

Machell, Aileen GCPE:EX

From: Gostelow, Tara GCPE:EX
Sent: July 27, 2021 1:56 PM
To: Grieve, Chandler GCPE:EX; Ferrier, Jeffrey GCPE:EX; Nelson, Tiffany GCPE:EX; Holoiday, Leah GCPE:EX; Machell, Aileen GCPE:EX
Subject: RE: BC Gov News - Vax for BC launches to get more people vaccinated, recognize pandemic heroes

Copy that! Thanks Chandler and team.

I will stand down on requesting translation then, and will pick it up again if it's requested by any Francophone community members.

No need to loop in Masha.

TG

From: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Sent: July 27, 2021 1:54 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>
Subject: RE: BC Gov News - Vax for BC launches to get more people vaccinated, recognize pandemic heroes

Hey Tara,

Masha reached out on this and we are deciding to focus on translating the web copy – as the events keep changing and the BG will be out of date by tomorrow.

We can loop in with Masha about this offline as well – Cheers, CG.

From: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Sent: July 27, 2021 1:53 PM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>
Cc: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Subject: RE: BC Gov News - Vax for BC launches to get more people vaccinated, recognize pandemic heroes

If you haven't gotten this yet Tara, I believe the talented Chandler Grieve has the Word version

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
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To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
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Hi all! Can someone from the fab HLTH team please provide me with this NR, final version, in Word?

I'll have it translated.

Thank you,

Tara Gostelow (she/her)
Director, Media Relations
Government Communications and Public Engagement
E: Tara.Gostelow@gov.bc.ca
P: 250.893.7136

I would like to acknowledge with respect the Lekwungen people, including the Esquimalt and Songhees First Nations, whose land I am grateful to live, work and play on.

From: noreply.newsondemand@gov.bc.ca <noreply.newsondemand@gov.bc.ca>
Sent: July 27, 2021 10:07 AM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Subject: BC Gov News - Vax for BC launches to get more people vaccinated, recognize pandemic heroes

For Immediate Release
2021HLTH0048-001465
July 27, 2021

Ministry of Health
Office of the Provincial Health Officer

NEWS RELEASE

Vax for BC launches to get more people vaccinated, recognize pandemic heroes

VANCOUVER - Working with health authorities throughout British Columbia, the Province is making it easier than ever for people to get vaccinated with the launch of Vax for BC, the next step in the Province's campaign to help as many eligible people as possible get vaccinated.

"With more than 80% of eligible people in B.C. vaccinated with their first dose and more than 60% fully vaccinated, we have made tremendous progress in our vaccine rollout," said Adrian Dix, Minister of Health. "The next few weeks is a great opportunity for everyone not yet fully vaccinated to take advantage of the number of Vax for BC opportunities throughout B.C."

Beginning on Tuesday, July 27, 2021, and lasting throughout the month of August, community events, vax vans and mobile clinics will be up and running in dozens of communities in B.C. to get more people vaccinated with their first and second dose of the COVID-19 vaccine. While registration and booking using the provincial Get Vaccinated system is still encouraged, these events will allow eligible people to walk-in and receive a vaccine without a scheduled appointment.

In addition to drop-in events, Vax for BC will kick off an opportunity to recognize how far British Columbia has come together, providing a chance for people to share messages and notes of gratitude to pandemic heroes over the last 18 months. British Columbians are encouraged to share written messages online, in their windows at home and in-person at vaccination locations.

"The rollout of mass COVID-19 vaccinations for B.C. has been the effort of a lifetime, and this accomplishment is shared by every health-care worker who has helped us stay safe, every front-line worker who has kept our communities going and every person in B.C. who has chosen to be vaccinated - I am thankful to each and every one of you," said Dr. Bonnie

Henry, B.C.'s provincial health officer. "For those who have not yet been vaccinated, it is easier than ever to get your first or second dose. Join the millions of people in our province who have taken this step, not just for themselves, but for their larger community."

Along with regional events held by health authorities, Vax for BC will also include the first provincewide Walk-in Wednesday. On Aug. 4, 2021, clinics throughout the province will reserve approximately 20,000 doses for walk-in vaccinations for anyone 12 years and older still needing their first dose or people eligible to receive their second dose.

As more British Columbians step up and get vaccinated through Vax for BC, the Province will gradually refocus its vaccine efforts from mass clinics onto programs targeting the hardest to reach people. In the weeks ahead, B.C.'s vaccine strategy will shift toward more local public health clinics, community outreach efforts, mobile programs and pop-up clinics. These will take place within specific communities and populations throughout the province, where the need is greatest.

"I want to express my gratitude to the health authority teams and community partners for their exceptional efforts in delivering our vaccination program throughout the province," said Dr. Penny Ballem, B.C.'s immunization lead. "And during the next push, there will be even more convenient opportunities for people to get a life-saving vaccine to protect yourself and those around you."

Data from the BC Centre of Disease Control (BCCDC) shows that less than 5% of COVID-19 cases from June 15 to July 15 were among fully vaccinated people. In addition, during the same time period, 78% of people hospitalized in B.C. with COVID-19 were unvaccinated.

A full list of Vax for BC events happening throughout the province is listed in the backgrounder section of the news release and is also available online: gov.bc.ca/vaxforbc

British Columbians will also be able to download thank-you letters from the Vax for BC website.

Quick Facts:

* As of July 26, 2021, 3,736,651 people (80.6%) 12 and older have received their first dose of COVID-19 vaccine and 2,840,194 (61.3%) have been fully vaccinated with their second dose.

* More than 6.5 million COVID-19 vaccine doses have been safely administered in B.C.

* Thousands of British Columbians have helped immunize or volunteered their efforts to make B.C.'s Immunization rollout a success.

* Wearing a mask continues to be strongly recommended in all indoor public spaces for people who are 12 and over and not yet fully vaccinated.

Learn More:

People throughout B.C. can find their nearest Vax for BC event online by visiting: www.gov.bc.ca/VaxForBC

To register to get a first or second dose of COVID-19 vaccine, visit: <https://www2.gov.bc.ca/getvaccinated.html>

For immunization information, visit the BCCDC's website: www.bccdc.ca/health-info/diseases-conditions/covid-19/covid-19-vaccine

For more information on what to expect when you go to get vaccinated for COVID-19, visit: www.bccdc.ca/health-info/diseases-conditions/covid-19/covid-19-vaccine/getting-a-vaccine

To learn more about BC's Restart - a four-step plan to bring B.C. back together, visit: <https://www.gov.bc.ca/restartbc>

A backgrounder follows.

Contact:

Ministry of Health
Communications
250 952-1887

BACKGROUND

Walk-in vaccination opportunities throughout B.C.

From mobile clinics to pop-up activities in the community, vaccination sites throughout the province will take part in Vax for BC, offering unique walk-in opportunities to get more people fully vaccinated with their first and second doses.

The following are a list of events currently planned for Vax for BC. Events may be added to the schedule or not listed below. For an up-to-date list, visit: [gov.bc.ca/vaxforbc](https://www.gov.bc.ca/vaxforbc)

Interior

Date: July 27
Time: 11 a.m. to 6 p.m.
City: Pritchard
Location: Pritchard Community Hall
Address: 1941 Duck Range Rd.
Event: Drop-in clinic

Date: July 26 and 27
Time: 11 a.m. to 6 p.m.
City: Fernie
Location: Canadian Tire
Address: 1791 9th Ave.
Event: Drop-in clinic

Date: July 28
Time: 11:30 a.m. to 6:15 p.m.
City: Oliver
Location: Eastlink Curling Centre
Address: 735 McKinney Rd.
Event: Drop-in clinic, focus on youth and young adults

Date: July 28 and 29
Time: 11 a.m. to 6 p.m.
City: Clearwater
Location: North Thompson Sportsplex
Address: 428 Murtle Cres.
Event: Drop-in clinic

Date: July 29
Time: 9 a.m. to 4 p.m. (Therapy Dog: 9:30 a.m. to 11 a.m.)
City: Trail

Location: Waneta Plaza
Address: 8100 BC-3B
Event: Drop-in clinic

Date: July 24 and July 31
Time: 9 a.m. to 1 p.m.
City: Penticton
Location: Penticton Farmers' Market
Address: 100 block of Main Street
Event: Drop-in clinic

Date: July 25 and Aug. 1
Time: 9 a.m. to 1 p.m.
City: Summerland
Location: Summerland Farmers' Market
Address: 9536 Main St.
Event: Drop-in clinic

For a complete list of ongoing IH immunization clinics: <https://news.interiorhealth.ca/news/covid-19-immunization-clinics/>

Fraser

Date: July 26
Time: 10 a.m. to 4 p.m.
City: Fort Langley
Address: Mary Avenue between Glover Road and Church Street
Event: Mobile vaccine bus, no appointment required

Date: July 27
Time: noon to 5 p.m.
City: Surrey
Location: Chuck Bailey Recreation Centre
Address: 13458 107A Ave., Surrey
Event: No appointment required. Meet BC Lions alumni Sean Millington and mascot Leo the Lion, food trucks, DJ music

Date: July 27
Time: 12 p.m. to 6 p.m.
City: New Westminster
Location: Umbrella Multicultural Health Co-op
Address: Carnarvon Street
Event: Drop-in clinic

Date: July 28
Time: 10 a.m. to 1 p.m.
City: Port Moody
Location: White Pine Beach Road
Address: TBC
Event: Outdoor drop-in clinic

Date: July 29
Time: 10 a.m. to 4 p.m.
City: Harrison Hot Springs

Location: Civic Centre
Address: TBC
Event: Outdoor drop-in clinic

Date: July 30
Time: 10 a.m. to 4 p.m.
City: Delta
Location: BC Ferries Tsawwassen Ferry Terminal
Address: 1 Ferry Causeway
Event: Mobile vaccine bus, no appointment required

Date: July 30 to Aug. 1
Time: Booth 1 p.m. to 4 p.m.; Clinic hours 10:45 a.m. to 4:45 p.m.
City: Abbotsford
Location: Abbotsford Agrifair
Address: 32470 Haida Dr.
Event: Booth at Agrifair directing fairgoers to drop-in clinic

Date: Aug. 2
Time: 10 a.m. to 4 p.m.
City: Delta
Location: Centennial Beach
Address: 541 Centennial Parkway
Event: Outdoor drop-in clinic

Date: Aug. 3
Time: 10 a.m. to 4 p.m.
City: Surrey
Location: Lakshmi Narayan Temple
Address: 8321 140 St.
Event: Drop-in clinic

Date: Aug. 5
Time: 9 a.m. to 4 p.m.
City: Surrey
Location: Ministry of Housing and Social Development office
Address: 130- 13749, 72nd Ave.
Event: Drop-in clinic

Date: Aug. 6
Time: 3 p.m. to 7 p.m.
City: Coquitlam
Location: Cineplex Coquitlam
Event: drop-in

Date: Aug. 7
Time: 10 a.m. to 4 p.m.
City: Surrey
Location: Fiji Islamic Centre
Address: 12988 84 Ave.
Event: Drop-in clinic

Date: Daily
Time: 10:45 a.m. to 4:45 p.m.
City: Abbotsford
Location: Abbotsford AgRec

Date: Daily
Time: 8 a.m. to 8:30 p.m.
City: Burnaby
Location: Christine Sinclair Community Centre
Address: 3713 Kensington Ave.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 8 a.m. to 8:30 p.m.
City: Surrey
Location: Cloverdale Recreation Centre
Address: 6188 176 St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: Saturday-Wednesday - 10:15 a.m. to 4 p.m.
Thursday-Friday: 10:15 a.m. to 7:30 p.m.
City: Chlliwack
Location: 45610 Luckakuck Way

Date: Daily
Time: 8 a.m. to 8:30 p.m.
City: Coquitlam
Location: Poirier Forum
Address: 618 Poirier St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 10:45 a.m. to 4:30 p.m.
City: Delta
Location: North Delta Recreation Centre
Address: 11415 84 Ave.
Event: Drop-in clinic, sticky note thank you wall

Date: Daily
Time: 8 a.m. to 8:45 p.m.
City: Langley
Location: Langley Events Centre
Address: 7888 200 St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 10:45 a.m. to 4:30 p.m.
City: Maple Ridge
Location: Haney Place Mall
Address: 11900 Haney Pl., Unit 21
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 10:45 a.m. to 4:45 p.m.
City: New Westminster
Location: Anvil Centre
Address: 777 Columbia St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 11:15 a.m. to 7 p.m.
City: Surrey
Location: Guildford Recreation Centre
Address: 15105 105 Ave.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 7:30 a.m. to 9 p.m.
City: Surrey
Location: South Surrey Recreation Centre
Address: 14601 20 Ave.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 7:30 a.m. to 9 p.m.
City: Surrey
Location: Surrey North
Address: 10025 King George Blvd.
Event: Drop-in clinic, sticky note thank-you wall

Vancouver Island

Date: July 27
Time: 2 p.m. to 7 p.m.
City: Nanaimo
Location: Westwood Lake
Address: 381 Westwood Lake Rd.
Event: Mobile vaccine van, no appointment required

Date: July 28
Time: 2 p.m. to 7 p.m.
City: Port Alberni
Location: Canadian Tire
Address: 3550 Johnston Rd.
Event: Mobile vaccine van, no appointment required

Date: July 29
Time: 1 p.m. to 6 p.m.
City: Oceanside
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Date: July 30
Time: 6 p.m. to 8:30 p.m.
City: Langford
Location: Victoria FC (football club) home opener game
Address: 1089 Langford Pwy
Event: Mobile vaccine van, no appointment required

Date: Aug. 4
Time: 1 p.m. to 6 p.m.
City: Cumberland
Location: Village Square
Address: 2673 Dunsmuir Ave.
Event: Mobile vaccine van, no appointment required

Date: Aug. 5
Time: TBD
City: Courtenay
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Date: Aug. 6
Time: TBD
City: Campbell River
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Date: Aug. 9
Time: TBD
City: Sooke
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Vancouver Coastal

Date: Aug. 1
Time: 9 a.m. to 7 p.m.
City: West Vancouver
Location: West Vancouver Community Centre
Address: 2121 Marine Dr.
Event: Drop-in clinic, live music

Date: Aug. 3 and 4
Times: Aug. 3: 10 a.m. to 5 p.m.; Aug. 4: 1 p.m. to 6:30 p.m.
City: Squamish
Location: Brennan Park Recreation Centre
Address: 1009 Centennial Way
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 10 a.m. to 8:30 p.m.
City: Whistler
Location: Whistler Conference Centre
Address: 4010 Whistler Way
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 9 a.m. to 9 p.m.
City: North Vancouver
Location: ICBC vaccine clinic
Address: 255 Lloyd Ave.
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 9 a.m. to 10 p.m.
City: Vancouver
Location: Vancouver Convention Centre
Address: 999 Canada Place
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 9 a.m. to 9 p.m.
City: Vancouver
Location: Italian Cultural Centre
Address: 3075 Slocan St.
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 9:15 a.m. to 4 p.m.
City: Powell River
Location: Powell River Recreation Centre
Address: 5001 Joyce Ave.
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 9 a.m. to 7 p.m.
City: Richmond
Location: Kwantlen Polytechnic University
Address: 8771 Lansdowne Rd.
Event: Drop-in clinic, live music

Date: Aug. 6
Time: 9 a.m. to 7 p.m.
City: North Vancouver
Location: ICBC vaccine clinic
Address: 255 Lloyd Ave.
Event: Celtic ensemble performance

Date: Aug. 6 to 20
Time: TBD
City: Powell River

Location: TBD
Address: TBD
Event: Drop-in clinics

Date: Aug. 7
Time: TBD
City: Vancouver
Location: Killarney Community Centre
Address: 6260 Killarney Street
Event: Drop-in clinic, live music

Date: Aug. 21
Time: TBD
City: Vancouver
Location: Vancouver Whitecaps game
Address: TBD
Event: Drop-in clinic

Northern

Date: July 27 - onward
Time: Mon. to Sat., 10:30 a.m. to 5:30 p.m.
City: Prince George
Location: Prince George Conference and Civic Centre
Address: 808 Canada Games Way, Prince George
Event: Drop-in clinic

Date: July 27-Aug. 6
Time: Varies
City: Fort St. John and area
Location: Totem Mall Old Marks Work Wearhouse
Address: 9600 93 Ave., Fort St. John

Event: Drop-in clinic

Date: July 29-30, Aug. 3-6
Time: TBD
City: Dawson Creek and area
Location: Onintiv Events Centre, CO-OP Mercer Hall
Address: CO-OP Mercer Hall #1 300 Hwy 2
Event: Drop-in clinic

Date: Aug. 3-6, 9-13
Time: 9 a.m. - noon
City: Terrace and area
Location: Terrace Health Unit
Address: 3412 Kalum St, Terrace
Event: Drop-in clinic

Contact:

Ministry of Health
Communications
250 952-1887

 [READ MORE](#)

Emergency Preparedness, Government Operations, Health

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Let me check with Linda Stagg. I believe there were edits made on the fly.

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A backgrounder follows.

Contact:

Ministry of Health
Communications
250 952-1887

BACKGROUNDER

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Event: No appointment required. Meet BC Lions alumni Sean Millington and mascot Leo the Lion, food trucks, DJ music

Date: July 27
Time: 12 p.m. to 6 p.m.
City: New Westminster
Location: Umbrella Multicultural Health Co-op
Address: Carnarvon Street
Event: Drop-in clinic

Date: July 28
Time: 10 a.m. to 1 p.m.
City: Port Moody
Location: White Pine Beach Road
Address: TBC
Event: Outdoor drop-in clinic

Date: July 29
Time: 10 a.m. to 4 p.m.
City: Harrison Hot Springs
Location: Civic Centre
Address: TBC
Event: Outdoor drop-in clinic

Date: July 30
Time: 10 a.m. to 4 p.m.
City: Delta
Location: BC Ferries Tsawwassen Ferry Terminal
Address: 1 Ferry Causeway
Event: Mobile vaccine bus, no appointment required

Date: July 30 to Aug. 1
Time: Booth 1 p.m. to 4 p.m.; Clinic hours 10:45 a.m. to 4:45 p.m.
City: Abbotsford
Location: Abbotsford Agrifair
Address: 32470 Haida Dr.
Event: Booth at Agrifair directing fairgoers to drop-in clinic

Date: Aug. 2
Time: 10 a.m. to 4 p.m.
City: Delta
Location: Centennial Beach
Address: 541 Centennial Parkway
Event: Outdoor drop-in clinic

Date: Aug. 3
Time: 10 a.m. to 4 p.m.
City: Surrey
Location: Lakshmi Narayan Temple
Address: 8321 140 St.
Event: Drop-in clinic

Date: Aug. 5
Time: 9 a.m. to 4 p.m.
City: Surrey

Location: Ministry of Housing and Social Development office
Address: 130- 13749, 72nd Ave.
Event: Drop-in clinic

Date: Aug. 6
Time: 3 p.m. to 7 p.m.
City: Coquitlam
Location: Cineplex Coquitlam
Event: drop-in

Date: Aug. 7
Time: 10 a.m. to 4 p.m.
City: Surrey
Location: Fiji Islamic Centre
Address: 12988 84 Ave.
Event: Drop-in clinic

Date: Daily
Time: 10:45 a.m. to 4:45 p.m.
City: Abbotsford
Location: Abbotsford AgRec

Date: Daily
Time: 8 a.m. to 8:30 p.m.
City: Burnaby
Location: Christine Sinclair Community Centre
Address: 3713 Kensington Ave.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 8 a.m. to 8:30 p.m.
City: Surrey
Location: Cloverdale Recreation Centre
Address: 6188 176 St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: Saturday-Wednesday - 10:15 a.m. to 4 p.m.
Thursday-Friday: 10:15 a.m. to 7:30 p.m.
City: Chlliwack
Location: 45610 Luckakuck Way

Date: Daily
Time: 8 a.m. to 8:30 p.m.
City: Coquitlam
Location: Poirier Forum
Address: 618 Poirier St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 10:45 a.m. to 4:30 p.m.
City: Delta

Location: North Delta Recreation Centre
Address: 11415 84 Ave.
Event: Drop-in clinic, sticky note thank you wall

Date: Daily
Time: 8 a.m. to 8:45 p.m.
City: Langley
Location: Langley Events Centre
Address: 7888 200 St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 10:45 a.m. to 4:30 p.m.
City: Maple Ridge
Location: Haney Place Mall
Address: 11900 Haney Pl., Unit 21
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 10:45 a.m. to 4:45 p.m.
City: New Westminster
Location: Anvil Centre
Address: 777 Columbia St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 11:15 a.m. to 7 p.m.
City: Surrey
Location: Guildford Recreation Centre
Address: 15105 105 Ave.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 7:30 a.m. to 9 p.m.
City: Surrey
Location: South Surrey Recreation Centre
Address: 14601 20 Ave.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 7:30 a.m. to 9 p.m.
City: Surrey
Location: Surrey North
Address: 10025 King George Blvd.
Event: Drop-in clinic, sticky note thank-you wall

Vancouver Island

Date: July 27
Time: 2 p.m. to 7 p.m.
City: Nanaimo
Location: Westwood Lake

Address: 381 Westwood Lake Rd.
Event: Mobile vaccine van, no appointment required

Date: July 28
Time: 2 p.m. to 7 p.m.
City: Port Alberni
Location: Canadian Tire
Address: 3550 Johnston Rd.
Event: Mobile vaccine van, no appointment required

Date: July 29
Time: 1 p.m. to 6 p.m.
City: Oceanside
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Date: July 30
Time: 6 p.m. to 8:30 p.m.
City: Langford
Location: Victoria FC (football club) home opener game
Address: 1089 Langford Pwy
Event: Mobile vaccine van, no appointment required

Date: Aug. 4
Time: 1 p.m. to 6 p.m.
City: Cumberland
Location: Village Square
Address: 2673 Dunsmuir Ave.
Event: Mobile vaccine van, no appointment required

Date: Aug. 5
Time: TBD
City: Courtenay
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Date: Aug. 6
Time: TBD
City: Campbell River
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Date: Aug. 9
Time: TBD
City: Sooke
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Vancouver Coastal

Date: Aug. 1

Time: 9 a.m. to 7 p.m.

City: West Vancouver

Location: West Vancouver Community Centre

Address: 2121 Marine Dr.

Event: Drop-in clinic, live music

Date: Aug. 3 and 4

Times: Aug. 3: 10 a.m. to 5 p.m.; Aug. 4: 1 p.m. to 6:30 p.m.

City: Squamish

Location: Brennan Park Recreation Centre

Address: 1009 Centennial Way

Event: Drop-in clinic, live music

Date: Aug. 4

Time: 10 a.m. to 8:30 p.m.

City: Whistler

Location: Whistler Conference Centre

Address: 4010 Whistler Way

Event: Drop-in clinic, live music

Date: Aug. 4

Time: 9 a.m. to 9 p.m.

City: North Vancouver

Location: ICBC vaccine clinic

Address: 255 Lloyd Ave.

Event: Drop-in clinic, live music

Date: Aug. 4

Time: 9 a.m. to 10 p.m.

City: Vancouver

Location: Vancouver Convention Centre

Address: 999 Canada Place

Event: Drop-in clinic, live music

Date: Aug. 4

Time: 9 a.m. to 9 p.m.

City: Vancouver

Location: Italian Cultural Centre

Address: 3075 Slocan St.

Event: Drop-in clinic, live music

Date: Aug. 4

Time: 9:15 a.m. to 4 p.m.

City: Powell River

Location: Powell River Recreation Centre

Address: 5001 Joyce Ave.

Event: Drop-in clinic, live music

Date: Aug. 4
Time: 9 a.m. to 7 p.m.
City: Richmond
Location: Kwantlen Polytechnic University
Address: 8771 Lansdowne Rd.
Event: Drop-in clinic, live music

Date: Aug. 6
Time: 9 a.m. to 7 p.m.
City: North Vancouver
Location: ICBC vaccine clinic
Address: 255 Lloyd Ave.
Event: Celtic ensemble performance

Date: Aug. 6 to 20
Time: TBD
City: Powell River
Location: TBD
Address: TBD
Event: Drop-in clinics

Date: Aug. 7
Time: TBD
City: Vancouver
Location: Killarney Community Centre
Address: 6260 Killarney Street
Event: Drop-in clinic, live music

Date: Aug. 21
Time: TBD
City: Vancouver
Location: Vancouver Whitecaps game
Address: TBD
Event: Drop-in clinic

Northern

Date: July 27 - onward
Time: Mon. to Sat., 10:30 a.m. to 5:30 p.m.
City: Prince George
Location: Prince George Conference and Civic Centre
Address: 808 Canada Games Way, Prince George
Event: Drop-in clinic

Date: July 27-Aug. 6
Time: Varies
City: Fort St. John and area
Location: Totem Mall Old Marks Work Wearhouse
Address: 9600 93 Ave., Fort St. John

Event: Drop-in clinic

Date: July 29-30, Aug. 3-6
Time: TBD
City: Dawson Creek and area
Location: Onintiv Events Centre, CO-OP Mercer Hall
Address: CO-OP Mercer Hall #1 300 Hwy 2
Event: Drop-in clinic

Date: Aug. 3-6, 9-13
Time: 9 a.m. - noon
City: Terrace and area
Location: Terrace Health Unit
Address: 3412 Kalum St, Terrace
Event: Drop-in clinic

Contact:

Ministry of Health
Communications
250 952-1887

 [READ MORE](#)

Emergency Preparedness, Government Operations, Health

Machell, Aileen GCPE:EX

From: Machell, Aileen GCPE:EX
Sent: July 27, 2021 1:01 PM
To: Thaw, Sara GCPE:EX; Ferrier, Jeffrey GCPE:EX; Holoiday, Leah GCPE:EX
Cc: Ferguson, Stephanie GCPE:EX; Hardin, Karl GCPE:EX
Subject: RE: FOR APPROVAL: VaxForBC - photo frame - post ASAP

s.13

Otherwise good. I will note that our NR today says 3,736,651 people have received first dose, so could change it to 3.7 million but not concerned.

Thanks!

