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s.12 ; s.13

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s.12

From: [Ferrier, Jeffrey GCPE:EX](#)
To: [Kyle Braid](#)
Cc: [Hume, David CITZ:EX](#); [Aaron, Sage GCPE:EX](#); [Twynstra, Tanya L CITZ:EX](#)
Subject: Re: FOR FEEDBACK - Public opinion research - 5-11 immunization
Date: October 17, 2021 2:46:47 PM

Hi from Team Ministry of Health

This looks good to me. I like alternative Q2.

s.12

Let me reword that - because I don't expect you to go through methodology on a Sunday afternoon when we are looking to get in the field ASAP - just tell me we can do that based on the current questionnaire and this is signed off from Health and from our vantage point good to go.

Jeff Ferrier

Sent from my iPhone

> On Oct 17, 2021, at 1:29 PM, Kyle Braid <Kyle.Braid@ipsos.com> wrote:

>

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

>

>

> Hi all,

>

> I revised the questions based on the feedback from Minister Dix and Dr. Henry. They are below. I think there is also some opportunity for simplifying language (e.g. if we tell people this about COVID and kids 5-11 at the start, we probably don't need to keep repeating that.

>

> David - you also mentioned the following ... "A couple of additional points from me—s.12

s.12

I think this could be accomplished by revising Q2 from an open-end to a pre-coded list with an other specify. We would still have current Q3, but all the barrier/concern items would go into Q2. I wrote a quick draft Alternative Q2 below the other questions.

>

s.12

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<Tanya.Twynstra@gov.bc.ca>; Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>

> Subject: Fwd: FOR FEEDBACK - Public opinion research - 5-11 immunization

>

> CAUTION: EXTERNAL

>

> Hi all,

>

> Please see Dr Henry's feedback below.

>

> D.

>

> David Hume

> +1-250-589-9043

>

> From: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca>

> Sent: Friday, October 15, 2021 5:05:35 PM

> To: Hume, David CITZ:EX <David.Hume@gov.bc.ca>

> Subject: Fwd: FOR FEEDBACK - Public opinion research - 5-11 immunization

>

>

>

> Sent from my iPhone

>

> Begin forwarded message:

>

> From: "Henry, Bonnie HLTH:EX" <Bonnie.Henry@gov.bc.ca>

> Date: October 15, 2021 at 4:49:31 PM PDT

> To: "Ferrier, Jeffrey GCPE:EX" <Jeffrey.Ferrier@gov.bc.ca>

> Cc: "XT:Lambrechts, Nicola GCPE:IN" <nicola@nlkstrategies.ca>, "Brown, Stephen R HLTH:EX" <Stephen.Brown@gov.bc.ca>, "Naus, Monika [BCCDC]" <Monika.Naus@bccdc.ca>

> Subject: RE: FOR FEEDBACK - Public opinion research - 5-11 immunization

>

>

>

> I have put some suggestions in highlights and red below and copied Dr Naus who has lots of experience in these issues.

>

> My best,

>

> Bonnie

>

>

>

> Dr Bonnie Henry

>

> Provincial Health Officer

>

> Office of the PHO

>

> Ministry of Health

>

s.15; s.19

>

> Mailing address: PO Box 9648, STN PROV GOVT

>

> Victoria, BC

>

> V8W 9P4

>

> Bonnie.henry@gov.bc.ca<<mailto:Bonnie.henry@gov.bc.ca>>

>

>

>

> s.17; s.19

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>

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

> Sent: October 15, 2021 12:40 PM

> To: Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca>

> Cc: XT:Lambrechts, Nicola GCPE:IN <nicola@nlkstrategies.ca>; Brown, Stephen R HLTH:EX <Stephen.Brown@gov.bc.ca>

> Subject: Re: FOR FEEDBACK - Public opinion research - 5-11 immunization

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>

> Ok I'll be in then lookout for it. Thanks for making the time.

>

>

>

> As an FYI - Minister Dix has reviewed and provided feedback^{s.12} Otherwise he has expressed he is good with it.

>

>

>

> Jeff

>

> Sent from my iPhone

>

>

>

> On Oct 15, 2021, at 12:30 PM, Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca<<mailto:Bonnie.Henry@gov.bc.ca>>> wrote:

>

>

>

> I have some feedback but won't be able to get to this until later this afternoon.

>

> b

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>

>

> Dr Bonnie Henry
>
> Provincial Health Officer
>
> Office of the PHO
>
> Ministry of Health
>

s.15; s.19

>
> Mailing address: PO Box 9648, STN PROV GOVT
>
> Victoria, BC
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> V8W 9P4
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> Bonnie.henry@gov.bc.ca<<mailto:Bonnie.henry@gov.bc.ca>>
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>s.17; s.19

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>
> 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
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>

> From: Ferrier, Jeffrey GCPE:EX <Jeffrey.Ferrier@gov.bc.ca<<mailto:Jeffrey.Ferrier@gov.bc.ca>>>
> Sent: October 15, 2021 12:30 PM
> To: Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca<<mailto:Bonnie.Henry@gov.bc.ca>>>
> Cc: XT:Lambrechts, Nicola GCPE:IN <nicola@nlkstrategies.ca<<mailto:nicola@nlkstrategies.ca>>>; Brown, Stephen R HLTH:EX <Stephen.Brown@gov.bc.ca<<mailto:Stephen.Brown@gov.bc.ca>>>
> Subject: Re: FOR FEEDBACK - Public opinion research - 5-11 immunization
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>

> Hi Dr Henry
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>

> Nicola has shared some helpful feedback than we will incorporate. Need to get any additional feedback to the research group today so we can incorporate and get into the field starting Monday. Hope you can take a look at this and share your counsel and feedback.
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> Thanks very much
>

>
>
> Jeff
>
> Sent from my iPhone
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>
> On Oct 14, 2021, at 5:32 PM, Ferrier, Jeffrey GCPE:EX
<Jeffrey.Ferrier@gov.bc.ca<<mailto:Jeffrey.Ferrier@gov.bc.ca>>> wrote:
>
>
>
> Good evening Dr. Henry,
>
>
>
> When we met in person last week, we talked about conducting public opinion research to inform the rollout of
vaccines for children aged 5-11.
>
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> Working together with immsBC (including Dr. Ballem), GCPE HQ (which is responsible for public opinion
research) and a contracted public opinion research provider, we have developed the following research plan
(summary below and full plan attached) and draft questionnaire (included below).
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> REQUEST – Can you please review the questionnaire and provide any feedback you may have?
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> TIMING – The sooner we are able to land on questionnaire, the sooner we will be able to get results to inform the
plan – but the priority obviously is to get this right
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s.12

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