

Subject: Industry and 19 to Zero Vaccination Uptake Campaign**APPROVALS:****Jamie Doyle**_____
Director_____
Chief Administrative Officer**Recommended Motion:**

Council may choose any of the following options:

Option 1: THAT the Regional Municipality of Wood Buffalo provide \$75,000 in funding from Operating Budget surplus, and approximately \$25,000 in-kind advertising on municipal assets to support the 19 to Zero vaccination uptake campaign. Should Operating Budget surplus not materialize, funds will be taken from the Emerging Issues Reserve.

Option 2: THAT the Regional Municipality of Wood Buffalo provide approximately \$25,000 in-kind advertising on municipal assets to support the 19 to Zero vaccination uptake campaign.

Option 3: THAT the Regional Municipality of Wood Buffalo use existing communications tools to amplify the content developed for the 19 to Zero vaccination uptake campaign.

Option 4: THAT the presentation on the 19 to Zero vaccination uptake campaign be accepted as information and no further action be taken on this matter.

Summary:

Suncor Energy, along with other members of industry, in partnership with non-profit organization 19 to Zero, have approached the Regional Municipality of Wood Buffalo (Municipality) to financially support a campaign to encourage COVID-19 vaccination uptake.

Background:

Over the period of two-months positive COVID-19 cases skyrocketed in the Regional Municipality of Wood Buffalo, which resulted in the Region leading Alberta, and even all of Canada, in active COVID-19 case counts per capita. This drastic and urgent situation led to Council declaring a State of Local Emergency and the implementation of additional efforts with Alberta Health Services to provide vaccination opportunities for

residents.

Case counts have been steadily decreasing while vaccination participation has steadily increased, with the State of Local Emergency ending June 9, 2021. According to Alberta Health Services, as of June 15, 2021, first-dose vaccination rates for Fort McMurray are 50.9 per cent while vaccination rates outside of Fort McMurray in the Municipality are 35.4 per cent.

On May 31, 2021, Suncor and Municipal Administration met to discuss a proposal to financially support a campaign encouraging vaccination uptake. The campaign is part of a partnership between members of industry and the non-profit organization 19 to Zero.

Originating from the University of Calgary last summer, 19 to Zero is comprised of a group of interdisciplinary professionals working together to change perceptions and behaviours around COVID-19 and vaccination. 19 to Zero has undertaken similar vaccination uptake campaigns in northeast Calgary; Montgomery, Alabama; and the City of Toronto.

The partnership intends to fund the research, development, and implementation of a strategy to develop a comprehensive vaccination uptake strategy for the Fort McMurray-Wood Buffalo region. The timing is of particular interest for industry with a summer turnaround on the horizon. Working with the appropriate community stakeholders, partners, and organizations, this strategy would involve gathering the necessary data to inform uptake initiatives (e.g., why people do not want to be immunized and ways of overcoming these barriers); developing comprehensive and data-informed marketing materials that may be used through multiple channels; and engaging trusted groups like employers, local leaders, etc., to encourage vaccine uptake. As well, the strategy would leverage existing vaccination efforts such as on-site clinics.

The proposal is for the Municipality to provide financial support, as well as in-kind advertising support.

Budget/Financial Implications:

The request from the Suncor-19 to Zero partnership is for \$75,000, as well as \$25,000 in-kind advertising support on municipal assets. As this was not a budgeted for initiative, funds would be taken from the Operating Budget surplus. Should Operating Budget surplus not materialize, funds will be taken from the Emerging Issues Reserve.

According to 19 to Zero, the estimated overall cost of the campaign is \$477,000-\$615,000, which may be broken down as:

- Community Coordination: \$75,000
- Research: \$80,000
- Campaign Strategy Development & Testing: \$90,000

- Campaign Execution: \$132,300-\$170,000
- Media Buy: \$100,000-\$200,000

Rationale for Recommendation:

Suncor Energy approached the Municipality about becoming involved. Based on the information provided, the below options are outlined for Council's consideration.

Strategic Priorities:

Responsible Government