From: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>
Sent: July 27, 2021 12:50 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>
Cc: Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: FOR APPROVAL: VaxForBC - photo frame - post ASAP
Importance: High

Hey folks,

We'd like to post to promote the Facebook photo frame as part of the Vax for BC campaign. We also encourage the Minister to update his Facebook profile and share this to his social media. Please see the post copy below. Please note that we will be sending out an MLA package once this is approved. **Please review for any errors and let us know when it is approved on your end.**

POST

s.13



Sara Thaw
Director, Digital Communications
Strategic Communications
Government Communications & Public Engagement
Sara.thaw@gov.bc.ca | +1 250 883 0374
Pronouns: she/her

Machell, Aileen GCPE:EX

From: Machell, Aileen GCPE:EX
Sent: July 27, 2021 12:52 PM
To: Thaw, Sara GCPE:EX; Ferrier, Jeffrey GCPE:EX; Holoiday, Leah GCPE:EX
Cc: Ferguson, Stephanie GCPE:EX; Hardin, Karl GCPE:EX
Subject: RE: FOR APPROVAL: VaxForBC - photo frame - post ASAP

Hi Sara,
I'll run it through approvals. Thanks!

From: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>
Sent: July 27, 2021 12:50 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>
Cc: Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: FOR APPROVAL: VaxForBC - photo frame - post ASAP
Importance: High

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POST

Over 3.5 million British Columbians have done their part and gotten vaccinated ^{s.13}

^{s.13} Participate in our final push and show your #VaxForBC spirit with one of our new frames. Simply tap on your profile photo and select "Add frame." Search "VaxForBC," choose a frame, and save!



Sara Thaw
Director, Digital Communications
Strategic Communications
Government Communications & Public Engagement
Sara.thaw@gov.bc.ca | +1 250 883 0374
Pronouns: she/her

Machell, Aileen GCPE:EX

From: Machell, Aileen GCPE:EX
Sent: July 27, 2021 12:52 PM
To: hlth Ministerial and Executive Assistants
Subject: FOR APPROVAL: VaxForBC - photo frame - post ASAP

Importance: High

Greetings!

Any concerns with the copy and Facebook photo frame below?

Thanks,
Aileen

From: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>
Sent: July 27, 2021 12:50 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>
Cc: Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: FOR APPROVAL: VaxForBC - photo frame - post ASAP
Importance: High

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Sara Thaw
Director, Digital Communications
Strategic Communications
Government Communications & Public Engagement
Sara.thaw@gov.bc.ca | +1 250 883 0374
Pronouns: she/her

Machell, Aileen GCPE:EX

From: Machell, Aileen GCPE:EX
Sent: July 27, 2021 6:45 AM
To: Ferrier, Jeffrey GCPE:EX
Subject: 8am HQ call

Hi Jeff,

Nothing to flag this morning aside from the 10am news conference “update” with Minister Dix, Dr. Henry, and Dr. Ballem.

Thanks,

Aileen Machell (she/her)
Communications Director
Health Communications
250-361-5381

Machell, Aileen GCPE:EX

From: Machell, Aileen GCPE:EX
Sent: July 19, 2021 2:16 PM
To: Youngs, Kirsten R GCPE:EX; Nelson, Tiffany GCPE:EX; Holoiday, Leah GCPE:EX
Cc: Ferrier, Jeffrey GCPE:EX
Subject: RE: COVID events next week

Three – because they will be targeted to three specific regions to promote vaccinations.

And yes – vaxapalooza of sorts. I thought two weeks but let me confirm.

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 19, 2021 2:07 PM
To: Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>
Cc: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Subject: RE: COVID events next week

More details would help?

For Monday, this is to announce “vax-apolooza” I assume? I was told it was a week only so any further detail you could provide would be fabulous, or I can reach out as I discussed this high-level with A&A this a.m.

Re telephone townhalls, was there discussion as to why three? Do they want it to be similar to tonight’s format? Are these to increase vacc uptake in FH or address another issue?

From: Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>
Sent: July 19, 2021 2:02 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>
Cc: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Subject: COVID events next week

Hello,

I’ve received some direction from the MO on a number of events they want to happen next week.

Monday – event with Dr. Henry announcing a two-week push for vaccinations. It will include details on a number of clinics closing as we have fewer and fewer people to vaccinate.

Any days next week, – 3 telephone town halls with Fraser Health and area MLAs to encourage vaccinations.

Let me know if you need help or more information on any of these.

Thanks!

Aileen Machell (she/her)
Communications Director
Health Communications
250-361-5381

From: [McKill, Colin GCPE:EX](#)
To: [Cen, Calvin GCPE:EX](#)
Cc: [Youngs, Kirsten R GCPE:EX](#); [Machell, Aileen GCPE:EX](#); [Gostelow, Tara GCPE:EX](#); [Behrens, Marlene GCPE:EX](#); [GCPE Editorial Services](#)
Subject: Final - FW: MEDIA ADVISORY – Ministry of Health – Vancouver; teleconference; livestream
Date: July 26, 2021 5:53:28 PM
Attachments: [NEWS-25003.pdf](#)

Thanks Calvin, final attached, going at 5:55.

Please refer to the files attached to this email. The following is the summary of the News Release

NR Type: Media Advisory

State: Planned

Planned Release Date: July 26, 2021 at 5:55 pm

Media Distribution Lists: 000.0 - Victoria, 000.1 - Burnaby, 000.2 - Vancouver, 064.0 - Richmond, 076.0 - Surrey, BUSIN_BUSINESS, CCM_ALL CULTURAL COMMUNITY, CCID_INDIGENOUS, COVID, LEGIS_PRESS GALLERY, LMain, MEDIA, MINIS2, MMVAN_MMVAN, PROVI_PROVINCE WIDE

Lead Organization: Ministry of Health

Headline: MEDIA ADVISORY – Ministry of Health – Vancouver; teleconference; livestream

This email was auto-generated.

For Immediate Release

July 26, 2021

Ministry of Health

Office of the Provincial Health Officer

MEDIA ADVISORY

VANCOUVER - Media are invited to join Adrian Dix, Minister of Health, Dr. Bonnie Henry, B.C.'s provincial health officer, and Dr. Penny Ballem, executive lead of the B.C. immunization rollout team, for an update about the next step in B.C.'s COVID-19 immunization plan.

Event date: Tuesday, July 27, 2021

Time: 10 a.m. (Pacific time)

Location:

Pan Pacific Hotel

Room: Oceanview 5

999 Canada Pl.
Vancouver

Livestream with a sign language interpreter will be available on:
Facebook: <https://www.facebook.com/BCProvincialGovernment/>
Twitter: <https://twitter.com/BCGovNews?s=20>
YouTube: <https://www.youtube.com/user/ProvinceofBC>

Special instructions: In order to respect COVID-19 safety protocols, media wishing to attend in person are asked to wear a mask and observe physical distancing guidelines.

Media wishing to receive the PowerPoint presentation must register in advance. Media are asked to register by email by 9 a.m. tomorrow to receive the PowerPoint presentation approximately 30 minutes in advance of the event tomorrow. To register, email: Tara.Gostelow@gov.bc.ca (<mailto:Tara.Gostelow@gov.bc.ca>)

Only registered participants will be emailed the PowerPoint presentation. These materials are under strict embargo until after the announcement takes place at 10 a.m. tomorrow. Be responsible, respect the embargo and your colleagues.

Media unable to attend in person may dial in to listen to the announcement and will be able to ask questions. Participants are requested to dial in 20 minutes prior to the announcement. Media are asked to have the participant pass code ready when they dial in to save time. Failure to do this may mean a delay in you or others joining the call.

Media dial-in information:
From anywhere in B.C. and Canada, toll-free: **s.15**
Participant pass code: **s.15**

Contact:

Ministry of Health
Communications
250 952-1887 (media line)

Connect with the Province of B.C. at: <http://news.gov.bc.ca/connect>

MEDIA ADVISORY

For Immediate Release

Ministry of Health
Office of the Provincial Health Officer

July 26, 2021

MEDIA ADVISORY – Ministry of Health – Vancouver; teleconference; livestream

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From: [Cen, Calvin GCPE:EX](#)
To: [van Baarsen, Amanda HLTH:EX](#); [Youngs, Kirsten R GCPE:EX](#)
Cc: [Ferrier, Jeffrey GCPE:EX](#); [Pokorny, Peter HLTH:EX](#); [MacDonald, Alex HLTH:EX](#); [Machell, Aileen GCPE:EX](#)
Subject: RE: DRAFT materials for VaxForBC update
Date: July 26, 2021 5:57:00 PM
Attachments: [NEWS-25003.pdf](#)

Yes! We've made the edit and the attached is the final that had been released at 5:55 pm.

Calvin

From: van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>
Sent: July 26, 2021 5:55 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Cc: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Pokorny, Peter HLTH:EX <Peter.Pokorny@gov.bc.ca>; MacDonald, Alex HLTH:EX <Alex.MacDonald@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: Re: DRAFT materials for VaxForBC update

Confirming the media avail says "update" rather than "announcement"?

Sent from my iPhone

On Jul 26, 2021, at 5:12 PM, Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca> wrote:

And an FYI to all, Calvin will be on the ground at tomorrow's event helping Marlene, if Minister needs anything.

From: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Sent: July 26, 2021 4:12 PM
To: van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>; Pokorny, Peter HLTH:EX <Peter.Pokorny@gov.bc.ca>; MacDonald, Alex HLTH:EX <Alex.MacDonald@gov.bc.ca>
Cc: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>
Subject: DRAFT materials for VaxForBC update

Good afternoon,

Here – for MD's review and feedback – are DRAFT materials for tomorrow's VaxForBC update.

- The Media Advisory has already been reviewed and approved and will be issued

later today.

- The NR needs an update on immunization figures and quote approvals.
- The deck is a work in progress and still requires approval by ImmsBC team. The goal is to put this to bed tonight. In the interest of getting this done, the deck is very lean.

I know the team working on this – led by Kirsten here in Health Comms – in partnership with HQ – would be happy to connect to answer questions – as would I.

Thanks very much

<image001.jpg>

Jeffrey Ferrier (he/him/his)
Executive Director, Health Communications, Government of
British Columbia

[604-362-6109](tel:604-362-6109) | jeffrey.ferrier@gov.bc.ca

I gratefully acknowledge that I live and work on the traditional unceded territory of the Lekwungen Peoples, specifically the Songhees and Esquimalt First Nations.

MEDIA ADVISORY

For Immediate Release

Ministry of Health
Office of the Provincial Health Officer

July 26, 2021

MEDIA ADVISORY – Ministry of Health – Vancouver; teleconference; livestream

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Participant pass code: **s.15**

Contact:

Ministry of Health
Communications
250 952-1887 (media line)

Connect with the Province of B.C. at: news.gov.bc.ca/connect

Umeugo, Amaka GCPE:EX

From: Gostelow, Tara GCPE:EX
Sent: July 26, 2021 5:35 PM
To: Youngs, Kirsten R GCPE:EX; Cen, Calvin GCPE:EX; Devereux, Rick GCPE:EX; Behrens, Marlene GCPE:EX
Subject: RE: For input: MA

LOL O M G that's insanity... travel safe and enjoy if you can!

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 5:34 PM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: RE: For input: MA

Yay, ok so Calvin, can you pls tee this up with Editors?
And sorry if I'm missing emails, just got word I'm being deployed to Kamloops for wildfire comms tomorrow morning – too much going on!

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 5:32 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: RE: For input: MA

Lindsay has signed off, so we're good ☺ Thanks KY!

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 5:32 PM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: RE: For input: MA

Do you want us to loop in George for his ok?

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 5:30 PM
To: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: RE: For input: MA

Thank you Calvin!
Chatted with Marlene – we're going to remove in-person registration requirement. Calvin – thanks for being on site tomorrow!

Attached is MA with track changes, approved from my end.

TG

From: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>

Sent: July 26, 2021 5:26 PM

To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>;

Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>

Subject: RE: For input: MA

Hi all,

Attached is the updated MA with the new language. Standing by for approvals.

Thanks

Calvin

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>

Sent: July 26, 2021 5:15 PM

To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>;

Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>

Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>

Subject: RE: For input: MA

That would be amazing as reporters are anxious and know something is happening 😊

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>

Sent: July 26, 2021 5:14 PM

To: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>

Cc: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>

Subject: RE: For input: MA

Ok thanks all – running past PO.

KY, presume you want this to go ASAP?

TG

From: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>

Sent: July 26, 2021 5:13 PM

To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>

Cc: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>

Subject: Re: For input: MA

Amazing, thank you!

On Jul 26, 2021, at 5:11 PM, Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca> wrote:

I agree.

Ideal time for media to be onsite would be 9:30.

Thank you so much for this!

Marlene

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 5:10 PM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

I think that is perfection.

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 4:48 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

Hi all!

I'm happy to manage attendance as well.

Here's some draft language for Marlene and Rick to look at – I will need to run past Lindsay and George before we include it.

A flag that this makes the MA busy and media may be confused by the double registration request/miss registering for attendance/PPT.

--

Special Instructions for Registration and PowerPoint:

In order to respect COVID-19 safety protocols, media wishing to attend in person are asked to register by email by 8 a.m. tomorrow: Tara.Gostelow@gov.bc.ca

Media attending the event in person should arrive at XX:XX, wear a mask and observe physical distancing guidelines.

Media wishing to receive the PowerPoint presentation must also register in advance.

Media are asked to register by email by 9 a.m. tomorrow to receive the PowerPoint presentation approximately 30 minutes in advance of the event tomorrow:

Tara.Gostelow@gov.bc.ca

Only registered participants will be emailed the PowerPoint presentation.

These materials are under strict embargo until after the announcement takes place at 10 a.m. tomorrow.

Be responsible, respect the embargo and your colleagues.

--

Thoughts?

TG

From: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Sent: July 26, 2021 4:35 PM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

Hi,

Looping in Rick; my two major asks would be:

- Request that all media in attendance wear a mask (we can have extras onsite)
- Request that media register in order to attend

I realize that it's very unlikely we will get 20+ journalists showing up in person, but registration would help mitigate that. I don't want to be in a situation where we 1) have too many people or 2) have to turn media away.

Again, I realize I'm being paranoid but I'd rather be overprepared than under.

Thanks,

Marlene

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 4:06 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

Hi KY!

No language yet on in-person indoor events as it's been restricted to press gallery only for indoors and then a handful of outdoor events last week.

Marlene, have you/Rick/Joleen discussed appropriate language for this, or should I start the convo with them?

Thank you,

Tara Gostelow (she/her)
Director, Media Relations
Government Communications and Public Engagement
E: Tara.Gostelow@gov.bc.ca
P: 250.893.7136

I would like to acknowledge with respect the Lekwungen people, including the Esquimalt and Songhees First Nations, whose land I am grateful to live, work and play on.

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 4:01 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: For input: MA

Hi both, could you pls add any language needed around mask wearing that have been in recent in-person, indoor events?^{s.13}

Kirsten Youngs, MAIC (she/her/hers) | COVID Communications Director
Ministry of Health | Government Communications & Public Engagement
T: (250) 356-0543 | C: (250) 858-0555

I acknowledge and respect that I live and work on the traditional territory of the Lekwungen peoples, known today as the Esquimalt and Songhees Nations.

Umeugo, Amaka GCPE:EX

From: van Baarsen, Amanda HLTH:EX
Sent: July 26, 2021 2:44 PM
To: Youngs, Kirsten R GCPE:EX; MacDonald, Alex HLTH:EX
Cc: Ferrier, Jeffrey GCPE:EX; Cen, Calvin GCPE:EX
Subject: RE: For MO Review: Media Advisory details

Approved but please change “announcement” to “update” wherever it is visible.

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 2:16 PM
To: van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>; MacDonald, Alex HLTH:EX <Alex.MacDonald@gov.bc.ca>
Cc: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: For MO Review: Media Advisory details

Attached is a draft MA on tomorrow’s event for your review. Location and dial-ins are included.
Note PJH is not listed as attending, let me know if that is still the case, and also that there will be a PPT shared with reporters. We will add a line to that effect if so and get this out tonight.

Kirsten Youngs, MAIC (she/her/hers) | COVID Communications Director
Ministry of Health | Government Communications & Public Engagement
T: (250) 356-0543 | C: (250) 858-0555

I acknowledge and respect that I live and work on the traditional territory of the Lekwungen peoples, known today as the Esquimalt and Songhees Nations.

Umeugo, Amaka GCPE:EX

From: Henry, Bonnie HLTH:EX
Sent: July 26, 2021 6:54 PM
To: Youngs, Kirsten R GCPE:EX; Thompson, Laurel HLTH:EX; Halicki, Ashley HLTH:EX
Cc: Holoiday, Leah GCPE:EX; Nelson, Tiffany GCPE:EX; Cen, Calvin GCPE:EX; Tounsi, Marielle GCPE:EX
Subject: RE: For PHO Review/Input: SN for tomorrow + NR & quote
Attachments: NR_VaxForBC_July 27_D4_620 PM bh.docx

Looks good, a few small suggestions.

Thanks,
b

*Dr Bonnie Henry
Provincial Health Officer
Office of the PHO
Ministry of Health
4th floor, 1515 Blanshard St
Mailing address: PO Box 9648, STN PROV GOVT
Victoria, BC
V8W 9P4
Bonnie.henry@gov.bc.ca*

Phone: [s.17](#); [s.19](#)

I gratefully acknowledge that I live and work on the traditional unceded territory of the Lekwungen Peoples, specifically the Songhees and Esquimalt First Nations. Hay'sxw'qu Si'em

Warning: This email is intended only for the use of the individual or organization to whom it is addressed. It may contain information that is privileged or confidential. Any distribution, disclosure, copying, or other use by anyone else is strictly prohibited. If you have received this in error, please telephone or e-mail the sender immediately and delete the message.

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 6:31 PM
To: Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca>; Thompson, Laurel HLTH:EX <Laurel.Thompson@gov.bc.ca>; Halicki, Ashley HLTH:EX <Ashley.Halicki@gov.bc.ca>
Cc: Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Tounsi, Marielle GCPE:EX <Marielle.Tounsi@gov.bc.ca>
Subject: For PHO Review/Input: SN for tomorrow + NR & quote

Good evening, Dr. Henry,
Apologies for the delay in getting these draft speaking points to you – I know there is a lot more you're wanting to add but this is hopefully a good frame to start from. Also including the recent version of Penny's PPT for your info, the draft NR with your quote for approval/edits, and the media advisory that just went out.

EXCITING NEWS: I've been deployed to Kamloops for wildfire communications and a federal Minister tour as of tomorrow morning, so I'm leaving these SNs and quote approval in Leah's capable hands if we don't get it signed off tonight. Our Vancouver-based [s.22](#) Calvin will be at the event tomorrow so there will be a friendly face amongst the reporters.

For other items:

- Tiffany is your lead for the Telephone Townhalls and she will make sure you're fully supported there.
- Marielle will be supporting PHO media.
- Dr. Henderson is taking on Thursday's wildfire avail as your schedule couldn't accommodate.

I'm back on August 9th, which feels like a long way away.

But available by text if you need anything. Have fun in Whistler! I'll wave as I fly over the event tomorrow.

Kirsten Youngs, MAIC (she/her/hers) | COVID Communications Director
Ministry of Health | Government Communications & Public Engagement
T: (250) 356-0543 | C: (250) 858-0555

I acknowledge and respect that I live and work on the traditional territory of the Lekwungen peoples, known today as the Esquimalt and Songhees Nations.

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Withheld pursuant to/removed as

s.13

Umeugo, Amaka GCPE:EX

From: Cen, Calvin GCPE:EX
Sent: July 26, 2021 1:06 PM
To: Youngs, Kirsten R GCPE:EX
Cc: Behrens, Marlene GCPE:EX
Subject: RE: Media Advisory details

Thanks for the updates. Will work on the MA.

Calvin

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 1:04 PM
To: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Cc: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: Media Advisory details

Ok! So we have some details for the MA:

Location:
Pan Pacific Hotel
Address pls
Room: Oceanview 5

Dial-in to come from Marlene

NO PJH

Participants: Minister Dix, Drs Henry & Ballem.
There WILL be a PPT, which reporters will get as embargoed 30mins ahead.

Kirsten Youngs, MAIC (she/her/hers) | COVID Communications Director
Ministry of Health | Government Communications & Public Engagement
T: (250) 356-0543 | C: (250) 858-0555

I acknowledge and respect that I live and work on the traditional territory of the Lekwungen peoples, known today as the Esquimalt and Songhees Nations.

Umeugo, Amaka GCPE:EX

From: Cen, Calvin GCPE:EX
Sent: July 26, 2021 4:24 PM
To: Behrens, Marlene GCPE:EX
Cc: Youngs, Kirsten R GCPE:EX
Subject: RE: Onsite support

Sure! It's my pleasure to help with the event. I'll come to VCO tomorrow and will meet you at Oceanview Room 5 at 9 am.

How's that sound?

Calvin

From: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Sent: July 26, 2021 4:18 PM
To: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Cc: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Subject: Onsite support

Hi Calvin,

I'm wondering if you're available to come help out with the event tomorrow? With media in person plus dealing with the usual event setup, I would really appreciate help in getting media signed in and set up, and managing the mic for the QA.

Would this be doable? I'm thinking about 9-11:30 am?

Thanks,

Marlène Behrens | Events & Corporate Planning
B.C. Government Communications and Public Engagement
Marlene.behrens@gov.bc.ca | cell: 778-584-1253 | Pronouns: she/her/hers

Umeugo, Amaka GCPE:EX

From: Youngs, Kirsten R GCPE:EX
Sent: July 26, 2021 5:35 PM
To: Wigmore, Matthew GCPE:EX
Cc: Tounsi, Marielle GCPE:EX; Cen, Calvin GCPE:EX
Subject: RE: Press Conference tomorrow with PHO

David Carrigg, yes?

He'll get the advisory when it goes shortly 😊

From: Wigmore, Matthew GCPE:EX <Matthew.Wigmore@gov.bc.ca>
Sent: July 26, 2021 4:19 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Subject: Press Conference tomorrow with PHO
Importance: High

David Garret – Vancouver Sun / Province

Dcarrigg@postmedia.com

Hi Kirsten

David was wondering if there was a press conference with Dr. Henry tomorrow? I told him we'd (i.e. your team) get back to him. Email address above.

Matthew

Matthew Wigmore
Public Affairs Officer, Ministry of Health
Government Communications and Public Engagement
Cell: 250-883-5563 | Office: 250-739-8408
He/Him

Grateful to live, work, and play within the traditional territories of the Lekwungen speaking people – also known as the Esquimalt and Songhees First Nations.

Umeugo, Amaka GCPE:EX

From: Youngs, Kirsten R GCPE:EX
Sent: July 26, 2021 6:45 PM
To: Henry, Bonnie HLTH:EX
Cc: Thompson, Laurel HLTH:EX; Halicki, Ashley HLTH:EX; Holoiday, Leah GCPE:EX; Nelson, Tiffany GCPE:EX; Cen, Calvin GCPE:EX; Tounsi, Marielle GCPE:EX
Subject: RE: For PHO Review/Input: SN for tomorrow + NR & quote

Sounds good, EMBC will send you the calendar invites for the week.

And for tomorrow, a fair warning that these tshirts are in store for you, hopefully the yellow doesn't clash with your yellow outfit 😊



From: Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca>
Sent: July 26, 2021 6:41 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Cc: Thompson, Laurel HLTH:EX <Laurel.Thompson@gov.bc.ca>; Halicki, Ashley HLTH:EX <Ashley.Halicki@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Tounsi, Marielle GCPE:EX <Marielle.Tounsi@gov.bc.ca>
Subject: Re: For PHO Review/Input: SN for tomorrow + NR & quote

Thanks and that sounds like a challenging 'break'!

I can do the fire calls this week. Can work around things Thursday. Is there a fire call tomorrow too? I didn't see the invite.

Will look at the SN etc now

Dr Bonnie Henry
Provincial Health Officer

On Jul 26, 2021, at 6:31 PM, Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca> wrote:

Good evening, Dr. Henry,

Apologies for the delay in getting these draft speaking points to you – I know there is a lot more you're wanting to add but this is hopefully a good frame to start from. Also including the recent version of Penny's PPT for your info, the draft NR with your quote for approval/edits, and the media advisory that just went out.

EXCITING NEWS: I've been deployed to Kamloops for wildfire communications and a federal Minister tour as of tomorrow morning, so I'm leaving these SNs and quote approval in Leah's capable hands if we don't get it signed off tonight. Our Vancouver-based (and lovely) Calvin will be at the event tomorrow so there will be a friendly face amongst the reporters.

For other items:

- * Tiffany is your lead for the Telephone Townhalls and she will make sure you're fully supported there.
- * Marielle will be supporting PHO media.
- * Dr. Henderson is taking on Thursday's wildfire avail as your schedule couldn't accommodate.

s.22

But available by text if you need anything. Have fun in Whistler! I'll wave as I fly over the event tomorrow.

Kirsten Youngs, MAIC (she/her/hers) | COVID Communications Director
Ministry of Health | Government Communications & Public Engagement
T: (250) 356-0543 | C: (250) 858-0555

I acknowledge and respect that I live and work on the traditional territory of the Lekwungen peoples, known today as the Esquimalt and Songhees Nations.

From: [Rena Kendall-Craden](#)
To: [Youngs, Kirsten R GCPE:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#)
Subject: VAXforBC
Date: July 19, 2021 3:45:58 PM
Attachments: [2021 07 19 VaxForBC program overview Update.docx](#)

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Rena Kendall-Craden
Rena Kendall Consulting

Renakendall.ca@shaw.ca
250 889 5681

Rena Kendall-Craden
Rena Kendall Consulting

Renakendall.ca@shaw.ca
250 889 5681

From: [Grieve, Chandler GCPE:EX](#)
To: [Youngs, Kirsten R GCPE:EX](#)
Subject: FW: #VaxForBC updates
Date: July 21, 2021 1:24:12 PM
Attachments: [2021.07.21 VaxForBC program overview Update for review.docx](#)

From: Sam Corea <sampcorea@outlook.com>

Sent: July 21, 2021 1:21 PM

To: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>; Lizette Parsons Bell <lizette@umbrellastrategies.ca>; Rena Kendall-Craden <rekendall@shaw.ca>

Subject: #VaxForBC updates

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Hi Chandler,

I've updated our planning document based on comments received yesterday during our IMMSBC Team Meeting.

Terry Wright says there's agreement from the Health Authorities to set aside 20,000 doses in total across the regions for Walk-in Wednesday on August 4.

By that time, Vancouver Coastal and Island Health will have enough space in their clinics to accommodate walk-ins as next week, they are still quite full with bookings.

Interior Health and Northern Health are already accommodating walk-ins and mobile clinics. I don't think we can expect too many special events as they are focused on forest fires.

For Fraser Health and Van Coastal, they are going full on with their outreach clinics.

