

Sullivan, Michelle A HLTH:EX

From: Aaron, Sage PREM:EX
Sent: June 8, 2020 12:22 PM
To: Nicola Lambrechts
Cc: Henry, Bonnie HLTH:EX; Prevost, Jean-Marc GCPE:EX; Holmwood, Jen PREM:EX
Subject: Re: PassTheMic

Thanks, Nicola. Appreciate the heads up.

Sage
778-678-0832
Sent from my mobile device

On Jun 8, 2020, at 12:05 PM, Nicola Lambrechts wrote:

Hi Bonnie & Jean-Marc and the Premier's Office team,

As per the note below, the PassTheMic campaign has been temporarily put on hold given the current circumstances in the U.S. and elsewhere. Will keep you posted as the [One.org](https://www.one.org) team keeps us apprised and sets new dates for the campaign.

Thank you,
Nicola

Begin forwarded message:

From: Kerezhi Sebany <kerezhi.sebany@one.org>
Subject: RE: Dr. Henry - June 10
Date: June 8, 2020 at 10:00:56 AM PDT
To: Nicola Lambrechts <nicola@nlkstrategies.ca>

Hi Nicola,
Hope all is well.
Given ongoing protests and the focus on racial injustice across the U.S., Olivia and many other celebrities are focusing on these developments so we've had to pause #PassTheMic. We also don't want this initiative to come across as tone deaf. Our hope is that we can resume soon, and we will be working to identify a new date for Dr. Henry's takeover. Will be in touch soon on the content as well.
Best,
Kerezhi

Nicola Lambrechts
NLK Strategies
604.970.9113
nicola@nlkstrategies.ca

www.nlkstrategies.ca

Sullivan, Michelle A HLTH:EX

From: Nicola Lambrechts <nicola@nlkstrategies.ca>
Sent: June 8, 2020 12:06 PM
To: Henry, Bonnie HLTH:EX; Prevost, Jean-Marc GCPE:EX; Holmwood, Jen PREM:EX; Aaron, Sage PREM:EX
Subject: PassTheMic

Hi Bonnie & Jean-Marc and the Premier's Office team,

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Nicola

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To: Nicola Lambrechts <nicola@nlkstrategies.ca>

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nicola@nlkstrategies.ca

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Sullivan, Michelle A HLTH:EX

From: Henry, Bonnie HLTH:EX
Sent: June 22, 2020 1:07 PM
To: Nicola Lambrechts
Cc: Thompson, Laurel HLTH:EX
Subject: RE: One.org content for approval
Attachments: DR. BONNIE HENRY PTM Takeover Brief.docx

Few additional changes. My specialty is actually called 'public health and preventive medicine'

Not sure about the picture in the blue and white shirt !

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: 250 952-1330

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: Nicola Lambrechts
Sent: June 22, 2020 12:42 PM
To: Henry, Bonnie HLTH:EX
Cc: Thompson, Laurel HLTH:EX
Subject: One.org content for approval

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Bonnie - [One.org](https://www.one.org) will be going out with your message next week - June 30 or July 1.

They have packaged up the messages and would like your approval on the content they've put together. I've made a few suggested edits. I was thinking we should remove the reference to UBC, as we want to push people to the BCCDC instead. I also added in the BCCDC social media handles.

If you're comfortable with this, I'll reply with your approval with changes. Their deadline is EOD tomorrow.

