

**GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
CLIMATE LEADERSHIP PLAN
AUGUST 18, 2016**

OBJECTIVES:

To inform British Columbians of the climate action programs and services available to them to help B.C. continue to be a world leader on climate action.

BACKGROUND:

The Climate Leadership Plan builds on the work started in 2008 with the release of the Climate Action Plan. Since then, British Columbia has received international recognition for its climate actions – and the province continues to be a leader. The initial climate action plan was only designed to get the Province part way to our GHG reduction targets. The Province is revitalizing the plan to keep on a path towards long-term climate goals.

The Climate Leadership Plan reinforces B.C.'s global leadership in reducing harmful greenhouse gas emissions while continuing to grow the economy and create jobs for B.C. families. Because of these actions, up to 66,000 jobs are being created over the next ten years, and the Province is reducing the net annual greenhouse gas emissions by up to 25 million tonnes below current forecasts by 2050. Also, by 2030, the strong climate actions are expected to reduce annual emissions by up to 12 million tonnes.

B.C.'s Climate Leadership Plan contains 21 new strategic actions spanning the province's transportation and industrial sectors, along with the built environment and government operations. Emissions will be reduced even further as subsequent actions are introduced, putting B.C. on course to achieve its 2050 target of an 80% reduction in emissions from 2007 levels. Through the Climate Leadership Plan, the province is making electric vehicles more affordable and buildings more energy efficient, as well as targeting sequestration opportunities in our forests and emission reductions in our natural gas production and processing.

KEY MESSAGES – OVERALL:

- B.C.'s Climate Leadership Plan has launched
- Save up to \$8,250 when purchasing a new electric vehicle
- B.C. is proud to be a world leader on climate action
- Let's continue to lead Canada on climate action

TARGET AUDIENCE:

All of British Columbia, ages 20-65+, male/female

CREATIVE APPROACH: Two animated videos – How to Get Involved and CEV



RECOMMENDED CAMPAIGN TACTICS: Facebook

SCHEDULE: August 19 – September 19, 2016

CAMPAIGN MEASUREMENT: Facebook video website click unit

ESTIMATED COSTS:

Subject to change

All costs are *estimates only*. A detailed breakdown will be made available once the project and its campaign elements are complete. The actual spend will be released with Public Accounts.

Activity	Creative & Production	Media Buy	Total
Creative Production	\$10,000	\$	\$10,000
New Media Buy (online)	\$	\$15,000	\$15,000
Total			\$25,000

CORE POLICY AND PROCEDURES MANUAL: CHAPTER 22.3

Government Communications & Public Engagement (GCPE) may set standards to mandate the use of specific communications and public engagement services or practices (i.e. advertising, research, online development, etc.). Ministries must follow these standards in the execution of all activities listed on GCPE's website, unless an exemption has been approved by GCPE. Exemptions will be time-bound and reviewed regularly.

All advertising initiatives must meet the following criteria before project approval. Advertisements must:

- Be fact-based;
- Point to, or provide information on, government priorities, programs, services or policies; and
- Engage the public, providing an opportunity to interact or comment.

Public funds must not be used to purchase advertising in support of a political party.

Any materials prepared for public consumption, regardless of the medium used, must be approved by GCPE, through the Communications Director assigned to the ministry.

CAMPAIGN CRITERIA:

What Ministry data/research is available to validate the messages of the campaign?

The Climate Leadership Plan builds on the work started in 2008 with the release of the Climate Action Plan. Since then, British Columbia has received international recognition for its climate actions – and the province continues to be a leader. The initial climate action plan was only designed to get the Province part way to our GHG reduction targets. The Province is revitalizing the plan to keep on a path towards long-term climate goals.

What government program/service/policy/priority does this campaign promote?

Climate Action programs and services

What public engagement mechanisms are in place to support the campaign?

Facebook

Approvals: (Please email approvals to the Project Manager at GCPE Advertising and Marketing Services)

X Approved by Bernadette Murphy (email
attached)

Ministry GCPE Communications Director (ENV)

August 29, 2016

Date

X Approved by David Haslam (email attached)

Ministry GCPE Communications Director (MEM)

August 30, 2016

Date

X

**Marketing and Communications Support
Services Executive Director**

Date

COMMUNICATIONS PROJECT APPROVAL

GPA NO.

Note: Form must be completed and approved before proceeding. Advertising brief must be submitted for projects over \$10,000. Attach samples if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY AVED	BRANCH GCPE	DATE YYYY-MM-DD 2016-08-18
PROJECT CONTACT NAME Kristi Meier		CONTACT TEL (604) 240-2240
		CONTACT FAX

PROJECT	
TITLE Climate Leadership Plan	START DATE 2016-08-19
COMPLETION DATE 2016-09-19	
DESCRIPTION Online information campaign about climate action	SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE Let's continue to lead Canada on climate action	AUDIENCE British Columbians
OBJECTIVE To inform BC of climate action programs and services	REGION ☒ B.C. ☐ Canada ☐ Internat'l
	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)
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ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Kimbo	67	\$ 15,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	St. Bernadine	67	\$ 10,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 58	
		TOTAL COST \$ \$ 25,000.00	

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Bernadette Murphy	SIGNATURE <i>Approved via e-mail (attached)</i>	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD
GCPE EXPENSE AUTHORITY NAME Jason Butler	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2016/09/28

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



AWARD NOTE TO FILE
Advertising Services
RSO# ON-002386

Ministry: Advanced Education

Branch: Government Communications and Public Engagement

Assignment: Climate Leadership Plan - Clean Electric Vehicle Program

Term: April 1 - July 15, 2016

Value: \$10,000

Vendor selected: St. Bernadine

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: St. Bernadine has experience with campaigns of similar subject matter and strategy and can apply that knowledge to this campaign.

Ministry/GCPE Contact (name): Mary Dila

Signature: 

Date: September 26, 2016



**AWARD NOTE TO FILE
New Media Placement Services
RSO# ON-002433**

Ministry: Advanced Education

Branch: Government Communications and Public Engagement

Assignment: Cimate Leadership Plan - Clean Electric Vehicle

Term: August 19 - September 30, 2016

Value: \$15,000

Vendor selected: Kimbo

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: Kimbo is one of the suppliers that currently hold Standing Offers to provide new media placement to the Province.

Ministry/GCPE Contact (name): Mary Dila

Signature: 

Date: September 26, 2016



Government of British Columbia

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BC's Climate Leadership Plan has launched! #bcfirst



Save up to \$8,250 when purchasing a new electric vehicle

Learn more about this program and how you can help keep BC's carbon future bright.

GOV.BC.CA

[Learn More](#)

Like

Comment

Share



Government of British Columbia

Sponsored · ❄

BC is proud to be a world leader on climate action. #bcfirst



Let's continue to lead Canada on climate action

Learn how you can help keep BC on the path to a low carbon future.

