

## Corporate Communications Annual Report 2021

---

**To:** Chair and Members of the Board of Health

**Meeting Date:** Wednesday May 11, 2022

**Report No.** **BH.01.MAY1122.R09** Pages: 16

**Prepared By:** Maria Simpson, Communications Specialist  
Anna Vanderlaan, Manager, Health Promotion  
Chuck Ferguson, Manager, Corporate Communications

**Approved By:** David Kingma, Director, Administrative Services and Chief  
Administrative Officer

**Submitted By &  
Signature:** *Original signed document on file.*

---

**Dr. Nicola J. Mercer, MD, MBA, MPH, FRCPC**  
**Medical Officer of Health & CEO**

---

## Recommendations

---

It is recommended that the Board of Health:

1. Receive this report for information.

## Key Points

---

- Corporate Communications leads Wellington-Dufferin-Guelph Public Health's (WDGPH or the Agency) compliance with the communications components of the Ontario Public Health Standards (OPHS).<sup>1</sup>
- 2021 saw exponential growth in the Agency's social media, website and media relations metrics including:
  - Over 25 million impressions across Facebook, Twitter, Instagram and LinkedIn, an increase of 302 percent (+19 million) over 2020.

- Over 10 million pageviews of the [wdgpublichealth.ca](http://wdgpublichealth.ca) website, an increase of 143 percent (+6 million) over 2020.
- 8,401 media mentions, an increase of 307 percent (+5,658) over 2020.
- Communications led 53 community partner virtual presentation events, with over 100,000 people in attendance.
- Communications aligned COVID-19 vaccination campaign messaging with stakeholders and partners across the region with a unified slogan/hashtag #ForYouForMeForWDG.
- Communications led a successful, community wide “Let’s do this together” campaign, with municipal and community partners throughout the region participating.
- Communications provided support and advice to all areas of the Agency’s Incident Management System (IMS) COVID-19 response.

## Discussion

---

### Introduction

Corporate Communications leads and supports Wellington-Dufferin-Guelph Public Health’s (WDGPH) compliance with the communications components of the Foundational Standard of Effective Public Health Practice in the area of Research, Knowledge Exchange, and Communication in the OPHS.<sup>1</sup> We also operationalize the OPHS transparency framework goal to “Promote awareness, understanding, and public confidence in Ontario’s public health system” by informing the public about how the Board of Health is protecting and promoting individual and community health and responding to local community needs.<sup>1</sup> The communications team works closely with each program area to meet OPHS program outcomes and improve public knowledge through developing and implementing local communications strategies and/or adapting national/provincial communications strategies where local assessment has identified a need.<sup>1</sup> In 2021, Communications provided support and advice to all areas of the Agency’s IMS response and this report outlines some of the highlights, successes and results.

### Strategy

In 2021, Communications primarily led and supported communications strategies to foster trust and encourage behaviours and actions that reduce harm and promote health

for families, communities and individuals during COVID-19 waves and the vaccination campaign, including:

- Communicating frequently, clearly, and consistently about COVID-19, public health measures and vaccination.
- Using a variety of traditional and digital communications methods and tailoring messages based on medium and audience.
- Being responsive to the needs of our audiences and directly answering or providing resources that address questions, concerns, and confusion.
- Providing plain language, evidence-based information to correct and respond to misinformation.
- Providing accurate and timely information to the media and through the website and social media platforms.
- Sharing easy to understand and realistic guidance to encourage behaviours and actions that reduce harm and promote health.
- Collaborating and coordinating with internal and external stakeholders and community partners to align and amplify COVID-19 messaging.

## Campaigns

### #ForYouForMeForWDG Campaign

The #ForYouForMeForWDG slogan was developed to be used throughout the COVID-19 vaccination campaign and align vaccination messaging across the region. The slogan/hashtag was used for each component of the vaccination campaign in print and social media, including:

- Pre-registration campaign
- Planning and updates
- Vaccine Registration and Booking Line launch
- Vaccine FAQs and Myths/Facts campaigns
- How to be a vaccine champion campaign
- Hope and celebrations (milestones) campaign
- Community-wide “Let’s do this together” campaign
- “I got my COVID-19 vaccine” campaign
- Appointment booking and drop-ins messaging
- Age 5-11 COVID-19 vaccine campaign
- Booster dose campaign

Highlights of campaign results include:

- The Agency published 509 posts using the campaign hashtag #ForYouForMeForWDG in 2021, resulting in 3.8 million impressions, 188,000 engagements and 16,000 post link clicks across channels.
- Social media users mentioned public health and used the hashtag within the same post over 4000 times in 2021, with over 25 percent of those in the month of July, at the height of the vaccination campaign.
- The top post using the campaign hashtag was the announcement: “All Wellington-Dufferin-Guelph residents over the age of 16 are now eligible to pre-register for their #COVID19 vaccine.”

