19 to Zero (www.19tozero.ca) is a not-for-profit aimed at improving public health and health outcomes. Formed originally in response to limitations in the government and public health response to the pandemic, we have grown to be one of Canada’s largest multi sector health behavior change coalitions. While much of our initial work has been pandemic-focused, we are already working on other critical public health issues including mental health, missed routine care (e.g., cancer screening), non-COVID vaccine uptake efforts etc. The possibilities are endless and we are excited to build on the foundation of work we have to support other health behaviour change challenges.

19 to Zero uses a multimodal approach and provides end-to-end services and approaches to support public health and health behaviour change initiatives.

**Multimodal Approach: Behaviour Change & Vaccine Uptake**

**Primary Research**
We conduct market research and social media listening to understand perceptions and discourse surrounding vaccines and public health

**Community Engagement**
We are a trusted partner of a large network of groups representing communities and organizations of all types across Canada

**Behaviour Change & Education Campaigns**
We develop, design, and execute targeted educational and marketing interventions to improve public health

**Advocacy**
We advocate for policies at federal, provincial, and health system levels that will improve healthcare delivery and outcomes for Canadians

**Health Advisory & Strategy**
We advise industry and health systems partners on best practices to improve health outcomes, particularly with respect to vaccine uptake

**Healthcare Worker Engagement**
We engage a pan-Canadian network of healthcare professionals (physicians, nurses, pharmacists) to understand their needs and provide tailored resources to improve their practices

Some of our achievements to date:

- Executed **6 vaccine uptake campaigns** across Canada (COVID Is A Bear, Stronger Apart, Double Down on Your Defence, My Vaccine My Protection, & This Is Our Shot)
- Advised and supported coordination of **mobile vaccination clinics** across 110+ locations across Alberta, delivering **vaccines** in hard-to-reach populations
- Have led over **700+ community and corporate town halls and advised thousands of healthcare providers** across the country around **vaccine education**
- Published **6 peer-reviewed articles and 3 manuscripts under review** in PLOS One, BMC Public Health, JMIR Infodemiology, and Nature Scientific Reports.
- Upwards of **500 media appearances** since March 2020, including CBC News, City News, Calgary Herald, and the Edmonton Journal
- Al-driven NLP social media listening named **United Nations Top 100** most promising projects using **artificial intelligence** to solve social and health challenges
- Advised companies, governments, and other organizations across the country on **safely re-opening and implementing public health tactics**
Public Health Leadership Volunteer

The volunteer leader that will be joining us will be joining one of Canada’s largest health behaviour change platforms. We have worked with groups like Facebook, World Health Organization, Public Health Agency of Canada, a range of private sector companies, and universities across North America to understand how best to increase vaccine uptake. Part of this has involved building a world-leading artificial intelligence natural language processing engine that enables us to analyze social media sentiment around vaccine hesitancy and misinformation. While our work has focused primarily on Canada, we have led projects in the United States and globally.

WHO WE ARE LOOKING FOR:
We are seeking individuals with a “can-do” attitude with an exceptional ability to work with a diverse interprofessional team. We are looking for a leader who is interested in making a difference in public health and addressing misinformation. An ideal candidate will bring passion and energy to nurture our existing projects and help us be a voice in public health.

DESIRED SKILLS & EXPERIENCE
- Social and health experience / knowledge an asset but not mandatory
- Ability to stay accountable and on task
- Ability to volunteer in a virtual environment
- Project management and coordination experience

- Excellent communication skills
- Can volunteer 3-5 hours per week
- Familiar with social media

HOW TO APPLY
If interested, please email info@19tozero.ca and let us know you are interested in volunteering with 19 to Zero.