GOV.BC.CA

[Learn More](#)

Like

Comment

Share



COMMUNICATIONS PROJECT APPROVAL

GPA NO. **GCPE**
Business Priorities

Note: Form must be completed and approved before proceeding. All funding final must be submitted first for projects over \$10,000. All other amounts are applicable. Please refer to the U.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Advanced Education		BRANCH GCPE	DATE 2016-09-01
PROJECT CONTACT NAME Kyla Kelch		CONTACT TEL. (250) 896-6348	CONTACT FAX
PROJECT TITLE Distracted Driving Information Campaign			
DESCRIPTION Distracted Driving Awareness		START DATE 2016-09-01	COMPLETION DATE 2016-09-30
THEME / MESSAGE That just cost you \$543		AUDIENCE Males/Females 21-55	
OBJECTIVE Educate drivers on the fines and dangers associated with using electronic devices while driving		SCOPE ☒ Campaign ☐ Series ☐ Single	
		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☒ Strategic Planning ☒ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☒ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☒ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☒ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		67	\$ 4,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography		67	\$ 1,000.00
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 5,000.00

CONTENT ☒ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved
PRODUCTION ☒ Online ☐ Print (STOB required)
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)
OTHER

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Jeff Groot	SIGNATURE 	DATE 2016-09-09
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Caroline McAndrews	SIGNATURE 	DATE 2016 09 09
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE 	DATE SEP 14 2016
GCPE EXPENSE AUTHORITY NAME Jason Butler	SIGNATURE 	DATE SEP 14 2016

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250-387-3857 Fax: 250-387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

GPA NO.

Note: Form must be completed and approved before proceeding. A marketing project must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Advanced Education		BRANCH GCPE	DATE YYYY-MM-DD 2016-09-01
PROJECT CONTACT NAME Kyla Kelch		CONTACT TEL (250) 896-6348	CONTACT FAX
PROJECT			
TITLE Distracted Driving Information Campaign		START DATE 2016-09-01	COMPLETION DATE 2016-09-30
DESCRIPTION Distracted Driving Awareness		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE That just cost you \$543		AUDIENCE Males/Females 21-55	
OBJECTIVE Educate drivers on the fines and dangers associated with using electronic devices		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☒ Strategic Planning ☒ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☒ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain) _____	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) _____ ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☒ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☒ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain) _____

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		67	\$ 15,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 15,000.00

CONTENT ☒ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☒ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Jeff Groot	SIGNATURE 	DATE YYYY-MM-DD 2016-09-09
MINISTRY EXPENSE AUTHORITY NAME Jeannie Hoskins	SIGNATURE 	DATE YYYY-MM-DD 2016-09-09
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Caroline McAndrews	SIGNATURE 	DATE YYYY-MM-DD 2016 09 09
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE 	DATE YYYY-MM-DD SEP 14 2016
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM

**Minister of Public Safety and Solicitor General
Distracted Driving
September 6, 2016**

OBJECTIVES:

- Reduce the use of personal electronic devices while driving by educating drivers, especially newer drivers, about the fines and dangers associated with using electronic devices while driving.

BACKGROUND:

- Distracted driving is a growing problem in British Columbia as elsewhere. The government of BC has recently increased penalties for distracted driving by a significant margin – from \$167 to \$368 – coupled with escalating ICBC driver penalty points. The changes, which took effect on June 1, 2016, now result in first time offender facing a minimum of \$543 in financial penalties. This escalates based on a driver point premium for additional offences within 12 months.
- These new sanctions are in-line with public consultation results, in which 90 per cent of respondents indicated they support stronger distracted driving penalties to make roads safer.
- The magnitude of the issue is clear given that over the past three years approximately 50,000 distracted driving tickets have been issued annually and distracted driving is the third leading contributing factor in deaths on B.C. roads.

STRATEGIC APPROACH:

- Considerable efforts are taking place warning about the dangers of distracted driving. From increased penalties and enhanced enforcement to customer-focused awareness campaigns by retailers and ICBC advertising campaigns, all are intended to change driver behaviour to reduce distracted driving and the resulting injuries and deaths.
- Those efforts need to be acknowledged and built upon by capitalizing on any opportunities to reinforce the message regarding the consequences of distracted driving.
- There are opportunities to leverage existing partnerships in the road safety community, and align with other public campaigns planned by partners, to further increase education and awareness of the dangers of distracted driving.
- Push forward a consistent message through a variety of partner channels to increase the reach of the campaign.

KEY MESSAGES – OVERALL:

- In British Columbia distracted driving is a serious problem that is responsible for countless tragedies, including deaths, serious injury, and property damage.
- Yet all these all of these tragedies are preventable – drivers just need to put down their mobile devices and focus on driving.

- This is why the government of BC has significantly increased penalties for distracted driving.
- As a driver, do the right thing and leave your mobile device alone when you are driving.
- Highlight the new financial penalty for distracted driving (\$543).

TARGET AUDIENCE:

- Cell phone users and drivers

CREATIVE APPROACH:

- Specifics of the creative approach are still to be confirmed with partners, but it is recommended that the campaign be launched to align with a larger anti-distracted driving campaign (radio and online, TBC) that ICBC is planning for September.
- Working with ICBC and a major telecom provider (TELUS), pursue a number of options to target cell phone users:
 - Coordinate updates on the Telus Wise site, including a message from the minister and features of real people who have been impacted by distracted driving
 - Partner with Telus to offer a virtual seminar to customers on dangers of distracted driving (more info: <http://wise.telus.com/en/learning-opportunities/>)
- Partner social media strategy, including a media buy, where government, Telus, ICBC and police utilize the same messaging to cross-promote and amplify the same key messages.

RECOMMENDED CAMPAIGN TACTICS:

- Paid social media:
 - PAID: Facebook – website click units, delivered through Government of British Columbia Facebook page
 - ORGANIC: Content to push through Government of BC FB/Twitter channels
- Aligned partner strategy to push forward a consistent message through a variety of channels, increasing reach of the campaign.
- Earned media, including launch event
- Leveraging ICBC initiatives, including distracted driving awareness television and radio campaign planned for September
- Leveraging Telus initiatives, such as Telus Wise
- Partnering on MoTI initiatives

SCHEDULE:

- Launch for four weeks starting September 15th

CAMPAIGN MEASUREMENT:

- Website hits/clicks from social media (government) and on articles/informational graphics (TelusWise and gov.bc.ca/distracteddriving)
- Media coverage from ICBC launch event at the beginning of September

BUDGET:

All costs are estimates only. A detailed breakdown will be made available once the project and its campaign elements are complete. The budget is estimated at \$20,000 from government (divided between RoadSafetyBC, MoTI, MTICS and GCPE) and additional in-kind support will be sought from partners (actual amount TBD). The actual spend will be released with Public Accounts.

Activity	Creative & Production	Media Buy	Total
Creative Development	\$	\$	\$
Creative Production	\$1,000	\$	\$1,000
Media Buy (tv, radio, print, out of home)	\$	\$	\$
New Media Buy (online, mobile, social media)	\$	\$19,000	\$19,000
Promotional Items	\$	\$	\$
Printing & Distribution	\$	\$	\$
Translation	\$	\$	\$
Total	\$1,000	\$19,000	\$20,000

CORE POLICY AND PROCEDURES MANUAL: CHAPTER 22.3

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All advertising initiatives must meet the following criteria before project approval. Advertisements must:

- Be fact-based;
- Point to, or provide information on, government priorities, programs, services or policies; and
- Engage the public, providing an opportunity to interact or comment.

Public funds must not be used to purchase advertising in support of a political party.

Any materials prepared for public consumption, regardless of the medium used, must be approved by GCPE, through the Communications Director assigned to the ministry.

CAMPAIGN CRITERIA:

- **What Ministry data/research is available to validate the messages of the campaign?**
 - o The number of tickets/fines issued by law enforcement
- **What government program/service/policy/priority does this campaign promote?**
 - o Increased fines/penalties for distracted drivers
- **What public engagement mechanisms are in place to support the campaign?**
 - o TBD

Approvals: (Please email approvals to the Project Manager at GCPE Advertising and Marketing Services)

X

Ministry GCPE Communications Director

Date

X

Marketing and Communications Support Services
Executive Director

Date

Distracted Driving – Creative (September 14 – October 13, 2016)

 **Government of British Columbia**
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Put that phone down or pay the price. #leaveyourphonealone



**THAT
call
JUST
COST
YOU
\$543**

Penalties for distracted driving have more than doubled in B.C.