## “Let’s do this together” Campaign

Communications worked with The Letter M Marketing agency to develop a community wide “Let’s do this together” campaign. The goals of the campaign were to:

- Promote positivity and togetherness in the community during COVID-19.
- Encourage behaviours desired by public health, local government, and community benefit agencies.
- Demonstrate a united approach from community leaders.
- Guide people to resources and supports.

A series of ten initial images and messages were developed to kick off the campaign using simple, consistent, and colourful graphics that featured emoji-style hand-drawn faces representing the breadth of our community and how people were feeling. Each image had a call to action or key message related to COVID-19 vaccination, staying safe, supporting each other, and supporting local businesses.

Community partners and organizations were invited to participate and integrate campaign messaging throughout their communications channels. A toolkit with access to campaign assets along with a link to download various graphics to utilize on social platforms and channels was provided.

A few examples of the campaign graphics are below.



## News Media

Dr. Mercer, Medical Officer of Health and CEO, served as the primary spokesperson of WDGPH in the media, with support from Dr. Tenenbaum, Associate Medical Officer of Health. Occasionally, other senior leaders and members of the communications team served as spokespeople. In 2021:

- WDGPH was mentioned in the media a record 8,401 times, an increase of 5,658 mentions (+307%) over 2020, including frequent mentions in all local news media outlets.
- WDGPH was featured or mentioned in several major regional and national news outlets including CTV, CBC, Toronto Star, The Globe and Mail, TVO, Global News and MacLean's.
- Dr. Mercer (and in her absence, Dr. Tenenbaum) interviewed weekly with CTV Kitchener and appeared on-air at least 50 times and in nearly 125 CTV articles.

- Communications planned and arranged two WDGPH press conferences where Dr. Mercer spoke – one for the first COVID-19 vaccine in arm in the Wellington-Dufferin-Guelph region and one for the launch of COVID-19 vaccine for ages children ages 5-11.
- Communications sent 36 media releases, including letters and statements. (See Appendix A) Those were supplemented by 21 media updates (emails with newsworthy information and updates).

## Community and Stakeholder Engagement

The vaccination campaign in the WDGPH region could not have been successful without the collaboration and participation of our local communities and stakeholders. In 2021:

- Communications planned, promoted, and implemented a community-wide COVID-19 knowledge campaign, consisting of virtual events/presentations put on by WDGPH for community organizations and their audiences. A total of 53 presentation events were held in 2021, with over 100,000 attendees across Wellington County, Dufferin County, the City of Guelph and beyond.
- The liaison team was supported with communications materials for schools, healthcare providers, community partners and stakeholders.
- As mentioned above under “Campaigns,” Communications developed and provided “Let’s do this together” campaign materials and social assets to partners to help align and amplify consistent COVID-19 messaging throughout our communities.
- Dr. Mercer participated in four *Finding the Balance* webinars with Helen Fishburn, Chief Executive Officer of the Canadian Mental Health Association Waterloo Wellington and Dr. Anne-Marie Zajdlik, family doctor and founder, ARCH Clinic Waterloo and Wellington. These webinars reached approximately 7,000 people each month and provided factual and helpful information, guidance on how to maintain a healthy balance during difficult times and an opportunity for the public to ask questions.
- The communications team partnered with Guelph Nighthawks basketball team to create a [community ad](#) encouraging fans to get vaccinated. Camille Loucks, Manager of Clinical Services and Dr. Mercer were also honoured with invitations to provide the tipoff ball at Guelph Nighthawks games on July 19, 2021, and July 22, 2021.

