Thread the needle

Dr. Tara Moriarty says there’s not enough data on success holding into transmissibility.

The European approach

In France, a government commercial shows an older woman hugging her grandchildren, before realizing she’s daydreaming while in a vaccination clinic, having received the jab. The ad aims to say life will eventually return to normal.

The massive ramp-up in vaccine shipments suggests Manitoba will be able to get to some point this year without masks, especially if this week’s CDC policy on gatherings doesn’t lead to a jump in American cases.

People just need to hang on for another month or two, even if they’re vaccinated — still keep doing all the protective measures they adopt, and put hang on until we have more data,” Moriarty says.

If you ask a federal or Manitoba official what happens when you get vaccinated against COVID-19, the answer usually involves the same refrain: “It’s not like nothing was wrong.”

Health officials face tough challenge in crafting messaging to encourage vaccinations:

Dr. Tara Moriarty says there’s not enough data on success holding into transmissibility.

“No risk communication truly tests both public health officials’ pre-suasive and the pro-social, and you might change the weighting at different moments,” she says.

For example, officials can point out that wearing a mask protects others, or focus on how it helps cases control and prevents you from getting sicker from being housed in due harder lockdowns.

Canadians have consistently reported wanting their leaders to tell them the truth about the pandemic and vaccines are progressing,” Tworek says.

The country had some of the lowest COVID-19 levels in Europe leading into Christmas, when people gathered and the highly contagious B.1.1.7 variant gained traction.

Cases multiplied sixfold in less than a month, leading to three-month lockdowns that prohibit travelling five kilometers from home — even as the pace of vaccination picks up. We know you can have a social circle of 15 and for 60 to 70 people are getting vaccines are progressing.” Tworek says.

“A vaccine will be miraculously effective, but if people stop adhering to guidelines now, we could end up with a massive flare up in cases,” says Kindrachuk.

That means focusing Canadians on a future that is just past the horizon. The British Columbia government announced its universities should prepare for classes to resume in person by fall.

“Part of the strategy is to give people a perspective moving forward that isn’t necessarily about the individual, like saying people with vaccine will not be able to do something that unvaccinated people cannot,” Tworek says.

“It’s trying to give people the perspective that better times are around the horizon, but we need to still be buckle down for now,”

The Manitoba government said Friday it is working on a communications platform with different segments of the population.

Officials believe more than 60 per cent of Manitobans are keen to get the vaccine, while about 30 per cent “are likely to get vaccinated but will need additional encouragement” and information about the urgency and importance of getting vaccinated, a spokesperson says.

“You still have to wear a mask, says Premier Brian Pallister says the province is waiting on doses to be released this month shows an older woman hugging her grandchildren, before realizing she’s daydreaming while in a vaccination clinic, having received the jab.

In France, a recent government commercial shows an older woman hugging her grandchildren, before realizing she’s daydreaming while in a vaccination clinic, having received the jab. The ad aims to say life will eventually return to normal.

The extent of protection could depend on age group and timing of the doses, and that could also affect how we will still transmit the coronavirus, particularly as variants spread.

“We need to direct that way with vaccines,” said a recent podcast.

“I’ve had more people say to me, ‘Why do I need it if I got this vaccine if I mean to do everything the same way I’ve been doing it before?’””

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“They just went out and about, visiting friends, going to work, travel, return to work and see friends. They’re trying to con-