**Title:** Click or tap here to enter text.

**Telephone Number:** Click or tap here to enter text.

**E-Mail Address:** Click or tap here to enter text.

**Signature of Authorized Representative or Individual:**

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**Date:** Click or tap here to enter text.