## Social Media

In 2021, Communications used social media as a primary means of providing real-time and up-to-date public health information to the public during the COVID-19 vaccination campaign. It played a key role in sharing COVID-19 updates, tackling misinformation and increasing awareness of COVID-19 vaccines while encouraging residents to take action to get vaccinated. WDGPH mainly used the following social channels to engage with users in 2021:

- [Twitter: @WDGPublicHealth](#)
- [Facebook: @WDGPublicHealth](#)
- [Instagram: @WDGPublicHealth](#)
- [LinkedIn: Wellington-Dufferin-Guelph Public Health](#)

Highlights of WDGPH's social media metrics include:

- 2021 saw exponential growth in WDGPH's social media channels with over 25 million impressions across Facebook, Twitter, Instagram and LinkedIn, an increase of 302 percent (+19 million) over 2020. (See Table 1)
- Fans and followers increased by +18,330 (+120%) to 33,546 by the end of 2021, with the largest increase of followers on Instagram. (See Table 1)
- The top social post overall for 2021, with 20,639 engagements across Twitter and Facebook, was when Dr. Mercer issued a Section 22 order for schools to move to online learning in the spring of 2021. (See Table 2)
- WDGPH's total sent messages (posts, replies, direct messages, etc.) increased by 78.4 percent and received messages (comments, retweets, mentions, etc.) increased by 184.9 percent over 2020, with 60-70 percent those messages taking place in the first half of 2021 during the vaccination campaign.
- Women between the ages of 25-44 remain the leading force among the Agency's fans and followers again in 2021. (See Tables 3,4)
- Twitter users ages 18-24 made up 19.8 percent of WDGPHs audience in 2021, up significantly from 10.2 percent in 2020. (See Table 3)

**Table 1: Social Media Channel Performance Summary, 2021 vs. 2020**

Social Channel	Impressions*	Engagements**	Post Link Clicks***	Audience**** (Fans & Followers)
Facebook	<b>4,306,280</b> ↑42%	<b>415,396</b> ↑66%	<b>65,654</b> ↑39%	<b>9,816</b> ↑119%
Instagram	<b>2,219,393</b> ↑518%	<b>38,171</b> ↑324%	<b>10,209</b> ↑375%	<b>7,196</b> ↑212%
Twitter	<b>18,735,109</b> ↑555%	<b>438,649</b> ↑300%	<b>71,421</b> ↑143%	<b>14,751</b> ↑111%
LinkedIn	<b>25,527</b> ↓16%	<b>2,861</b> ↑5%	<b>2,549</b> ↑10%	<b>1,783</b> ↑26%
<b>2021 Totals vs. 2020</b>	<b>25,286,309</b> ↑302.1% 6,288,239	<b>895,077</b> ↑140.9% 371,590	<b>139,624</b> ↑76.5% 79,096	<b>33,546</b> ↑120.5% 15,216

\*Impressions refers the number of times that any content associated with the page was displayed to users during the reporting period. This includes both organic (non-paid) and paid activity.

\*\*Engagements refers to the number of times that users reacted to, commented on, shared, or clicked on posts during the reporting period. This includes both organic (non-paid) and paid activity.

\*\*\*Post Link Clicks is the number of times that users clicked on links from our posts during the reporting period. For Instagram, the metric measures bio link clicks.

\*\*\*\*Audience refers to the number of users who like/follow the page as of the last day of the reporting period.

**Table 2: Top Posts by Engagements, 2021**

Social Channel	Tops Posts	Publish Date	Engagements
Facebook	1. <a href="#">Media Release: WDG Public Health issues Section 22 Order to regional school boards</a>	April 5	11,649
	2. <a href="#">WDG Public Health region will move to the Orange-Restrict zone of the COVID-19 Response Framework</a>	March 19	11,493
	3. <a href="#">Status of COVID-19 Cases: Dramatic spike in cases</a>	April 6	7,616
Instagram	1. <a href="#">All Wellington-Dufferin-Guelph residents over the age of 16 are now eligible to pre-register for their COVID-19 vaccine.</a>	April 12	1,213
	2. <a href="#">Milestone Alert: In the City of Guelph 75% of the eligible population (12+) is now fully vaccinated!</a>	July 27	898
	3. <a href="#">Milestone alert: 90% of the eligible population in Guelph has received at least one dose of the COVID-19 vaccine!</a>	Sept. 1	764
Twitter	1. <a href="#">Media Release: WDG Public Health issues Section 22 Order to regional school boards</a>	April 5	8,990
	2. <a href="#">New COVID-19 vaccine booster appointments have been added in December, January and February</a>	Dec. 22	6,788
	3. <a href="#">Media Release: Check your pre-registration</a>	May 5	6,413
LinkedIn	1. <a href="#">We're hiring! Learn more about these positions at <a href="http://wdgpublichealth.ca/careers...">wdgpublichealth.ca/careers...</a></a>	Dec. 23	386
	2. <a href="#">We're recruiting for these positions: Office Clerk (multiple), Public Health Nurse and Health Analyst (2)...</a>	Jan. 21	229
	3. <a href="#">Join the team at Public Health! We're currently recruiting for a variety of positions...</a>	Jan 5	203