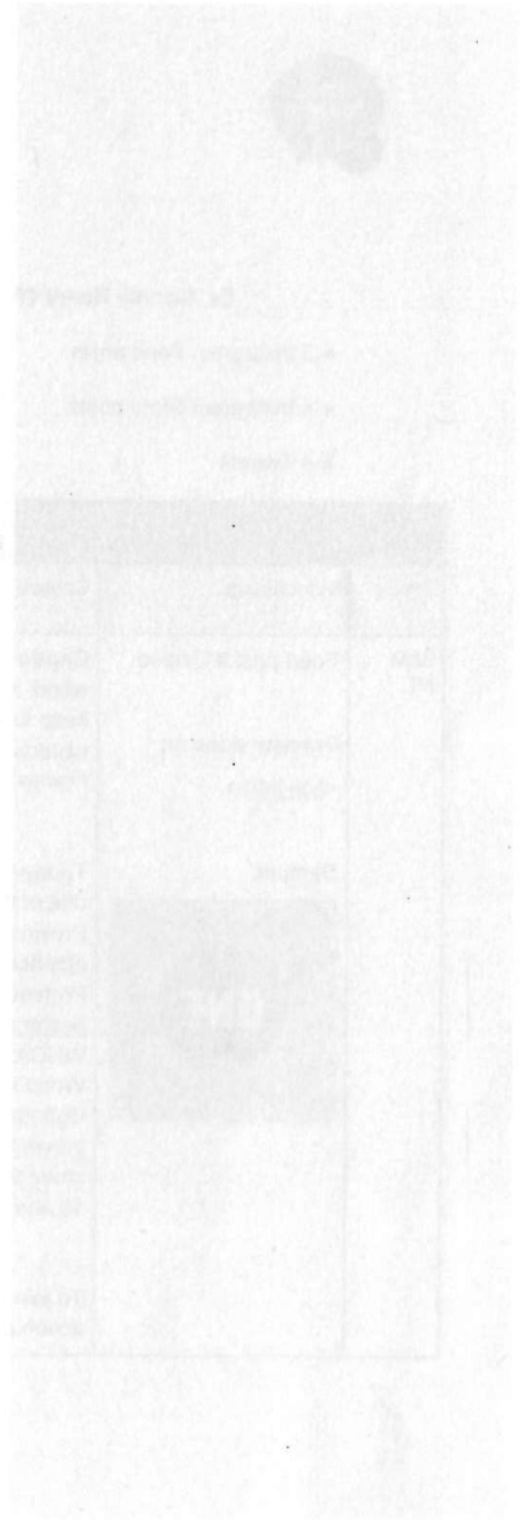


Dear Dr. Bonnie Henry,

Thank you again for participating in #PassTheMic. We are so thrilled to share your knowledge and expertise in our campaign.

Below you will find an overview of the takeover plan and a summary of how we've adapted your interview for Olivia's post captions and the accompanying imagery. Please note: we've taken some creative liberty to tailor your language to be more conversational and accessible to Olivia's audience. Please do let us know if you have any questions or changes you would like to make.


