

From: [Kelch, Kyla GCPE:EX](#)
To: [Lansdell, Hayden CITZ:EX](#); [Assaf, Kathleen CITZ:EX](#); [Thomas, Vivian P GCPE:EX](#); [Grewal, Preet GCPE:EX](#)
Cc: [D'Costa, Harriet GCPE:EX](#); [Jones, JJ GCPE:EX](#); [Finn, Heather GCPE:EX](#); [Berndt, Eric GCPE:EX](#)
Subject: BC Demographic Survey - Proposed Creative Concept
Date: May 5, 2023 3:10:59 PM
Attachments: [BC Demographic Survey - Creative Round 1 - Gaps.pdf](#)

Hi everyone,

I'm excited to share the creative concept for the BC Demographic Survey advertising and shareable content with you. This concept has received support from GCPE executive and the issues team. Please review the concept and share it with anyone who will need to review it at this stage.

A couple notes to consider:

- This is a concept which will be developed further. There will be refinements to the creative and updates to the copy, etc.
- The pitched PR portion of this campaign is TBD although there is interest in pursuing this in some way

I'm hoping to hear back from you by Tuesday or sooner if possible.
If you have any questions or concerns, please don't hesitate to reach out.

Thank you,

Kyla Kelch (she/her)
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Government Communications & Public Engagement
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Grateful to be living, learning and working on the traditional territory of the Lekwungen speaking peoples

Gaps



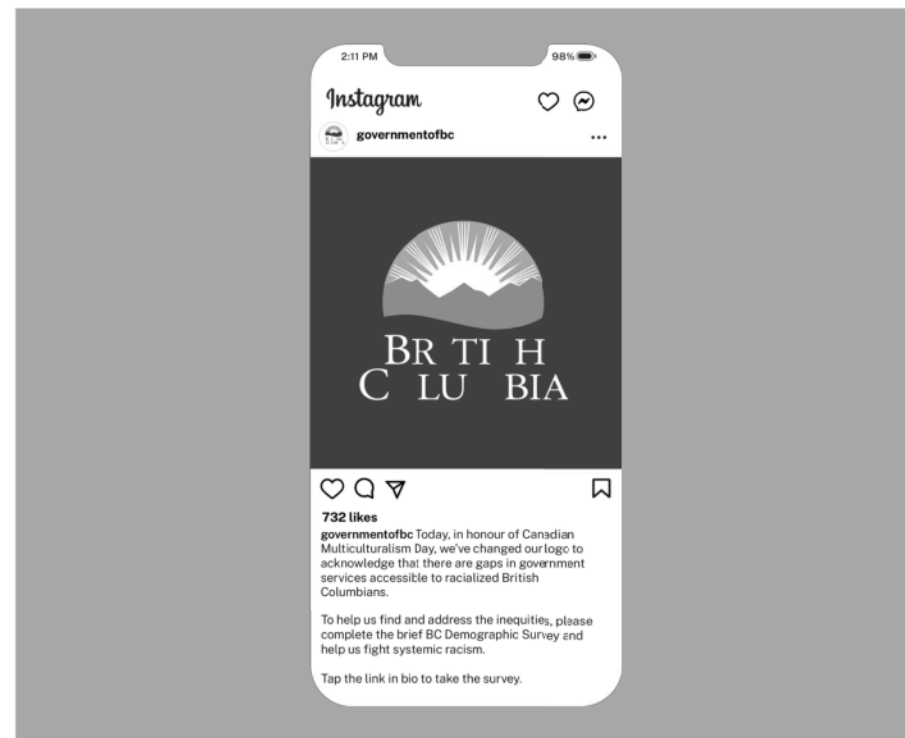
Concept

Tuesday, June 27, 2023 is Canadian Multiculturalism Day.

What if the B.C. Government changed their logo to a “gapped” version on June 27, on all channels. From Instagram and Twitter profiles to the gov.bc.ca website.