I've added their activities to the document to assist with planning and perhaps building out some content on the proposed government website page.

www.gov.bc.ca/VaxForBC

And we are hearing that there is a proposed press availability with DBH, MAD and Dr. Ballem on Tuesday 27 July to discuss the vaccine push and the changes in the clinics we are expected to see in August.

Thanks, Sam

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Withheld pursuant to/removed as

s.13

From: [Youngs, Kirsten R GCPE:EX](#)
To: [Ferrier, Jeffrey GCPE:EX](#); [Grieve, Chandler GCPE:EX](#); [Nelson, Tiffany GCPE:EX](#); [Machell, Aileen GCPE:EX](#)
Cc: [Hardin, Karl GCPE:EX](#)
Subject: RE: #VaxForBC – Vaccine Week: August 2 to 8 - Overview
Date: July 20, 2021 10:53:19 AM

In addition, the Minister would like a launch event in the next week with Drs Henry and Ballem, which we currently have as a tentative hold for next Tuesday as confirmed with CorpCal.

From: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Sent: July 20, 2021 10:31 AM
To: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>
Cc: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: RE: #VaxForBC – Vaccine Week: August 2 to 8 - Overview

Hi,

Thanks for all this Chandler – much appreciated.

Yes indeed I talked with Karl about this last week and we got notional support from the MO for the initiative. [s.13](#)

[s.13](#)

Tiffany / KY – as a next step can we please set up time to update the MO and share proposals on timing, messaging and rollout? Cc'ing Aileen to help make this happen.

Thanks very much



Jeffrey Ferrier (he/him/his)
Executive Director, Health Communications, Government of British Columbia

604-362-6109 | jeffrey.ferrier@gov.bc.ca

I gratefully acknowledge that I live and work on the traditional unceded territory of the Lekwungen Peoples, specifically the Songhees and Esquimalt First Nations.

From: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Sent: July 20, 2021 10:27 AM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Cc: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: RE: #VaxForBC – Vaccine Week: August 2 to 8 - Overview

Hey Tiffany and KY,

Following up on the note from yesterday, wondering if would could carve out some time to talk about VaxforBC. I believe Karl and Jeff had some initial conversations about the idea last week. We are waiting to get a list of all potential events from all of the HA's. The key will be finding out a date/time/method to launch or socialize the event – from there the HA's can take the theme and run with it.

I have a comms deck (shared with you yesterday and supported by co comms last week) and a skeleton of an NR that Shannon drafted prior to going on vacation.

Let me know how you would like to take the next step.

Some of the HA's (Coastal/Fraser) have events planned for next week (Playland, Pride week etc). We need to decide if these events will be tied into the provincial push or not.

Cheers,
CG

From: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>

Sent: July 19, 2021 3:30 PM

To: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>

Cc: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>

Subject: FW: #VaxForBC – Vaccine Week: August 2 to 8 - Overview

Hi Chandler – can you send us the PPT you and Sara presented to CoComms last week? We're getting an error message each time (not supported/damaged file). Thanks
Tiffany

From: Rekendall <rekendall@shaw.ca>

Sent: July 16, 2021 10:15 AM

To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>

Subject: Fwd: #VaxForBC – Vaccine Week: August 2 to 8 - Overview

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Hello all: hope you all are enjoying the summertime. I have included the coms plan for the #VacForBC week for your review. Dates will be confirmed as modelling is finalized. Note there are also some evolving ideas around PHO order for proof of vaccination for LTC visitors and pharmacy pilot and booster and school age vaccinations. If you are fully briefed then good, if you need anything further please let me know.
Thanks

With warm regards. Rena Kendall-Craden

Good morning,

Rather than dealing with or editing a 20-plus slide powerpoint, here's a quicker summary of the proposed #VaxForBC week vaccine push for the week of August 2 to 8 for continued consideration.

Material adapted from the presentation and the CoComm discussion.

Lizette: you can send this around to Chandler and Health Authorities.

So what we need now would be confirmation of capacity on the week of August 2 to 8 to support a provincial message:

If you haven't had your vaccine yet (dose 1 or 2), this is your week. Lots of capacity available in the clinics and on one or two days this week – it will be entirely drop in, no matter where you are in the province. Walk in, roll up your sleeve and get your shot! #VAXforBC

I would imagine Chandler will brief his GCPE colleagues and if this plan is a go, it makes its way up to the Minister and Dr. Henry.

Thanks, Sam

<2021 07 16 VaxForBC program overview.docx>

From: [Youngs, Kirsten R GCPE:EX](#)
To: [XT:Ballem, Penny HLTH:IN](#); "[Rena Kendall-Craden](#)"; [Sam Corea](#)
Subject: For DPB calendar: "Vaxapolooza" event - Tuesday July 27 10am - VCO
Date: July 20, 2021 5:26:28 PM

Dr. B! Long time no chat but I hear Team APB is coming back together for an event on Tuesday to announce the 2 week vax push.

Yay!

Details are tentative but we are hopeful that next Tuesday, 10am, at the Vancouver Convention Centre offices, is when the event will be – please put a hold in your calendar and I or Rena will relay any changes if and when they present themselves.

From: Youngs, Kirsten R GCPE:EX
Sent: July 20, 2021 5:18 PM
To: Halicki, Ashley HLTH:EX <Ashley.Halicki@gov.bc.ca>; Thompson, Laurel HLTH:EX <Laurel.Thompson@gov.bc.ca>
Cc: Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca>; van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>
Subject: For DBH calendar: "Vaxapolooza" event - Tuesday July 27 10am - VCO

Hi Ashley, could you please put a hold in Dr. Henry's calendar for Tuesday, July 27th from 10am-11am for the launch of a 2-week vacc push and foreshadowing of clinics winding down?

She will join Minister Dix and Dr. Ballem, in Vancouver at the VCO for a broadcast avail. So will need to factor in travel time/flights/hotel.

If that poses a problem, we can always video her in – just let me know.

While the date/time is not 100% confirmed, Amanda and I discussed and given how busy next week is in the overall govt calendar, this is a safe bet.

If we can set aside 15 minutes on Monday morning as well to discuss speaking points, or use the Monday morning call for that, that would be great!

Kirsten Youngs, MAIIC (she/her/hers) | COVID Communications Director

Ministry of Health | Government Communications & Public Engagement

T: (250) 356-0543 | C: (250) 858-0555

I acknowledge and respect that I live and work on the traditional territory of the Lekwungen peoples, known today as the Esquimalt and Songhees Nations.

From: [Youngs, Kirsten R GCPE:EX](#)
To: [Grieve, Chandler GCPE:EX](#)
Cc: ["Lizette Parsons Bell"; Northey, Krystal GCPE:EX; Nelson, Tiffany GCPE:EX](#)
Subject: RE: VaxforBC Update/next steps
Date: July 21, 2021 12:35:01 PM

3:30 does for me, Tiff any said she can sit this one out but check to see if Jeff's calendar is free?

From: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Sent: July 21, 2021 12:34 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Cc: 'Lizette Parsons Bell' <lizette@umbrellastrategies.ca>; Northey, Krystal GCPE:EX <Krystal.Northey@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Subject: RE: VaxforBC Update/next steps
Does another time work better this afternoon?
-----Original Appointment-----

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 21, 2021 12:32 PM
To: Grieve, Chandler GCPE:EX
Cc: 'Lizette Parsons Bell'; Northey, Krystal GCPE:EX; Nelson, Tiffany GCPE:EX
Subject: Accepted: VaxforBC Update/next steps
When: July 21, 2021 2:00 PM-2:30 PM (UTC-08:00) Pacific Time (US & Canada).
Where: Microsoft Teams Meeting

Looks like that's when we're all in a meeting so no one from COVID comms can attend at 2pm.
If it goes ahead, fyi that we'll hold pen on NR, KMQA, event plan and issues management/media following Tuesday's event.

From: [Youngs, Kirsten R GCPE:EX](#)
To: [van Baarsen, Amanda HLTH:EX](#)
Subject: As promised: EP for Tuesday + PPT
Date: July 22, 2021 1:20:45 PM
Attachments: [VaxForBC event plan_KN_Draft1.ky.docx](#)
[Vaccine Comms Pitch Deck 061421_V6 Monday19.pptx](#)

Hi Amanda!

Two options as outlined in attached event pitch. Also included is a PPT presented to Ballem's team by HQ.

Let me know what MD prefers and we can get it all ready. Note PJH is tentative at this point.

Kirsten Youngs, MAIC (she/her/hers) | COVID Communications Director

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Page 081 of 389 to/à Page 093 of 389

Withheld pursuant to/removed as

s.13

Devereux, Rick GCPE:EX

From: Poorooshasb, Nammi GCPE:EX
Sent: July 27, 2021 8:44 AM
To: Kerner, Tara GCPE:EX
Cc: Grieve, Chandler GCPE:EX; Behrens, Marlene GCPE:EX; Devereux, Rick GCPE:EX
Subject: Re: 8336-VaxForBC_20210727_16-9PPP__v2

Hi Tara,

This is looking great. Love the new title slide.

s.13

I think that's gonna be it. 🍌

Nammi

From: "Kerner, Tara GCPE:EX" <Tara.Kerner@gov.bc.ca>
Date: Tuesday, July 27, 2021 at 8:27 AM
To: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Cc: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>, "Behrens, Marlene GCPE:EX" <Marlene.Behrens@gov.bc.ca>, Rick Devereux <Rick.Devereux@gov.bc.ca>
Subject: 8336-VaxForBC_20210727_16-9PPP__v2

Please Note: this PPP is not yet approved – this is just for Nammi to see to approve.

Good morning Nammi,
Attached is just a pdf of the "cleaned-up" spiffy version.
Please let me know if there is anything I missed.

Note: I did adjust a few minor things to make it look better.

Once I get your final approval, I will then send all the various file formats of the presentation to everyone.

Thanks.

Tara Kerner, CGD

Senior Designer, Graphic Communications
Government Communications and Public Engagement (GCPE)
Province of British Columbia
4th Floor, 617 Government Street, Victoria, B.C. V8V 2M1
Office: 250.356.8129
Cell: 250.686.9464

[Graphic Design Request System](#)

[BC Visual Identity](#)

[GCPE Graphic Communications Information & Resources](#)

[GCPE Graphic Communications Quick Reference Guide](#)

From: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>

Sent: July 26, 2021 11:04 PM

To: Kerner, Tara GCPE:EX <Tara.Kerner@gov.bc.ca>

Cc: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>

Subject: deck

Hi Tara,

Thanks so much for agreeing to take this on. I've tried to send along as clean a file as I could. There is a new slide, slide 4. The original asset that I was sent was quite a challenge to work with, so you'll notice it's a bit of a hack job of images and live text.

For reference, I've also included in a separate doc the file I was sent as source.

Don't hesitate to reach out if you need to talk anything through. I should be functional by 7ish, so just call if you need me.

Nammi

Devereux, Rick GCPE:EX

From: Behrens, Marlene GCPE:EX
Sent: July 26, 2021 5:16 PM
To: Hardin, Karl GCPE:EX
Cc: Devereux, Rick GCPE:EX; Grieve, Chandler GCPE:EX
Subject: RE: Podium Art

Hi,

Just jumping in to add that we can cut changes pretty close. Would be great if it was done by 8:30 or 9, though!

Thanks,

Marlène Behrens | Events & Corporate Planning
B.C. Government Communications and Public Engagement
Marlene.behrens@gov.bc.ca | cell: 778-584-1253 | Pronouns: she/her/hers

From: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Sent: July 26, 2021 4:00 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Subject: Podium Art

Hey folks,

Will the attached work? I might have edits coming in on this tonight, when's the latest we can swap it out?

Thanks
k

--

Karl Hardin
Executive Director, Digital Communications
Strategic Communications
Government Communications & Public Engagement
karl.hardin@gov.bc.ca | +1 778 584 1251
Pronouns: he/him

Devereux, Rick GCPE:EX

From: Youngs, Kirsten R GCPE:EX
Sent: July 26, 2021 5:15 PM
To: Gostelow, Tara GCPE:EX; Devereux, Rick GCPE:EX; Behrens, Marlene GCPE:EX
Cc: Cen, Calvin GCPE:EX
Subject: RE: For input: MA

That would be amazing as reporters are anxious and know something is happening 😊

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 5:14 PM
To: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

Ok thanks all – running past PO.
KY, presume you want this to go ASAP?

TG

From: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Sent: July 26, 2021 5:13 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: Re: For input: MA

Amazing, thank you!

On Jul 26, 2021, at 5:11 PM, Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca> wrote:

I agree.

Ideal time for media to be onsite would be 9:30.

Thank you so much for this!

Marlene

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 5:10 PM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

I think that is perfection.

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
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To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
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Hi all!

I'm happy to manage attendance as well.

Here's some draft language for Marlene and Rick to look at – I will need to run past Lindsay and George before we include it.

A flag that this makes the MA busy and media may be confused by the double registration request/miss registering for attendance/PPT.

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Be responsible, respect the embargo and your colleagues.

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Thoughts?

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I realize that it's very unlikely we will get 20+ journalists showing up in person, but registration would help mitigate that. I don't want to be in a situation where we 1) have too many people or 2) have to turn media away.

Again, I realize I'm being paranoid but I'd rather be overprepared than under.

Thanks,

Marlene

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 4:06 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
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Hi KY!

No language yet on in-person indoor events as it's been restricted to press gallery only for indoors and then a handful of outdoor events last week.

Marlene, have you/Rick/Joleen discussed appropriate language for this, or should I start the convo with them?

Thank you,

Tara Gostelow (she/her)
 Director, Media Relations
 Government Communications and Public Engagement
 E: Tara.Gostelow@gov.bc.ca
 P: 250.893.7136

I would like to acknowledge with respect the Lekwungen people, including the Esquimalt and Songhees First Nations, whose land I am grateful to live, work and play on.

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To: Youngs, Kirsten R GCPE:EX; Gostelow, Tara GCPE:EX; Devereux, Rick GCPE:EX
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E: Tara.Gostelow@gov.bc.ca
P: 250.893.7136

I would like to acknowledge with respect the Lekwungen people, including the Esquimalt and Songhees First Nations, whose land I am grateful to live, work and play on.

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 4:01 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: For input: MA

Hi both, could you pls add any language needed around mask wearing that have been in recent in-person, indoor events? [s.13](#)

Kirsten Youngs, MAIC (she/her/hers) | COVID Communications Director
Ministry of Health | Government Communications & Public Engagement
T: (250) 356-0543 | C: (250) 858-0555

I acknowledge and respect that I live and work on the traditional territory of the Lekwungen peoples, known today as the Esquimalt and Songhees Nations.

Devereux, Rick GCPE:EX

From: Behrens, Marlene GCPE:EX
Sent: July 26, 2021 4:35 PM
To: Gostelow, Tara GCPE:EX; Youngs, Kirsten R GCPE:EX; Devereux, Rick GCPE:EX
Cc: Cen, Calvin GCPE:EX
Subject: RE: For input: MA

Hi,

Looping in Rick; my two major asks would be:

- Request that all media in attendance wear a mask (we can have extras onsite)
- Request that media register in order to attend

I realize that it's very unlikely we will get 20+ journalists showing up in person, but registration would help mitigate that. I don't want to be in a situation where we 1) have too many people or 2) have to turn media away.

Again, I realize I'm being paranoid but I'd rather be overprepared than under.

Thanks,

Marlene

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 4:06 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

Hi KY!

No language yet on in-person indoor events as it's been restricted to press gallery only for indoors and then a handful of outdoor events last week.

Marlene, have you/Rick/Joleen discussed appropriate language for this, or should I start the convo with them?

Thank you,

Tara Gostelow (she/her)
Director, Media Relations
Government Communications and Public Engagement
E: Tara.Gostelow@gov.bc.ca
P: 250.893.7136

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Devereux, Rick GCPE:EX

From: Devereux, Rick GCPE:EX
Sent: July 26, 2021 4:05 PM
To: Hardin, Karl GCPE:EX; Behrens, Marlene GCPE:EX
Cc: Grieve, Chandler GCPE:EX
Subject: RE: Podium Art

Peanut gallery here but it REALLY looks like it says AX FOR BC.

Given the parallel issues being managed by our friends in FLNRO, I'd really suggest an outline or other graphic attempts to make that much more clearly a V

From: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Sent: July 26, 2021 4:00 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Subject: Podium Art

Hey folks,

Will the attached work? I might have edits coming in on this tonight, when's the latest we can swap it out?

Thanks
k

--

Karl Hardin
Executive Director, Digital Communications
Strategic Communications
Government Communications & Public Engagement
karl.hardin@gov.bc.ca | +1 778 584 1251
Pronouns: he/him

Devereux, Rick GCPE:EX

From: Behrens, Marlene GCPE:EX
Sent: July 26, 2021 1:14 PM
To: 'Wayde Buttimore'
Cc: David Vaughan; Devereux, Rick GCPE:EX; Adam Young; Simone Vaughan
Subject: RE: Two events tomorrow morning

Hi Wayde,

Just received confirmation; we would like to move forward with the Pan Pacific option.

I can be onsite to give your crew access at 6:45.

Please note I've also just been informed that we will have slides, so we will also need the screen. In addition, can you please confirm we will still be able to use the digital podium? And are you able to please remind me of the dimensions?

Thank you for all your help with this.

Marlene

From: Wayde Buttimore <wbuttimore@sw-online.com>
Sent: July 26, 2021 1:09 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: David Vaughan <dvaughan@sw-online.com>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Adam Young <ayoung@sw-online.com>; Simone Vaughan <svaughan@sw-online.com>
Subject: Re: Two events tomorrow morning

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Marlene,

This is possible, however we would require access at 6:45am to VCO to dismantle the equipment then move it across ready for a 10am start. There would also require more labour.

Please let me know if you want to proceed with moving VCO into Pan Pacific. Thanks

Wayde Buttimore

Senior Production Manager
SW EVENT TECHNOLOGY
VANCOUVER/LOWER MAINLAND

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M. [604-363-1038](tel:604-363-1038)

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www.sw-online.com

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We're being asked to move the event to the Pan Pacific so we can accommodate in-person media. Is this doable on your end? I'm not sure if it's easier to bring in the equipment from offsite or to roll it over from VCO via the 4th floor hallway, or if this requires additional staff. Please let me know what you would recommend.

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No issues at all

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Cell: s.22 (call upon arrival)

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- Lighting if needed, the announcement is outdoors.

Most important here is that Marlene's event is the priority if you can only support one event. Let us know if this is possible though, and as soon as possible would be greatly appreciated in case we need to seek other support.

Thanks

Rick

Rick Devereux (he/him/his)

Executive Director, Events & Corporate Planning

Government Communications and Public Engagement

rick.devereux@gov.bc.ca | cell: 250-812-1207

--

David Vaughan

GENERAL MANAGER – LOWER MAINLAND REGION

SW EVENT TECHNOLOGY / SHOWTIME EVENT & DISPLAY / NATIONAL SCREEN COMPANY

TOLL FREE 1-855-789-7928

www.sw-online.com

www.showtimedisplay.com

www.nationalscreen.tech

Devereux, Rick GCPE:EX

From: Behrens, Marlene GCPE:EX
Sent: July 26, 2021 11:18 AM
To: 'David Vaughan'; Devereux, Rick GCPE:EX
Cc: Wayde Buttimore; Adam Young; Simone Vaughan
Subject: RE: Two events tomorrow morning

Hi all,

Just an update- 10 am event tomorrow is confirmed at VCO. I will be onsite contact.

Thanks,

Marlene

From: David Vaughan <dvaughan@sw-online.com>
Sent: July 26, 2021 10:33 AM
To: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Cc: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Wayde Buttimore <wbuttimore@sw-online.com>; Adam Young <ayoung@sw-online.com>; Simone Vaughan <svaughan@sw-online.com>
Subject: Re: Two events tomorrow morning

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Rick

No issues at all

David G Vaughan
General Manager - Lower Mainland - BC
SW EVENT TECHNOLOGY / SHOWTIME DISPLAY / NATIONAL SCREEN COMPANY
Toll Free: 1-855-789-7928
Cell: 1-604-809-7225
dvaughan@sw-online.com
www.sw-online.com
www.showtimedisplay.com
www.nationalscreen.tech

On Mon, 26 Jul 2021, 10:29 am Devereux, Rick GCPE:EX, <Rick.Devereux@gov.bc.ca> wrote:

And one more thing I forgot David. Our 9am event will also need a moderator mic, separate from the podium mic.

Thanks

Rick

From: David Vaughan <dvaughan@sw-online.com>
Sent: July 26, 2021 10:23 AM
To: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Cc: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Wayde Buttimore <wbuttimore@sw-online.com>;
Adam Young <ayoung@sw-online.com>; Simone Vaughan <svaughan@sw-online.com>
Subject: Re: Two events tomorrow morning

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Rick We can do both

It will be far easier if one in VCO and one outdoors but we can make it happen no matter what

On Mon, Jul 26, 2021 at 10:07 AM Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca> wrote:

Hi David,

We have a second event that needs support tomorrow morning. I know Marlene has been in touch about one event at 10am and this is the priority. Marlene's event may be at a location out in the world that requires set up or it may be at the VCO.

The new event is definitely at a location out in the world that requires set up and it will be at 9am.

The location/details:

Surrey Eagles Hockey Club

2199 148th St. Surrey, B.C.

Date

Thursday, July 27, 2021

Time: 9 – 9:30 am

CONTACTS

Charlie Black, On the ground contact, Surrey Eagles –

Cell: s.22 (call upon arrival)

We will need:

- Podium
- One or two audio speakers (there will be no audience, just so the handful of people present can hear the people on the phone)
- Media feed
- Phone connection and phone to dial into conference call
- Lighting if needed, the announcement is outdoors.

Most important here is that Marlene's event is the priority if you can only support one event. Let us know if this is possible though, and as soon as possible would be greatly appreciated in case we need to seek other support.

Thanks

Rick

Rick Devereux (he/him/his)

Executive Director, Events & Corporate Planning

Government Communications and Public Engagement

rick.devereux@gov.bc.ca | cell: 250-812-1207

--

David Vaughan

GENERAL MANAGER – LOWER MAINLAND REGION

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www.showtimedisplay.com

www.nationalscreen.tech

Behrens, Marlene GCPE:EX

From: cs@mercuri.ca
Sent: July 26, 2021 11:20 AM
To: Behrens, Marlene GCPE:EX
Subject: Government of BC - Health s.15 (RECORDED)

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Thank you for choosing Mercuri for your Event Conference Call.

The following are the details of your Conference Call Reservation. If you wish to change any of the details, please call 1-888-661-7777 , or email BC@mercuri.ca, and quote reservation s.15

Customer Name: Government of BC - Health

Requested By: Marlene Behrens

Phone Number: 778-584-1253

Conference Date: 2021-07-27

Conference Time: 10:00 AM Pacific Daylight Time

Approx. Duration: 60 Minutes

Approx. Number of Participants: 75

Identification Passcode: s.15

Title: Government of BC - Health

Chairperson Pre Conference: Yes

Chairperson: Marlene Behrens

Comm Line: Yes

Conference Record: Yes

Provision for Conference Playback: No

Conference Q&A Session: Yes

Chairperson Dial In Number: s.15

(Please distribute this number ONLY to the chairpersons/speakers of the call. It will allow the chairpersons priority access to the conference system.)

Stakeholder / Media Dial In Number: s.15

(Please distribute this number to ALL OTHER guests on the conference call)

WebCasting Access Link: Distribute if you are requesting WebCasting to be active on this call.

s.15

Viewer and Chat link and Access Codes:

Viewer Link:

s.15

Chat Only:

s.15

Guest: s.15

Host: :

Comm Line: s.15

Passcode: s.15

Facts Complete: Yes

Notes and Special Requests:

Should you have any questions or wish to change your booking in any way, please contact us at your convenience!

THANK YOU FOR CHOOSING MERCURI!

Warning! Sender is from outside of this Organization. *** Do not click on any links or attachments unless you are sure they are safe!***

Behrens, Marlene GCPE:EX

From: Cen, Calvin GCPE:EX
Sent: July 26, 2021 5:54 PM
To: McKill, Colin GCPE:EX
Cc: Youngs, Kirsten R GCPE:EX; Machell, Aileen GCPE:EX; Gostelow, Tara GCPE:EX; Behrens, Marlene GCPE:EX; GCPE Editorial Services
Subject: RE: Final - FW: MEDIA ADVISORY – Ministry of Health – Vancouver; teleconference; livestream

Thank you, Colin!

Calvin

From: McKill, Colin GCPE:EX <Colin.McKill@gov.bc.ca>
Sent: July 26, 2021 5:53 PM
To: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Cc: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; GCPE Editorial Services <GCPEWES@Victoria1.gov.bc.ca>
Subject: Final - FW: MEDIA ADVISORY – Ministry of Health – Vancouver; teleconference; livestream

Thanks Calvin, final attached, going at 5:55.

Please refer to the files attached to this email. The following is the summary of the News Release

NR Type: Media Advisory
State: Planned
Planned Release Date: July 26, 2021 at 5:55 pm
Media Distribution Lists: 000.0 - Victoria, 000.1 - Burnaby, 000.2 - Vancouver, 064.0 - Richmond, 076.0 - Surrey, BUSIN_BUSINESS, CCM_ALL CULTURAL COMMUNITY, CCID_INDIGENOUS, COVID, LEGIS_PRESS GALLERY, LMain, MEDIA, MINIS2, MMVAN_MMVAN, PROVI_PROVINCE WIDE
Lead Organization: Ministry of Health
Headline: MEDIA ADVISORY – Ministry of Health – Vancouver; teleconference; livestream

This email was auto-generated.

For Immediate Release

July 26, 2021

Ministry of Health
Office of the Provincial Health Officer

MEDIA ADVISORY

VANCOUVER - Media are invited to join Adrian Dix, Minister of Health, Dr. Bonnie Henry, B.C.'s provincial health officer, and Dr. Penny Ballem, executive lead of the B.C. immunization rollout team, for an update about the next step in B.C.'s COVID-19 immunization plan.

Event date: Tuesday, July 27, 2021

Time: 10 a.m. (Pacific time)

Location:

Pan Pacific Hotel

Room: Oceanview 5

999 Canada Pl.

Vancouver

Livestream with a sign language interpreter will be available on:

Facebook: <https://www.facebook.com/BCProvincialGovernment/>

Twitter: <https://twitter.com/BCGovNews?s=20>

YouTube: <https://www.youtube.com/user/ProvinceofBC>

Special instructions: In order to respect COVID-19 safety protocols, media wishing to attend in person are asked to wear a mask and observe physical distancing guidelines.

