

# Responding to the BC Vaccine Card Rollout

## Community-Driven Research in Action

Driven by community concerns, a rapid evaluation of the BC vaccine card rollout was conducted amongst the seniors who form the membership of the 411 Seniors Centre Society in Vancouver. The evaluation results highlight the importance of community-based senior agencies in providing seniors with information and support to critical activities and programs essential for full societal participation.

### Recommendations

1

Involve seniors and community-based senior service agencies in public health implementation plans

2

Ensure information is accessible to all citizens through multiple-mode communications strategy that includes traditional information sources (e.g. TV, newspaper) to reach seniors who do not rely on digital technology

3

Combat COVID-19 and BC vaccine card misinformation through clear, short messaging presented in simple language

### Emerging Issues



Difficulty discerning accurate information and too many technical terms have **restricted** the understanding of the vaccine card for seniors




There is a lack of digital literacy for older adults, creating **anxiety and fear** of asking for assistance



The majority of older adults were expecting a **physical BC vaccine card** as not everyone has access or prefers to use digital technology

### Community Engagement

  
Connected with **514** members

  
Assisted **45** members with BC vaccine card

Between September 4 - October 12, captured the barriers and challenges experienced by community members, community-based senior agency volunteers, and program staff.

Focus Group Discussion



Survey



525+ Member Interactions



Vote By Sticker



## Methods & Findings

### Membership Survey Results

Over **25** people responded to our rapid anonymous survey during 411 Seniors Centre "Seniors Programming Week"



Survey respondents were evenly distributed between having a paper copy vs. digital QR code



Reported needing assistance to obtain the BC vaccine card



Reported that the 411 was where they obtained their BC vaccine card information

### Vote By Sticker Results

411 community members were invited to cast their vote on issues relating to the BC vaccine card using a sticker to indicate their preference amongst different options. Questions included how seniors wanted to receive vaccine card information, what is the role of a community-based seniors organization during the BC vaccine card rollout, and what were key frustrations.

#### ✔ Future implementations

Concerned about privacy and confidentiality and how the vaccine card will be integrated across Canada

#### ✔ Access to spaces

Spaces that were important for them to access are the 411 Seniors Centre, restaurants, and indoor entertainment

#### ✔ Multiple frustrations

Frustrated that a permanent card was not issued and that seniors and senior-led agencies were not consulted before the rollout

#### ✔ Role of the 411 Seniors Centre

Members depended on 411 for accurate and reliable information and to provide 1-on-1 assistance on obtaining the vaccine card.

### Focus Group Results

On the ground, 411's senior volunteers and program staff identified the emerging themes and helped prioritize the research agenda.

#### Emerging Themes

Language Barrier • Privacy & Security • Anxiety & Fear • Complex Terminologies  
Digital Divide • Information Overload • Permanent Card

### Membership Reach-out Results

411 Seniors Centre Society reached out to community members by phone to assist in the mandated BC vaccine card process.

- Majority of the members had their QR code
- Members called the COVID hotline for a paper copy
- Appreciative of 411 volunteers checking in



SENIORS CENTRE SOCIETY

[www.411seniors.bc.ca](http://www.411seniors.bc.ca)



Science and Technology for Aging Research

[www.sfu.ca/starinstitute](http://www.sfu.ca/starinstitute)

With generous funding support from



[www.agewell-nce.ca](http://www.agewell-nce.ca)