It would be a bold move to get attention from the public and press—a great way to inexpensively highlight the survey and the ARDA, and extend our reach with a modest promotional budget.

Posts on each channel would explain why the logo has gaps in it and encourage people to take the survey.



Logo takeover

Social channels



BC Government News

@BCGovNews

Government of British Columbia providing you with current news & info.

Stay Connected: gov.bc.ca/connect – Collection Notice: news.gov.bc.ca/23589

📍 British Columbia, Canada 🌐 news.gov.bc.ca 📅 Joined November 2009

762 Following 179.7K Followers

👤 Followed by Vancouver Police, Shaw Communications, and 2 others you follow

Tweets

Replies

Media

Likes

📌 Pinned Tweet



BC Government News @BCGovNews · 23h

Today, in honour of Canadian Multiculturalism Day, we've changed our logo to acknowledge that there are gaps in government services accessible to racialized British Columbians. To help us find and address the inequities, please complete the brief BC Demographic Survey and do your part to fight systemic racism.

Take the survey at antiracism.gov.bc.ca

Instagram

Search

Log In

Sign Up



governmentofbc

Follow

Message

1,850 posts

137K followers

92 following

Government of British Columbia
Government organization
Official Government of British Columbia Instagram account.
gov.bc.ca/TopLinks



Save money



Health



Housing



Safety



Emergency



Flu Q&A

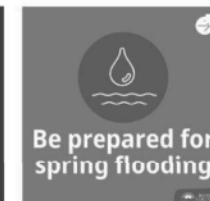


COVID-19

POSTS

REELS

TAGGED

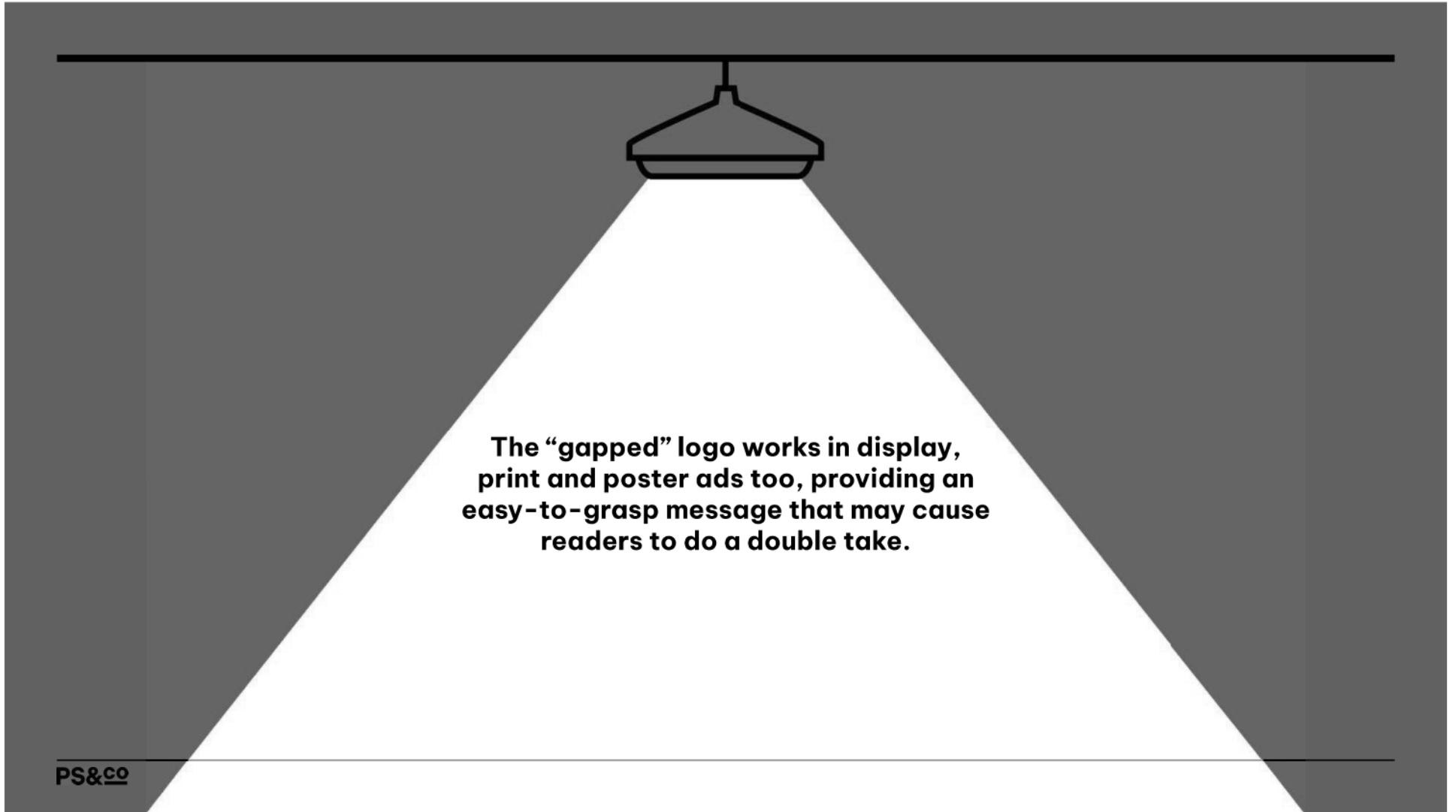


Logo takeover

Government website



PS&co



**The “gapped” logo works in display,
print and poster ads too, providing an
easy-to-grasp message that may cause
readers to do a double take.**

PS&co

Display



**Help us address gaps in
B.C. government services**

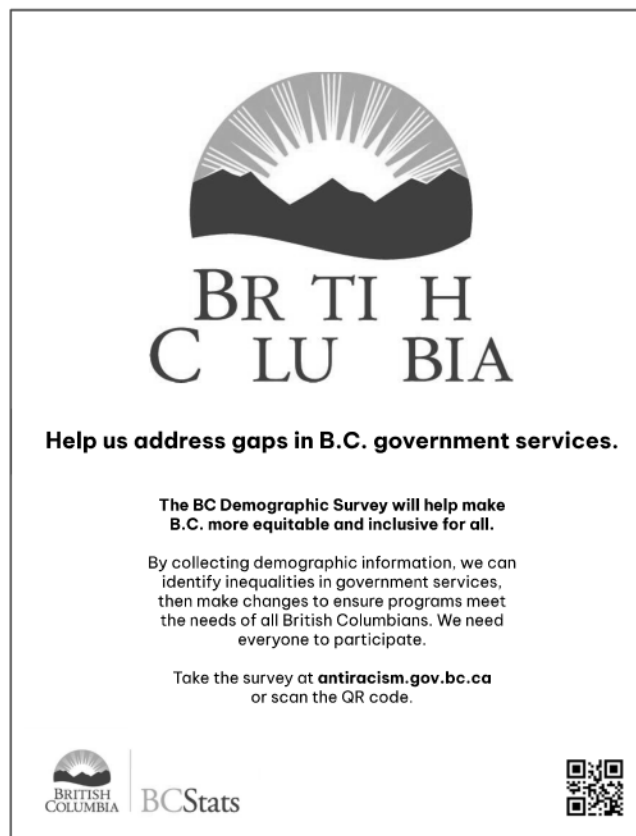


**to fight systemic racism
and make B.C. more
inclusive for all.**

**Take the BC
Demographic Survey** [➔](#)



Poster



Shareable content kit



Shareable content kit

Key facts and backgrounders

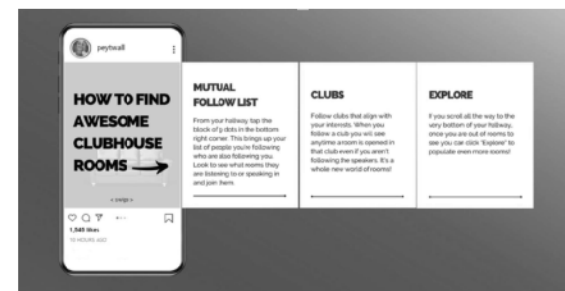
To address the research findings that much of our audience is not aware of the Anti-Racism Data Act or the survey, we'll produce a series of shareable social posts for stakeholders to share with their audiences.

