

van Baarsen, Amanda HLTH:EX

From: Stephanie Lynn <Stephanie.Lynn@stratcom.ca>
Sent: Monday, April 30, 2018 11:05 AM
To: van Baarsen, Amanda HLTH:EX
Subject: How Research Can Help
Attachments: How Research Can Help a Minister's Office.pdf

Dear Amanda,

Here is a one-page write-up of How Research Can Help A Minister. You'd asked if our commentary was in written form, so here's my effort at doing that. Let me know if I've got it right or if there is something else I can provide as you consider your needs and options.

Others are taking research requests to GCPE with success; here's hoping you're able to support your work similarly, as you require it.

I welcome your feedback when you've had a few minutes to read it over.

Best,
Stephanie

Stephanie Lynn

Director of Research & Engagement (Western Region)

T 604.681.3030 x 29 C 778.866.4378

E stephanie.lynn@stratcom.ca

Vancouver Office:

1770 West 7th Avenue, Suite 305, Vancouver, BC V6J 4Y6

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How Research Can Help a Minister

Government policy should not be decided solely based on public opinion research but public policy is always better when it is informed by the opinions of those whose needs it is intended to serve.

Research helps us test awareness, language and messaging. When there are several potential paths to solving a policy problem or fiscal constraints require prioritizing policies for implementation, researching public opinion can help understand which policies people:

- like/don't like
- believe will impact them positively/negatively
- believe will have the desired effect that the policy intends to deliver, and
- believe will fulfill or negate government's commitment to make life more affordable and deliver the services people count on.

Ministry policies under consideration can be tested to find out how people understand and believe those various policies will help or hinder them. A ministry data set of indicators may show a positive policy outcome, but only public opinion research can tell you whether or not people believe those expected outcomes will be true for them personally.

Research can help the Ministry learn how aware people are of these policies or the issues the policies are meant to address. It teaches us what words people use to talk about the benefits of these policies, suggesting ways we might then frame messaging and communications on those policies to increase the likelihood of building a values connection. For policies that are already slated for implementation, research can help us learn how to link those new policies to other elements of Ministry or government work to increase trust, believability and support for those planned initiatives. Over time, research can also show public perception of the portfolio or Minister's performance, suggesting ways to improve it.

Qualitative research assists us in understanding the values, beliefs, language and depth of feeling on any one or set of policies. Quantitative research enables us to extrapolate more broadly that public opinion to the broader population (or its subsets). Each fills an important role in policy development, execution and evaluation; together, they are invaluable to good governing.

Vancouver Office:

Stephanie Lynn, Director of Research & Engagement (West)

T 604.681.3030 x 29 **C** 778.866.4378 **E** stephanie.lynn@stratcom.ca

van Baarsen, Amanda HLTH:EX

From: Yeung, Lucinda HLTH:EX
Sent: Thursday, April 12, 2018 7:22 PM
To: van Baarsen, Amanda HLTH:EX
Subject: FW: Meeting with Stratcom's Bob Penner

I got the below from Bob's EA yesterday—is this with you?

Lucinda Yeung

Executive Assistant to the Honourable Minister Adrian Dix | Minister of Health
PO Box 9050 Stn Prov Gov, Victoria, BC, V8W 9E2 | C: 604-202-8944

From: Marijke Wortman [mailto:marijke.wortman@stratcom.ca]
Sent: Wednesday, April 11, 2018 10:35 AM
To: Yeung, Lucinda HLTH:EX
Subject: Meeting with Stratcom's Bob Penner

Hello Lucinda,

I'm following up on the string below and would like to set up a time for Bob to meet with Adrian. Would he perhaps be available on Tuesday evening in either Vancouver or Victoria. If not, please let me know what time might work.

Thank you kindly.

Regards,

Marijke Wortman - Executive Assistant to CEO/Office Coordinator

T 604.681.3030 x 53 E marijke.wortman@stratcom.ca

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From: Stephanie Lynn

Sent: Wednesday, April 11, 2018 9:55 AM

To: van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>

Cc: Marijke Wortman <marijke.wortman@stratcom.ca>; Yeung, Lucinda HLTH:EX <Lucinda.Yeung@gov.bc.ca>; Hansen, Lucy HLTH:EX <Lucy.Hansen@gov.bc.ca>

Subject: RE: Meeting with Stratcom, Wednesday April 18

Amanda,

You are correct that indeed Bob didn't connect with the Minister and is hoping to do so on this trip as well. Is there a time on Wednesday when the Minister would be available to see Bob, or even on the Tuesday evening in a more casual venue, if that's better?