Media wishing to receive the PowerPoint presentation must register in advance. Media are asked to register by email by 9 a.m. tomorrow to receive the PowerPoint presentation approximately 30 minutes in advance of the event tomorrow. To register, email: Tara.Gostelow@gov.bc.ca (<mailto:Tara.Gostelow@gov.bc.ca>)

Only registered participants will be emailed the PowerPoint presentation. These materials are under strict embargo until after the announcement takes place at 10 a.m. tomorrow. Be responsible, respect the embargo and your colleagues.

Media unable to attend in person may dial in to listen to the announcement and will be able to ask questions. Participants are requested to dial in 20 minutes prior to the announcement. Media are asked to have the participant pass code ready when they dial in to save time. Failure to do this may mean a delay in you or others joining the call.

Media dial-in information:

From anywhere in B.C. and Canada, toll-free: s.15

Participant pass code: s.15

Contact:

Ministry of Health

Communications

250 952-1887 (media line)

Connect with the Province of B.C. at: <http://news.gov.bc.ca/connect>

Behrens, Marlene GCPE:EX

From: Cen, Calvin GCPE:EX
Sent: July 26, 2021 5:37 PM
To: Youngs, Kirsten R GCPE:EX; Gostelow, Tara GCPE:EX; Devereux, Rick GCPE:EX; Behrens, Marlene GCPE:EX
Subject: RE: For input: MA

Sending it to editors and will get it out ASAP. Thanks everyone!

Calvin

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 5:34 PM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: RE: For input: MA

Yay, ok so Calvin, can you pls tee this up with Editors?
And sorry if I'm missing emails, just got word I'm being deployed to Kamloops for wildfire comms tomorrow morning – too much going on!

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 5:32 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: RE: For input: MA

Lindsay has signed off, so we're good 😊 Thanks KY!

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 5:32 PM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: RE: For input: MA

Do you want us to loop in George for his ok?

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 5:30 PM
To: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: RE: For input: MA

Thank you Calvin!
Chatted with Marlene – we're going to remove in-person registration requirement. Calvin – thanks for being on site tomorrow!

Attached is MA with track changes, approved from my end.

TG

From: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Sent: July 26, 2021 5:26 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>;
Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: RE: For input: MA

Hi all,

Attached is the updated MA with the new language. Standing by for approvals.

Thanks
Calvin

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 5:15 PM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>;
Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

That would be amazing as reporters are anxious and know something is happening 😊

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 5:14 PM
To: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

Ok thanks all – running past PO.
KY, presume you want this to go ASAP?

TG

From: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Sent: July 26, 2021 5:13 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Cen,
Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: Re: For input: MA

Amazing, thank you!

On Jul 26, 2021, at 5:11 PM, Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca> wrote:

I agree.

Ideal time for media to be onsite would be 9:30.

Thank you so much for this!

Marlene

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 5:10 PM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

I think that is perfection.

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 4:48 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

Hi all!

I'm happy to manage attendance as well.

Here's some draft language for Marlene and Rick to look at – I will need to run past Lindsay and George before we include it.

A flag that this makes the MA busy and media may be confused by the double registration request/miss registering for attendance/PPT.

--

Special Instructions for Registration and PowerPoint:

In order to respect COVID-19 safety protocols, media wishing to attend in person are asked to register by email by 8 a.m. tomorrow: Tara.Gostelow@gov.bc.ca

Media attending the event in person should arrive at XX:XX, wear a mask and observe physical distancing guidelines.

Media wishing to receive the PowerPoint presentation must also register in advance.

Media are asked to register by email by 9 a.m. tomorrow to receive the PowerPoint presentation approximately 30 minutes in advance of the event tomorrow:

Tara.Gostelow@gov.bc.ca

Only registered participants will be emailed the PowerPoint presentation.

These materials are under strict embargo until after the announcement takes place at 10 a.m. tomorrow.

Be responsible, respect the embargo and your colleagues.

--

Thoughts?

TG

From: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Sent: July 26, 2021 4:35 PM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

Hi,

Looping in Rick; my two major asks would be:

- Request that all media in attendance wear a mask (we can have extras onsite)
- Request that media register in order to attend

I realize that it's very unlikely we will get 20+ journalists showing up in person, but registration would help mitigate that. I don't want to be in a situation where we 1) have too many people or 2) have to turn media away.

Again, I realize I'm being paranoid but I'd rather be overprepared than under.

Thanks,

Marlene

From: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Sent: July 26, 2021 4:06 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: RE: For input: MA

Hi KY!

No language yet on in-person indoor events as it's been restricted to press gallery only for indoors and then a handful of outdoor events last week.

Marlene, have you/Rick/Joleen discussed appropriate language for this, or should I start the convo with them?

Thank you,

Tara Gostelow (she/her)
Director, Media Relations
Government Communications and Public Engagement
E: Tara.Gostelow@gov.bc.ca
P: 250.893.7136

I would like to acknowledge with respect the Lekwungen people, including the Esquimalt and Songhees First Nations, whose land I am grateful to live, work and play on.

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 4:01 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Cc: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Subject: For input: MA

Hi both, could you pls add any language needed around mask wearing that have been in recent in-person, indoor events?^{s.13}

Kirsten Youngs, MAIC (she/her/hers) | COVID Communications Director
Ministry of Health | Government Communications & Public Engagement
T: (250) 356-0543 | C: (250) 858-0555

I acknowledge and respect that I live and work on the traditional territory of the Lekwungen peoples, known today as the Esquimalt and Songhees Nations.

Behrens, Marlene GCPE:EX

From: Youngs, Kirsten R GCPE:EX
Sent: July 26, 2021 1:46 PM
To: Behrens, Marlene GCPE:EX; Cen, Calvin GCPE:EX
Subject: RE: Media Advisory details

Yes to the order, and I believe Dr. Ballem will be running through the slides.

Re SNs: For sure.... Note to self, write notes.



From: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Sent: July 26, 2021 1:44 PM
To: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Subject: RE: Media Advisory details

Hi again,

Just want to confirm that speaking order will be Minister, Dr Henry, Dr Ballem? And can you please confirm who will or won't have slides?

And finally, if you can please send me any notes available for ASL, when you have them 😊.

Thanks,

Marlène Behrens | Events & Corporate Planning
B.C. Government Communications and Public Engagement
Marlene.behrens@gov.bc.ca | cell: 778-584-1253 | Pronouns: she/her/hers

From: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Sent: July 26, 2021 1:09 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Subject: RE: Media Advisory details

Thank you, Marlene!

Calvin

From: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Sent: July 26, 2021 1:09 PM
To: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Subject: RE: Media Advisory details

Hi,

Dial-in: **\$**.15

Passcode: s.15

Thanks,

Marlene

From: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Sent: July 26, 2021 1:06 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Cc: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: RE: Media Advisory details

Thanks for the updates. Will work on the MA.

Calvin

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 1:04 PM
To: Cen, Calvin GCPE:EX <Calvin.Cen@gov.bc.ca>
Cc: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: Media Advisory details

Ok! So we have some details for the MA:

Location:
Pan Pacific Hotel
Address pls
Room: Oceanview 5

Dial-in to come from Marlene

NO PJH

Participants: Minister Dix, Drs Henry & Ballem.
There WILL be a PPT, which reporters will get as embargoed 30mins ahead.

Kirsten Youngs, MAIC (she/her/hers) | COVID Communications Director
Ministry of Health | Government Communications & Public Engagement
T: (250) 356-0543 | C: (250) 858-0555

I acknowledge and respect that I live and work on the traditional territory of the Lekwungen peoples, known today as the Esquimalt and Songhees Nations.

Behrens, Marlene GCPE:EX

From: Trevor Gilbert <trevor.gilbert@panpacificvancouver.com>
Sent: July 26, 2021 1:35 PM
To: Behrens, Marlene GCPE:EX
Cc: Katie Cha
Subject: RE: Pan Pacific Hotel Press Conference

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Yes, this email will confirm the setup. I will see you tomorrow morning. I will be in first thing in the morning to meet your AV team.

Trevor Gilbert
Director of Banquets

Pan Pacific Vancouver
300-999 Canada Place
Vancouver, BC V6C 3B5
Canada

T: +1 (604) 662-8111 ext 4233
F: +1 (604) 895-2481
W: www.panpacificvancouver.com



♻️ Consider the environment. Do you really need to print this email?

From: Behrens, Marlene GCPE:EX [mailto:Marlene.Behrens@gov.bc.ca]
Sent: July 26, 2021 1:08 PM
To: Trevor Gilbert <trevor.gilbert@panpacificvancouver.com>
Cc: Katie Cha <katie.cha@panpacificvancouver.com>
Subject: RE: Pan Pacific Hotel Press Conference

Hi Trevor,

Thank you for this.

Unfortunately, I am working remotely today and don't have access to a printer, and seem to be having issues with the digital signing on the document. Are you able to use this email as confirmation in place of a signature?

Thank you,

Marlène Behrens | Events & Corporate Planning
B.C. Government Communications and Public Engagement
Marlene.behrens@gov.bc.ca | cell: 778-584-1253 | Pronouns: she/her/hers

From: Trevor Gilbert <trevor.gilbert@panpacificvancouver.com>

Sent: July 26, 2021 12:43 PM

To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>

Cc: Trevor Gilbert <trevor.gilbert@panpacificvancouver.com>; Katie Cha <katie.cha@panpacificvancouver.com>

Subject: Pan Pacific Hotel Press Conference

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Good afternoon Marlene,

I have attached a banquet event order with details for tomorrow's press conference.

Can you please review the details and return a signed copy to my attention to confirm the booking. If there are any changes, additions, etc. please write directly on the signed copy of the BEO.

Thank you

Trevor

Trevor Gilbert

Director of Banquets

Pan Pacific Vancouver

[300-999 Canada Place](#)

Vancouver, BC V6C 3B5

Canada

T: [+1 \(604\) 662-8111 ext 4233](tel:+16046628111)

F: [+1 \(604\) 895-2481](tel:+16048952481)

W: www.panpacificvancouver.com



♻️ Consider the environment. Do you really need to print this email?

Behrens, Marlene GCPE:EX

From: Hardin, Karl GCPE:EX
Sent: July 26, 2021 4:07 PM
To: Devereux, Rick GCPE:EX; Behrens, Marlene GCPE:EX
Cc: Grieve, Chandler GCPE:EX; Poorooshab, Nammi GCPE:EX
Subject: Re: Podium Art

We hear you, Rick. I think it's too late to change the wordmark on this one unfortunately.

--

Karl Hardin
Executive Director, Digital Communications
Strategic Communications
Government Communications & Public Engagement
karl.hardin@gov.bc.ca | +1 778 584 1251
Pronouns: he/him

From: "Devereux, Rick GCPE:EX" <Rick.Devereux@gov.bc.ca>
Date: Monday, July 26, 2021 at 4:05 PM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, Marlene Behrens <Marlene.Behrens@gov.bc.ca>
Cc: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Subject: RE: Podium Art

Peanut gallery here but it REALLY looks like it says AX FOR BC.

Given the parallel issues being managed by our friends in FLNRO, I'd really suggest an outline or other graphic attempts to make that much more clearly a V

From: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Sent: July 26, 2021 4:00 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Cc: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Subject: Podium Art

Hey folks,

Will the attached work? I might have edits coming in on this tonight, when's the latest we can swap it out?

Thanks
k

--

Karl Hardin
Executive Director, Digital Communications
Strategic Communications
Government Communications & Public Engagement
karl.hardin@gov.bc.ca | +1 778 584 1251

Pronouns: he/him

Behrens, Marlene GCPE:EX

From: Wayde Buttimore <wbuttimore@sw-online.com>
Sent: July 26, 2021 3:55 PM
To: Behrens, Marlene GCPE:EX
Subject: Re: Slides 27th july

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

That all sounds fine to me
Yes can use digital podium.
Are we doing zoom at all?

On Mon., Jul. 26, 2021, 3:53 p.m. Behrens, Marlene GCPE:EX, <Marlene.Behrens@gov.bc.ca> wrote:

Hi Wayde,

Thanks for checking in. I know we've done events at VCO with a PowerPoint where a feed of the slides was sent straight to the media- I'm not sure if it was you or Adam onsite for this last time, but are we able to do that in the Pan Pacific location?

In terms of what we will need for the slides:

- Big screen beside podium to display slides to media in room
 - We will have a graphic to display onscreen when slides aren't up
 - We likely won't want screen in shot, as we are sending slides direct
- Comfort monitor
- Clicker for podium- confirming this will connect to both comfort monitor and big screen

I also wanted to confirm we will still be able to use the digital podium in this location?

As well as a moderator mic, we are expecting media in person, so we will also need a handheld mic for media. I'm working on getting someone from our team to support onsite so they can run it.

Thanks,

Marlène Behrens | Events & Corporate Planning

B.C. Government Communications and Public Engagement

Marlene.behrens@gov.bc.ca | cell: 778-584-1253 | Pronouns: she/her/hers

From: Wayde Buttimore <wbuttimore@sw-online.com>
Sent: July 26, 2021 2:54 PM
To: Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>
Subject: Slides 27th july

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Sorry thought be easy to start a new chain.

Slides for tomorrow. Do you want just that big screen beside podium? Or do you just need a comfort monitor ? Is a clicker required ?

Behrens, Marlene GCPE:EX

From: Akiko Gavac <akiko.gavac@panpacificvancouver.com>
Sent: July 29, 2021 9:02 AM
To: Behrens, Marlene GCPE:EX
Subject: FW: Pan Pacific Vancouver Invoice 305411
Attachments: 305411.pdf

Follow Up Flag: Follow up
Flag Status: Completed

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Good morning Marlene,

Please find attached invoice 305411 from the event on July 27, 2021.

Should you find any discrepancy please let us know.

Thank you and have a great day,
Akiko

Akiko Gavac
Accounting Clerk

Pan Pacific Vancouver
300-999 Canada Place
Vancouver, BC V6C 3B5
Canada

T: +1 (604) 891-2853
F: +1 (604) 891-2553
W: www.panpacificvancouver.com



🌱 Consider the environment. Do you really need to print this email?



PAN PACIFIC
VANCOUVER

Ms Marlene Behrens
BC Government Communications and Public
Suite 740 - 999 Canada Place
Vancouver, BC
CA
Marlene.Behrens@gov.bc.ca

Pan Pacific Vancouver
Suite 300-999 Canada Place
Vancouver BC V6C 3B5
Tel: 604-662-8111
Fax: 604-895-2469

Business Block Name: BC Government Communications and Public - Block ID 3644711

Arrival: Tuesday, 27 July 2021

Departure: Tuesday, 27 July 2021

	Qty	Curr.	Orig. Unit Price	Discount %	Unit Price	Total
Tuesday, 27 July 2021						
Meeting - Event ID 5250867 - Oceanview Suite 5						
Oceanview Suite 5	1	CAD	2,000.00		2,000.00	2,000.00
Wireless - High Speed Internet	1	CAD	200.00		200.00	200.00
Summary by Revenue Type						
Room Rental		CAD				2,000.00
Wireless		CAD				200.00
Total		CAD				2,200.00
			Surcharge at 23%			460.00
			GST to be added at 5%			133.00
			PST to be added at 7%			14.00
			Total Incl. Tax			2,807.00
Due		CAD				2,807.00

GST No. 86324 8754

Signature



PAN PACIFIC
VANCOUVER

BC Government Communications and Public
Attn Ms Marlene Behrens
740 - 999 Canada Place
Vancouver, BC V6C3E1
Canada

Date : 07-29-21
Account No. : s.17

Payment Due Upon Receipt of Invoice

Date	Inv. #	Ref. #	Description	Debit	Credit	Balance
07-28-21	200053		BC Government Communications and Public Banquet	2,807.00		2,807.00
Balance Due				CAD	\$	2,807.00

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [XT:Ballem, Penny HLTH:IN](#)
Subject: 7 p.m. call
Date: July 26, 2021 6:32:16 PM

Dr. Ballem

One quick suggestion. Tonight, one thing I recommend we discuss with Minister Dix is the run of show.

Typically, Minister Dix opens news conferences, then turns it over to speakers, concludes, and moderates the Q&A.

Using that model (my recommendation), tomorrow's run of show would be:

- Minister Dix opens the news conference with land acknowledgment and introductions
- Dr. Henry delivers remarks
- Dr. Ballem delivers remarks
- Minister Dix delivers concluding remarks
- Q&A

I suggest putting this to Minister Dix tonight and let him provide direction about speaking order and division of content.

Thanks very much



Jeffrey Ferrier (he/him/his)
Executive Director, Health Communications, Government of British Columbia

604-362-6109 | jeffrey.ferrier@gov.bc.ca

I gratefully acknowledge that I live and work on the traditional unceded territory of the Lekwungen Peoples, specifically the Songhees and Esquimalt First Nations.

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Withheld pursuant to/removal as

s.13

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [van Baarsen, Amanda HLTH:EX](#); [Pokorny, Peter HLTH:EX](#); [MacDonald, Alex HLTH:EX](#)
Cc: [Youngs, Kirsten R GCPE:EX](#); [Machell, Aileen GCPE:EX](#)
Subject: DRAFT materials for VaxForBC update
Date: July 26, 2021 4:11:33 PM
Attachments: [NR_VaxForBC_July 27_D3 \(004\).docx](#)
[DraftDeck-07-26-4PM.pptx](#)
[KMQA_VaxForBC_July 27_DR2.docx](#)
[Media Advisory_VaxforBC push_Jul 27_Tue V3.docx](#)

Good afternoon,

Here – for MD’s review and feedback – are DRAFT materials for tomorrow’s VaxForBC update.

- The Media Advisory has already been reviewed and approved and will be issued later today.
- The NR needs an update on immunization figures and quote approvals.
- The deck is a work in progress and still requires approval by ImmsBC team. The goal is to put this to bed tonight. In the interest of getting this done, the deck is very lean.

I know the team working on this – led by Kirsten here in Health Comms – in partnership with HQ – would be happy to connect to answer questions – as would I.

Thanks very much



Jeffrey Ferrier (he/him/his)
Executive Director, Health Communications, Government of British Columbia

604-362-6109 | jeffrey.ferrier@gov.bc.ca

I gratefully acknowledge that I live and work on the traditional unceded territory of the Lekwungen Peoples, specifically the Songhees and Esquimalt First Nations.

From: [Nelson, Tiffany GCPE:EX](#)
To: [Rena Kendall-Craden](#)
Cc: [Holoiday, Leah GCPE:EX](#); [Ferrier, Jeffrey GCPE:EX](#)
Subject: FW: #VaxForBC – Vaccine Week: August 2 to 8 - Overview
Date: July 16, 2021 11:52:15 AM
Attachments: [2021 07 16 VaxForBC program overview.docx](#)

Thanks Rena. Do you also have the presentation Chandler and Sarah delivered at CoComms yesterday? Adding Leah while we review.

Thanks,

Tiffany

From: Rekendall <rekendall@shaw.ca>
Sent: July 16, 2021 10:15 AM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Subject: Fwd: #VaxForBC – Vaccine Week: August 2 to 8 - Overview

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Hello all: hope you all are enjoying the summertime. I have included the coms plan for the #VaxForBC week for your review. Dates will be confirmed as modelling is finalized. Note there are also some evolving ideas around PHO order for proof of vaccination for LTC visitors and pharmacy pilot and booster and school age vaccinations.

If you are fully briefed then good, if you need anything further please let me know. Thanks

With warm regards. Rena Kendall-Craden

Good morning,

Rather than dealing with or editing a 20-plus slide powerpoint, here's a quicker summary of the proposed #VaxForBC week vaccine push for the week of August 2 to 8 for continued consideration.

Material adapted from the presentation and the CoComm discussion.

Lizette: you can send this around to Chandler and Health Authorities.

So what we need now would be confirmation of capacity on the week of August 2 to 8 to support a provincial message:

If you haven't had your vaccine yet (dose 1 or 2), this is your week. Lots of capacity available in the clinics and on one or two days this week – it will be entirely drop in, no matter where you are in the province. Walk in, roll up your sleeve and get your shot! #VAXforBC

I would imagine Chandler will brief his GCPE colleagues and if this plan is a go, it makes its way up to the Minister and Dr. Henry.

Thanks, Sam

From: [Gostelow, Tara GCPE:EX](#)
To: [Nelson, Tiffany GCPE:EX](#); [Holoiday, Leah GCPE:EX](#); [Machell, Aileen GCPE:EX](#); [Ferrier, Jeffrey GCPE:EX](#)
Subject: FW: BC Gov News - Vax for BC launches to get more people vaccinated, recognize pandemic heroes
Date: July 27, 2021 1:35:58 PM

Hi all! Can someone from the fab HLTH team please provide me with this NR, final version, in Word? I'll have it translated.

Thank you,

Tara Gostelow (she/her)
Director, Media Relations
Government Communications and Public Engagement
E: Tara.Gostelow@gov.bc.ca
P: 250.893.7136

I would like to acknowledge with respect the Lekwungen people, including the Esquimalt and Songhees First Nations, whose land I am grateful to live, work and play on.

From: noreply.newsondemand@gov.bc.ca <noreply.newsondemand@gov.bc.ca>
Sent: July 27, 2021 10:07 AM
To: Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>
Subject: BC Gov News - Vax for BC launches to get more people vaccinated, recognize pandemic heroes

For Immediate Release
2021HLTH0048-001465
July 27, 2021

Ministry of Health
Office of the Provincial Health Officer

NEWS RELEASE

Vax for BC launches to get more people vaccinated, recognize pandemic heroes

VANCOUVER - Working with health authorities throughout British Columbia, the Province is making it easier than ever for people to get vaccinated with the launch of Vax for BC, the next step in the Province's campaign to help as many eligible people as possible get vaccinated.

"With more than 80% of eligible people in B.C. vaccinated with their first dose and more than 60% fully vaccinated, we have made tremendous progress in our vaccine rollout," said Adrian Dix, Minister of Health. "The next few weeks is a great opportunity for everyone not yet fully vaccinated to take advantage of the number of Vax for BC opportunities throughout B.C."

Beginning on Tuesday, July 27, 2021, and lasting throughout the month of August, community events, vax vans and mobile clinics will be up and running in dozens of communities in B.C. to get more people vaccinated with their first and second dose of the

COVID-19 vaccine. While registration and booking using the provincial Get Vaccinated system is still encouraged, these events will allow eligible people to walk-in and receive a vaccine without a scheduled appointment.

In addition to drop-in events, Vax for BC will kick off an opportunity to recognize how far British Columbia has come together, providing a chance for people to share messages and notes of gratitude to pandemic heroes over the last 18 months. British Columbians are encouraged to share written messages online, in their windows at home and in-person at vaccination locations.

"The rollout of mass COVID-19 vaccinations for B.C. has been the effort of a lifetime, and this accomplishment is shared by every health-care worker who has helped us stay safe, every front-line worker who has kept our communities going and every person in B.C. who has chosen to be vaccinated - I am thankful to each and every one of you," said Dr. Bonnie Henry, B.C.'s provincial health officer. "For those who have not yet been vaccinated, it is easier than ever to get your first or second dose. Join the millions of people in our province who have taken this step, not just for themselves, but for their larger community."

Along with regional events held by health authorities, Vax for BC will also include the first provincewide Walk-in Wednesday. On Aug. 4, 2021, clinics throughout the province will reserve approximately 20,000 doses for walk-in vaccinations for anyone 12 years and older still needing their first dose or people eligible to receive their second dose.

As more British Columbians step up and get vaccinated through Vax for BC, the Province will gradually refocus its vaccine efforts from mass clinics onto programs targeting the hardest to reach people. In the weeks ahead, B.C.'s vaccine strategy will shift toward more local public health clinics, community outreach efforts, mobile programs and pop-up clinics. These will take place within specific communities and populations throughout the province, where the need is greatest.

"I want to express my gratitude to the health authority teams and community partners for their exceptional efforts in delivering our vaccination program throughout the province," said Dr. Penny Ballem, B.C.'s immunization lead. "And during the next push, there will be even more convenient opportunities for people to get a life-saving vaccine to protect yourself and those around you."

Data from the BC Centre of Disease Control (BCCDC) shows that less than 5% of COVID-19 cases from June 15 to July 15 were among fully vaccinated people. In addition, during the same time period, 78% of people hospitalized in B.C. with COVID-19 were unvaccinated.

A full list of Vax for BC events happening throughout the province is listed in the backgrounder section of the news release and is also available online: gov.bc.ca/vaxforbc

British Columbians will also be able to download thank-you letters from the Vax for BC website.

Quick Facts:

* As of July 26, 2021, 3,736,651 people (80.6%) 12 and older have received their first dose of COVID-19 vaccine and 2,840,194 (61.3%) have been fully vaccinated with their second dose.

- * More than 6.5 million COVID-19 vaccine doses have been safely administered in B.C.
- * Thousands of British Columbians have helped immunize or volunteered their efforts to make B.C.'s Immunization rollout a success.
- * Wearing a mask continues to be strongly recommended in all indoor public spaces for people who are 12 and over and not yet fully vaccinated.

Learn More:

People throughout B.C. can find their nearest Vax for BC event online by visiting:
www.gov.bc.ca/VaxForBC

To register to get a first or second dose of COVID-19 vaccine, visit:
<https://www2.gov.bc.ca/getvaccinated.html>

For immunization information, visit the BCCDC's website: www.bccdc.ca/health-info/diseases-conditions/covid-19/covid-19-vaccine

For more information on what to expect when you go to get vaccinated for COVID-19, visit:
www.bccdc.ca/health-info/diseases-conditions/covid-19/covid-19-vaccine/getting-a-vaccine

To learn more about BC's Restart - a four-step plan to bring B.C. back together, visit:
<https://www.gov.bc.ca/restartbc>

A backgrounder follows.

Contact:

Ministry of Health
Communications
250 952-1887

BACKGROUNDER

Walk-in vaccination opportunities throughout B.C.

From mobile clinics to pop-up activities in the community, vaccination sites throughout the province will take part in Vax for BC, offering unique walk-in opportunities to get more people fully vaccinated with their first and second doses.