Learn more about B.C.'s tough, new penalties for distracted drivers

WWW.GOV.BC.CA/DISTRACTEDDRIVING [Learn More](#)

 **Government of British Columbia**
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Keep your eyes on the road and #leaveyourphonealone



**THAT
Like
JUST
COST
YOU
\$543**

Penalties for distracted driving have more than doubled in B.C.

Learn more about B.C.'s tough, new penalties for distracted drivers

WWW.GOV.BC.CA/DISTRACTEDDRIVING [Learn More](#)



Government of British Columbia

September 14 at 3:38pm · ✨



Drive distracted and pay the price. #leaveyourphonealone



Penalties for distracted driving have more than doubled in B.C.

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WWW.GOV.BC.CA/DISTRACTEDDRIVING

[Learn More](#)



Government of British Columbia

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Drive distracted and pay the price. #leaveyourphonealone



Penalties for distracted driving have more than doubled in B.C.

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WWW.GOV.BC.CA/DISTRACTEDDRIVING

[Learn More](#)



AWARD NOTE TO FILE
New Media Placement Services
RSO# ON-002433

Ministry: Advanced Education

Branch: Government Communications and Public Engagement

Assignment: Distracted Driving Awareness Campaign

Term: September 15, 2016 - October 13, 2016

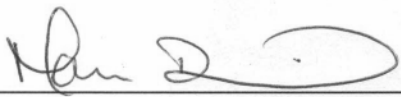
Value: \$5,000

Vendor selected: Kimbo

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: Kimbo is one of the suppliers that currently hold Standing Offers to provide new media placement services to the Province.

Ministry/GCPE Contact (name): Mary Dila

Signature:  _____

Date: OCT 06 2016



**AWARD NOTE TO FILE
New Media Placement Services
RSO# ON-002433**

Ministry: Public Safety and Solicitor General

Branch: Road Safety BC

Assignment: Distracted Driving Awareness Campaign

Term: September 15, 2016 - October 13, 2016

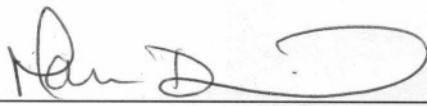
Value: \$15,000

Vendor selected: Kimbo

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: Kimbo is one of the suppliers that currently hold Standing Offers to provide new media placement services to the Province.

Ministry/GCPE Contact (name): Mary Dila

Signature: 

Date: OCT 06 2016

Education – New Curriculum – Static Facebook Ads - Creative



Government of British Columbia

Written by KIMBO Design Inc. [?] · October 4 at 10:53am · ✱

We're putting British Columbian students first. #bcfirst



BC's New Curriculum Supports & Invests in BC Students

Learn more about how BC's curriculum is being refined so our system remains as one of the best in the world.

GOV.BC.CA

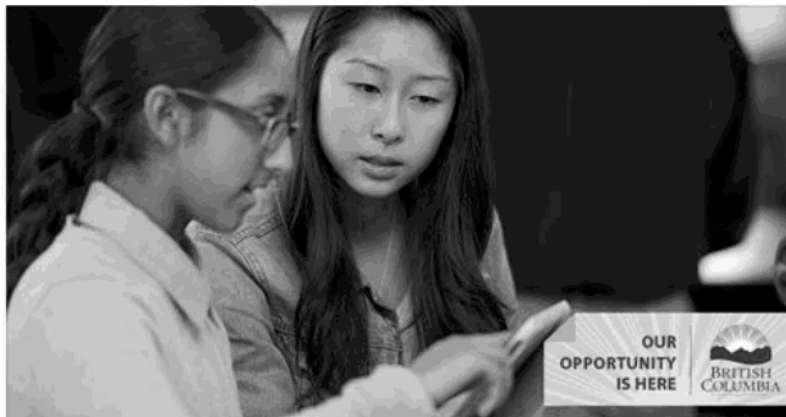
[Learn More](#)



Government of British Columbia

Written by KIMBO Design Inc. [?] · October 4 at 10:50am · ✱

We're putting British Columbian students first. #bcfirst



BC's New Curriculum Supports & Invests in BC Students

Learn more about how BC's curriculum is being refined so our system remains as one of the best in the world.

GOV.BC.CA

[Learn More](#)

Title: New BC Curriculum
Length: :30

VIDEO	AUDIO
1. WE'RE IN A GRADE 9 SCIENCE LAB CLASS. WE SEE A KID WORKING ON A ROBOT SHE'S BUILDING.	ANNCR: (VO) Our world is changing. And our kids need the right skills to succeed.
2. SUPER: "NEW BC CURRICULUM"	ANNCR: (VO) BC's new curriculum will support and invest in BC students.
3. HER CLASS PARTNER IS REVIEWING THE ROBOT, AND MAKING NOTES ON A TABLET.	ANNCR: (VO) Covering the basics like reading, writing and math, but teaching them in a way that builds communication, collaboration, and critical thinking.
4. SUPER: "PUTTING BC STUDENTS FIRST"	
5. AS THE STUDENT PUSHES A BUTTON, THE ROBOT REACTS.	
6. SUPER: "ONE OF THE BEST ON THE WORLD"	ANNCR: (VO) Our education system is one of the best in the world.
7. SUPER: "MAKING IT EVEN BETTER"	ANNCR: (VO) And together we're making it better.
8. SUPER: CONNECT AT GOV.BC.CA	ANNCR: (VO) Find out more about BC's new curriculum and other services at gov.bc.ca.
9. SUPER: OUR OPPORTUNITY IS HERE	ANNCR: (VO) Our Opportunity is here.
10. GRAPHIC PULLS BACK AND TRANSITIONS TO BC GOVERNMENT LOGO	SOUND: "OUR OPPORTUNITY IS HERE" MNEMONIC



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before processing. A completed form must be submitted first for projects over \$10,000. Attach a sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Ministry of Education	BRANCH	DATE 2016-08-19
PROJECT CONTACT NAME Hide Ozawa / Mike Wilson	CONTACT TEL (778) 677-1958	CONTACT FAX

PROJECT	
TITLE Services Campaign - Education - New Curriculum	START DATE 2016-09-05
COMPLETION DATE 2016-10-16	
DESCRIPTION Connect British Columbians to services and programs	
SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Connect at gov.bc.ca. Our opportunity is here.	AUDIENCE British Columbians
REGION ☒ B.C. ☐ Canada ☐ Internal	
OBJECTIVE Increase awareness and registration in government services and programs	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☒ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☒ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☒ Display (static or digital) ☒ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum/KIMBO	67	\$ 673,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	St. Bernadine/Response	67	\$ 100,000.00
Distribution			
Other			
GCPE (MINISTRY) - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 773,000.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	PRODUCTION ☐ Online ☐ Print (STOB required)
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	OTHER

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME Brian Fraser	SIGNATURE	DATE 2016/08/26
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Jason Keenan	SIGNATURE	DATE 2016-08-23
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE	DATE AUG 25 2016
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



AWARD NOTE TO FILE
Advertising Services
RSO# ON-002386

Ministry: Education

Branch:

Assignment: Education - New Curriculum

Term: August 1 - September 15, 2016

Value: \$50,000

Vendor selected: Response

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: Response Advertising has the ability to create in-language versions of marketing materials/advertising campaigns that are culturally relevant to the audiences.