To provide background about the Act, the survey, and the importance of everyone participating.

Topics could include:

- What is the Anti-Racism Data Act?
- What is the BC Demographic Survey?
- What is systemic racism?
- How can a survey address racism in B.C.?
- Who should complete the BC Demographic Survey?

Reference



What is the Anti-Racism Data Act?



What is the Anti-Racism Data Act?

Introduced by the B.C. Government on May 2, 2022, the ARDA has several goals:

- Breaking down barriers for people to access programs
- Ensuring racialized people aren't disproportionately targeted
- Improving programs and services so more people feel safe getting the help they need

What is the Anti-Racism Data Act?

The ARDA was informed by engagement with more than 13,000 British Columbians, including Indigenous Peoples, racialized communities and stakeholders such as the B.C. Human Rights Commissioner, First Nations Leadership Council, the BC Association of Aboriginal Friendship Centres and Métis Nation BC.

Help fight systemic racism and make B.C. more inclusive for all.

Take the BC Demographic Survey at antiracism.gov.bc.ca



From: [Kelch, Kyla GCPE:EX](#)
To: [Thomas, Vivian P GCPE:EX](#); [Assaf, Kathleen CITZ:EX](#)
Cc: [Jones, JJ GCPE:EX](#); [Finn, Heather GCPE:EX](#)
Subject: BC Demographic Survey and Letterhead
Date: May 17, 2023 2:26:14 PM
Attachments: [BC Gov Anti-Racism Postcard + Letterhead.pdf](#)

Hello,

Thanks for your patience on this.

Sharing with you the letterhead and postcard for review. Both are now aligned with the campaign concept.

GCPE executive approved with the changes noted as comments in the attached.

Please let me know if you have any flags or updates before we get the .jpg files prepared for KP.

Kathleen – can you please check with Brendan or Ian on the update to the postage and address placement on the front of the card? We’ve swapped sides.

Thank you,

Kyla Kelch (she/her)
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Grateful to be living, learning and working on the traditional territory of the Lekwungen speaking peoples

BC Government Anti-Racism Data Survey

May 17, 2023

PS&co
Brand Studio

*PS&Co operates on the unceded territory of the
Squamish, Tsleil-Waututh and Musqueam peoples.*

20

Postcard & Letterhead



PS&CO

Postcard
8.75" x 3.75"



Front

Summary of Comments on BC Gov Anti-Racism Postcard + Letterhead.pdf

Page: 3

 Number: 1 Author: KKELCH Subject: Sticky Note Date: 2023-07-18 2:37:24 PM
Remove 'us'

Postcard
8.75" x 3.75"



BC Stats invites you to take the BC Demographic Survey.

By choosing to take the survey, you'll be doing your part to improve public services and address systemic racism in B.C. Collecting demographic information will help us identify inequities, to ensure programs meet the needs of all British Columbians. We need people of all backgrounds to participate.

Confidentiality

Your information will be collected, protected and kept confidential by BC Stats under B.C.'s Anti-Racism Data Act and Statistics Act. When survey results are published, your responses will be combined with the responses of others so that you **cannot** be identified.

Contact

If you need help taking the survey, please call QQQ-QQQ-QQQQ.

Two ways to take the BC Demographic Survey.

On any computer, tablet or smartphone:



Scan me

Scan the QR code by opening the camera on your mobile device. Point it at the QR code to access the survey.