The following are a list of events currently planned for Vax for BC. Events may be added to the schedule or not listed below. For an up-to-date list, visit: gov.bc.ca/vaxforbc

Interior

Date: July 27
Time: 11 a.m. to 6 p.m.
City: Pritchard
Location: Pritchard Community Hall
Address: 1941 Duck Range Rd.
Event: Drop-in clinic

Date: July 26 and 27
Time: 11 a.m. to 6 p.m.
City: Fernie
Location: Canadian Tire
Address: 1791 9th Ave.
Event: Drop-in clinic

Date: July 28
Time: 11:30 a.m. to 6:15 p.m.
City: Oliver
Location: Eastlink Curling Centre
Address: 735 McKinney Rd.
Event: Drop-in clinic, focus on youth and young adults

Date: July 28 and 29
Time: 11 a.m. to 6 p.m.
City: Clearwater
Location: North Thompson Sportsplex
Address: 428 Murtle Cres.
Event: Drop-in clinic

Date: July 29
Time: 9 a.m. to 4 p.m. (Therapy Dog: 9:30 a.m. to 11 a.m.)
City: Trail
Location: Waneta Plaza
Address: 8100 BC-3B
Event: Drop-in clinic

Date: July 24 and July 31
Time: 9 a.m. to 1 p.m.
City: Penticton
Location: Penticton Farmers' Market
Address: 100 block of Main Street
Event: Drop-in clinic

Date: July 25 and Aug. 1
Time: 9 a.m. to 1 p.m.
City: Summerland
Location: Summerland Farmers' Market
Address: 9536 Main St.
Event: Drop-in clinic

For a complete list of ongoing IH immunization clinics:
<https://news.interiorhealth.ca/news/covid-19-immunization-clinics/>

Fraser

Date: July 26
Time: 10 a.m. to 4 p.m.
City: Fort Langley
Address: Mary Avenue between Glover Road and Church Street
Event: Mobile vaccine bus, no appointment required

Date: July 27
Time: noon to 5 p.m.
City: Surrey
Location: Chuck Bailey Recreation Centre
Address: 13458 107A Ave., Surrey
Event: No appointment required. Meet BC Lions alumni Sean Millington and mascot Leo the Lion, food trucks, DJ music

Date: July 27
Time: 12 p.m. to 6 p.m.
City: New Westminster
Location: Umbrella Multicultural Health Co-op
Address: Carnarvon Street
Event: Drop-in clinic

Date: July 28
Time: 10 a.m. to 1 p.m.
City: Port Moody
Location: White Pine Beach Road
Address: TBC
Event: Outdoor drop-in clinic

Date: July 29
Time: 10 a.m. to 4 p.m.
City: Harrison Hot Springs
Location: Civic Centre
Address: TBC
Event: Outdoor drop-in clinic

Date: July 30
Time: 10 a.m. to 4 p.m.
City: Delta
Location: BC Ferries Tsawwassen Ferry Terminal
Address: 1 Ferry Causeway
Event: Mobile vaccine bus, no appointment required

Date: July 30 to Aug. 1
Time: Booth 1 p.m. to 4 p.m.; Clinic hours 10:45 a.m. to 4:45 p.m.
City: Abbotsford
Location: Abbotsford Agrifair
Address: 32470 Haida Dr.
Event: Booth at Agrifair directing fairgoers to drop-in clinic

Date: Aug. 2
Time: 10 a.m. to 4 p.m.
City: Delta
Location: Centennial Beach
Address: 541 Centennial Parkway
Event: Outdoor drop-in clinic

Date: Aug. 3

Time: 10 a.m. to 4 p.m.
City: Surrey
Location: Lakshmi Narayan Temple
Address: 8321 140 St.
Event: Drop-in clinic

Date: Aug. 5
Time: 9 a.m. to 4 p.m.
City: Surrey
Location: Ministry of Housing and Social Development office
Address: 130- 13749, 72nd Ave.
Event: Drop-in clinic

Date: Aug. 6
Time: 3 p.m. to 7 p.m.
City: Coquitlam
Location: Cineplex Coquitlam
Event: drop-in

Date: Aug. 7
Time: 10 a.m. to 4 p.m.
City: Surrey
Location: Fiji Islamic Centre
Address: 12988 84 Ave.
Event: Drop-in clinic

Date: Daily
Time: 10:45 a.m. to 4:45 p.m.
City: Abbotsford
Location: Abbotsford AgRec

Date: Daily
Time: 8 a.m. to 8:30 p.m.
City: Burnaby
Location: Christine Sinclair Community Centre
Address: 3713 Kensington Ave.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 8 a.m. to 8:30 p.m.
City: Surrey
Location: Cloverdale Recreation Centre
Address: 6188 176 St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: Saturday-Wednesday - 10:15 a.m. to 4 p.m.
Thursday-Friday: 10:15 a.m. to 7:30 p.m.
City: Chhliwack
Location: 45610 Luckakuck Way

Date: Daily
Time: 8 a.m. to 8:30 p.m.
City: Coquitlam
Location: Poirier Forum
Address: 618 Poirier St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 10:45 a.m. to 4:30 p.m.
City: Delta
Location: North Delta Recreation Centre
Address: 11415 84 Ave.
Event: Drop-in clinic, sticky note thank you wall

Date: Daily
Time: 8 a.m. to 8:45 p.m.
City: Langley
Location: Langley Events Centre
Address: 7888 200 St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 10:45 a.m. to 4:30 p.m.
City: Maple Ridge
Location: Haney Place Mall
Address: 11900 Haney Pl., Unit 21
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 10:45 a.m. to 4:45 p.m.
City: New Westminster
Location: Anvil Centre
Address: 777 Columbia St.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 11:15 a.m. to 7 p.m.
City: Surrey
Location: Guildford Recreation Centre
Address: 15105 105 Ave.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 7:30 a.m. to 9 p.m.
City: Surrey
Location: South Surrey Recreation Centre
Address: 14601 20 Ave.
Event: Drop-in clinic, sticky note thank-you wall

Date: Daily
Time: 7:30 a.m. to 9 p.m.

City: Surrey
Location: Surrey North
Address: 10025 King George Blvd.
Event: Drop-in clinic, sticky note thank-you wall

Vancouver Island

Date: July 27
Time: 2 p.m. to 7 p.m.
City: Nanaimo
Location: Westwood Lake
Address: 381 Westwood Lake Rd.
Event: Mobile vaccine van, no appointment required

Date: July 28
Time: 2 p.m. to 7 p.m.
City: Port Alberni
Location: Canadian Tire
Address: 3550 Johnston Rd.
Event: Mobile vaccine van, no appointment required

Date: July 29
Time: 1 p.m. to 6 p.m.
City: Oceanside
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Date: July 30
Time: 6 p.m. to 8:30 p.m.
City: Langford
Location: Victoria FC (football club) home opener game
Address: 1089 Langford Pwy
Event: Mobile vaccine van, no appointment required

Date: Aug. 4
Time: 1 p.m. to 6 p.m.
City: Cumberland
Location: Village Square
Address: 2673 Dunsmuir Ave.
Event: Mobile vaccine van, no appointment required

Date: Aug. 5
Time: TBD
City: Courtenay
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Date: Aug. 6
Time: TBD

City: Campbell River
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Date: Aug. 9
Time: TBD
City: Sooke
Location: TBD
Address: TBD
Event: Mobile vaccine van, no appointment required

Vancouver Coastal

Date: Aug. 1
Time: 9 a.m. to 7 p.m.
City: West Vancouver
Location: West Vancouver Community Centre
Address: 2121 Marine Dr.
Event: Drop-in clinic, live music

Date: Aug. 3 and 4
Times: Aug. 3: 10 a.m. to 5 p.m.; Aug. 4: 1 p.m. to 6:30 p.m.
City: Squamish
Location: Brennan Park Recreation Centre
Address: 1009 Centennial Way
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 10 a.m. to 8:30 p.m.
City: Whistler
Location: Whistler Conference Centre
Address: 4010 Whistler Way
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 9 a.m. to 9 p.m.
City: North Vancouver
Location: ICBC vaccine clinic
Address: 255 Lloyd Ave.
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 9 a.m. to 10 p.m.
City: Vancouver
Location: Vancouver Convention Centre
Address: 999 Canada Place
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 9 a.m. to 9 p.m.

City: Vancouver
Location: Italian Cultural Centre
Address: 3075 Slocan St.
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 9:15 a.m. to 4 p.m.
City: Powell River
Location: Powell River Recreation Centre
Address: 5001 Joyce Ave.
Event: Drop-in clinic, live music

Date: Aug. 4
Time: 9 a.m. to 7 p.m.
City: Richmond
Location: Kwantlen Polytechnic University
Address: 8771 Lansdowne Rd.
Event: Drop-in clinic, live music

Date: Aug. 6
Time: 9 a.m. to 7 p.m.
City: North Vancouver
Location: ICBC vaccine clinic
Address: 255 Lloyd Ave.
Event: Celtic ensemble performance

Date: Aug. 6 to 20
Time: TBD
City: Powell River
Location: TBD
Address: TBD
Event: Drop-in clinics

Date: Aug. 7
Time: TBD
City: Vancouver
Location: Killarney Community Centre
Address: 6260 Killarney Street
Event: Drop-in clinic, live music

Date: Aug. 21
Time: TBD
City: Vancouver
Location: Vancouver Whitecaps game
Address: TBD
Event: Drop-in clinic

Northern

Date: July 27 - onward
Time: Mon. to Sat., 10:30 a.m. to 5:30 p.m.

City: Prince George
Location: Prince George Conference and Civic Centre
Address: 808 Canada Games Way, Prince George
Event: Drop-in clinic

Date: July 27-Aug. 6
Time: Varies
City: Fort St. John and area
Location: Totem Mall Old Marks Work Warehouse
Address: 9600 93 Ave., Fort St. John

Event: Drop-in clinic

Date: July 29-30, Aug. 3-6
Time: TBD
City: Dawson Creek and area
Location: Onintiv Events Centre, CO-OP Mercer Hall
Address: CO-OP Mercer Hall #1 300 Hwy 2
Event: Drop-in clinic

Date: Aug. 3-6, 9-13
Time: 9 a.m. - noon
City: Terrace and area
Location: Terrace Health Unit
Address: 3412 Kalum St, Terrace
Event: Drop-in clinic

Contact:

Ministry of Health
Communications
250 952-1887

[!\[\]\(e474458956c9a37fbf9586ddb60a7fa1_img.jpg\) READ MORE](#)

[Emergency Preparedness](#), [Government Operations](#), [Health](#)

From: [Poorooshasb, Nammi GCPE:EX](#)
To: [Hardin, Karl GCPE:EX](#); [Ferrier, Jeffrey GCPE:EX](#)
Cc: [Grieve, Chandler GCPE:EX](#)
Subject: FW: D1/D2 Vax Events - VCH and Fraser
Date: July 26, 2021 9:32:47 AM
Attachments: [Draft - D1 - D2 Push for Vx VCH and FH - for ImmsBC.pptx](#)

From: Lizette Parsons Bell <lizette@umbrellastrategies.ca>
Date: Monday, July 26, 2021 at 9:31 AM
To: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>, "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Subject: FW: D1/D2 Vax Events - VCH and Fraser

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

FYI

From: Meerman, Jeffrey [VCH] <jeffrey.meerman@vch.ca>
Sent: July 26, 2021 9:25 AM
To: Lizette Parsons Bell <lizette@umbrellastrategies.ca>
Cc: White, Megan [FH] <megan.white@fraserhealth.ca>; Perras, Danielle [VCH] <danielle.perras@vch.ca>; Saunders, Larisa [FH] <Larisa.Saunders@fraserhealth.ca>; Chiang, Charlene [VCH] <charlene.chiang@vch.ca>
Subject: D1/D2 Vax Events - VCH and Fraser

Hi Lizette,

Please see the attached Powerpoint deck with a list of vaccination events starting this week for both VCH and FH. As Charlene mentioned last week, we are adding and confirming more events weekly so this list is likely to change and expand. From a VCH perspective, we're working on a more detailed run-of-show that we can share with you later.

In the meantime, I believe this will give a good snapshot of the types of things we're planning now and throughout the rest of the summer for our vaccination clinics.

Please let us know if you have any questions.

Jeff

From: [Ferrier, Jeffrey GCPE:EX](#)
To: ["Lizette Parsons Bell"; Grieve, Chandler GCPE:EX; "Rena Kendall-Craden"; Sam Corea; XT:Ballem, Penny HLTH:IN; Conibear, Mary HLTH:IN](#)
Subject: FW: DRAFT materials for VaxForBC update
Date: July 26, 2021 5:06:19 PM
Attachments: [NR_VaxForBC_July 27_D3 \(004\).docx](#)
[DraftDeck-07-26-4PM.pptx](#)
[KMQA_VaxForBC_July 27_DR2.docx](#)
[Media Advisory_VaxforBC_push_Jul 27_Tue V3.docx](#)



Jeffrey Ferrier (he/him/his)
Executive Director, Health Communications, Government of British Columbia
[604-362-6109](tel:604-362-6109) | jeffrey.ferrier@gov.bc.ca

I gratefully acknowledge that I live and work on the traditional unceded territory of the Lekwungen Peoples, specifically the Songhees and Esquimalt First Nations.

From: [Youngs, Kirsten R GCPE:EX](#)
To: [Hardin, Karl GCPE:EX](#)
Cc: [Ferguson, Stephanie GCPE:EX](#); [Sihota, Manveer GCPE:EX](#); [Stone, Ashlea GCPE:EX](#); [Howlett, Tim GCPE:EX](#); [Poorooshasb, Nammi GCPE:EX](#); [Ferrier, Jeffrey GCPE:EX](#); [Grieve, Chandler GCPE:EX](#)
Subject: FW: FOR MO/PHO APPROVAL: Vax For BC launch post
Date: July 26, 2021 7:07:51 PM
Attachments: [image001.png](#)

Forgot to say, this is MO/PHO approved!

From: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Sent: July 26, 2021 1:47 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Cc: Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>; Sihota, Manveer GCPE:EX <Manveer.Sihota@gov.bc.ca>; Stone, Ashlea GCPE:EX <Ashlea.Stone@gov.bc.ca>; Marriott, Sarah GCPE:EX <Sarah.Marriott@gov.bc.ca>; Howlett, Tim GCPE:EX <Tim.Howlett@gov.bc.ca>; Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Subject: FOR APPROVAL: Vax For BC launch post

Hi Jeff and KY,

Including our graphic and copy for a post coming out after the livestream tomorrow.

POST COPY

More than 80% of British Columbians have done their part to put this pandemic behind us and received a COVID-19 vaccine. Let's all make a final push to get as many people **as possible** in BC vaccinated. If you haven't got your vaccine – or have put off getting your second dose – it is now easier and more convenient than ever to get a safe, effective vaccine.

Find out about drop-in events, vax vans and other vaccine events for both Dose 1 and Dose 2 here: <[VaxForBC link](#)> #VaxForBC



--

Karl Hardin
Executive Director, Digital Communications
Strategic Communications
Government Communications & Public Engagement
karl.hardin@gov.bc.ca | +1 778 584 1251
Pronouns: he/him

From: [Youngs, Kirsten R GCPE:EX](#)
To: [Ferrier, Jeffrey GCPE:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#)
Subject: FW: Key Messages and planning document - VaxForBC and Stepdown
Date: July 20, 2021 1:35:23 PM
Attachments: [2021 07 19 VaxForBC program overview Update for review.docx](#)
[2021 07 20 VaxForBC and Stepdown Key Messages.docx](#)

So you have it – I haven't reviewed yet but will do so!

From: Rena Kendall-Craden <rekendall@shaw.ca>
Sent: July 20, 2021 1:28 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Subject: Key Messages and planning document - VaxForBC and Stepdown

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Hello both: here is what we are using to guide us over the next few weeks. Let me know if you see any eye pokers. Thanks

With many moving parts and possible announcements etc., to help guide our discussions, here's a summary of the VaxForBC plan based on our call with the Health Authority Communications reps and GCPE yesterday along with some key messages that could be woven into a press release or presentation.

As far as we can tell:

- Your shop Kirsten will handle the NR and presser and issues arising. Town halls will be coordinated with D. Hume team and supported by GCPE
- Chandler and Sara (digital) are working on the assets for this 2-week campaign that will crest with "Walk in Wednesday" on August 4, with some 20,000 doses available at clinics for walk-in folks.
- A provincial website page will summarize all the "hoopla" and special activities around the province so people can go to one page to find opportunities to get vaccinated.
- Health Authorities will feed in their events to the provincial website. Basically, they will do what they've always been doing this summer with outreach clinics and activities. We are bundling their activities in this "summer push" along with

a thank you to frontline workers.

Sam has taken a stab at some messages related to stepdown, based on the powerpoint deck for the minister. Trying to keep things simple, but in my view, numbers will eventually need to be part of a press release or backgrounder such as:

- Full vaccine numbers to date
- Number of clinics to date
- Number of clinics expected in August
- Capacity per week at the height of vaccination and capacity per week expected in August and into Sept as “stepdown”

Not sure how aggressive or specific we want to be with these messages but the fact is, clinics are changing and, dare we say “winding down” as they currently exist.

Here we go, please share with your colleagues. Not a work cast in concrete, more like a palimpsest. Let us know if you need anything further and we will continue to flow details as they are available thru HA.

Rena Kendall-Craden
Rena Kendall Consulting
IMMUNIZEBC
Renakendall.ca@shaw.ca

s.22

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [MacDonald, Alex HLTH:EX](#); [van Baarsen, Amanda HLTH:EX](#)
Subject: Fwd: Revised deck
Date: July 26, 2021 8:02:50 PM
Attachments: [NR_VaxForBC_July 27_D4_735 PM.docx](#)

FYI follow up to the call. I'll be in the office early to assist with anything else that comes up.

Sent from my iPhone

Begin forwarded message:

From: "Ferrier, Jeffrey GCPE:EX" <Jeffrey.Ferrier@gov.bc.ca>
Date: July 26, 2021 at 7:51:53 PM PDT
To: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>, "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>, Sam Corea <sam_corea@hotmail.com>, Lizette Parsons Bell <lizette@umbrellastrategies.ca>, Rena Kendall-Craden <rekendall@shaw.ca>, "Youngs, Kirsten R GCPE:EX" <Kirsten.Youngs@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "XT:Ballem, Penny HLTH:IN" <pballem@telus.net>
Subject: RE: Revised deck

Hi team

Just finished the call with DPB, DBH and MD.

Dr. Ballem – please jump in here and correct me if I've missed anything ...

s.13

The attached news release contains a new paragraph with draft language on the matter. For those on devices – here's what I've written:

s.13

For the deck, I'd suggest cascading this language into the deck as follows:

Thanks very much

Jeffrey Ferrier (he/him/his)
Executive Director, Health Communications, Government of British
Columbia

604-362-6109 | jeffrey.ferrier@gov.bc.ca

I gratefully acknowledge that I live and work on the traditional unceded territory of the Lekwungen Peoples, specifically the Songhees and Esquimalt First Nations.

From: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>

Sent: July 26, 2021 6:22 PM

To: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; Sam Corea <sam_corea@hotmail.com>; Lizette Parsons Bell <lizette@umbrellastrategies.ca>; Rena Kendall-Craden <rekendall@shaw.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; XT:Ballem, Penny HLTH:IN <pballem@telus.net>

Subject: RE: Revised deck

And here is the latest NR based on feedback from 5 PM meeting.

We will make sure the list of events matches the web copy tomorrow morning.

From: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>

Sent: July 26, 2021 6:07 PM

To: Sam Corea <sam_corea@hotmail.com>; Lizette Parsons Bell <lizette@umbrellastrategies.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>; Rena Kendall-Craden <rekendall@shaw.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; XT:Ballem, Penny HLTH:IN <pballeem@telus.net>

Subject: Revised deck

Hi team. Attached is the latest version of the deck. Will give it a close read tonight, but please flag any issues that you come across.

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Youngs, Kirsten R GCPE:EX](#)
Subject: Fwd: VaxforBC wordmark
Date: July 23, 2021 12:32:18 PM
Attachments: [image002.png](#)

Can you please update re plans to get this to MO and reviewed ?

Thank you

Jeff

Sent from my iPhone

Begin forwarded message:

From: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Date: July 23, 2021 at 9:46:55 AM PDT
To: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Cc: "Ferrier, Jeffrey GCPE:EX" <Jeffrey.Ferrier@gov.bc.ca>, "Youngs, Kirsten R GCPE:EX" <Kirsten.Youngs@gov.bc.ca>
Subject: Re: VaxforBC wordmark

Thanks Chandler.

I'll just add that it's not creative feedback we're looking for, but want confirmation that the whole "vax for BC thing" is gonna get off the ground. VCH is doing some high profile events today and over the weekend and would like to start using the vax for bc framing ASAP - which we are very supportive of.

Sent from my iPhone

On Jul 23, 2021, at 9:26 AM, Grieve, Chandler GCPE:EX
<Chandler.Grieve@gov.bc.ca> wrote:

Morning,

As discussed yesterday, HQ created a wordmark logo to help solidify branding for VaxforBC – with the idea that this will be used across the province for all vaccine events for the big push – including Walk-in-Wednesday (August 4). This reflects input from the health authorities and Dr. Henry on overall tone and approach (gratitude, and we're in this together). The wordmark will go on the BC Government's

communications materials and will also be used by all 5 health authorities.

The HA's are very keen to use this logo as they develop their posters/signs and other branding for some events next week – including events with the BC Lions/PNE and Pride festival. There will be a bit of production time needed and we promised we would get the wordmark over before the end of the week.

I know the Minister has been briefed by Dr. Ballem on this concept – but wanted to make sure MD/MO is aware of the logo and its use.

If you could let us know sometime today (before EOD) if there are any concerns with sharing this wordmark with the HA's prior to the event next week and if the minister is on board with the concept – obviously the finer details of the event and theme still need to ironed out – that would be super helpful.

I hear there have been some further conversations this morning on overall approach and tone.

-

We'd like to share the wordmark later today if possible.

Thanks,

Chandler

<image002.png>

Chandler Grieve

GCPE Strategic Communications

C: 250-883-2237

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Poorooshab, Nammi GCPE:EX](#); [Grieve, Chandler GCPE:EX](#); [Youngs, Kirsten R GCPE:EX](#); [Hardin, Karl GCPE:EX](#)
Subject: Materials for MD
Date: July 26, 2021 2:47:56 PM
Importance: High

Hi

MO here has asked to see update documents for tomorrow within the next hour. Can we pull together drafts by 3:45 p.m.?



Jeffrey Ferrier (he/him/his)
Executive Director, Health Communications, Government of British Columbia
[604-362-6109](tel:604-362-6109) | jeffrey.ferrier@gov.bc.ca

I gratefully acknowledge that I live and work on the traditional unceded territory of the Lekwungen Peoples, specifically the Songhees and Esquimalt First Nations.

From: [Youngs, Kirsten R GCPE:EX](#)
To: [Ferrier, Jeffrey GCPE:EX](#); [Grieve, Chandler GCPE:EX](#); [Nelson, Tiffany GCPE:EX](#); [Machell, Aileen GCPE:EX](#)
Cc: [Hardin, Karl GCPE:EX](#)
Subject: RE: #VaxForBC – Vaccine Week: August 2 to 8 - Overview
Date: July 20, 2021 10:53:20 AM

In addition, the Minister would like a launch event in the next week with Drs Henry and Ballem, which we currently have as a tentative hold for next Tuesday as confirmed with CorpCal.

From: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Sent: July 20, 2021 10:31 AM
To: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>
Cc: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: RE: #VaxForBC – Vaccine Week: August 2 to 8 - Overview

Hi,

Thanks for all this Chandler – much appreciated.

Yes indeed I talked with Karl about this last week and we got notional support from the MO for the initiative. ^{s.13}

s.13

Tiffany / KY – as a next step can we please set up time to update the MO and share proposals on timing, messaging and rollout? Cc'ing Aileen to help make this happen.

Thanks very much



Jeffrey Ferrier (he/him/his)
Executive Director, Health Communications, Government of British Columbia
604-362-6109 | jeffrey.ferrier@gov.bc.ca

I gratefully acknowledge that I live and work on the traditional unceded territory of the Lekwungen Peoples, specifically the Songhees and Esquimalt First Nations.

From: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>

Sent: July 20, 2021 10:27 AM

To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>

Cc: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>

Subject: RE: #VaxForBC – Vaccine Week: August 2 to 8 - Overview

Hey Tiffany and KY,

Following up on the note from yesterday, wondering if would could carve out some time to talk about VaxforBC. I believe Karl and Jeff had some initial conversations about the idea last week.

We are waiting to get a list of all potential events from all of the HA's. The key will be finding out a date/time/method to launch or socialize the event – from there the HA's can take the theme and run with it.

I have a comms deck (shared with you yesterday and supported by co comms last week) and a skeleton of an NR that Shannon drafted prior to going on vacation.

Let me know how you would like to take the next step.

Some of the HA's (Coastal/Fraser) have events planned for next week (Playland, Pride week etc). We need to decide if these events will be tied into the provincial push or not.

Cheers,

CG

From: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>

Sent: July 19, 2021 3:30 PM

To: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>

Cc: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>

Subject: FW: #VaxForBC – Vaccine Week: August 2 to 8 - Overview

Hi Chandler – can you send us the PPT you and Sara presented to CoComms last week? We're getting an error message each time (not supported/damaged file). Thanks

Tiffany

From: Rekendall <rekendall@shaw.ca>

Sent: July 16, 2021 10:15 AM

To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX

<Jeffrey.Ferrier@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>

Subject: Fwd: #VaxForBC – Vaccine Week: August 2 to 8 - Overview

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Hello all: hope you all are enjoying the summertime. I have included the coms plan for the #VacForBC week for your review. Dates will be confirmed as modelling is finalized. Note there are also some evolving ideas around PHO order for proof of vaccination for LTC visitors and pharmacy pilot and booster and school age vaccinations.

If you are fully briefed then good, if you need anything further please let me know.
Thanks

With warm regards. Rena Kendall-Craden

Good morning,

Rather than dealing with or editing a 20-plus slide powerpoint, here's a quicker summary of the proposed #VaxForBC week vaccine push for the week of August 2 to 8 for continued consideration.

Material adapted from the presentation and the CoComm discussion.

Lizette: you can send this around to Chandler and Health Authorities.

So what we need now would be confirmation of capacity on the week of August 2 to 8 to support a provincial message:

If you haven't had your vaccine yet (dose 1 or 2), this is your week. Lots of capacity available in the clinics and on one or two days this week – it will be entirely drop in, no matter where you are in the province. Walk in, roll up your sleeve and get your shot! #VAXforBC

I would imagine Chandler will brief his GCPE colleagues and if this plan is a go, it makes its way up to the Minister and Dr. Henry.