Ministry/GCPE Contact (name): Mary Dila

Signature: 

Date: August 23, 2016



AWARD NOTE TO FILE
Advertising Services
RSO# ON-002386

Ministry: Education

Branch:

Assignment: Education - New Curriculum

Term: August 1 - September 15, 2016

Value: \$50,000

Vendor selected: Response

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: Response Advertising has the ability to create in-language versions of marketing materials/advertising campaigns that are culturally relevant to the audiences.

Ministry/GCPE Contact (name): Mary Dila

Signature:

Date: August 23, 2016



**AWARD NOTE TO FILE
New Media Placement Services
RSO# ON-002433**

Ministry: Education

Branch:

Assignment: New Curriculum

Term: August 30 - October 31, 2016

Value: \$100,000

Vendor selected: Kimbo

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: Kimibo is one of the suppliers that currently hold Standing Offers to provide new media placement to the Province.

Ministry/GCPE Contact (name): Mary Dila

Signature:

Date: August 23, 2016

SERVICES CAMPAIGN SEPTEMBER 2016

OBJECTIVES: Increase awareness, interest and uptake of underused, popular and new government services and programs. Service and program materials will be fact-based, point to, or provide information on, government priorities, programs, services or policies as well as providing an opportunity for public engagement.

BACKGROUND: The Government of B.C. is focused on efficiently delivering effective and meaningful services to help keep life more affordable for British Columbians. British Columbians, from seniors to job seekers and parents, too often lack awareness and information about the range of programs and services available to them. GCPE has worked with ministry program areas to identify many of the services and programs that are new, underused and/or most popular with citizens.

The BC Services information campaign will increase awareness of a range of services and programs that could benefit British Columbians and their families. Examples include connecting parents with information about grants such as the BC Training and Education Savings Grant or ensuring families are aware of the benefit of the Property Tax Exemption for Newly Built Homes.

The BC Services information campaign directs British Columbians to gov.bc.ca, which features a “Services Hub,” a mobile-first platform that assists British Columbians in finding close to 100 underused, popular or new services and programs (see appendix).

The Services Hub has three distinct features that help British Columbians access services or programs:

1. **Search:** Two core search functions make up search on the platform. The first is a custom keyword-based crawling system – which matches search terms against a custom database. The second is a theme-based search which categorizes information under broad service based themes like Family or Employment.
2. **E-subscription Service:** A notification based system that sends service and program information directly to British Columbians via mobile or desktop.
3. **In-language:** Citizens can request a call-back to speak with a Service BC representative in Cantonese, Mandarin, Punjabi, Korean or French regarding any service or program.

As per Core Policy:

All advertising initiatives must meet the following criteria before project approval. Advertisements must:

1. Be fact-based
2. Point to, or provide information on, government priorities, programs, services or policies
3. Engage the public, providing an opportunity to interact or comment.

FEATURED SERVICES GUIDE:

- **B.C. Training and Education Savings Grant** – The grant is a contribution of \$1,200 to Registered Education Savings Plan of eligible B.C. children born in 2007 or later.
- **New Education Curriculum** – The B.C. Ministry of Education and stakeholders throughout the province are implementing B.C.’s Education Plan to help transform education to better meet the needs of all learners.

- **Property Tax Exemption for Newly Built Homes** - A new full exemption for newly built homes up to \$750,000, saving buyers up to \$13,000 on the purchase of a new home, with a partial exemption for homes valued up to \$800,000.
- **MSP Premium Assistance Changes** - In January 2017, MSP Premium Assistance rates and the Regular Premium Assistance program are changing. For more information, see Medical Services Plan of B.C. In B.C., premiums are payable for MSP coverage and are based on family size and income.

STRATEGIC APPROACH: Inform British Columbians about specific programs and services available to their families, the benefit of each and how they can be accessed.

FOUNDATIONAL NARRATIVE:

The Government of B.C. is delivering programs and services so British Columbians can benefit from our diverse, strong and growing economy. Find out if you qualify for programs and services that could benefit you or your family. Our opportunity is here.

TARGET AUDIENCE:

- All British Columbians including families, seniors, parents, job seekers, employers and career changers.

CREATIVE APPROACH:

- Animated vector / real people, real stories

RECOMMENDED CAMPAIGN TACTICS:

- Traditional: Television (province wide) / Radio (rural, regional focus)
- Online: Preroll / desktop and mobile display / SEM / sponsored content
- Social: FB / Twitter / Instagram

SCHEDULE: April 1, 2016 – March 31, 2017

ESTIMATED COSTS:

Subject to change

- The total costs will be reported as part of public accounts once all expenditures are finalized.
- The estimated budget for this campaign is \$4,046,000 in fiscal 2016/2017.
- Over 80% of the cost of a campaign goes towards purchasing ad space on the internet, radio or television, etc.

Activity	Creative & Production	Media Buy	Total
Creative Development			\$300,000
Creative Production			\$
Media Buy (tv, radio, print, out of home)			\$2,746,000
New Media Buy (online, mobile, social media)			\$1,000,000
Promotional Items			\$
Printing & Distribution			\$
Translation			\$
Total			\$4,046,000

Government Communications & Public Engagement (GCPE) may set standards to mandate the use of specific communications and public engagement services or practices (i.e. advertising, research, online development, etc.). Ministries must follow these standards in the execution of all activities listed on GCPE's website, unless an exemption has been approved by GCPE. Exemptions will be time-bound and reviewed regularly.

All advertising initiatives must meet the following criteria before project approval. Advertisements must:

1. Be fact-based
2. Point to, or provide information on, government priorities, programs, services or policies
3. Engage the public, providing an opportunity to interact or comment.

Public funds must not be used to purchase advertising in support of a political party.

Any materials prepared for public consumption, regardless of the medium used, must be approved by GCPE, through the Communications Director assigned to the ministry.

CAMPAIGN CRITERIA:

1. Ensure the Services campaign fact-based.

- Services and program descriptions and advertising materials are reviewed by GCPE staff and Ministry program staff for accuracy.

2. What government program/service/policy/priority does this campaign promote?

- **B.C. Training and Education Savings Grant** – The grant is a contribution of \$1,200 to Registered Education Savings Plan of eligible B.C. children born in 2007 or later.
- **New Education Curriculum** – The B.C. Ministry of Education and stakeholders throughout the province are implementing B.C.'s Education Plan to help transform education to better meet the needs of all learners.
- **Property Transfer Tax Exemptions** - A new full exemption for newly built homes up to \$750,000, saving buyers up to \$13,000 on the purchase of a new home, with a partial exemption for homes valued up to \$800,000.
- **MSP Premium Assistance Changes** - In January 2017, MSP Premium Assistance rates and the Regular Premium Assistance program are changing. For more information, see Medical Services Plan of B.C. In B.C., premiums are payable for MSP coverage and are based on family size and income.

And 100 services and programs featured on the Services Hub (see appendix below).

3. What public engagement mechanisms are in place to support the campaign?

- a. Facebook
- b. Twitter
- c. YouTube

Approvals: (Please email approvals to the Project Manager at GCPE Advertising and Marketing Services)

X

Ministry GCPE Communications Director

Date

X

Marketing and Communications Support Services Executive Director

Date

APPENDIX:

Featured Programs and Services

100 Featured Services

<http://www2.gov.bc.ca/gov/content/home/featured-services/services>

Aboriginal Business & Entrepreneurship Skills Training

Aboriginal Business and Entrepreneurship Skills Training (BEST) provides a 12-part training series at no charge to participants in Aboriginal communities across B.C.

