

ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE

Ministry: Finance

RECORD OPR: GCPE Finance

Date: Sept. 22, 2017

Updated: May 9, 2018

Minister Responsible: Honourable Carole James

GCPE: Advertising 2018-19

RECOMMENDED RESPONSE:

- For the first time in years, government is working on solutions to the problems British Columbians are facing.
- We are making historic investments in child care and housing throughout our province, and providing critical funding for health care, education, Indigenous reconciliation and infrastructure.

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- Information on the policies, programs and services people need is the kind of information we are getting out to people.

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- And it's part of good government and our commitment to working for people.

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IF ASKED: WHAT ARE THIS FISCAL'S CAMPAIGNS:

- **So far this fiscal year, ^{s.13} significant public health and safety information campaigns are planned:**
 - **The annual wildfire prevention campaign will inform British Columbians about how to report wildfires, safely dispose of cigarettes, and raised awareness when using recreational vehicles in the backcountry as well as promoted campfire bans.**

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- The ongoing public awareness campaign on the opioid crisis.

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KEY FACTS REGARDING THE ISSUE:

GCPE Advertising Budget:

The proposed 2018-19 budget for government advertising is estimated at \$9.261 million:

- \$344,000 allocated to the Offices of the Legislature, such as Elections BC, Office of the Ombudsperson, and the Representative for Children and Youth.
- Approximately \$8.9 million on various information campaigns.

Various information campaigns planned for this fiscal include:

- Expanding the StopOverdoseBC campaign and the anti-stigma messaging by reaching multicultural communities. s.13

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- An information campaign promoting free tuition for Adult Basic Education. These programs help ordinary people complete high school or upgrade their skills to enter post-secondary studies or employment.

The total costs of individual information campaigns will be reported as part of Public Accounts once all expenditures are finalized.

Total government spending on all advertising, including informational advertising and allocations for Offices of the Legislature (STOB 67):

Budget Year	2014-15	2015-16	2016-17	2017-18 Budget Update	*2018-19
Total government informational ad. spending amount	\$6 million	\$9 million	\$16 million	Estimated \$11 million	\$9.261 million

*proposed budget.

In progress and proposed ad campaigns for 2018-19 fiscal:

Campaign	Run time	Estimated budget (budget funding source)	Outside agencies involved	Media
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Opioid Crisis – continuation of campaign	June 2018 to March 2019	\$2 million (MH)	Traction Creative Communications	
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Wildfire	July to Sept	\$1 million (GCPE)		
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File Created:	Sept. 22, 2017
File Updated	May 4, 2018

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