Thanks, Sam

<2021 07 16 VaxForBC program overview.docx>

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [XT:Ballem, Penny HLTH:IN](#)
Subject: RE: 7 p.m. call
Date: July 26, 2021 6:57:40 PM

One more note – I've sent the Minister the latest NR and deck – though I have not sent him the T-shirt proof.

From: Penny Ballem <pballem@telus.net>
Sent: July 26, 2021 6:53 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Subject: RE: 7 p.m. call

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Thanks Jeff that's great – I will definitely do that pb

Penny Ballem MD FRCP FCAHS
Mobile [s.22](tel:22)

From: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Sent: Monday, July 26, 2021 6:32 PM
To: XT:Ballem, Penny HLTH:IN <pballem@telus.net>
Subject: 7 p.m. call

Dr. Ballem

One quick suggestion. Tonight, one thing I recommend we discuss with Minister Dix is the run of show.

Typically, Minister Dix opens news conferences, then turns it over to speakers, concludes, and moderates the Q&A.

Using that model (my recommendation), tomorrow's run of show would be:

- Minister Dix opens the news conference with land acknowledgment and introductions
- Dr. Henry delivers remarks
- Dr. Ballem delivers remarks
- Minister Dix delivers concluding remarks
- Q&A

I suggest putting this to Minister Dix tonight and let him provide direction about speaking order and division of content.

Thanks very much



Jeffrey Ferrier (he/him/his)
Executive Director, Health Communications, Government of British Columbia

604-362-6109 | jeffrey.ferrier@gov.bc.ca

I gratefully acknowledge that I live and work on the traditional unceded territory of the Lekwungen Peoples, specifically the Songhees and Esquimalt First Nations.

Page 189 of 389 to/à Page 192 of 389

Withheld pursuant to/removed as

s.13

From: [Youngs, Kirsten R GCPE:EX](#)
To: [van Baarsen, Amanda HLTH:EX](#)
Cc: [Ferrier, Jeffrey GCPE:EX](#); [MacDonald, Alex HLTH:EX](#); [Machell, Aileen GCPE:EX](#)
Subject: RE: As promised: EP for Tuesday + PPT
Date: July 23, 2021 12:58:06 PM
Attachments: [VaxforBC wordmark .msg](#)

Hello! Any word on Minister's preferred event approach and whether PJH is also joining? Need signoff today to plan effectively, if at all possible.

Note HQ has a #VaxforBC campaign graphic in the attached that they want to ensure Minister is ok with, as well as the tone in the attached PPT in my initial email. I see no issue with the graphic. Let me know when you know? Including the gang in case you're off this afternoon/weekend. Jeff and I are working this wknd.

From: Youngs, Kirsten R GCPE:EX
Sent: July 22, 2021 2:20 PM
To: van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>
Subject: RE: As promised: EP for Tuesday + PPT

And Rena just let me know that Fraser is doing an event on Tuesday afternoon (after this event) with BC Lions at a clinic. Which is also an opportunity for fanfare

From: Youngs, Kirsten R GCPE:EX
Sent: July 22, 2021 1:21 PM
To: van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>
Subject: As promised: EP for Tuesday + PPT

Hi Amanda!

Two options as outlined in attached event pitch. Also included is a PPT presented to Ballem's team by HQ.

Let me know what MD prefers and we can get it all ready. Note PJH is tentative at this point.

Kirsten Youngs, MAIC (she/her/hers) | COVID Communications Director
Ministry of Health | Government Communications & Public Engagement
T: (250) 356-0543 | C: (250) 858-0555

I acknowledge and respect that I live and work on the traditional territory of the Lekwungen peoples, known today as the Esquimalt and Songhees Nations.

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Poorooshasb, Nammi GCPE:EX](#)
Subject: RE: DRAFT Vax For BC print
Date: July 26, 2021 4:49:27 PM

s.13

From: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Sent: July 26, 2021 4:30 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Subject: DRAFT Vax For BC print

From: [Thaw, Sara GCPE:EX](#)
To: [Machell, Aileen GCPE:EX](#); [Ferrier, Jeffrey GCPE:EX](#); [Holoiday, Leah GCPE:EX](#)
Cc: [Ferguson, Stephanie GCPE:EX](#); [Hardin, Karl GCPE:EX](#)
Subject: Re: FOR APPROVAL: VaxForBC - photo frame - post ASAP
Date: July 27, 2021 1:03:28 PM
Attachments: [image001.png](#)

Thanks Aileen. See final copy below. We will keep "over 3.5 million" for now and let the NR release those numbers. Much appreciated!

POST COPY

Over 3.5 million British Columbians have done their part and gotten vaccinated! Participate in our final push and show your #VaxForBC spirit with one of our new frames. Simply tap on your profile photo and select "Add frame." Search "VaxForBC," choose a frame, and save!

Sara Thaw

Director, Digital Communications
Strategic Communications
Government Communications & Public Engagement
Sara.thaw@gov.bc.ca | +1 250 883 0374
Pronouns: she/her

From: "Machell, Gcpe:Ex" <Aileen.Machell@gov.bc.ca>
Date: Tuesday, July 27, 2021 at 1:00 PM
To: Sara Thaw <Sara.Thaw@gov.bc.ca>, "Ferrier, Jeffrey GCPE:EX" <Jeffrey.Ferrier@gov.bc.ca>, "Holoiday, Leah GCPE:EX" <Leah.Holoiday@gov.bc.ca>
Cc: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Subject: RE: FOR APPROVAL: VaxForBC - photo frame - post ASAP

s.13

Otherwise good. I will note that our NR today says 3,736,651 people have received first dose, so could change it to 3.7 million but not concerned.

Thanks!

From: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>
Sent: July 27, 2021 12:50 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>
Cc: Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>; Hardin, Karl GCPE:EX

<Karl.Hardin@gov.bc.ca>

Subject: FOR APPROVAL: VaxForBC - photo frame - post ASAP

Importance: High

Hey folks,

We'd like to post to promote the Facebook photo frame as part of the Vax for BC campaign. We also encourage the Minister to update his Facebook profile and share this to his social media. Please see the post copy below. Please note that we will be sending out an MLA package once this is approved.

Please review for any errors and let us know when it is approved on your end.

POST

s.13



Sara Thaw

Director, Digital Communications

Strategic Communications

Government Communications & Public Engagement

Sara.thaw@gov.bc.ca | +1 250 883 0374

Pronouns: she/her

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Youngs, Kirsten R GCPE:EX](#); [Poorooshasb, Nammi GCPE:EX](#); [Grieve, Chandler GCPE:EX](#)
Cc: [XT:Ballem, Penny HLTH:IN](#); [Henry, Bonnie HLTH:EX](#); [Holoiday, Leah GCPE:EX](#); [Nelson, Tiffany GCPE:EX](#); [Tounsi, Marielle GCPE:EX](#)
Subject: RE: For PPT: Breakthrough graphic
Date: July 26, 2021 7:56:50 PM

I think it would be good to get this information out there and that this would help set the table for the Vax for BC campaign.

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 26, 2021 7:46 PM
To: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Cc: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; XT:Ballem, Penny HLTH:IN <pballem@telus.net>; Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Tounsi, Marielle GCPE:EX <Marielle.Tounsi@gov.bc.ca>
Subject: For PPT: Breakthrough graphic

Hi both, sorry for the late add but Dr. Henry would like to speak to the unvaccinated vs vaccinated debate tomorrow, and BCCDC prepared this, I think, easy to understand graphic.
Is it possible to add it to the PPT, so that she can speak to it just ahead of Dr. Ballem's PPT section?
Pretty please

From: Youngs, Kirsten R GCPE:EX
Sent: July 26, 2021 7:34 PM
To: Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca>
Cc: XT:Amos, Heather HLBC:IN <heather.amos@bccdc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Tounsi, Marielle GCPE:EX <Marielle.Tounsi@gov.bc.ca>
Subject: FYI: Breakthrough graphic

FYI on the attached graphic on breakthrough cases. Heather pulled this together, potentially as part of the PPT but also can use in social content. Thoughts?
And thank you Heather!

From: [Youngs, Kirsten R GCPE:EX](#)
To: [Ferrier, Jeffrey GCPE:EX](#); [Pooorooshasb, Nammi GCPE:EX](#); [Grieve, Chandler GCPE:EX](#); [Hardin, Karl GCPE:EX](#)
Subject: RE: Materials for MD
Date: July 26, 2021 3:12:05 PM

NR is in good shape! Thanks Chandler for your help on that.

s.13

. Would be helpful to have the BG in decent shape by 3:40 for inclusion. Let me know if I can help push that with Lizette.

From: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Sent: July 26, 2021 3:06 PM
To: Pooorooshasb, Nammi GCPE:EX <Nammi.Pooorooshasb@gov.bc.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: RE: Materials for MD

Md is leaving the office at 4:30 and we have a window to get him to engage with the materials before 7 a.m. tomorrow morning – it would be really, really, really good if we could get the NR and deck in as good shape as possible by 4 p.m. at the latest so he has time to look them over. Thanks everyone for doing your level best to make this happen.

From: Pooorooshasb, Nammi GCPE:EX <Nammi.Pooorooshasb@gov.bc.ca>
Sent: July 26, 2021 3:03 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: Re: Materials for MD

K. Thanks Jeff. On PB's deck, we will try, but will likely be later than your deadline.

From: "Ferrier, Jeffrey GCPE:EX" <Jeffrey.Ferrier@gov.bc.ca>
Date: Monday, July 26, 2021 at 2:47 PM
To: "Pooorooshasb, Nammi GCPE:EX" <Nammi.Pooorooshasb@gov.bc.ca>, "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>, "Youngs, Kirsten R GCPE:EX" <Kirsten.Youngs@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>
Subject: Materials for MD

Hi

MO here has asked to see update documents for tomorrow within the next hour. Can we pull together drafts by 3:45 p.m.?



Jeffrey Ferrier (he/him/his)
Executive Director, Health Communications, Government of British Columbia

[604-362-6109](tel:604-362-6109) | jeffrey.ferrier@gov.bc.ca

I gratefully acknowledge that I live and work on the traditional unceded territory of the Lekwungen Peoples, specifically the Songhees and Esquimalt First Nations.

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Grieve, Chandler GCPE:EX](#); [Youngs, Kirsten R GCPE:EX](#)
Cc: [Poorooshasb, Nammi GCPE:EX](#)
Subject: RE: NR_VaxForBC_July 27_D3 (004)
Date: July 26, 2021 4:06:13 PM

Thanks all – I'll bundle all the things and share with MO and our DM.

Thanks for getting this across the finish line!

Jeff

From: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Sent: July 26, 2021 4:05 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Cc: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Subject: NR_VaxForBC_July 27_D3 (004)

Added all events currently received from the HA's into a backgrounder (This is how editors asked to format it).

Not sure if it add values – we can maybe drop but in there for now

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Grieve, Chandler GCPE:EX](#); [Youngs, Kirsten R GCPE:EX](#)
Cc: [Poorooshasb, Nammi GCPE:EX](#)
Subject: RE: NR_VaxForBC_July 27_D3 (004)
Date: July 26, 2021 4:11:49 PM

Thanks all – materials sent to MO for review.

From: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Sent: July 26, 2021 4:05 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Cc: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Subject: NR_VaxForBC_July 27_D3 (004)

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From: [Youngs, Kirsten R GCPE:EX](#)
To: [Grieve, Chandler GCPE:EX](#)
Cc: [XT:Ballem, Penny HLTH:IN](#); [Poorooshasb, Nammi GCPE:EX](#); [Sam Corea](#); [Lizette Parsons Bell](#); [Rena Kendall-Craden](#); [Ferrier, Jeffrey GCPE:EX](#); [Hardin, Karl GCPE:EX](#)
Subject: RE: Revised deck
Date: July 26, 2021 6:42:51 PM

That looks so great!

From: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Sent: July 26, 2021 6:40 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Cc: XT:Ballem, Penny HLTH:IN <pballem@telus.net>; Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; Sam Corea <sam_corea@hotmail.com>; Lizette Parsons Bell <lizette@umbrellastrategies.ca>; Rena Kendall-Craden <rekendall@shaw.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: Re: Revised deck

Sorry. Does this work better?



Chandler Grieve

On 26 Jul 2021, at 6:38 PM, Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca> wrote:

I can't open the file but as long as it doesn't clash with Dr. Henry's yellow outfit, it could work

From: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>

Sent: July 26, 2021 6:37 PM

To: XT:Ballem, Penny HLTH:IN <pballem@telus.net>

Cc: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; Sam Corea <sam_corea@hotmail.com>; Lizette Parsons Bell <lizette@umbrellastrategies.ca>; Rena Kendall-Craden <rekendall@shaw.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: Re: Revised deck

We should also add...

There will be 3 of these shirts at the event tomorrow if that's a direction we want to go.

Chandler Grieve

On 26 Jul 2021, at 6:20 PM, Penny Ballem <pballem@telus.net> wrote:

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Thks

Penny Ballem MD FRCP FCAHS
Mobile 604-551-1477

From: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Sent: Monday, July 26, 2021 6:07:15 PM
To: Sam Corea <sam_corea@hotmail.com>; Lizette Parsons Bell <lizette@umbrellastrategies.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>; Rena Kendall-Craden <rekendall@shaw.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; XT:Ballem, Penny HLTH:IN <pballem@telus.net>
Subject: Revised deck

Hi team. Attached is the latest version of the deck. Will give it a close read tonight, but please flag any issues that you come across.

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Poorooshasb, Nammi GCPE:EX](#)
Subject: RE: Revised deck
Date: July 26, 2021 6:20:46 PM

Question – who does the deck? That's Dr. Ballem yeah?

From: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Sent: July 26, 2021 6:10 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Subject: Re: Revised deck

Ditto!

From: "Ferrier, Jeffrey GCPE:EX" <Jeffrey.Ferrier@gov.bc.ca>
Date: Monday, July 26, 2021 at 6:09 PM
To: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Subject: RE: Revised deck

Thank you kind sir

Have appreciated the collaboration on all this today

From: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Sent: July 26, 2021 6:07 PM
To: Sam Corea <sam_corea@hotmail.com>; Lizette Parsons Bell <lizette@umbrellastrategies.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>; Rena Kendall-Craden <rekendall@shaw.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; XT:Ballem, Penny HLTH:IN <pballem@telus.net>
Subject: Revised deck

Hi team. Attached is the latest version of the deck. Will give it a close read tonight, but please flag any issues that you come across.

From: [Poorooshasb, Nammi GCPE:EX](#)
To: [Ferrier, Jeffrey GCPE:EX](#)
Subject: Re: URGENT: Vax for BC program, URL issue
Date: July 27, 2021 4:32:53 PM

Yup. We'll register.

From: "Ferrier, Jeffrey GCPE:EX" <Jeffrey.Ferrier@gov.bc.ca>
Date: Tuesday, July 27, 2021 at 4:31 PM
To: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Subject: FW: URGENT: Vax for BC program, URL issue

For your consideration

From: Emerson, Brian P HLTH:EX <Brian.Emerson@gov.bc.ca>
Sent: July 27, 2021 4:31 PM
To: Lavoie, Martin HLTH:EX <Martin.Lavoie@gov.bc.ca>; Bonfonti, Adrienne HLTH:EX <Adrienne.Bonfonti@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Cc: Thompson, Laurel HLTH:EX <Laurel.Thompson@gov.bc.ca>; Halicki, Ashley HLTH:EX <Ashley.Halicki@gov.bc.ca>
Subject: RE: URGENT: Vax for BC program, URL issue

Thanks for flagging. The announcement is at
<https://news.gov.bc.ca/releases/2021HLTH0048-001465>

Jeff, per below, the URLs (both [vaxforbc.ca](#) and [vaxforbc.com](#)) are available if GCPE wants to grab them.

Thanks.

Brian

Dr. Brian P. Emerson, Deputy Provincial Health Officer (acting)
BC Ministry of Health, PO Box 9648 Stn Prov Govt, Victoria, BC V8W 9P1

T 250.952.1701 C 250.514.2219 F. 250.952. 1713

brian.emerson@gov.bc.ca

From: Lavoie, Martin HLTH:EX <Martin.Lavoie@gov.bc.ca>
Sent: July 27, 2021 4:23 PM
To: Bonfonti, Adrienne HLTH:EX <Adrienne.Bonfonti@gov.bc.ca>
Cc: Thompson, Laurel HLTH:EX <Laurel.Thompson@gov.bc.ca>; Emerson, Brian P HLTH:EX <Brian.Emerson@gov.bc.ca>; Halicki, Ashley HLTH:EX <Ashley.Halicki@gov.bc.ca>

Subject: RE: URGENT: Vax for BC program, URL issue

Importance: High

I don't know what today's announcement was about, so not sure about this one. I assume that GCPE would be involved if there is some public campaign with a new website... so I would check with either Bonnie or them to know if this would be useful...

That being said, if not expensive, we could buy these ones too, and redirect to anything else that GCPE had in mind.

Martin

From: Bonfonti, Adrienne HLTH:EX <Adrienne.Bonfonti@gov.bc.ca>

Sent: July 27, 2021 4:18 PM

To: Lavoie, Martin HLTH:EX <Martin.Lavoie@gov.bc.ca>

Cc: Thompson, Laurel HLTH:EX <Laurel.Thompson@gov.bc.ca>; 'Erin Brocklebank' <erin@holycowcom.com>; Ken Coward <ken@holycowcom.com>; Emerson, Brian P HLTH:EX <Brian.Emerson@gov.bc.ca>

Subject: FW: URGENT: Vax for BC program, URL issue

Thanks for this Erin!

Martin – please see below. If you would like the domain names that go along with the vax announcements, our graphic design contractors can help us out.

Usually we would buy the one we want, as well as the .com/.ca counterpart and then set the 2nd one to redirect to the one we actually want....it helps for typos and increases ease of access and searchability, but also in this case to prevent anti-vaxers from snagging them as a platform for their messaging.

I'm starting vacation effective end of day today, but all the people cc'd here can help if you decide that you want to pursue it.

Best,

Adrienne Bonfonti

BA, MA, MCPM, PMP

Project Director

Office of the Provincial Health Officer, Ministry of Health

Mail: PO Box 9648, STN PROV GOVT, Physical: 1515 Blanshard St., Victoria BC V8W 9P4

Phone: 250-886-9743

Warning: This email is intended only for the use of the individual or organization to whom it is addressed. It may contain information that is privileged or confidential. Any distribution, disclosure, copying, or other use by anyone else is strictly prohibited. If you have received this in error, please telephone or e-mail the sender immediately and delete the message. I respectfully acknowledge that I work within the traditional territory of the Lekwungen speaking peoples, and the home of the Métis Chartered Community of Greater Victoria.

From: Erin Brocklebank <erin@holycowcom.com>
Sent: July 27, 2021 11:17 AM
To: Bonfonti, Adrienne HLTH:EX <Adrienne.Bonfonti@gov.bc.ca>
Cc: Ken Coward <ken@holycowcom.com>
Subject: URGENT: Vax for BC program, URL issue

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Hello Adrienne,

I just saw the release that the gov't has launched the Vax for BC program - out of habit, I double checked the URL status and saw that it's still available (both vaxforbc.ca and vaxforbc.com). See attached screenshots. I wonder if they want to pick those URLs up ASAP, before the other camp does. We can help you purchase it quickly if you'd like, let me know.

Thanks,
Erin

Erin Brocklebank, Vice President
Holy Cow Communication Design Inc.
Suite 302 - 2537 Beacon Avenue
Sidney BC Canada, V8L 1Y3
250-655-6597

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Youngs, Kirsten R GCPE:EX](#)
Cc: [Northey, Krystal GCPE:EX](#)
Subject: RE: VaxforBC wordmark
Date: July 23, 2021 4:18:39 PM

I poked them too about VaxForBC. **s.22**
s.22

And thanks re. the NR.

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 23, 2021 4:14 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Cc: Northey, Krystal GCPE:EX <Krystal.Northey@gov.bc.ca>
Subject: RE: VaxforBC wordmark

No we haven't, and will do! Including KN who held the initial pen.

From: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Sent: July 23, 2021 4:13 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Subject: RE: VaxforBC wordmark

Hi

Have we heard from the MO about VaxForBC yet?

I have reviewed the draft of the news release. **s.13**
s.13

s.13 this event will be an opportunity to showcase what's been done to date to get people vaccinated and an opportunity to be specific about what more is being done. **s.13**
s.13

Jeff

From: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Sent: July 23, 2021 12:36 PM
To: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Subject: RE: VaxforBC wordmark

We have a NR drafted and on the LAN with a KMQA in the works. Event details are still TBC by MO ie what form the event will take.

Tiff, Krystal and I are swamped with a lot of media/HA needs, the townhall planning and this event – do you have time to review the event materials this afternoon and take the first cut?

From: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Sent: July 23, 2021 12:32 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Subject: Fwd: VaxforBC wordmark

Can you please update re plans to get this to MO and reviewed ?

Thank you

Jeff

Sent from my iPhone

Begin forwarded message:

From: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Date: July 23, 2021 at 9:46:55 AM PDT
To: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Cc: "Ferrier, Jeffrey GCPE:EX" <Jeffrey.Ferrier@gov.bc.ca>, "Youngs, Kirsten R GCPE:EX" <Kirsten.Youngs@gov.bc.ca>
Subject: Re: VaxforBC wordmark

Thanks Chandler.

I'll just add that it's not creative feedback we're looking for, but want confirmation that the whole "vax for BC thing" is gonna get off the ground. VCH is doing some high profile

events today and over the weekend and would like to start using the vax for bc framing ASAP - which we are very supportive of.

Sent from my iPhone

On Jul 23, 2021, at 9:26 AM, Grieve, Chandler GCPE:EX
<Chandler.Grieve@gov.bc.ca> wrote:

Morning,

As discussed yesterday, HQ created a wordmark logo to help solidify branding for VaxforBC – with the idea that this will be used across the province for all vaccine events for the big push – including Walk-in-Wednesday (August 4). This reflects input from the health authorities and Dr. Henry on overall tone and approach (gratitude, and we're in this together). The wordmark will go on the BC Government's communications materials and will also be used by all 5 health authorities.

The HA's are very keen to use this logo as they develop their posters/signs and other branding for some events next week – including events with the BC Lions/PNE and Pride festival. There will be a bit of production time needed and we promised we would get the wordmark over before the end of the week.

I know the Minister has been briefed by Dr. Ballem on this concept – but wanted to make sure MD/MO is aware of the logo and its use.

If you could let us know sometime today (before EOD) if there are any concerns with sharing this wordmark with the HA's prior to the event next week and if the minister is on board with the concept – obviously the finer details of the event and theme still need to ironed out – that would be super helpful.

I hear there have been some further conversations this morning on overall approach and tone.

We'd like to share the wordmark later today if possible.

Thanks,

Chandler

<image002.png>

Chandler Grieve

GCPE Strategic Communications

C: 250-883-2237

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Youngs, Kirsten R GCPE:EX](#)
Subject: Re: VaxforBC wordmark
Date: July 23, 2021 12:49:54 PM

I can review the NR and provide feedback.

I think what Nammi is asking for is confirmation the MO has been briefed about vaxforBC concept and supportive of HAs going ahead with using that in their materials and events. Have we socialized this with the MO yet? If not let me know and I will do that.

Jeff

Sent from my iPhone

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To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>
Subject: Fwd: VaxforBC wordmark

Can you please update re plans to get this to MO and reviewed ?

Thank you

Jeff

Sent from my iPhone

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<Nammi.Poorooshasb@gov.bc.ca>
Date: July 23, 2021 at 9:46:55 AM PDT
To: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Cc: "Ferrier, Jeffrey GCPE:EX" <Jeffrey.Ferrier@gov.bc.ca>, "Youngs,

Kirsten R GCPE:EX" <Kirsten.Youngs@gov.bc.ca>

Subject: Re: VaxforBC wordmark

Thanks Chandler.

I'll just add that it's not creative feedback we're looking for, but want confirmation that the whole "vax for BC thing" is gonna get off the ground. VCH is doing some high profile events today and over the weekend and would like to start using the vax for bc framing ASAP - which we are very supportive of.

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I hear there have been some further conversations this morning on overall approach and tone.

We'd like to share the wordmark later today if possible.

Thanks,

Chandler

<image002.png>

Chandler Grieve

GCPE Strategic Communications

C: 250-883-2237

From: [Lizette Parsons Bell](#)
To: [Grieve, Chandler GCPE:EX](#); [XT:Raper, Steve GCPE:IN](#); [XT:Goodwin, Jenn GCPE:IN](#); [XT:Braman, Jamie HLTH:IN](#); [XT:Slater, Stephanie GCPE:IN](#); [XT:Nuraney, Naseem GCPE:IN](#); [XT:Chiang, Charlene GCPE:IN](#); [Meerman, Jeffrey \[VCH\]](#); [Hardin, Karl GCPE:EX](#)
Cc: [Poorooshasb, Nammi GCPE:EX](#); [Sam Corea](#); [Holoiday, Leah GCPE:EX](#); [Nelson, Tiffany GCPE:EX](#); [Ferrier, Jeffrey GCPE:EX](#)
Subject: RE: WEBSITE - VAX FOR BC
Date: July 27, 2021 10:32:03 AM

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Looks great Chandler. Thanks to everyone for all your work on this. It was a quick turn around but so appreciated.

Lizette

From: Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Sent: July 27, 2021 10:09 AM
To: 'Lizette Parsons Bell' <lizette@umbrellastrategies.ca>; XT:Raper, Steve GCPE:IN <Steve.Raper@northernhealth.ca>; XT:Goodwin, Jenn GCPE:IN <Jenn.goodwin@interiorhealth.ca>; XT:Braman, Jamie HLTH:IN <Jamie.Braman@viha.ca>; XT:Slater, Stephanie GCPE:IN <Stephanie.Slater@fnha.ca>; XT:Nuraney, Naseem GCPE:IN <Naseem.Nuraney@fraserhealth.ca>; XT:Chiang, Charlene GCPE:IN <Charlene.chiang@vch.ca>; 'Meerman, Jeffrey [VCH]' <jeffrey.meerman@vch.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Cc: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; 'Sam Corea' <sam_corea@hotmail.com>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Subject: WEBSITE - VAX FOR BC

And as promised here is the provincial website – now live.

www.gov.bc.ca/vaxforbc

From: Grieve, Chandler GCPE:EX
Sent: July 27, 2021 9:54 AM
To: 'Lizette Parsons Bell' <lizette@umbrellastrategies.ca>; XT:Raper, Steve GCPE:IN <Steve.Raper@northernhealth.ca>; XT:Goodwin, Jenn GCPE:IN <Jenn.goodwin@interiorhealth.ca>; XT:Braman, Jamie HLTH:IN <jamie.braman@viha.ca>; XT:Slater, Stephanie GCPE:IN <Stephanie.Slater@fnha.ca>; XT:Nuraney, Naseem GCPE:IN <Naseem.Nuraney@fraserhealth.ca>; XT:Chiang, Charlene GCPE:IN <Charlene.chiang@vch.ca>; 'Meerman, Jeffrey [VCH]' <jeffrey.meerman@vch.ca>

Cc: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; 'Sam Corea' <sam_corea@hotmail.com>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Subject: FINAL - VAX FOR BC

Hey all,

Thanks for your edits this morning. We did our best to make all of them for our final – going out to media momentarily.