Aboriginal Business Advisory Centres

Business advisory centres in Cranbrook, Fort St. John and Prince George help Aboriginal entrepreneurs with business startup or expansion, partnerships, and planning

Aboriginal Friendship Centre Program

The Friendship Centre Program supports 25 friendship centres around the province through funding from the First Citizens Fund.

Adoption Services

The Adoptive Families Association of BC (AFABC) has been dedicated to finding families for children and to providing ground breaking programs that support the entire adoption community.

Adult Literacy

A key component of B.C.'s adult literacy strategy is support for community-based programs. For over 20 years non-profit organizations, in partnership with post-secondary education institutions, have been supported by the province to provide programs to adults wishing to improve their literacy.

Adult Upgrading Grant

This program helps adults demonstrating financial need who are enrolled in skills upgrading, education and training courses.

Alcohol Sense

This resource will provide you with tips, tools and videos for starting those types of conversations that will help guide kids towards healthy decisions when it comes to alcohol.

Attract Investors or Sell a B.C. Business

BritishColumbia.ca is an online, searchable database of business and project opportunities throughout British Columbia suitable for foreign investment.

BC Housing

BC Housing develops, manages and administers a wide range of subsidized housing options across the province.

BC Mental Health & Substance Use Services

BC Mental Health & Substance Use Services provides a diverse range of specialized and one-of-a-kind tertiary mental health and substance use services for children, adolescents and adults across the province.

B.C. Access Grant

The B.C. Access Grant for labour market priorities provides grant funding to encourage students with financial need to attend targeted high priority programs at eligible B.C. public post-secondary institutions.

B.C. Apprentice Program

An apprentice is someone who is registered in an Industry Training Authority (ITA) approved training program. Apprentices who meet Employment Insurance (EI) client eligibility requirements are eligible for financial supports through the program while participating in the classroom technical training components of their apprenticeship training.

B.C. Completion Grant for Graduates

The B.C. Completion Grant for Graduates is designed to help reduce your British Columbia student loan debt upon graduation.

B.C. Early Childhood Tax Benefit

Effective April 1, 2015, the B.C. Early Childhood Tax Benefit (BCECTB) is a tax-free monthly payment made to eligible families to help with the cost of raising young children under age 6. Benefits from this program are combined with the federal [Canada Child Benefit](#) (CCB) and the [B.C. family bonus program](#) (BCFB) into a single monthly payment.

B.C. Back-to-School Tax Credit

The B.C. Back-to-School Tax Credit is a new, non-refundable tax credit of \$250 per child that will be included in Budget 2017, providing a benefit of up to \$12.65 per child.

B.C. Children's Arts Credit

The B.C. Children's Arts Credit is a non-refundable tax credit for eligible expenses up to \$500 per child, providing a benefit of up to \$25.30 per child.

B.C. Children's Fitness Credit

The B.C. Children's Fitness Credit is a non-refundable tax credit of up to \$500 per child, providing a benefit of up to \$25.30 per child.

B.C. Children's Fitness Equipment Credit

The B.C. Children's Fitness Equipment Credit is a non-refundable credit of 50% of the amount claimed for the B.C. Children's Fitness Credit.

B.C. Employment and Assistance Program

The B.C. Employment and Assistance program assists British Columbians by helping people move from income assistance to sustainable employment, and by providing income assistance to those who are unable to fully participate in the workforce.

B.C. Family Bonus Program

The B.C. family bonus program provides non-taxable monthly payments to help low and modest income families with the cost of raising children under age 18. Benefits are combined with the Canada Child Tax Benefit and, effective April 2015, the B.C. Early Childhood Tax Benefit, into a single monthly payment.

B.C. Loan Forgiveness Program

Recent graduates in select in-demand professions can have their B.C. student loans forgiven by agreeing to work at publicly funded health care facilities in underserved communities in B.C., or working with children in areas where there is an identified shortage in B.C.

B.C. Low Income Climate Action Tax Credit

The B.C. Low Income Climate Action Tax Credit helps offset the impact of the carbon taxes paid by low income individuals or families.

B.C. Repayment Assistance Plan

The B.C. Repayment Assistance Plan (RAP) helps you manage your Canada Student Loan and B.C. Student Loan debt by reducing your monthly payment and allowing you to pay back what you can reasonably afford.

B.C. Responsible & Problem Gambling Program

The Government of B.C. provides British Columbians with free information and resources to support informed choices and healthy behaviours with respect to gambling participation.

B.C. School Fruit and Vegetable Nutritional Program

The B.C. School Fruit and Vegetable Nutritional Program provides fresh fruit and vegetable snacks to public and First Nations schools throughout British Columbia.

B.C. Services Card

The BC Services Card is designed to make it easier for B.C. residents to access provincial government services.

Blueprint Builder

Blueprint Builder is an online career tool kit allowing users to personalize a skills-training plan and build their own personal online Blueprint profile including ideas on where to go for training and what kind of financial aid might be available.

British Columbia Training and Education Savings Grant

Families in British Columbia are encouraged to start planning and saving early for their children's post-secondary education or training programs. To help, the Government of B.C. will contribute \$1,200 to eligible children through the B.C. Training and Education Savings Grant (BCTESG).

Bus Pass Program

The B.C. Bus Pass Program offers a reduced cost, annual bus pass for low income seniors and individuals receiving disability assistance from the Government of B.C.

Business Expansion Loans

Community Futures helps shift B.C. business into the next gear. Whether you're looking to expand into new markets, respond to increased demand, or update your technology or processes, Community Futures has the knowledge and resources to help small and medium enterprises open doors.

Buy Local Program

The program supports food security in B.C. and helps B.C. farmers and food processors promote their local agrifood and seafood products through buy

local initiatives.

Canada - B.C. Job Grant

The Canada-B.C. Job Grant (CJG) is an employer-driven, cost-sharing program that helps employers invest in training for their current or future employees.

Child Care Map

The new Child Care Map provides busy parents quick, at-a-glance information that shows – for each facility in a parent’s desired location – what programs are offered, if there are any available spaces, contact information, hours of operation and more.

Child Care Resource & Referral Program

The Child Care Resource and Referral (CCRR) Program provides support, resources and referral services for parents and child care providers in communities across BC.

Child Care Subsidy

Child Care Subsidy is a monthly payment to assist eligible British Columbia families with the cost of child care.

Coaching Tax Credit

The B.C. Education Coaching Tax Credit is a non-refundable tax credit for teachers and teaching assistants who carry out at least 10 unpaid hours of extracurricular coaching activity in the tax year.

CommunityLINK

CommunityLINK (Learning Includes Nutrition and Knowledge) funding is designed to support the academic achievement and social functioning of vulnerable students. Programs and services can include breakfast, lunch and snack programs, academic supports, counseling, youth workers and after-school programs.

Confident Parents: Thriving Kids

Confident Parents: Thriving Kids is a family-focused coaching service effective in reducing mild to moderate behavioural problems and promoting healthy child development in children ages 3-12.

Dental Coverage

Depending on what kind of assistance you receive, you may be able to have basic dental costs covered.

Disability Services

Resources and services for people with disabilities are delivered by ministries across government.

Do Business with Government

BCBid—a service that lets B.C. businesses access, create, browse and compete on public sector opportunities—is an important tool in making this happen.

DriveBC

DriveBC is the British Columbia Ministry of Transportation and Infrastructure's traveller information system.

Early Childhood Development

To support parents and caregivers of young children, Early Childhood Development (ECD) provides a range of programs and services designed to ensure children get the best possible start in life.