**Table 3: Social Channel Audience by Age, 2021**

Channel	Audience by Age						
	13-17	18-24	25-34	35-44	45-54	55-64	65+
Facebook	0%	3%	21.7%	31.5%	24%	12.6%	7.2%
Twitter	n/a	19.8%	34.4%	24.7%	14.6%	3.3%	3.2%
Instagram	0.5%	9.6%	36.9%	28.3%	14.2%	7.4%	3.1%

**Table 4: Social Channel Audience by Gender, 2021**

Channel	Audience by Gender		
	Male	Female	Other/unspecified
Facebook	14%	84%	2%
Twitter	44%	56%	N/A
Instagram	16%	75%	9%

## Website

The WDGPH website was utilized extensively to support public health’s response to COVID-19 and the vaccination campaign in 2021. A new “COVID-19 Vaccine Information” section including a vaccination data dashboard was added early in 2021 and was updated and modified as the vaccine situation evolved. Carrying over from 2020, residents continued to rely on the Agency website for updated COVID-19 information and guidance as evidenced by the following results:

- The website experienced exponential growth in visitors in 2021 with over 10 million pageviews, an increase of +4 million (+143%) over 2020.
- Over 70 percent of pageviews in 2021 happened in the first half of the year (January – June), during the first vaccination campaign and over 25 percent of all pageviews in 2021 were for the Status of Cases in WDG dashboard. (See Table 6)

- Early in 2021, a new section was added to the website to house COVID-19 vaccine information and updates for the public. The landing page to this section (wdgpublichealth.ca/vaccine) was the third most visited page on the website, with over 660,000 pageviews. (See Table 6)
- Over 2 million users visited the website in 2021, up from 900K (115%) over 2020, with the highest number of users (46K) on Wednesday, March 10 when pre-registration was open to Phase 2 priority groups. (See Table 5)
- Only five blog posts were shared in 2021, however, the blog still experienced a five percent (5%) increase in pageviews, with visitors reading past blog content. For the sixth year in a row, the most viewed blog was “[What happens when you can’t afford dental care \(April 12, 2016\)](#).”
- The Apple iPhone remains the top mobile device used to access the website with 64 percent of users. Safari is the top browser used (46%) followed closely by Chrome (38%).

**Table 5: Top Pages Visited by Pageviews, 2021**

Page	Pageviews
Status of Cases in WDG Dashboard	2,753,480
Pre-register for your COVID-19 vaccine (now unpublished)	846,646
Status of Vaccinations in WDG Dashboard	660,644

**Table 6: Highest Number of Website Users, 2021**

Date (2021)	Number of Users	Due to
March 10	46,450	Pre-registration opened to Phase 2 Priority groups.
December 20	42,938	All Ontarian’s age 18+ became eligible to book a booster dose.
April 12	42,391	Ontario announced schools would be shifted to remote learning following the Spring break due to increasing cases.

## Library

Within the Ontario Public Health Standards<sup>1</sup>, the librarian supports the third Foundational Standard, “Effective Public Health Practice,” specifically the first section, “Program Planning, Evaluation, and Evidence-Informed Decision Making” by assisting

public health professionals to find, organize and use information to support evidence-based research, programs, and services.

The librarian was seconded to the IMS Planning Team in 2020 - and this role continued throughout 2021 - to manage files related to Public Health's COVID-19 response. In addition to the Planning role, the librarian continued to provide literature searches, library services and copyright support to staff and senior leaders.

In 2021, the librarian was involved in the following projects:

- Research, writing and coordinating the bi-weekly, then weekly, "COVID-19 Community Stakeholder Bulletin," sent to community partners and stakeholders for the IMS Liaison team.
- Supporting the development of COVID-19 guidance documents and evidence briefs through literature searches and copyright permissions.
- Conducting weekly literature searches to support the "COVID-19 Weekly Epidemiological Summary & Research Review" (Jan 2021-June 2021).
- Documenting important milestones of Public Health's COVID-19 response and vaccination campaign, including monthly timelines and summaries.
- Supporting secondary impacts planning through monthly literature searches.
- Leading and managing the archive of important documents related to Public Health's COVID-19 response.