Sorry if didn't catch all of the slight time changes. We will make any updates to our provincial website as needed. I will send that link as soon as it goes live.

Cheers,

CG

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Sent: July 27, 2021 7:31 AM
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Cc: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; Sam Corea <sam_corea@hotmail.com>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>
Subject: FOR REVIEW _ RUSH - List of events for today's News Release
Importance: High

Good morning all,

I have attached today's NR (under strict embargo until 10 am) for Vax for BC.

Thanks for all your help pulling this together. Big team effort.

We have included a backgrounder which lists most – not all – of the events that all of you have sent in that will be included in the Vax for BC push. We will have a more complete list on the website (link to come shortly) but wanted to make sure nothing is incorrect or shouldn't be listed in the backgrounder.

Could all of you take a quick look at the attached (backgrounder begins on page 3) and please flag any issues. **This NR will be going to editors at 8:30 AM – and out to media under embargo at 9:30 AM – so any changes need to come before 8:15 if possible.**

Thanks so much and sorry for the rush.

Cheers,

Chandler

From: Lizette Parsons Bell <lizette@umbrellastrategies.ca>

Sent: July 26, 2021 1:20 PM

To: XT:Raper, Steve GCPE:IN <Steve.Raper@northernhealth.ca>; XT:Goodwin, Jenn GCPE:IN <Jenn.goodwin@interiorhealth.ca>; XT:Braman, Jamie HLTH:IN <Jamie.Braman@viha.ca>; XT:Slater, Stephanie GCPE:IN <Stephanie.Slater@fnha.ca>; XT:Nuraney, Naseem GCPE:IN <Naseem.Nuraney@fraserhealth.ca>; XT:Chiang, Charlene GCPE:IN <Charlene.chiang@vch.ca>; Meerman, Jeffrey [VCH] <jeffrey.meerman@vch.ca>

Cc: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>; Sam Corea <sam_corea@hotmail.com>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>

Subject: Update: VaxForBC

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Afternoon folks,

Lots going on and you have been waiting for an update patiently. The short story is that we will be launching the VaxForBC tomorrow in a presser with Minister Dix, Dr. Henry and Dr. Ballem tomorrow morning at 10 am. It will look like a standard press conference, at the Minister's request. In summary the presser will touch on:

- Vaccine numbers to date in the mass clinics and various other opportunities
- Vax for BC campaign – examples of artwork and digital campaign
- Focus of the campaign – get vaccinated at convenient locations around the province
- Walk in Wednesday on August 4
- Examples of activities: Mobile clinics, Vax Van, community outreach pop up clinics – across the province
- It's easier than ever to get your shot
- Clinics and opportunities will continue throughout August and into the fall

Let me know if you have any questions and stand by as this all gets finalized and assets come out for you to use (Nammi, Chandler and team).

Lizette

Immunize BC Project

Stay Informed: gov.bc.ca/COVID, bccdc.ca, 1.88.COVID19

Lizette M. Parsons Bell, ABC*

604 788 4170 | lizette@umbrellastrategies.ca

@LizettePB

* International Accredited Business Communicator

Page 220 of 389

Withheld pursuant to/removal as

s.13

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Machell, Aileen GCPE:EX](#)
Subject: SN for PHO_VaxForBC_July 27_FNL
Date: July 27, 2021 7:56:41 AM
Attachments: [SN for PHO_VaxForBC_July 27_FNL.docx](#)

Good messages here on COVID cases.

Use the question to reinforce the importance of getting vaccinated.

From: [Thaw, Sara GCPE:EX](#)
To: [LP Executive Assistants](#); [LP Ministerial Advisors](#); [LP Senior Ministerial Advisors](#); [GCPE Comm Directors](#); [GCPE Comm Managers](#)
Cc: [Aaron, Sage PREM:EX](#); [Smith, George PREM:EX](#); [Byers, Lindsay PREM:EX](#); [Poorooshab, Nammi GCPE:EX](#); [Zadravec, Don GCPE:EX](#); [Brewer, Lia PREM:EX](#); [GCPE Digital Communications](#); [Girn, Naveen PREM:EX](#); [Bain, Don PREM:EX](#); [Hardin, Karl GCPE:EX](#); [Howlett, Tim GCPE:EX](#); [Harris, Megan GCPE:EX](#); [GCPE COVID Communications](#)
Subject: TO SHARE: #VaxForBC digital content
Date: July 27, 2021 2:19:51 PM
Attachments: [C19_VaxforBC_to the max_169_0723.png](#)
[C19_VaxforBC_to the max_SQR_0723.png](#)
[8339-C19-VaxforBC-toMax-1200-FR.png](#)
[8339-C19-VaxforBC-toMax-1200-PJ.png](#)
[8339-C19-VaxforBC-toMax-1200-SC.png](#)
[8339-C19-VaxforBC-toMax-1200-TC.png](#)

Hi all,

Our #VaxForBC campaign has begun, and we need all hands-on-deck digitally to make sure our message travels far and wide. Please share a Vax for BC post and update your Facebook profile photo!

1. #VaxforBC post

FB/IG:

More than 80% of British Columbians have done their part to put this pandemic behind us and received a COVID-19 vaccine. Let's all make a final push to get as many people as possible in BC vaccinated. If you haven't got your vaccine – or have put off getting your second dose – it is now easier and more convenient than ever to get a safe, effective vaccine. Find out about drop-in events, vax vans and other vaccine events for both Dose 1 and Dose 2 here: <https://gov.bc.ca/VaxForBC>

TWITTER:

Let's make a final push to get as many people vaccinated as possible. If you haven't had your first or second dose, it's now easier than ever. Find out about drop-in events, vax vans and other vaccine events for both Dose 1 and 2 here: <https://gov.bc.ca/VaxForBC> #VaxForBC

LINKS:

<https://www.facebook.com/BCProvincialGovernment/posts/4774900075861580>
<https://twitter.com/BCGovNews/status/1420100160319680516>
<https://www.instagram.com/p/CR14gGuL15E/>

2. ADD A #VAXFORBC FACEBOOK FRAMES:

Add one of our new frames to your Facebook profile picture today. It's simple to do:

1. Tap on your profile photo.
2. Select "Add frame."
3. Search for "VaxForBC," choose a frame, and save!
4. Share a post on your social media encouraging others to get the message out.

<https://www.facebook.com/BCProvincialGovernment/posts/4775071552511099>

If you have any questions, please get in touch!

Thank you!

Sara Thaw

Director, Digital Communications

Strategic Communications

Government Communications & Public Engagement

Sara.thaw@gov.bc.ca | +1 250 883 0374

Pronouns: she/her

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Kerner, Tara GCPE:EX](#); [Poorooshasb, Nammi GCPE:EX](#); [Grieve, Chandler GCPE:EX](#)
Cc: [Pratt, Andrew GCPE:EX](#); [Devereux, Rick GCPE:EX](#); [Behrens, Marlene GCPE:EX](#); [Gostelow, Tara GCPE:EX](#); [Holoiday, Leah GCPE:EX](#); [Machell, Aileen GCPE:EX](#)
Subject: URGENT - Slide deck
Date: July 27, 2021 9:18:21 AM

Good morning all –

Just connected with Minister Dix, Dr. Henry and Dr. Ballem.

They would like a change made to the deck.

Good news – it's a simple change in slide order – make slide 3 into slide 4, make slide 4 into 3.

Thanks

Jeff

From: Kerner, Tara GCPE:EX <Tara.Kerner@gov.bc.ca>
Sent: July 27, 2021 9:03 AM
To: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Cc: Pratt, Andrew GCPE:EX <Andrew.Pratt@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>; Kerner, Tara GCPE:EX <Tara.Kerner@gov.bc.ca>
Subject: Alternate Version (without photo): 8336-VaxForBC_20210727_16-9PPP (v3)
Importance: High

If by chance we do not get approval to use the photo of the vaccinator (on slide 9), then I have created an alternate version without that photo, Attached here:

1. Power Point file with pink and yellow background graphics, and file name “**8336-VaxForBC_20210727_16-9PPP-WithoutPhoto**” (this is for the AV crew to display in the room for Dr. B. H. to see and to share with media);
2. PDF File with pink and yellow border, and file name “**8336-VaxForBC_20210727_16-9PPP-WithoutPhoto**” (this is to also share with the media and more); and
3. Power Point file with NO pink and yellow border, and file name “**8336-VaxForBC_20210727_16-9PPP_Digital-WithoutPhoto**” (this is for the government broadcast on the split-screen platform that is already branded with COVID-19 graphics).

Tara Kerner, CGD

Senior Designer, Graphic Communications
Government Communications and Public Engagement (GCPE)

Province of British Columbia
4th Floor, 617 Government Street, Victoria, B.C. V8V 2M1
Office: 250.356.8129
Cell: 250.686.9464

[Graphic Design Request System](#)

[BC Visual Identity](#)

[GCPE Graphic Communications Information & Resources](#)

[GCPE Graphic Communications Quick Reference Guide](#)

From: Kerner, Tara GCPE:EX

Sent: July 27, 2021 8:59 AM

To: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>

Cc: Pratt, Andrew GCPE:EX <Andrew.Pratt@gov.bc.ca>; Tara Kerner (Tara.Kerner@gov.bc.ca) <tara.kerner@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Behrens, Marlene GCPE:EX <Marlene.Behrens@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Holoiday, Leah GCPE:EX <Leah.Holoiday@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>; Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>

Subject: 8336-VaxForBC_20210727_16-9PPP (v3)

Importance: High

Hi folks,

Attached is the revised PPP for this mornings event at 10am. Attached please find the following files:

1. Power Point file with pink and yellow background graphics, and file name **"8336-VaxForBC_20210727_16-9PPP"** (this is for the AV crew to display in the room for Dr. B. H. to see and to share with media);
2. PDF File with pink and yellow border, and file name **"8336-VaxForBC_20210727_16-9PPP"** (this is to also share with the media and more); and
3. Power Point file with NO pink and yellow border, and file name **"8336-VaxForBC_20210727_16-9PPP_Digital"** (this is for the government broadcast on the split-screen platform that is already branded with COVID-19 graphics).

PLEASE NOTE: If by chance we do not get approval to use the photo of the vaccinator (on slide 9), then I have created an alternate version without that photo, which I will send in a separate email.

Thanks.

Tara Kerner, CGD

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Page 227 of 389

Withheld pursuant to/removed as

s.13

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Poorooshab, Nammi GCPE:EX](#); [Youngs, Kirsten R GCPE:EX](#); [Hardin, Karl GCPE:EX](#); [Grieve, Chandler GCPE:EX](#)
Subject: Vax for BC Huddle
Start: July 26, 2021 12:00:00 PM
End: July 26, 2021 12:15:00 PM
Location: Microsoft Teams Meeting


Hi

Let's meet to identify who does what today re. tomorrow's Vax for BC event

Microsoft Teams meeting

Join on your computer or mobile app

Click here to join the meeting [s.15](#)
[s.15](#)

Learn More  | Meeting options [s.15](#)
[s.15](#)
[s.15](#)

From: [Grieve, Chandler GCPE:EX](#)
To: ["Lizette Parsons Bell"](#); [XT:Raper, Steve GCPE:IN](#); [XT:Goodwin, Jenn GCPE:IN](#); [XT:Braman, Jamie HLTH:IN](#); [XT:Slater, Stephanie GCPE:IN](#); [XT:Nuraney, Naseem GCPE:IN](#); [XT:Chiang, Charlene GCPE:IN](#); ["Meerman, Jeffrey \[VCH\]"](#); [Hardin, Karl GCPE:EX](#)
Cc: [Poorooshasb, Nammi GCPE:EX](#); ["Sam Corea"](#); [Holoiday, Leah GCPE:EX](#); [Nelson, Tiffany GCPE:EX](#); [Ferrier, Jeffrey GCPE:EX](#)
Subject: WEBSITE - VAX FOR BC
Date: July 27, 2021 10:08:37 AM

And as promised here is the provincial website – now live.

www.gov.bc.ca/vaxforbc

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Sent: July 27, 2021 9:54 AM
To: 'Lizette Parsons Bell' <lizette@umbrellastrategies.ca>; XT:Raper, Steve GCPE:IN <Steve.Raper@northernhealth.ca>; XT:Goodwin, Jenn GCPE:IN <Jenn.goodwin@interiorhealth.ca>; XT:Braman, Jamie HLTH:IN <jamie.braman@viha.ca>; XT:Slater, Stephanie GCPE:IN <Stephanie.Slater@fnha.ca>; XT:Nuraney, Naseem GCPE:IN <Naseem.Nuraney@fraserhealth.ca>; XT:Chiang, Charlene GCPE:IN <Charlene.chiang@vch.ca>; 'Meerman, Jeffrey [VCH]' <jeffrey.meerman@vch.ca>
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Subject: FOR REVIEW _ RUSH - List of events for today's News Release

Importance: High

Good morning all,

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Thanks for all your help pulling this together. Big team effort.

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Cheers,

Chandler

From: Lizette Parsons Bell <lizette@umbrellastrategies.ca>

Sent: July 26, 2021 1:20 PM

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Stephanie GCPE:IN <Stephanie.Slater@fnha.ca>; XT:Nuraney, Naseem GCPE:IN
<Naseem.Nuraney@fraserhealth.ca>; XT:Chiang, Charlene GCPE:IN <Charlene.chiang@vch.ca>;
Meerman, Jeffrey [VCH] <jeffrey.meerman@vch.ca>

Cc: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; Grieve, Chandler GCPE:EX
<Chandler.Grieve@gov.bc.ca>; Sam Corea <sam_corea@hotmail.com>; Ferrier, Jeffrey GCPE:EX
<Jeffrey.Ferrier@gov.bc.ca>

Subject: Update: VaxForBC

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Afternoon folks,

Lots going on and you have been waiting for an update patiently. The short story is that we will be launching the VaxForBC tomorrow in a presser with Minister Dix, Dr. Henry and Dr. Ballem tomorrow morning at 10 am. It will look like a standard press conference, at the Minister's request. In summary the presser will touch on:

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- Vax for BC campaign – examples of artwork and digital campaign
- Focus of the campaign – get vaccinated at convenient locations around the province
- Walk in Wednesday on August 4
- Examples of activities: Mobile clinics, Vax Van, community outreach pop up clinics – across the province
- It's easier than ever to get your shot
- Clinics and opportunities will continue throughout August and into the fall

Let me know if you have any questions and stand by as this all gets finalized and assets come out for you to use (Nammi, Chandler and team).

Lizette

Immunize BC Project

Stay Informed: gov.bc.ca/COVID, bccdc.ca, 1.88.COVID19

Lizette M. Parsons Bell, ABC*

604 788 4170 | lizette@umbrellastrategies.ca

@LizettePB

* International Accredited Business Communicator

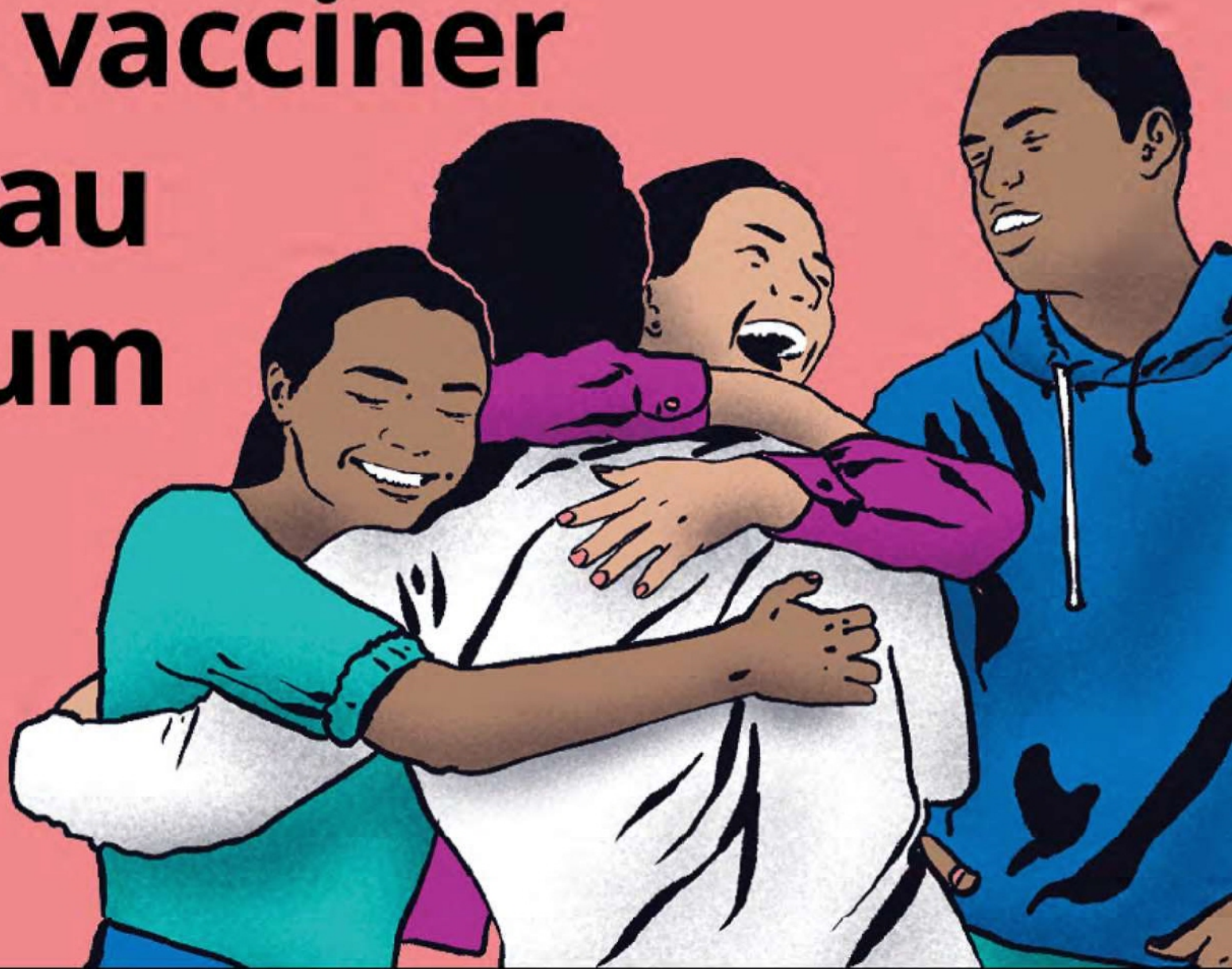
Let's get BC vaxxed to the max



Let's get BC
vaxxed to
the max



**Faisons vacciner
la C.-B. au
maximum**



ਆਓ ਬੀ ਸੀ ਵਿੱਚ ਵੱਧ ਤੋਂ ਵੱਧ

ਟੀਕਾਕਰਣ
ਕਰਵਾਈਏ



齐心推动更多 卑诗省民 接种疫苗



齊起動 卑詩接種 創高峰




vaxforbc

Beast Mode

 vaxforbc.com SUMMER SALE ⓘ


C\$10.02/yr
Retail C\$11.15/yr

 Add to

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 vaxforbc.com SUMMER SALE ⓘ

C\$10.02/yr
Retail C\$11.15/yr

 Add to


 vaxforbc.net SUMMER SALE

C\$11.28/yr
Retail C\$16.30/yr

 Add to


 vaxforbc.ai SPECIAL ⓘ

C\$87.89/yr
Retail C\$100.45/yr

 Add to


 vaxforbc.org SUMMER SALE

C\$9.39/yr
Retail C\$16.30/yr

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


 vaxforbc.to

C\$50.21/yr


 Add to

vaxforbc.ca

Beast Mode

 vaxforbc.ca SUMMER SALE ⓘC\$13.79/yr
Retail C\$15.05/yr Add toSuggested Results [Hide](#) vaxforbc.com SUMMER SALE ⓘC\$10.02/yr
Retail C\$11.15/yr Add to vaxforbc.net SUMMER SALEC\$11.28/yr
Retail C\$16.30/yr Add to vaxforbc.ai SPECIAL ⓘC\$87.89/yr
Retail C\$100.45/yr Add to vaxforbc.org SUMMER SALEC\$9.39/yr
Retail C\$16.30/yr Add to vaxforbc.to

C\$50.21/yr

 Add to







SPEAKING POINTS FOR

Dr. Bonnie Henry

Provincial Health Officer

VaxForBC Campaign

Tuesday, July 27, 2021

10:00 a.m.

Location: Pan Pacific Hotel, Oceanview Room #5

(Arrive: 9:45 a.m.)

Length: 5 minutes

- I'm speaking to you today from the traditional territories of the Musqueam, Squamish, and Tsleil-Waututh First Nations.
- I'd like to begin today by thanking each and every one of the millions of British Columbians who have stepped up to get vaccinated.
- Because of this small act, we have been able to re-open our province and move to Step 3 of BC's Restart Plan, slowly and safely.
- And while we've made tremendous progress with our immunization plan, there is more work to do.
- We know that some folks may struggle to find a convenient time in their day to get immunized...

- ... while others many be hesitant to get the vaccine.
- We are here today to tell you that these vaccines are safe and saving lives throughout the province every day.
- In fact, data that will be shared later today through the BCCDC shows that less than 5% of COVID-19 cases are among fully vaccinated people.
- It also shows that people who have received two doses of vaccine are less likely to be hospitalised and suffer severe illness.
- That compares to the high rate of COVID amongst unvaccinated, but eligible, people in B.C.

- In fact, 78% of those hospitalised with COVID-19 are unvaccinated completely.
- A further 18% have only received their first dose.
- That is why is it extremely important that everyone gets both doses.
- Not only to protect themselves, but to protect those around them: friends, family, neighbours and especially our most vulnerable populations — our seniors.
- Starting today, we are making it even easier for people to get vaccinated and help protect themselves and their loved ones against COVID-19.

- As part of the Vax For BC campaign, each health authority will be offering new and unique ways for people to get their first or second dose of vaccine.
- From mobile clinics to a custom “Vax Van” to Walk-in Wednesday, British Columbians will be able to get vaccinated...
 - ...on your way to work,
 - ...during your lunch break,
 - ...or even on your way to cool off at a lake.
- The next several weeks are crucial to our immunization campaign and most importantly, protecting our province and putting this pandemic in our rear-view mirror.
- Being fully vaccinated means getting back to the things we love to do, like visiting our loved ones,

dancing, attending music festivals, fall fairs and weddings without restrictions.

- More than 80% of people 12 and older have received their first dose while 61% are fully vaccinated.
- This is remarkable progress, but there is more to do and now is the time to push ahead...
- ... Now is the time to Vax For BC.
- And as we plan our celebrations for the upcoming long weekend and BC Day...
- I encourage everyone to talk to their friends and loved ones...

- ...to help support them to get vaccinated so that we can share more special events together.
- ...and to show their gratitude for frontline heroes and to support everyone of us who have gotten vaccinated.
- Thank you.

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MEDIA ADVISORY

July 27, 2021

Ministry of Health
Office of the Provincial Health Officer

MEDIA ADVISORY – Ministry of Health – Vancouver; teleconference; livestream

VANCOUVER– Media are invited to join Adrian Dix, Minister of Health, Dr. Bonnie Henry, B.C.'s provincial health officer, and Dr. Penny Ballem, executive lead of the B.C. immunization rollout team, for an update about the next step in B.C.'s COVID-19 immunization plan.

Event date: **Tuesday, July 27, 2021**

Time: **10 a.m.** (Pacific time)

Livestream with a sign language interpreter will be available:

On Facebook: <https://www.facebook.com/BCProvincialGovernment/>

On Twitter: <https://twitter.com/BCGovNews?s=20>

On YouTube: <https://www.youtube.com/user/ProvinceofBC>

Note: Media are asked to register by email by **9 a.m.** tomorrow to receive the PowerPoint presentation approximately **30 minutes** in advance of the event tomorrow:

Tara.Gostelow@gov.bc.ca

Only registered participants will be emailed the PowerPoint presentation. These materials are under strict embargo until after the announcement takes place at **10 a.m.** tomorrow. Be responsible, respect the embargo and your colleagues.

Media are invited to attend the event in person at:

Pan Pacific Hotel
Room: Oceanview 5
999 Canada Pl.
Vancouver

Media unable to attend in person may dial in to listen to the announcement and will be able to ask questions. Participants are requested to dial in 20 minutes prior to the announcement. Media are asked to have the participant pass code ready when they dial in to save time. Failure to do this may mean a delay in you or others joining the call.