Early Years Centres

BC Early Years Centres are about communities working together to ensure that families have access to early years services that foster the health, well-being and development of children

EducationPlannerBC

EducationPlannerBC (EPBC) helps learners make well informed decisions about their education and career options.

Education Curriculum

Personalized learning is at the heart of the new curriculum and makes it easy for kids to engage, connect and succeed. Students will get hands-on experience in collaboration, critical thinking and communications – skills they'll need to succeed in college, university, and the workforce.

Emergency Info BC

Emergency Info BC is the Government of B.C.'s official channel for natural disaster alerts.

Farmers' Food Donation Tax Credit

Effective for the 2016 to 2018 tax years, the Government of B.C. proposes to introduce a Farmers' Food Donation Tax Credit. The credit will be a new non-refundable income tax credit to encourage farmers and farming corporations to donate certain agricultural products that they produce in B.C. to registered charities, such as food banks or school meal programs.

Farmers' Market Nutrition Coupon Program

The BC Farmers' Market Nutrition Coupon Program (FMNCP) is a healthy eating initiative that supports farmers' markets and strengthens food security across British Columbia.

First Citizen Elders Transportation Program

The B.C. Association for Aboriginal Friendship Centres administers the transportation program to provide partial funding to enable seniors and Elders to attend the Annual Elders Gathering.

First Citizens Fund Business Loan Program

Business loans are available to Aboriginal entrepreneurs in British Columbia.

First Citizens Fund Student Bursary Program

The First Citizens Fund Student Bursary Program provides funding to students of Aboriginal ancestry to help support their post-secondary education.

First Nations Clean Energy Business Fund

The First Nations Clean Energy Business Fund (FNCEBF) promotes increased Aboriginal community participation in the clean energy sector within their asserted traditional territories and treaty areas.

First Time Home Buyers' Program

The First Time Home Buyers' Program reduces or eliminates the amount of property transfer tax you pay when you purchase your first home.

HealthLink BC

At HealthLink BC, you will find medically-approved information on more than 5,000 health topics, symptoms, medications, and tips for maintaining a

healthy lifestyle.

Premium Assistance

Assistance with Medical Services Plan payment of premiums is available to Canadian citizens or holders of permanent resident status (landed immigrants) who have held that status and been resident in Canada for the past 12 consecutive months.

Medical Services Plan of B.C.

The Medical Services Plan insures medically-required services provided by physicians and supplementary health care practitioners, laboratory services and diagnostic procedures.

PharmaCare

PharmaCare provides coverage of eligible prescription drugs and medical supplies through several drug plans. The largest is the income-based Fair PharmaCare plan.

Health Connections

Health Connections is a health authority based regional travel assistance program that offers subsidized transportation options to help with costs for rural residents who must travel to obtain non-emergency, physician-referred medical care outside their home communities.

HealthyFamilies BC

HealthyFamilies BC is your family's one-stop online resource for health and wellness information.

Healthy Kids Program

The B.C. Healthy Kids Program helps low income families with the costs of basic dental care and prescription eyewear for their children.

Helpline for Children

It is your duty to report child abuse. Call the Helpline for Children when you have a concern about the safety and well-being of a child at 310-1234.

Home Adaptations for Independence

The Home Adaptations for Independence (HAFI) program provides financial assistance to help eligible low-income seniors and people with disabilities with home modifications for accessible, safe and independent living in British Columbia.

Home Owner Grant

The home owner grant reduces the amount of property tax you pay for your principal residence.

Home Owner Property Tax Deferment Program

The tax deferment program allows eligible British Columbians to apply for a low interest loan to pay current year property taxes on their principal residence

Home Renovation Tax Credit for Seniors and Persons with Disabilities

The Home Renovation Tax Credit for Seniors and Persons with Disabilities assists eligible individuals 65 and over and persons with disabilities with the cost of certain permanent home renovations to improve accessibility or be more functional or mobile at home.

ImmunizeBC

ImmunizeBC's mission is to improve the health of British Columbians by continuing to reduce the number of infections by vaccine-preventable diseases, along with the illness, disability and death that they cause.

Job Creation Partnerships

Job Creation Partnerships provide funding to organizations to assist with local projects that provide useful work experience and skill enhancement opportunities to eligible job seekers to help them obtain sustainable employment.

LearnNowBC

LearnNowBC enhances the world class education system within the Province of British Columbia, that offers flexibility and choice for learners of all ages, parents and educators.

Low Income Grant Supplement for Seniors

The low income grant supplement allows low income seniors to supplement their home owner grant if it's been reduced or eliminated because of the high assessed value of their principal residence.

Lowest Personal Taxes

B.C. families generally have one of the lowest overall tax burdens in Canada including income taxes, consumption taxes, property taxes, health care premiums and payroll taxes.

Property Tax Exemption for Newly Built Homes

The Newly Built Home Exemption reduces or eliminates the amount of property transfer tax you pay when you purchase a newly built home.

Open Textbooks

The goal of the project is to make higher education more accessible by reducing student cost through the use of openly licensed textbooks.

Organ Donor Registrations

BC Transplant provides oversight for all aspects of organ donation and transplantation across British Columbia.

Pathways to Technology Project

Reliable high-speed Internet access for all First Nations in B.C. is the goal. This goal has been recognized as a high priority by a number of organizations in recent years including the First Nations Leadership Council, the Premier's Technology Council and the Government of B.C. in the Transformative Change Accord, which recognizes connectivity as foundational to closing the socio-economic gap between First Nations and other British Columbians.

Power Smart Program

The Government of B.C., in partnership with BC Hydro and FortisBC, offers programs that can help British Columbians – particularly low income families – find energy savings and reduce their electricity and gas bills.

PreparedBC

PreparedBC is British Columbia's one-stop shop for disaster readiness information.

Registered Disability Savings Plan (RDSP) Support

The Registered Disability Savings Plan (RDSP) is a long-term savings plan designed by the Government of Canada to help people with disabilities and their families save money for the future.

Report All Poachers and Polluters

The Report All Poachers and Polluters (RAPP) hotline should be used to report wildlife-human interactions where public safety may be at risk.

SeniorsBC

SeniorsBC provides information about government programs and services for

older adults.

Senior's Supplement Program

The Senior's Supplement is a monthly payment provided by the Government of B.C. through the *Employment and Assistance Act*.

Service BC

Service BC provides front line support for many of the hundreds of programs and services the Government of B.C. offers to residents, businesses and visitors.

Single Parent Employment Initiative

The Single Parent Employment Initiative helps eligible single parents receive income and disability assistance to secure sustainable employment. In addition to the current services and supports available through the Employment Program of BC.

Skills Connect for Immigrants Program

The Skills Connect for Immigrants program (Skills Connect) is an individualized employment bridging program that helps skilled immigrants connect to jobs in B.C. that build on their pre-arrival skills, training, knowledge, and experience.

Small Business Services

Small Business BC is British Columbia's premiere resource centre for knowledge-based business products and services.

Smoking Cessation Program

The Government of B.C.'s Smoking Cessation program helps eligible B.C. residents who wish to stop smoking or stop using other tobacco products by helping with the cost of smoking cessation prescription drugs or nicotine replacement therapy products (nicotine gum or patches).

StrongStart BC

Participate with your young child (aged birth to five) in play-based early learning activities – including stories, music and art. At no cost to families, this early learning drop-in program helps prepare children for success in Kindergarten.

StudentAid BC

StudentAid BC helps eligible students with the cost of their post-secondary education through loans, grants, scholarships, and other programs.

