

COMMS MATERIALS – July 29th Back to School Announcement

COMMS	Other Details
NR	Translated into 9 languages (French, Farsi, Hindi, Punjabi, Tagalog, Korean, Spanish, Arabic, Chinese)
SN - Minister	
KM/QA - Minister	
KM/QA - MLAs	
Digital Moderator QAs	
Media Advisory	
Statement	
IN update	
Event Plan – Media Availability	GCPE HQ
Event - Media Availability	Other speakers: Stephanie, Bonnie, Andrea (remotely)
FAQ Website	Matt Silver/Program Requires translation (French, Farsi, Hindi, Punjabi, Tagalog, Korean, Spanish, Arabic, Chinese)
Stakeholder Comms	Program (GCPE may assist with speaking notes)

August Video – school safety what that looks like

Letter to parents and staff in August

Cool validators saying how well June went

COVID-19 continues to be a huge challenge to our province.

British Columbians are worried about their health, their homes and their jobs.

We will continue to be there for them, and to build our province back – stronger and more resilient than ever.

While we have a long road ahead of us, we're starting to see reasons for optimism.

We're working to support economic, social and environmental recovery – a recovery built around people and communities.

We're putting priority on supporting innovation in BC, and developing industries and jobs in all parts of the province that anticipate growing global demand for new, clean products and services.

We won't go back to the problems of the past.

We're going to keep working, together, to build a secure future for everyone.

Media Event Plan

Event Title: *Back to School Plan 2020-21*

Date: July 29, 2020 Time: 12:30 p.m.	Media Market: Regional (TBD)
Location: Legislative Press Theatre (and Andrea Sinclair remotely from VPO in Vancouver)	English Media Spokesperson: Minister Fleming
	Multicultural Media Spokesperson:
Author: Christina Craft	Communications Director Signoff: Corinna Filion
Version #: 1	Date: July 29, 2020

THE EVENT

PROACTIVE EVENT OR INVITATION

Proactive

EVENT

Back to school plan 2020/21 announcement & QA

WHO'S ORGANIZING?

GCPE Ministry of Education – Christina Craft (778) 679-8974
Corinna Filion (250-882-0918)
Rick Devereaux – Director, GCPE Events (250) 812-1207

Instructions for Andrea:

Photo of Andrea Sinclair looking into the camera, smiling professionally, well lit, not backlit, in front of a boring background that doesn't clash, and wearing something professional. Photo should be head and shoulders only. No speaker phone, preference to talk into the phone directly or have a very good headset.

Key Messages

- We know how important schools are for kids and their development.
- When classroom learning was suspended in the spring due to the pandemic, families and school communities stepped up to provide essential services for our students.
- Because of British Columbia's collective efforts to flatten the curve, nearly 200,000 students returned to school in June - giving us important information to prepare for this school year.
- The safety of children and staff is paramount to our government, which is why we've put in place strict health and safety measures co-developed between public health officials, the stakeholder led steering committee and ministry staff.
- To support the health and safety of students and staff, the Province is providing an additional \$45.6 million to school districts for enhanced cleaning, hand-washing stations, re-usable masks and other measures to support safe learning.
- This also includes \$3 million to support online and remote learning for students who need it, such as access to loaned technology from school districts or software to support kids with disabilities or complex needs.
- We have worked closely with a steering committee made up of educators, parents, support workers, school leaders, trustees, Indigenous rightsholders and public health experts to develop a plan that will ensure students can return to the classroom in September safely.

- The steering committee will continue to meet throughout the summer to take a collaborative approach to developing plans and provide solutions for any challenges that arise before the school year begins.
- As we have done from the beginning, we will continue to make science-based decisions, following the expert advice of Dr. Henry and her public health team
- The safety of students and staff is paramount, so we will be paying close attention to the pandemic as we continue into the fall and throughout the school year.
- We are prepared to respond quickly to support students and educators with a five-stage plan which allows in-class instruction to be adjusted depending on the risk of transmission and direction of public health authorities.
- Families will hear from their school districts throughout the summer about how they are implementing the health and safety guidelines outlined today, as well as how they are organizing cohorts, bell schedules, enrolment and registration.

Speakers

- Dr. Henry to speak about updated health and safety supported by science-based facts.
- Minister Fleming to speak about big picture, collaborative approach, health and safety paramount, what this means for staff, students and their families.
- Stephanie KMs:
 - SDs can work with these guidelines and we are up to the challenge.
 - Families will hear from their school districts about the updated health and safety guidelines, plus elementary, middle and secondary school schedules, enrolment and registration information by August 26.
- Andrea KMs:
 - Appreciate that Government and PHO have listened to parents and we feel confident about kids going back to school with these updated guidelines.
 - Nothing compares to in-class learning – it's key to students' social, mental and academic development – and that's why it's important we get students back to the classroom.

Time	Event Itinerary
Event Summary:	Back to school plan 2020/21 announcement & QA need to add location – Press theatre and remote details here - Andrea at VPO or other remote location TBD
Key contacts	Rick Devereux, Director of Event Services, 250-812-1207 Corinna Fillion, Director of Communications, Ministry of Education 250-882-0918
12:15 p.m.	Pre-brief with speakers, led by Rick Devereux Location: Office of the Minister of Education <ul style="list-style-type: none"> • Rob Fleming, Minister of Education • Dr. Bonnie Henry, Provincial Health Officer • Stephanie Higginson, president, BC School Trustees Association • Andrea Sinclair, president, BCCPAC (remote – will call into pre-brief) • Vancouver Cabinet office - VPO
12:30 p.m.	Speakers led to speaking area in press theatre and positioned next to microphone ensuring physical distance.
12:30 p.m.	Minister of Education Rob Fleming introduces speakers.

12:33 p.m.	Dr. Bonnie Henry delivers statement.
12:37 p.m.	Minister of Education Rob Fleming delivers statement then introduces Stephaine Higgenson
12:40 p.m.	Stephanie Higginson delivers statement
12:45 p.m.	Minister of Education Rob Fleming thanks Stephanie and introduces Andrea
12:45 p.m.	Andrea Sinclair delivers statement
12:48-1:00 p.m.	Media Availability

Media Plan – Back to School

Proposed schedule (TBC with MO and outlets)

Wednesday afternoon

3:35 p.m. – CBC All Points West Victoria with host Rohit Joseph

- Call-in to 250 360-2227 at 3:32pm

4:35 p.m. – CHNL Kamloops with Jeff Andreas

- Call-in to studio a few minutes early at 250-374-5345
- Back-up number is 250-274-1610
- 7-9 minutes

Thursday morning:

6:50 a.m. – CTV News with Jason Pires

- Booked for Zoom, 5-7 minutes
- Link will be sent to Lisa and Chris between 6:30 and 6:40 a.m.

7:10 a.m. – Global BC Morning with Neetu Garcha

- Need to know how we can reach him. Facetime. We will call him.

7:35 a.m. – CKNW with Simi Sara

- Call in a few minutes early
- 604-694-6991
- 5-7 minutes

8:13 a.m. – CBC Daybreak South with Chris Walker

- Call in at 8:08 a.m.
- 250-861-3272
- 5-7 minutes

8:30 a.m. – Red FM with Harjinder Thind

- Call-in one minute early
- 604-591-9311
- 10-12 mins

8:50 a.m. – VISTA Radio Prince George with Brendan Pawliw

- 7-9 minutes
- Call-in 250-562-4889, Backup 250 562 9797

9:15 a.m – ConnectFM with Vijay Saini

- Call-in 604-561-0915, one minute early.
- 10-12 minutes

Friday morning