May 17, 2019

SENT VIA E-MAIL

To: Interested Parties

Subject: Addressing Vaccine Hesitancy (Item HL4.3)

The Toronto Board of Health, during its meeting on April 8, 2019, adopted Item HL4.3, as amended, and:

1. Requested Health Canada to explore avenues to reduce the spread and dissemination of misinformation and false claims about vaccines.

2. Requested the World Health Organization to consider global recommendations, similar to the World Health Organization Framework Convention on Tobacco Control, regulating direct and indirect advertising, promotion, and sponsorship by anti-vaccine groups and anti-vaccine messages in print, audio, video, and online advertisements.

3. Requested the following health professional organizations to educate their members on how to address vaccine hesitancy in their practices and promote vaccines: the Ontario Medical Association, the Canadian Medical Association, the Ontario Nurses' Association, the Registered Nurses' Association of Ontario, the Canadian Nurses Association, the Ontario Pharmacists Association, the Association of Ontario Midwives, the Ontario Chiropractic Association, and the Ontario Association of Naturopathic Doctors.

4. Directed that the report (March 28, 2019) from the Medical Officer of Health be forwarded to Health Canada, Innovation, Science and Economic Development Canada, the Public Health Agency of Canada, the Ministry of Health and Long-Term Care, Public Health Ontario, Ad Standards, the Canadian Association of Broadcasters, the Canadian Marketing Association, the Association of Canadian Advertisers, the Ontario Public Health Association, the Association of Local Public Health Agencies, the Council of Ontario Medical Officers of Health, the Ontario Medical Association, the Canadian Medical Association, the Ontario Nurses' Association, the Registered Nurses' Association of Ontario, the Canadian Nurses Association, the Ontario Pharmacists Association, the Association of Ontario Midwives, the Ontario Chiropractic Association, and the Ontario Association of Naturopathic Doctors.
5. Requested the Medical Officer of Health to report to the Board of Health at its meeting on September 23, 2019 with Toronto Public Health’s strategy to address vaccine hesitancy which should include the following:

   a. Investigating the potential to restrict misleading advertising regarding vaccinations on City-owned land and infrastructure;

   b. Consulting with Health Canada regarding their ability to use additional regulations under their legislative authority to restrict misleading advertising regarding vaccinations;

   c. Additional actions to ensure that the public has the necessary information to make informed decisions about the importance of vaccinations for the health of all members of our community, including consideration of a public education campaign; and

   d. Assistance the Medical Officer of Health can provide to health care providers to ensure that they can support families in making informed vaccination decisions.

To view this item and background information online, please visit:

Please note that the above recommendations have also been sent to Health Canada and the World Health Organization.

Yours sincerely,

Julie Lavertu

Julie Lavertu/ar
Secretary
Board of Health

Sent (via e-mail) to the following individuals and organizations:

- Simon Kennedy, Deputy Minister of Health, Health Canada (sent under separate cover)
- The Honourable Navdeep Bains, PC, MP, Mississauga-Malton, Minister of Innovation, Science and Economic Development Canada
- Dr. Theresa Tam, Chief Public Health Officer of Canada and Interim President, Public Health Agency of Canada
- The Honourable Christine Elliott, MPP, Newmarket-Aurora, Deputy Premier and Minister of Health and Long-Term Care
- Dr. Peter Donnelly, President and Chief Executive Officer, Public Health Ontario
- Jani Yates, President and Chief Executive Officer, Ad Standards
- Sylvie Bissonnette, Vice-President, Finance and Administration and Chief Financial Officer, Canadian Association of Broadcasters
- John Wiltshire, President and Chief Executive Officer, Canadian Marketing Association
• Ron Lund, President and Chief Executive Officer, Association of Canadian Advertisers
• Pegeen Walsh, Executive Director, Ontario Public Health Association
• Loretta Ryan, Executive Director, Association of Local Public Health Agencies
• Gordon Fleming, Manager, Public Health Issues, Association of Local Public Health Agencies (on behalf of the Council of Ontario Medical Officers of Health)
• Dr. Sohail Gandhi, President, Ontario Medical Association
• Dr. F. Gigi Osler, President, Canadian Medical Association
• Vicki McKenna, President, Ontario Nurses' Association
• Doris Grinspun, Chief Executive Officer, Registered Nurses' Association of Ontario
• Mike Villeneuve, Chief Executive Officer, Canadian Nurses' Association
• Bill Wilson, Interim Chief Executive Officer, Ontario Pharmacists Association
• Kelly Stadelbauer, Executive Director, Association of Ontario Midwives
• Caroline Brereton, Chief Executive Officer, Ontario Chiropractic Association
• John Wellner, Chief Executive Officer, Ontario Association of Naturopathic Doctors

cc (via e-mail):
• Dr. Eileen de Villa, Medical Officer of Health, Toronto Public Health
• Meenakshi Jha, Administrative Assistant to the Medical Officer of Health, Toronto Public Health