Syrian Refugee Readiness Fund

The Government of B.C. has committed \$1 million to organizations, communities, churches and private sponsors who are working to support Syrian refugees destined to British Columbia.

Tax Credits for Hiring Apprentices

The Training Tax Credit is for employers and apprentices who take part in eligible apprenticeship programs administered through the Industry Training Authority (ITA).

Travel Assistance Program

The Travel Assistance Program (TAP) helps alleviate some of the transportation costs for eligible B.C. residents who must travel within the province for non-emergency medical specialist services not available in their own community.

VictimLinkBC

VictimLinkBC provides information and referral services to all victims of crime and immediate crisis support to victims of family and sexual violence, including victims of human trafficking exploited for labour or sexual services.

Weigh2GoBC

Weigh2GoBC is a network of Weigh-in-Motion (WIM) and Automatic Vehicle Identification (AVI) technologies designed to enable more efficient movement of commercial vehicles through the province.

Welcome BC

WelcomeBC.ca helps ensure new British Columbians are able to settle, gain employment, become active members of their communities, and contribute fully to the social and economic prosperity of B.C.

WorkBC Employer Job Posting

WorkBC provides B.C. employers with a comprehensive website that includes information to help support and grow their business, as well as access to a job board that helps employers find quality talent through free job postings.

WorkBC Employment Services Centres

The Employment Program of British Columbia (EPBC) is available to all unemployed British Columbians who are seeking employment and are legally

eligible to work in British Columbia

WorkBC Job Search

WorkBC is committed to help British Columbians successfully navigate B.C.'s labour market. Search the comprehensive job board or use up-to-date labour market information to help guide your education and career path.

Youth in Care Transition Services

AgedOut.com is for young adults who were in government care in B.C. It's an up-to-date warehouse of information on resources and services available to young adults and a learning tool to help people feel empowered as they leave care.

Youth Educational Assistance Fund

This program provides educational grants of up to \$5,500 to former B.C. youth in care students between 19 and 24 years of age.

Youth Services

The Ministry of Children and Family Development provides a wide range of services to help young people and their families when they are having difficulties, when youth are sexually exploited, have an addiction to drugs or alcohol, are living on the street, have mental health problems, or a combination of issues.



British Columbia

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Don't let this party be your last.



Drugs Don't Discriminate

Any drugs can be contaminated with fentanyl. Learn more today.

GOV.BC.CA/OVERDOSE

[Learn More](#)

97 Likes 4 Comments 14 Shares

Like

Comment

Share



British Columbia

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Lethal drugs are circulating. Know the signs of an overdose and get a naloxone kit.



CARRY A NALOXONE KIT



CALL 911



#STOPOVERDOSE

Know the Signs of an Overdose

Fentanyl can be deadly in any amount, even a few grains. Learn more today.

GOV.BC.CA/OVERDOSE

[Learn More](#)

97 Likes 4 Comments 14 Shares



Like



Comment



Share



British Columbia

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👍 Like Page

You may know and trust your dealer, but what about their dealer?
Any drugs can be contaminated with fentanyl.



CARRY A NALOXONE KIT



CALL 911



#STOPOVERDOSE

Lethal Drug Alert

Know the signs of an overdose. Get a naloxone kit. Learn more today.

GOV.BC.CA/OVERDOSE

[Learn More](#)

97 Likes 4 Comments 14 Shares



Like



Comment



Share



British Columbia

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👍 Like Page

Lethal drugs are circulating. Know the signs of an overdose. Get a kit. Save a life.



CARRY A NALOXONE KIT



CALL 911



#STOPOVERDOSE

Naloxone Can Save You

Fentanyl can be deadly in any amount, even a few grains. Learn more today.

GOV.BC.CA/OVERDOSE

[Learn More](#)

97 Likes 4 Comments 14 Shares

👍 Like

💬 Comment

➦ Share



Communications Project Approval

Note: Form must be completed and pre-approved before proceeding. Grey areas for final release. Attach sample if applicable. A marketing brief must be submitted for projects over \$10,000. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

Date mm/dd/yy 2016/10/04 Ministry Health Branch Health Engagement Unit CPA Number

Contact Christin Petelski Contact Phone/Number 250-216-8025 Contact Fax Number Project Start Date October 4, 2016

Project Title Opioid (Fentanyl) Awareness and Information Campaign Project Completion Date March 31, 2017

Is this included in your annual marketing plan? ☐ Yes ☐ No Objective To develop a social marketing campaign to increase public awareness on how to prevent, identify and respond to overdoses

Theme / Message Opioid (Fentanyl) Awareness Audience Province-wide

Communications Services Required	Communications Materials Required	Paid Advertising Required	Purpose of Product
☒ Strategic Planning	☐ Publication / Newsletter	☒ Radio	☐ P&B Informational
☐ Issues Management	☐ Brochure / Fact Sheet	☐ Newspaper	☐ Ministry
☐ Media / Public Relations	☐ Poster	☒ Television	☒ Informational
☒ Marketing	☐ Video	☐ Householder	☐ Statutory
☐ Video / Audio	☐ Display	☐ Other (explain)	
☐ Graphic Design	☐ Promotional Items	Explanation of "Other"	
☐ Website Development	☐ Web Hosting	<u>Restobar, Global Sponsor, additional radio + TV bonusing</u>	
☐ Translation	☐ Public Service Announcement (no funding required)		
☐ Other (explain)			

Estimated Costs	Service Provider (Agency, Contractor, Ministry Branch (e.g. P&B Graphic Design, P&B Writing, Ministry Branch Name))	STOB	Cost Estimate
Service			
Creative Design			
Production			
Writing			
Consultation / Research			
Photography			
Audio / Video			
Website Development			
Distribution			
Other (explain)	<u>Media Buy</u>	<u>67</u>	<u>\$600,000</u>
Approval Authority	Pre-Approval	Final Approval	Total Cost \$
Ministry Program Director <u>Christin Petelski</u>	<u>VP</u>	<u>Signature</u>	<u>\$600,000</u>
Ministry Expense Authority <u>W. St. Pierre</u>	<u>VP</u>	<u>Signature</u>	
Public Affairs Bureau Ministry Communications Director <u>W. St. Pierre</u>	<u>VP</u>	<u>Signature</u>	
Public Affairs Bureau Corporate Communications Director <u>W. St. Pierre</u>	<u>VP</u>	<u>Signature</u>	
Public Affairs Bureau Internal Liaison and Support Services Director <u>W. St. Pierre</u>	<u>VP</u>	<u>Signature</u>	
Public Affairs Bureau Expense Authority <u>W. St. Pierre</u>	<u>VP</u>	<u>Signature</u>	



Communications Project Approval

Note: This must be completed and approved before proceeding to the final release. Attach a media release application form for submission to the project's case manager. Please refer to the GCP, GCP-2016-63798 and GCP-2016-63798 for more information.

