

## Middlesex County Shuttle Service

### **NEW Service to Vaccination Clinics and Medical Appointments**

#### Social Media Messaging

Beginning Tuesday May 25, Middlesex County, in partnership with Voyago, will begin operating a free shuttle service to help ensure vulnerable and low-income residents can access COVID-19 vaccinations and other medical appointments. By removing barriers to transportation and making it easier to travel to clinics and medical offices, the County aims to create an equitable plan to ensure the health and safety of all community members.

Through funding provided by the Province of Ontario's Social Service Relief Fund (SSRF), this shuttle service is intended for Middlesex County residents who have limited transportation options, who face barriers to accessible transportation, and who cannot afford transportation to vaccination appointments, medical clinics, or hospitals.

**Please see below for Facebook and Twitter posts to use for promotion/marketing purposes.**




**free shuttle service**

to COVID-19 vaccination clinics  
& medical appointments  
for low-income/vulnerable Middlesex County residents



- County-wide door to door service
- by appointment only
- Monday - Sunday
- 9:00am - 5:00pm
- first come first serve
- wheelchair accessible

**to book your shuttle trip, please call 1-888-465-0783**

**TWITTER:**

Twitter posts: Include provided graphic alongside tweet to promote the new Shuttle Service which begins **Tuesday May 25<sup>th</sup>**

Hashtags: #Middlesex #MiddlesexShuttle, #COVID19Vaccine

Twitter handles: @CountyMiddlesex, @ThamesCentre

**Example tweets to use:**

- To assist low-income and vulnerable populations, on May 25, a FREE shuttle will begin operating pre-booked door to door service to get you to your #COVID19Vaccine or other medical appointment. All info can be found at [www.middlesex.ca/vaxshuttle](http://www.middlesex.ca/vaxshuttle) #MiddlesexShuttle
- Do you need assistance with transportation to obtain your #COVID19Vaccine? If so, we can help! Learn more at [www.middlesex.ca/vaxshuttle](http://www.middlesex.ca/vaxshuttle). Service operates 7 days a week from 9:00am to 5:00pm on a first come, first serve basis. #Middlesex #MiddlesexShuttle
- Attention @CountyMiddlesex residents facing barriers to local transportation. On May 25, a shuttle service will begin operating door to door service to get you to your #COVID19Vaccine or other medical appointment. All service related info can be found at [www.middlesex.ca/vaxshuttle](http://www.middlesex.ca/vaxshuttle)
- Hey @ThamesCentre & @CountyMiddlesex! Do you need help with transportation to the pop-up vaccination clinic at the Flight Exec Centre on May 28/29? We are here to assist you with the FREE #MiddlesexShuttle service. For all the info, please visit [www.middlesex.ca/vaxshuttle](http://www.middlesex.ca/vaxshuttle)



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**FACEBOOK:**

Facebook posts: Graphic to use alongside written post to promote the new Shuttle Service which begins May 25<sup>th</sup>

Hashtags: #Middlesex #MiddlesexShuttle, #COVID19Vaccine

Example posts to use:

- We believe no one should miss out on receiving vaccines or medical care due to transportation barriers! To assist low-income and vulnerable populations, on May 25, a FREE shuttle will begin operating pre-booked door to door service to get you to your #COVID19Vaccine or other medical appointment. All info can be found at [www.middlesex.ca/vaxshuttle](http://www.middlesex.ca/vaxshuttle) #MiddlesexShuttle
- Do you need assistance with transportation to obtain your #COVID19Vaccine? If so, we can help! Learn more at [www.middlesex.ca/vaxshuttle](http://www.middlesex.ca/vaxshuttle). Shuttle service operates 7 days a week from 9:00am to 5:00pm on a first come, first serve basis. #Middlesex #MiddlesexShuttle
- Attention all Middlesex County residents facing barriers to local transportation options. On May 25, a free shuttle service will begin operating door to door service, 7 days a week, to get you to your #COVID19Vaccine or other medical appointment. All service related info can be found at [www.middlesex.ca/vaxshuttle](http://www.middlesex.ca/vaxshuttle)
- Hey Thames Centre and Middlesex County residents! Do you need help with transportation to the pop-up vaccination clinic at the Flight Exec Centre taking place on May 28 and 29? We are here to assist you with the FREE #MiddlesexShuttle service. For all the information, please visit [www.middlesex.ca/vaxshuttle](http://www.middlesex.ca/vaxshuttle)