Best,

Stephanie

From: van Baarsen, Amanda HLTH:EX [mailto:Amanda.vanBaarsen@gov.bc.ca]

Sent: Tuesday, April 10, 2018 10:44 AM

To: Stephanie Lynn <Stephanie.Lynn@stratcom.ca>

Cc: Marijke Wortman <marijke.wortman@stratcom.ca>; Yeung, Lucinda HLTH:EX <Lucinda.Yeung@gov.bc.ca>; Hansen, Lucy HLTH:EX <Lucy.Hansen@gov.bc.ca>

Subject: RE: Meeting with Stratcom, Wednesday April 18

Hi Stephanie,

My apologies if we missed some emails. The request I was aware of from Stratcom was forwarded to me from the Ministry on March 26 - a meeting request of the Minister for Vancouver. I sent that request over to the Minister's Executive Assistant, Lucinda Yeung, to coordinate as she aids the Minister when he is on the Mainland, and replied to both Marijke and Bob to that effect. Let us know if this meeting request is still current - I've CC'd Lucinda here to continue to follow up with that one if so.

If Bob would like to meet with me personally I am of course very happy to. On the 18th I have a 30 minute window at 9am or another at 4pm. If either of those times work for you I'll ask our Administrative Coordinator to assist in booking a room.

Also happy to chat on the phone ☺

Warmly,

Amanda van Baarsen

Ministerial Assistant to

Hon. Adrian Dix, Minister of Health

Room 337 | Parliament Buildings, Victoria, BC | V8W 9V1

(P) 250-387-6983

From: Stephanie Lynn [<mailto:Stephanie.Lynn@stratcom.ca>]

Sent: Tuesday, April 10, 2018 10:23 AM

To: van Baarsen, Amanda HLTH:EX

Cc: Marijke Wortman

Subject: Meeting with Stratcom, Wednesday April 18

Dear Amanda,

Bob Penner has been trying to connect with you for some time, I understand, to talk about how Stratcom can support your agenda through the Research Vendor of Record. We will again be in Victoria next Wednesday, April 18. Are there times that morning or afternoon that would work for you? Given that Cabinet meets that morning, we'd be happy to meet with you while the Minister is busy if that's better for your schedule!

Best,

Stephanie

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van Baarsen, Amanda HLTH:EX

From: Hansen, Lucy HLTH:EX
Sent: Wednesday, April 11, 2018 10:47 AM
To: van Baarsen, Amanda HLTH:EX
Subject: RE: Meeting with Stratcom, Wednesday April 18

On my list



Lucy Hansen

Administrative Coordinator to the
Honourable Adrian Dix
Minister of Health &
Minister Responsible for Francophone Affairs
Direct: 250-387-2545
Office: 250-953-3547
E-mail: Lucy.Hansen@gov.bc.ca

In British Columbia, the Office of the Registrar of Lobbyists is responsible for monitoring and enforcing compliance with the Lobbyists Registration Act. To ensure that you are in compliance with the registration requirements for lobbyists under the Act please contact the Office of the Registrar of Lobbyists at: <https://www.lobbyistsregistrar.bc.ca/>.

From: van Baarsen, Amanda HLTH:EX
Sent: Wednesday, April 11, 2018 10:46 AM
To: Hansen, Lucy HLTH:EX
Subject: RE: Meeting with Stratcom, Wednesday April 18

Want to check with him?

From: Stephanie Lynn [<mailto:Stephanie.Lynn@stratcom.ca>]
Sent: Wednesday, April 11, 2018 9:55 AM
To: van Baarsen, Amanda HLTH:EX
Cc: Marijke Wortman; Yeung, Lucinda HLTH:EX; Hansen, Lucy HLTH:EX
Subject: RE: Meeting with Stratcom, Wednesday April 18

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To: van Baarsen, Amanda HLTH:EX
Cc: Marijke Wortman; Yeung, Lucinda HLTH:EX; Hansen, Lucy HLTH:EX
Subject: RE: Meeting with Stratcom, Wednesday April 18

Thanks Amanda. It would be great to meet on Wednesday, April 18th at 9AM until 930AM. It will be with me and Bob.

Thanks so much for your speedy response!

Best,
Stephanie

From: van Baarsen, Amanda HLTH:EX [<mailto:Amanda.vanBaarsen@gov.bc.ca>]
Sent: Tuesday, April 10, 2018 10:44 AM
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