Date yyyy/mm/dd 2016/08/04	Ministry Health	Branch Health Engagement Unit (PPH)	CPA Number
Contact Regan Hansen	Contact Phone Number 250-952-2781	Contact Fax Number	Project Start Date July 15, 2016
Project Title Fentanyl			Project Completion Date December 31, 2016

Is this included in your annual marketing plan?	☒ Yes ☐ No	Objective Greater public awareness of the dangers of illicit fentanyl
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Theme / Message Illicit fentanyl is unreliable and potentially toxic	Audience People who use, families and influencers of people who use
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Communications Services Required ☒ Strategic Planning ☐ Issues Management ☐ Media / Public Relations ☒ Marketing ☐ Video / Audio ☐ Graphic Design ☐ Website Development ☐ Translation ☐ Other (explain)	Communications Materials Required ☐ Publication / Newsletter ☐ Brochure / Fact Sheet ☒ Poster ☒ Video ☐ Display ☐ Promotional Items ☐ Web Hosting ☐ Public Service Announcement (no funding required) ☒ Other (explain)	Paid Advertising Required ☐ Radio ☐ Newspaper ☐ Television ☐ Householder ☒ Other (explain)	Purpose of Product ☐ PAB Informational ☒ Ministry Informational ☐ Statutory
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Explanation of "Other"
Media Buy, Details TBD in consultation with GCP:

Estimated Costs	Service Provider (Agency, Contractor, Ministry Branch, <i>leg: PAB Graphic Design, PAB Writing, Ministry Branch Name</i>)	STOB	Cost Estimate
Creative Design	Agency (production, script, video)	60	\$80,000
Production			
Writing			
Consultation / Research			
Photography			
Audio / Video			
Website Development			
Distribution			
Other (explain)	Media Buy (subject to TB approval)	67	\$280,000
Approval Authority	Pre-Approval (Initial)	Final Approval (Signature)	Total Cost \$ \$360,000
Ministry Program Director			(Print Name)
Ministry Expense Authority			(Date)
Public Affairs Bureau Ministry Communications Director			Sarah Plank
Public Affairs Bureau Corporate Communications Director			Mary Dila
Public Affairs Bureau Internal Liaison and Support Services Director			
Public Affairs Bureau Expense Authority			D. Champion
			16/08/09

**GCPE / Ministry of Health
Opioid Overdose Crisis
August 2016**

OBJECTIVES:

- Increase public awareness of how to prevent, identify and respond to overdoses.
- Combat the stigma around illicit drug and fentanyl-related overdoses and increase uptake of naloxone kits.
- Create awareness and uptake of access to naloxone kits

BACKGROUND:

Drug-related overdoses and deaths have become a very serious concern all across the country. Here in British Columbia, public health officials, front-line health providers, first responders, the BC Coroners Service and law enforcement are taking a comprehensive approach to address this crisis and prevent future tragedies.

On July 27, 2016, Premier Christy Clark announced a major education campaign to help people understand that opioid related overdoses can happen to anyone. The Premier highlighted that British Columbians need to be made aware of the dangers of fentanyl and other opioids.

The Premier's announcement follows the April 2016 announcement made by Provincial Health Officer, Dr. Perry Kendall, declaring a public health emergency in response to the fentanyl overdoses in BC. BC is the first province to take this type of action in response to the drug-related overdose crisis and this is the first time the PHO has served notice under the Public Health Act to exercise emergency powers.

The public health crisis declaration was followed by quick response in the health sector and included a "British Columbia Overdose Action Exchange" on June 9, 2016. This exchange brought over 80 participants from different organizations and sectors (health authorities, people with "lived experience," enforcement representatives, disease control community, addictions and mental health organizations, researchers and clinicians), with a commitment to address the overdose emergency. In its 12 key actions, it was determined that (#2) a targeted provincial public awareness campaign be launched.

STRATEGIC APPROACH:

- Target recreational drug users, friends, family and all British Columbians with important overdose related information that helps:
 - Inform British Columbians about the risks of Fentanyl
 - How Naloxone can help
 - How to get a Naloxone kit
 - Provide tips to prevent overdoses
 - Provide information for parents
- Establish a media partnership which:
 - Features PSA TV spots – these will be aired 90 times.
 - Includes a social media component, with an estimated reach of 423,474 Facebook users.

KEY MESSAGES – OVERALL:

- Know the risks – find out how you can save a life
- Drugs don't discriminate #stopoverdose
- Carry a Naloxone kit
- Call 9-1-1

TARGET AUDIENCE:

Primary audience:

- Recreational drug users
- Parents and loved ones of people who use, or are at risk of using

Secondary audiences:

- People who use occasionally
- People who are addicted (regular, dependent users)

CREATIVE APPROACH:

- Real people, real stories A series of videos to showcase in social media the stories of people impacted, such as Leslie McBain (who was a spokesperson at the Premier's event and founding member of Moms Stop the Harm).
- Create radio scripts to be trafficked as PSA's
- Create a microsite hosted at gov.bc.ca – url: gov.bc.ca/overdose

RECOMMENDED CAMPAIGN TACTICS:

- Static Facebook units
- Video Facebook units
- Videos (PSAs)
- Out of Home in restaurant/ bars and transit shelters (in partnership with Health Authorities)
- Global TV content
 - Interview with PCC
 - PSAs
 - Custom vignettes based on our Video PSAs
- Microsite
- Radio PSA scripts

SCHEDULE: August-November

CAMPAIGN MEASUREMENT:

- Facebook post – Impressions, Video Views, Comments/Likes/Shares, Clicks
- #stopoverdose - Tweets/Retweets
- Gov.bc.ca/overdose - Metrics, Total visits, Video plays

ESTIMATED COSTS:

Subject to change

All costs are estimates only. A detailed breakdown will be made available once the project and its campaign elements are complete. The actual spend will be released with Public Accounts.

Activity	Creative & Production	Media Buy	Total
Creative Development	\$	\$	\$
Creative Production	\$	\$	\$
Media Buy (tv, radio, print, out of home)	\$	\$760,000	\$760,000
New Media Buy (online, mobile, social media)	\$	\$120,000	\$120,000
Promotional Items	\$	\$	\$
Printing & Distribution	\$	\$	\$
Translation	\$	\$	\$
Total	\$	\$880,000	\$ 880,000

CORE POLICY AND PROCEDURES MANUAL: CHAPTER 22.3

Government Communications & Public Engagement (GCPE) may set standards to mandate the use of specific communications and public engagement services or practices (i.e. advertising, research, online development, etc.). Ministries must follow these standards in the execution of all activities listed on GCPE's website, unless an exemption has been approved by GCPE. Exemptions will be time-bound and reviewed regularly.

All advertising initiatives must meet the following criteria before project approval. Advertisements must:

- Be fact-based;
- Point to, or provide information on, government priorities, programs, services or policies; and
- Engage the public, providing an opportunity to interact or comment.

Public funds must not be used to purchase advertising in support of a political party.

Any materials prepared for public consumption, regardless of the medium used, must be approved by GCPE, through the Communications Director assigned to the ministry.

CAMPAIGN CRITERIA:

What Ministry data/research is available to validate the messages of the campaign?

What government program/service/policy/priority does this campaign promote?

What public engagement mechanisms are in place to support the campaign?

Approvals: (Please email approvals to the Project Manager at GCPE Advertising and Marketing Services)

X

Ministry GCPE Communications Director

Date

X

**Marketing and Communications Support
Services Executive Director**

Date



AWARD NOTE TO FILE
Advertising Services
RSO# ON-002386

Ministry: Health

Branch:

Assignment: Overdose

Term: August 10 - November 30, 2016

Value: \$128,000

Vendor selected: Traction

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: Traction has experience with campaigns of similar subject matter and strategy and can apply that knowledge to this campaign.

Ministry/GCPE Contact (name): Mary Dila

Signature: 

Date: AUG 24 2016



**AWARD NOTE TO FILE
New Media Placement Services
RSO# ON-002433**

Ministry: Health

Branch:

Assignment: Overdose

Term: August 31 - December 1, 2016

Value: \$118,000

Vendor selected: Jungle Media

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: Jungle media is one of the suppliers that currently hold Standing Offers to provide new media placement to the Province.

Ministry/GCPE Contact (name): Mary Dila

Signature:

Date:

AUG 24 2016