## Client Service

Electronic and hard copy comment cards continued to be offered in public health offices and online in 2021. Client feedback results are as follows:

- Sixty (60) electronic comment cards were received in 2021, a significant increase from 13 in 2020 and a record high.
- Of the cards collected, 35 percent reported they were very satisfied (32%) or satisfied (3%) with their experience, citing accommodation measures and the professionalism of staff, particularly the vaccine clinic team. Of those who reported being not satisfied (13%) and very unsatisfied (42%), frustration with the COVID-19 vaccine online booking process and availability of booking phone lines were the primary complaints.
- Results regarding convenience of appointment times were mixed. Forty-seven percent of respondents selected convenient (12%), or very convenient (35%) but additional comments were not provided. Forty-three percent reported appointments were inconvenient (5%) or very inconvenient (38%). Further

comments described difficulties with booking or modifying an appointment and an insufficient amount of appointment availability.

- Sixty-seven percent (67%) of respondents selected the reason for their visit to public health (in-person or virtually) as ‘vaccination clinic.’ The remaining 23 percent classified their visit as COVID-19 call centre or face covering related.

## Conclusion

---

Effective public health communications during COVID-19 were imperative to engage the public, communicate and amplify accurate information, build awareness and education, encourage residents to take action and to address misinformation. Communications led and supported the work of the Agency and supplemented provincial efforts to successfully communicate with the public by positioning WDGPH as a trusted and reliable source, making information readily available and ensuring information met the needs of our diverse audience. In many ways, the Agency’s response to COVID-19 throughout 2021 was an exercise in effective communications.

## Ontario Public Health Standard

---

The board of health shall, as part of its strategy to reduce exposure to health hazards and promote healthy natural and built environments, effectively communicate with the public by:

- a) Adapting and/or supplementing national/provincial health communications strategies where local assessment has identified a need;
- b) Developing and implementing regional/local communications strategies where local assessment has identified a need; and
- c) Addressing specific topics based on an assessment of local needs.<sup>1</sup>

The *Transparency Framework: Disclosure and Reporting Requirements* summarizes the types of information that boards of health are required to publicly disclose in accordance with the Foundational and Program Standards and Organizational Requirements.<sup>1</sup>

- Promote awareness, understanding, and public confidence in Ontario’s public health system.
- The public knows of the work of public health to protect and promote individual and community health.

- The public knows how Boards of Health are responding to local community needs.

## 2020 WDGPH Strategic Direction(s)

---

**Service Delivery:** We will provide our programs and services in a flexible, modern and accessible manner, and will ensure they reflect the immediate needs of our Clients and our role in the broader sector.

**System Transformation:** We will equip the Agency for change in all aspects of our work so that we are ready for transformational system change when the time comes.

**Knowledge Transfer:** We will ensure that our decision-making and policy development efforts are informed by meaningful health data at all times.

## Health Equity

---

Communications ensures information is available to the public and priority populations in accessible, meaningful, and relevant ways. This means tailoring messages for various audiences and sharing information across various channels, including traditional media, digital media, and in-person. For critical health messages or crisis communications it is crucial that multiple opportunities to receive messaging are available to everyone in the community. Communications is committed to meeting each client's unique needs and is continuously learning and working at communicating inclusively, equitably and in the ways and with terms our audiences prefer. In each interaction with WDGPH, every client can expect to be treated with respect, dignity, and courtesy.

## References

---

1. Ontario Ministry of Health and Long-Term Care. Ontario Public Health Standards: Requirements for Programs, Services, and Accountability. [Internet]. 2021 [cited 2022 May 13]. Available from: [https://www.health.gov.on.ca/en/pro/programs/publichealth/oph\\_standards/docs/protocols\\_guidelines/Ontario\\_Public\\_Health\\_Standards\\_2021.pdf](https://www.health.gov.on.ca/en/pro/programs/publichealth/oph_standards/docs/protocols_guidelines/Ontario_Public_Health_Standards_2021.pdf)