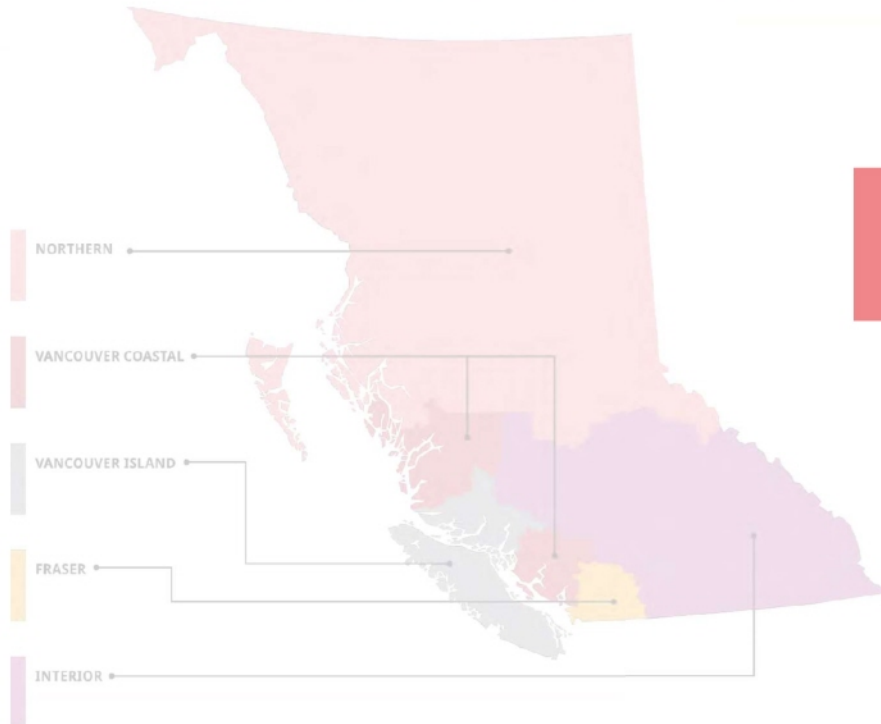
Media dial-in information:

From anywhere in B.C. and Canada, toll-free: **s.15**

Participant pass code: **s.15**

Contact: Ministry of Health
Communications
250 952-1887 (media line)

COVID-19 IN BC



COVID-19 Vaccine Push #VaxForBC

Strategic Objectives

1. Get people fully vaccinated moving into Step 4 of BC's Restart/Back to School.

2. Express gratitude for frontline workers.

3. Build sense of community - "we are all in this together" leading up to BC Day.

4. Address reasons for hesitancy and counter misinformation.

Background

- In four of the five Health Authorities there is excess capacity for appointments in the week of Aug 2
- All health authorities are currently offering drop-in/walk-in options for D1 doses (a few for D2).
- The goal is to punch through and create a feeling of the “final push” for people who have not got their D1 or delayed getting D2, through a coordinated effort.
- Target audience is people aged 40 and under.
- Opportunity to create a positive atmosphere at these dedicated walk-in clinics, asking everyone to be apart of the movement.

Event

Vax For BC July 26 – Aug 8



VaxforBC (Week) July 26 to Aug 8

- Built around BC day long weekend
- Final push on vaccine drive
- Increased awareness around drop-in clinics
- Increased media promoting drop-in clinics
- Thank you walls: Gratitude messages to front-line workers
- Music/fair atmosphere
- Community partners involved – organized via HA's.
- Public engagement on many platforms

Proposed timeline

- **July 26**
 - Announce VaxforBC kick-off with event with Premier Horgan (TBD), Minister Dix, Dr. Henry (TBD)
 - News Release/Website launched www.gov.bc.ca/VaxForBC along with Digital graphics
 - Centralized thank you wall launched at various locations for people to leave messages
- **July 26-July 31**
 - Radio, targeted digital, and search advertising
 - Multi-language radio, print, and digital
 - Regional activities bundled with provincewide messages
 - Express gratitude for frontline workers
- **Aug 4**
 - Walk-in Wednesday
 - 20,000 walk-in appointments reserved. Anyone who hasn't got D1 or is eligible for D2 can get shot
 - Fair/festival feel

Tone and Approach

- The sense of collective responsibility has been at the center of virtually all of the province's pandemic communications – **we are all in this together**.
- Like previous communications, should make a connection with the impact on their loved ones and community;
- An opportunity to express gratitude to front-line workers by leaving notes, or banging pots and pans, social media wall.

Tone and Approach

Clarify and reassure

A lack of ambiguity will be critical to maintaining public confidence in the process and managing their expectations. A clear, tight and simple narrative will be essential: vaccines are safe, effective and an important part of how we will get through COVID-19.

Emphasize benefit to others

Leverage prosocial motivations and anticipated regret by asking people how they would feel if they do not get vaccinated and end up contracting COVID-19 or transmitting it to loved ones.

Normalize vaccination

Amplifying positive social norms in favour of vaccination are likely to increase vaccination acceptance. Making vaccine uptake “visible” to others, by enabling ways for people to signal that they have received the vaccine, either on social media or in person.

Leverage networks

Enlist and amplify endorsements from respected community members (e.g., cultural and community leaders) who can connect with the relevant group’s identity and equip them with evidence-based messaging to promote vaccination. Encourage people to signal to their network when they have gotten vaccinated and to encourage their friends and family to do the same.

Emphasize ease of vaccination

Reducing barriers (walk-in clinics) and making it easy to get vaccinated will increase vaccine uptake, especially for the large proportion of people who are not deliberately avoiding vaccination.

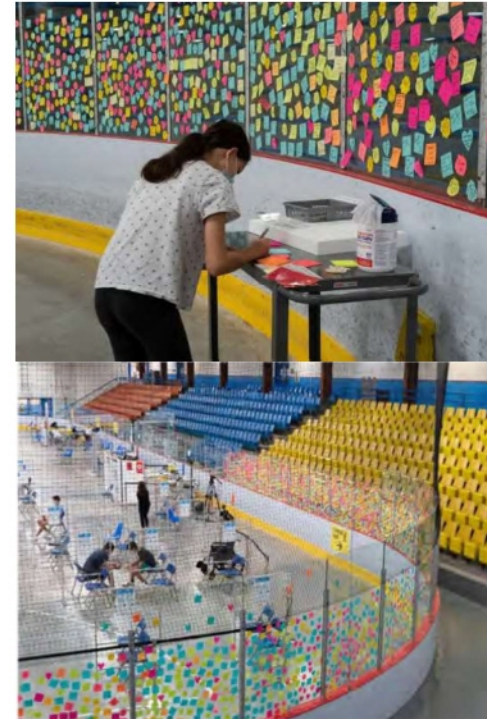
Leverage health care workers

Leverage the role of healthcare professionals as a particularly trusted source of advice on vaccination by supporting them in promoting vaccination. Also, recommendations from providers have been shown to be more effective when the opportunity to get vaccinated is presented as an expectation – i.e., presuming that people will want vaccination – rather than an option.

Thank You walls

- An opportunity for British Columbians to express gratitude to **front-line workers** by leaving notes thanking people involved in the pandemic.
- This has been done to a smaller extent in other jurisdictions (Montreal, QC) —————→
- Opportunity to save some of these thank-you walls as historic documents (Royal BC Museum (TBD), etc.)
- Public walls around BC (ex. Legislature grounds, Downtown Vancouver) that include notes from people who have already been fully vaccinated.

From Montreal, CBC Story – July 11



Digital content

Digital thank you wall & sticky notes:

- People can create their own thank you notes via digital templates and tag BC Government
- BC Government and Health Authorities can share "digital sticky notes" on their social media channels


Pandemic heroes:

- People are encouraged to share stories and gratitude for their pandemic heroes.
- People can nominate their pandemic heroes for the Medal of Good Citizenship award.

Thank you for everything you've done to keep me and my family. BC is a lot stronger and safer because of you.

I've got two doses, and they're both for you ☺



 governmentofbc "I'm really proud to come here every day and help people get immunized. We are busy and I love it. We vaccinate around 2,000 people daily at this clinic, and there is definitely a sense of optimism in the people who come through to get their shot."

We're now seeing a lot of young people coming in, which is very exciting. It's nice to see so many of them getting vaccinated and the older people starting to show up for their second doses. With more people of all ages getting fully vaccinated, we're able to better protect ourselves and the community around us.

As we shift into the future and things start opening up, I think a lot of people are excited to see family and friends.

#VaxForBC

Social media profile photos:

People will be encouraged to change their Facebook profile photos with their “I got vaccinated” photo to encourage vaccination in social networks

Example posts:

- I got fully vaccinated to help put the pandemic behind us. Join me and #VaxForBC.
- Drop-in at any vaccination clinic in BC to say thanks and get a #VaxForBC. Everyone aged 12+ is welcome!
- Already fully vaccinated? Drop-in and write a gratitude note to our front-line workers.



Communications Products

Vehicle	Tactic/Product	Lead/Collaborators
Earned media	<ul style="list-style-type: none"> - News release - Launch event (Legislature) with PJH/MD/DBH - Gratitude wall with letters 	<ul style="list-style-type: none"> - GCPE HQ – including issues - GCPE HLTH
Paid media	<ul style="list-style-type: none"> - Radio, targeted digital, and search advertising - Multi-language radio, print, and digital 	<ul style="list-style-type: none"> - GCPE HQ (lead)
Digital	<ul style="list-style-type: none"> - Digital photo frame - Digital testimonials: gratitude for frontline workers - Social media graphics (multi-lingual) 	<ul style="list-style-type: none"> - GCPE HQ (lead) - Health GCPE - Health authorities
Website	<ul style="list-style-type: none"> - www.gov.bc.ca/VaxForBC - MAP of clinics - Vaccine clinic information (open times) - Multi-lingual web content (TBD) 	<ul style="list-style-type: none"> - GDX/GCPE (lead) - GCPE Health - Health authorities
Community outreach	<ul style="list-style-type: none"> - Telephone townhalls - Toolkits for HAs, influencers 	<ul style="list-style-type: none"> - GDX/GCPE HQ - MO/PHO
Cabinet and MLAs	<ul style="list-style-type: none"> - MLA toolkit 	<ul style="list-style-type: none"> - GCPE HQ - MO/PHO



THANK YOU BC. WE'RE ALMOST THERE.

THANKS FOR STEPPING UP.

Thank you to all 3.5 million British Columbians who have stepped up to receive their vaccines. We're almost there, but we need to keep going and follow through on our second doses.

NOT YET VACCINATED?

If you have not been vaccinated, or it's been over 49 days since your first shot, you can head to your nearest drop-in vaccination centre or clinic. No appointment necessary.

HELP PROTECT YOURSELF AND OTHERS.

We can show our appreciation for frontline workers and help protect your friends, family and community by getting vaccinated. We're all in this together.



To find the nearest vaccination centre or clinic, visit gov.bc.ca/vaxforbc



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MEDIA ADVISORY

July 27, 2021

Ministry of Health
Office of the Provincial Health Officer

MEDIA ADVISORY – Ministry of Health – Vancouver; teleconference; livestream

VANCOUVER– Media are invited to join Adrian Dix, Minister of Health, Dr. Bonnie Henry, B.C.'s provincial health officer, and Dr. Penny Ballem, executive lead of the B.C. immunization rollout team, for an update about the next step in B.C.'s COVID-19 immunization plan.

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Contact: Ministry of Health
Communications
250 952-1887 (media line)

Vaccination Push – D1/D2

- Province-wide increased clinic capacity
- Expanded drop-in spots (D1 & D2)
- More pop-up clinics
- Alignment between FH and VCH
- Celebratory atmosphere
- Thank you to health-care workers



VCH/Fraser

- Joint IB going out on July 23 announcing walk-in clinics w/o July 26 (TBD)
- Another IB going out following provincial announcement promoting walk-in clinics w/o Aug. 2, and promoting Walk-in Wednesday (Aug. 4) (TBD)
- Promotion through social media and via community partners (mayors, elected officials)
- *NOTE: VCH promoting Playland through an IB July 22

Vancouver Coastal Health activities

Saturday, July 31	Vancouver Pride Festival pop-up clinic	Friday, Aug. 6	North Shore Celtic Ensemble performs at ICBC vaccination clinic in North Vancouver Richmond Night Market pop-up clinic
Sunday, Aug. 1	Live music at West Vancouver Community Centre Clinic	Aug. 6– 20	Various pop-up clinics in Powell River
Monday, Aug. 2	Live music at Squamish and Whistler vaccination clinics	Saturday, Aug. 7	Live music and Bhangra dancers at Killarney Community Center
Wednesday, Aug. 4	Live music at ICBC vaccination clinic in North Vancouver	Thursday, Aug. 19	Pop-up clinic at BC Lions game at BC Place
	Live music in Vancouver at Vancouver Convention Centre and Italian Cultural Centre	Saturday, Aug. 21	Pop-up clinic at Whitecaps game at BC Place
	Live music at Powell River Recreation Centre Complex vaccination clinic		
	Live music at Kwantlen Polytechnic University in Richmond		



Fraser Health activities

Monday, July 26	Mobile Vaccine Bus in Fort Langley
Tuesday, July 27	Chuck Bailey Recreation Centre - Meet BC Lions alumni Sean Millington and hang out with Leo the Lion from 1 p.m. to 3 p.m. Food trucks + DJs also onsite arranged by the City of Surrey from 1 p.m. to 4 p.m.
Tuesday, July 27	Umbrella Multicultural Health Co-op, New Westminster
Wednesday, July 28	White Pine Beach, Port Moody
Thursday, July 29	Harrison Hot Springs, Civic Centre
Friday, July 30	Mobile Vaccine Bus at Tsawwassen BC Ferries Terminal
July 30, July 31, Aug 1	Abbotsford Agrifair Fraser Health booth with staff to answer COVID-19 vaccine-related questions and promote walk-ins at the Ag-Rec Centre vaccine clinic

Monday Aug 2	Centennial Beach at Boundary Bay
Tuesday, August 3	Lakshmi Narayan Temple, Surrey
Wednesday, August 4	"Walk-in Wednesday" as at all mass clinics
Thursday, August 5	Mobile Vaccine Bus at Tsawwassen BC Ferries Terminal (TBC)
Thursday, August 5	Ministry of Social Development Office in Newton
Friday, August 6	Vaccine Clinic at Cineplex Theatre in Coquitlam (TBC)
Saturday, August 7	Fiji Islamic Centre in Surrey
Sunday, August 8	Vaccine Clinic at Cineplex Theatre in Langley (TBC)



Celebrating Health Care Workers

- Gratitude walls at select clinic locations in both VCH and Fraser Health
- Tim Hortons coffee drops at select locations on Aug. 4 (walk-in Wednesday)



From: [Grieve, Chandler GCPE:EX](#)
To: [Ferrier, Jeffrey GCPE:EX](#)
Cc: [Poorooshab, Nammi GCPE:EX](#); [Youngs, Kirsten R GCPE:EX](#)
Subject: VaxforBC wordmark
Date: July 23, 2021 9:26:21 AM
Attachments: [image002.png](#)

Morning,

As discussed yesterday, HQ created a wordmark logo to help solidify branding for VaxforBC – with the idea that this will be used across the province for all vaccine events for the big push – including Walk-in-Wednesday (August 4). This reflects input from the health authorities and Dr. Henry on overall tone and approach (gratitude, and we’re in this together). The wordmark will go on the BC Government’s communications materials and will also be used by all 5 health authorities.

The HA’s are very keen to use this logo as they develop their posters/signs and other branding for some events next week – including events with the BC Lions/PNE and Pride festival. There will be a bit of production time needed and we promised we would get the wordmark over before the end of the week.

I know the Minister has been briefed by Dr. Ballem on this concept – but wanted to make sure MD/MO is aware of the logo and its use.

If you could let us know sometime today (before EOD) if there are any concerns with sharing this wordmark with the HA’s prior to the event next week and if the minister is on board with the concept – obviously the finer details of the event and theme still need to ironed out – that would be super helpful.

I hear there have been some further conversations this morning on overall approach and tone. We’d like to share the wordmark later today if possible.

Thanks,

Chandler



Chandler Grieve

GCPE Strategic Communications

C: 250-883-2237






Campaign/Initiative Overview


- Two week-initiative: July 26 to August 1 and August 2-8, as a “final push” while the mass clinics are still in full operation with August 4 as “Walk In Wednesday”
- Regional activities bundled with provincewide messages
- Get people fully vaccinated moving into Step 4 of BC’s Restart/Back to School
- While mass vaccination clinics are still in full operation, encourage people to get their shot
- Express gratitude for frontline workers
- Make getting a vaccine easy, accessible, barrier-free and convenient
- Addressing vaccine hesitancy
- Target audience is people aged 40 and under
- Opportunity to create a positive atmosphere at these dedicated walk-in clinics, asking everyone to be a part of the movement.
- Bundling and packaging all the work Health Authorities are already doing to increase vaccination rates

Key dates and activities


- To be determined: A provincial kick off day, possibly August 2: #VaxForBC week on B.C. Day
- Provincial announcement on August 2 or earlier
 - News Release/Website launched www.gov.bc.ca/VaxForBC along with Digital graphics
 - Centralized thank you wall launched at various locations for people to leave messages
 - Create opportunities for people to sign thank you notes to be posted on walls of gratitude
 - Health Authorities to organize festivities to match tone/feeling in the community
- Fraser Health and Vancouver Coastal Health already have events planned week of July 26
- Northern Health and Interior Health already have walk-in clinic
- August 2-8: Excess capacity at B.C. vaccine clinics – encourage drop-ins for Dose 1, bookings, drop-ins for Dose 2 (for eligible people after seven weeks for dose 1)
- One day during the week: Walk-in-Wednesday where 20,000 doses available across the province for walk-ins for Dose 1 or eligible Dose 2; anticipated as August 4

Themes

	<ul style="list-style-type: none">• Increased awareness around drop-in clinics• Increased media promoting drop-in clinics• Thank you walls: Gratitude messages to front-line workers• Music/fair atmosphere• Community partners involved – organized via the Health Authorities• Public engagement on many platforms
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	<ul style="list-style-type: none"> • An opportunity for British Columbians to express gratitude to front-line workers by leaving notes thanking people involved in the pandemic. • This has been done to a smaller extent in other jurisdictions (Montreal, QC) • Opportunity to save some of these thank-you walls as historic documents (Royal BC Museum (TBD), etc.) • Public walls around BC (ex. Legislature grounds, Downtown Vancouver) that include notes from people who have already been fully vaccinated.
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Provincial Digital Sample

	<p>Social media profile photos: People will be encouraged to change their Facebook profile photos with their “I got vaccinated” photo to encourage vaccination in social networks</p> <p>Example posts:</p> <ul style="list-style-type: none"> • I got fully vaccinated to help put the pandemic behind us. Join me and #VaxForBC. • Drop-in at any vaccination clinic in BC to say thanks and get a #VaxForBC. Everyone aged 12+ is welcome! • Already fully vaccinated? Drop-in and write a gratitude note to our front-line workers.
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Health Authorities: Sample Activities

(Note in Northern and Interior Health, events and their tone will depend on wildfire situation)

Northern Health

- Planning: “Jaboree” events in larger centers – vax clinics with music, food trucks, etc.
- The Vax Van in the Northeast and the Pacific Destination Mobile Vaccine Tour for the entire region
- Shift Focus in lower uptake regions away from what they have reached to achievable milestones – just xx more people and we are at 70%, etc.

Interior Health

- Specific focus on lower uptake areas
- Leverage and promote mobile clinics, and drop-in access at all IH clinics across Interior region for eligible D1 and D2s

- Entertainment, music, food trucks at clinics where appropriate/possible; leverage partnerships with local communities

Vancouver Coastal and Fraser Health

- Joint promotion across two health regions bundled under “Max the Vax” theme
- Vax to the Max with drop-ins for D1 and D2 across the Lower Mainland & Fraser Valley (based on eligibility)
- Additional temporary drop-in locations available at key locations across the region
- Introduce incentives for those who are already vaccinated or who get vaccinated in this time period – industry partners and donations
- Make it fun and special – host clinics in places where people go for the summer: beaches, farmers markets and festivals
- Celebratory events recognizing the historic moment in our province, where people, especially younger people under 40, can drop-in for a vaccination
- Digital amplification of campaign; social assets including selfie stations; influencer strategy; common hashtag (e.g. #MaxtheVax)
- Use common set of clinic elements (e.g. confetti cannon for 100th vaccination, co-branded picture frame for photo ops/selfie-stations and live music at clinics)
- Promote incentives, including convenience of getting vaccinated at these fun locations (e.g. Get reconnected with your friends, family and fun destinations across our regions and get your vaccine at the same time so you can enjoy a summer)

Island Health

- Link promotion with ‘Vax to the Max’ messaging for D1s
- Align mobile van/EASI clinics with community hot spots or events (i.e. Pacific FC season opener, farmer’s markets)
- Local promotion at each new community (live radio spots / PSAs / social media)
- Opportunities for partner promotion/incentives (i.e. food trucks, giveaways, etc.)
- Reserve capacity at mass clinics to receive anticipated D1 demand from promotions
- Theme is ‘fun, social, active, summer’

First Nations Health Authority

Under Consideration

- Vax Vans, “Talk to a Doc”, Indigenous Influencers

Already in place

- #VaxChamp portal
<https://fnha.wishpondpages.com/vaxchamp/>

Calender of Events

	Northern	Interior	FHA	VCH	VIHA	FNHA	Province
July 26							
July 27							
July 28							
July 29							
July 30							
July 31							
August 1							
August 2							
August 3							
August 4 Walk-in Wednesday							
August 5							
August 6							
August 7							
August 8							

DRAFT Message considerations – VaxForBC

July 20, 2021

Overview

- The goal is create a feeling of the “final push” for people who have not got their D1 or delayed getting D2, through a coordinated effort, in advance of a “step-down” in clinic capacity, starting the second week of August
- Target audience is people aged 40 and under
- Opportunity to create a positive atmosphere at these dedicated walk-in clinics, asking everyone to be a part of the movement.

Key Messages – VaxForBC

- If you haven't yet received a COVID-19 vaccine, now's the time to get vaccinated
- Don't have your summer shot yet? Do it now at BC's vaccination clinics.
- Over the next two weeks (July 26 to August 8), Health Authorities are reaching out to the community with various options to receive your shot
- From mass clinics, to mobile clinics, to pop-up activities in the community, Health Authorities are offering accessible and easy ways to get vaccinated
- While registering and booking is always going to be available in the coming weeks, right now there's lots of room in many the clinics for you to drop in and receive your shot
- Sites across B.C. have extra capacity – in many locations, you can walk in and get your shot for dose 1
- If you received dose 1 more than 49 days ago (seven weeks), you can also walk in and get your shot – in many locations you don't need an appointment
- On Wednesday, August 4, it's “walk-in Wednesday” – BC clinics have 20,000 doses ready for you
- **Walk in, roll up your sleeve and get vaccinated**
- Already fully vaccinated? Drop-in and write a gratitude note to our front-line workers.
- Getting vaccinated against COVID-19 is essential to B.C.'s restart plan to help put the pandemic behind us and bring us back together

Key Messages – Step-down in mass clinic capacity

- Almost 170 mass vaccination clinics have been running in B.C. since April 2020
- Sites include arenas, community centres, sports facilities and convention centres
- As more and more British Columbians become fully vaccinated, starting the second week of August, some of the larger clinics will start to wind down their vaccine activities as the community facilities get ready to return to their normal operations
- Vaccines will always be available throughout August and into the fall, but the number of clinic locations will be reduced, and in some areas, consolidated
- Health Authorities will continue their ground game to reach more people who have not yet been vaccinated with pop-up, mobile, and community-based clinic opportunities
- Everyone involved in this mass vaccination effort will continue to work hard to create opportunities to fully vaccinate as many British Columbians as possible


Campaign/Initiative Overview


- Week-long vaccine initiative, August 2-8, as a “final push” while the mass clinics are still in full operation
- Regional activities bundled with provincewide messages
- Get people fully vaccinated moving into Step 4 of BC’s Restart/Back to School
- While mass vaccination clinics are still in full operation, encourage people to get their shot
- Express gratitude for frontline workers
- Make getting a vaccine convenient
- Addressing vaccine hesitancy
- Target audience is people aged 40 and under
- Opportunity to create a positive atmosphere at these dedicated walk-in clinics, asking everyone to be a part of the movement.

Key dates and activities


- August 2: Kick off #VaxForBC week on B.C. Day
- Provincial announcement on August 2
 - News Release/Website launched www.gov.bc.ca/VaxForBC along with Digital graphics
 - Centralized thank you wall launched at various locations for people to leave messages
 - Create opportunities for people to sign thank you notes to be posted on walls of gratitude
 - Health Authorities to organize festivities to match tone/feeling in the community
- August 2-8: Excess capacity at B.C. vaccine clinics – encourage drop-ins for Dose 1, bookings, drop-ins for Dose 2 (for eligible people after seven weeks for dose 1)
- One day during the week: Thursday Aug. 5 or Friday Aug. 6 when all large mass vaccination sites are drop-in

Themes

	<ul style="list-style-type: none">• Increased awareness around drop-in clinics• Increased media promoting drop-in clinics• Thank you walls: Gratitude messages to front-line workers• Music/fair atmosphere• Community partners involved – organized via the Health Authorities• Public engagement on many platforms
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- Planning: “Jaboree” events in larger centers – vax clinics with music, food trucks, etc.
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- Shift Focus in lower uptake regions away from what they have reached to achievable milestones – just xx more people and we are at 70%, etc.

Interior Health

- Media and social media promotions marking 1-million doses delivered in IH region (expected to achieve around July 23-25)
- CEO Op/Ed to media thanking people of the Interior who have been vaccinated and encouraging anyone still needing a vaccine to visit a local clinic
- Promotion campaigns celebrating local clinics, community heroes

- Specific focus on lower uptake areas (e.g. Williams Lake, Enderby)
- Leverage mobile clinics for “festivities” as appropriate (e.g. entertainment, food trucks)
- Interior Health clinics are all already open to drop-ins, any time they are open, for D1 or eligible D2 (12+)

Vancouver Coastal and Fraser Health

- Joint promotion across two health regions bundled under “Max the Vax” theme
- Vax to the Max with drop-ins for D1 and D2 across the Lower Mainland & Fraser Valley (based on eligibility)
- Additional temporary drop-in locations available at key locations across the region
- Introduce incentives for those who are already vaccinated or who get vaccinated in this time period – industry partners and donations
- Make it fun and special – host clinics in places where people go for the summer: beaches, farmers markets and festivals
- Celebratory events recognizing the historic moment in our province, where people, especially younger people under 40, can drop-in for a vaccination
- Digital amplification of campaign; social assets including selfie stations; influencer strategy; common hashtag (e.g. #MaxtheVax)
- Use common set of clinic elements (e.g. confetti cannon for 100th vaccination, co-branded picture frame for photo ops/selfie-stations and live music at clinics)
- Promote incentives, including convenience of getting vaccinated at these fun locations (e.g. Get reconnected with your friends, family and fun destinations across our regions and get your vaccine at the same time so you can enjoy a summer)

Island Health

- Link promotion with ‘Vax to the Max’ messaging for D1s (confirmed)
- Local promotion at each new community (live radio spots / PSAs / social media) (under consideration)
- Opportunities for partner promotion/incentives (i.e. food trucks, giveaways, etc.) (under consideration)
- Align with community hot spots or events (i.e. Pacific FC season opener) (confirmed)
- Theme is ‘fun, social, active, summer’ (confirmed)

First Nations Health Authority

Under Consideration

- Vax Vans, “Talk to a Doc”, Indigenous Influencers

Already in place

- #VaxChamp portal
<https://fnha.wishpondpages.com/vaxchamp/>