OR

Visit bcstats.apps.gov.bc.ca and enter your Household Code. Your code is <<code>>.

Find the survey in 15 languages:

عربي | 繁体中文 | 繁體中文 | English | French | ភាសាខ្មែរ | 日本語 | 한국어 | Português | ਪੰਜਾਬੀ | Español | Tagalog | اردو | Tiếng Việt | فارسی

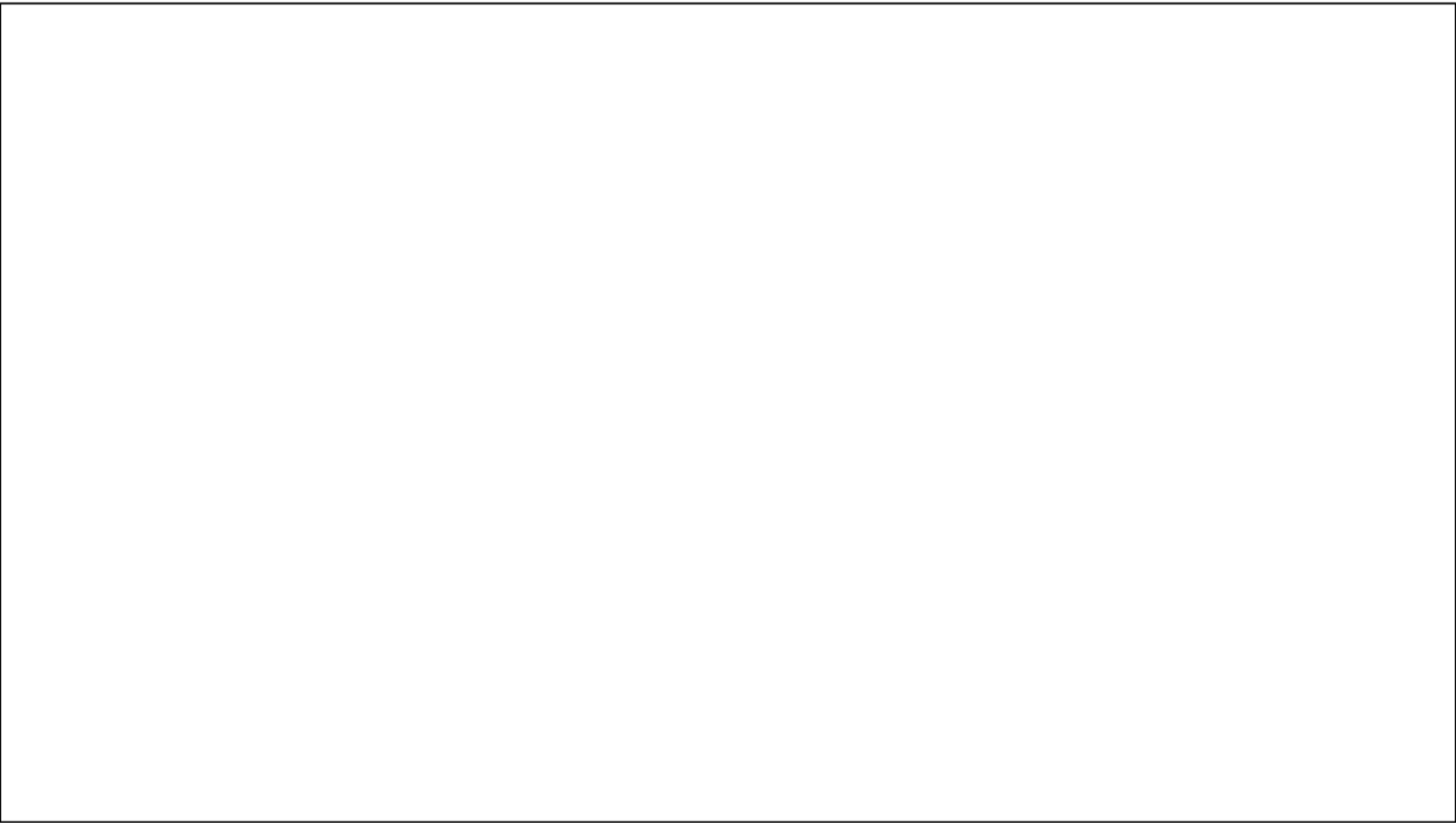
Reverse




Number: 1 Author: KKELCH Subject: Sticky Note Date: 2023-07-18 2:33:30 PM

Suggested edit:

Collecting demographic information will help us identify inequalities, to ensure programs meet the needs of people in British Columbia. We need people of all backgrounds to participate.



Letterhead
8.5x11" In-situ example



OCCUPANT
<<Address Line 1>>
<<Address Line 2>>
<<City>> <<Prov>> <<PC>>

Visit bcstats.apps.gov.bc.ca
Household Code
<<code>>

BC Stats invites you to take the BC Demographic Survey

Your household was randomly selected to receive an invitation to the BC Demographic survey. Any resident of British Columbia who is aged 13 or over can participate. Parents or guardians may complete the survey for those under 13 years of age. If you have already completed this voluntary survey, you do not need to complete it again.

This survey includes questions related to ethnicity, gender, income, and other areas of identity.

All survey responses will be kept confidential.

You can help address systemic racism and improve public services for everyone

Everyone deserves access to strong public services.


Unfortunately, right now, too many people are being left out and left behind because programs and services aren't designed with them in mind. With your help, BC Stats and the Province of British Columbia want to change that.


We can only fix what we can see

To address systemic racism, we need to be able to identify where it's happening. To do that we need to know more about who is using services in BC, and how those services are working for people.

However, we also recognize and respect people's right to privacy – especially about their identity.

We've changed our logo to acknowledge that there are gaps in government services. The BC Demographic Survey will help us identify inequities and address systemic racism. Take the survey at bcstats.apps.gov.bc.ca





Indigenous data sovereignty

This survey was developed and is being delivered in line with the Declaration on the Rights of Indigenous Peoples Act, including the rights of Indigenous Peoples to define themselves and ownership of their data.

Information security and confidentiality

Your information will be collected, protected and kept confidential by BC Stats, the province's statistics agency.

The information you provide will be collected under British Columbia's Anti-Racism Data Act and the Statistics Act. BC's Statistics Act requires that all information collected be kept confidential. All BC Stats employees have taken an oath of secrecy. The confidentiality of your survey response is your right and safeguarded by BC Stats.


The information we collect from the survey will be connected to existing information so we can identify services where people are experiencing barriers or not receiving equitable access.

To learn more about data safety, visit antiracism.gov.bc.ca/data-act#safety

Thank you


Thank you for taking time to participate in this important initiative. By taking the survey, you are helping to address racism and create a more inclusive province.

Mable Elmore



Parliamentary Secretary for Anti-Racism Initiatives

Hayden Lamsell



Assistant Deputy Minister and Director of Statistics, BC Stats, Ministry of Citizens' Services

Available in 15 languages
at antiracism.gov.bc.ca

عربي | 繁體中文 | 简体中文 | English | العربية | Français | 繁體 | 日本語 | 한국어 | Português | 越南語 | Español | Tagalog | ភាសាខ្មែរ | Tiếng Việt

For more information

About the Anti-Racism Data Act: antiracism.gov.bc.ca/data-act

About the survey: [FAQ link TBD](#)


Spread the word!

The survey is open to all British Columbians aged 13 or over. Encourage your friends and family to do their part to identify systemic racism by sharing the link below.

Together we can make government services more accessible and inclusive for everyone.

antiracism.gov.bc.ca

We've changed our logo to acknowledge that there are gaps in government services. The BC Demographic Survey will help us identify inequities and address systemic racism. Take the survey at bcstats.apps.gov.bc.ca



Thanks!