## Appendix A – Media Releases/Statements/Letters to the Community Issued in 2021

Date	Media Release/Statements/Letters
January 4	<a href="#">Media Release: Wellington-Dufferin-Guelph receives first shipment of COVID-19 vaccine</a>
January 7	<a href="#">Media Release: Online learning extended in all Wellington-Dufferin-Guelph schools</a>
January 18	<a href="#">Media Release: Changes to Pfizer vaccine production prompt changes to WDG Public Health vaccination plan</a>
January 20	<a href="#">Media Release: Online learning extended in all Wellington-Dufferin-Guelph schools for an additional week</a>
February 16	<a href="#">Media Release: Wellington-Dufferin-Guelph regional vaccination clinic plan announced</a>
February 22	<a href="#">Media Release: Dufferin County COVID-19 Hub Vaccination Clinic to open March 3, 2021</a>
February 23	<a href="#">Media Release: Wellington-Dufferin-Guelph Public Health opens COVID-19 vaccination pre-registration for prioritized groups</a>
March 4	<a href="#">Letter to the Community - Dr. Mercer</a>
March 10	<a href="#">Media Release: WDG Public Health opens vaccine pre-registrations to Phase 2 eligible groups</a>
March 12	<a href="#">Media Release: The AstraZeneca vaccine available in Canada is safe and effective</a>
March 12	<a href="#">Media Release: WDG Public Health updates masking requirements to protect against COVID-19 variants of concern</a>
March 16	<a href="#">Media Release: New vaccination clinic opens at West End Community Centre in Guelph</a>
March 16	<a href="#">Media Release: Wellington-Dufferin-Guelph participates in provincial AstraZeneca pilot</a>
March 26	<a href="#">Media Release: WDG Public Health alerts public to scam texts</a>
April 5	<a href="#">Media Release: WDG Public Health issues Section 22 Order to regional school boards</a>
April 12	<a href="#">Media Release: Wellington-Dufferin-Guelph nearing 25% of eligible residents with at least 1 dose of COVID-19 vaccines</a>
April 16	<a href="#">Letter to the Community - Dr. Mercer</a>
April 26	<a href="#">Media Release: Update to local vaccine shipment projections</a>
May 5	<a href="#">Media Release: Check your pre-registration</a>
May 13	<a href="#">Statement from AMOH Dr. Matthew Tenenbaum on the suspension of first doses of AstraZeneca</a>
May 21	<a href="#">Statement from Dr. Nicola Mercer, Medical Officer of Health, and CEO, on reopening our region</a>
May 31	<a href="#">Media Release: Wellington-Dufferin-Guelph Public Health issues local advisory linked to COVID-19 variant outbreak in Nunavut</a>

June 11	<a href="#"><u>Media Release: Wellington-Dufferin-Guelph declared a Delta variant hotspot</u></a>
June 21	<a href="#"><u>Media Release: Pfizer delay will impact Wellington-Dufferin-Guelph</u></a>
July 8	<a href="#"><u>Media Release: It's now easier and faster to book or reschedule your COVID vaccine appointment</u></a>
July 22	<a href="#"><u>Media Release: Local vaccination program moves to the next phase</u></a>
July 28	<a href="#"><u>Media Release: Vaccination Pop-up Clinic Coming to Downtown Guelph Friday Night</u></a>
September 23	<a href="#"><u>Dr. Nicola Mercer, Medical Officer of Health and CEO of Wellington-Dufferin-Guelph Public Health has issued a letter of instruction regarding proof of vaccination requirements for persons entering facilities used for sport and recreational activities</u></a>
September 28	<a href="#"><u>Media Release: WDG Public Health updates self-isolation requirements</u></a>
October 5	<a href="#"><u>Media Release: WDG Public Health will participate in provincial school rapid antigen testing program</u></a>
October 14	<a href="#"><u>Media Release: Wellington-Dufferin-Guelph has first reported case of influenza since 2020</u></a>
November 3	<a href="#"><u>Media Release - Province of Ontario announces COVID-19 Vaccine Booster Doses</u></a>
November 18	<a href="#"><u>Media Release - Wellington-Dufferin-Guelph Public Health and partners ready to roll out COVID-19 vaccine to 5- to 11-year-olds</u></a>
December 10	<a href="#"><u>Media Release - WDG Public Health confirms first local case of COVID-19 Omicron variant</u></a>
December 15	<a href="#"><u>Keeping Workplaces Safe: Open Letter from Dr. Matthew Tenenbaum, Associate Medical Officer of Health</u></a>
December 16	<a href="#"><u>Dr. Nicola Mercer, Medical Officer of Health and CEO of Wellington-Dufferin-Guelph Public Health has issued a Letter of Instruction requiring remote work for workers where reasonably possible</u></a>