Thank you,
Team ONE






Dr. Bonnie Henry #PassTheMic Takeover Summary


- 3 Instagram Feed posts
- 4 Instagram Story posts
- 4 Tweets

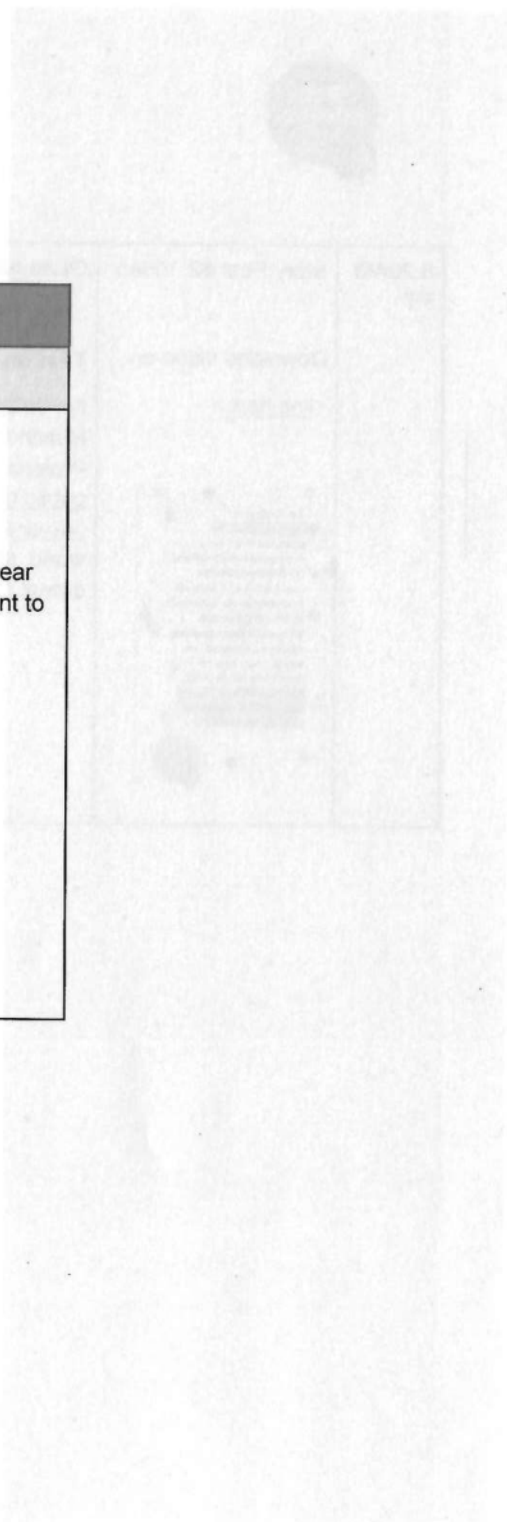
Instagram Feed Posts		
Timing	Video/Image	Caption
8AM PT	Feed post #1: Video Preview video on <link here> Sample: 	<p>Caption: As #COVID19 cases continue to increase around the world, it's more important than ever for us to stay informed and keep looking out for each other. We need to hear from more experts who can share expertise and a global perspective on how to cope and recover from this pandemic together.</p> <p>Today I am thrilled to #PassTheMic and hand over my account to one of these amazing experts, Dr. Bonnie Henry. Dr. Henry is the Provincial Health Officer for British Columbia (@phsa.bcBCGovNews @CDCofBC) and a Clinical Associate Professor at @universityofbc one of Canada's leading public health experts. She has worked internationally, including with the WHO/UNICEF polio eradication program in Pakistan and with the World Health Organization to control the Ebola outbreak in Uganda. She's an experta specialist in public health and preventivepublic health and preventative medicine, and is here to share why it's important for us to work together to defeat COVID-19 and how we can help take care of our communities.</p> <p>To join a coordinated global response to COVID-19, demand action at @ONE. ONE World. ONE Global Response. #oneworld</p>



		#passthemic
8:05AM PT	<p>Feed Post #2: Image</p> <p>Preview image on <link here></p> <p>Sample:</p> 	<p>Caption: Thanks, Olivia, I'm so happy to be here. As Olivia mentioned, I'm Dr. Bonnie Henry and I'm the Provincial Health Officer for British Columbia and a Clinical Associate Professor at @universityofbc <u>part of the team of health officers across Canada working together on COVID-19</u>. The top thing I want everyone to understand about recovering from <u>dealing with</u> #COVID19 is that our response needs to be built on an underlying sense of togetherness and compassion.</p> <p>It may not sound very scientific, but the only way that we can support each other through this is by recognizing that it does no good to blame, single out, or stigmatize people who have this disease. Underlying it all needs to be compassion and support for each other because putting up <u>taking down</u> barriers, not trusting people and not exchanging information isn't going to get us where we <u>isn't going to get us where we</u> isn't going to get us where we <u>need to be to recover</u> to get through this.</p> <p>To come together for a global, coordinated response to COVID-19, demand action at @ONE. #passthemic #oneworld</p>




<p>8:10AM PT</p>	<p>Feed Post #3: Image</p> <p>Download image on <link here></p> <p>Sample:</p> 	<p>Caption: I also want all of us, especially younger people, to understand the danger #COVID19 poses for the elderly for our elders and seniors. One of the most important things we can do is <u>We honour and</u> recognize the importance of our elders <u>and by doing all we can to</u> protect them. They are the keepers of our history, culture, and language. Here in British Columbia, for example, we need to take extraordinary measures to protect the elderly <u>Elders</u>, especially in our <u>Indigenous</u> communities.</p> <p>No matter where you are, young people need to know that they <u>must</u> play a central role in keeping our elders safe from COVID-19. Help take care of your <u>family and</u> community by joining our global, coordinated response to COVID-19, demand action at @ONE. #passthemic #oneworld</p>




Instagram Stories Posts		
Timing	Asset	Description
8:15AM PT	Story Post 1: Video Download video on < link here > 	<i>Olivia signing off to followers</i> <i>Sample transcript:</i> Bye! I'm out of here. There are some people you need to hear from right now and it isn't me. I am handing over my account to an expert on all things COVID-19

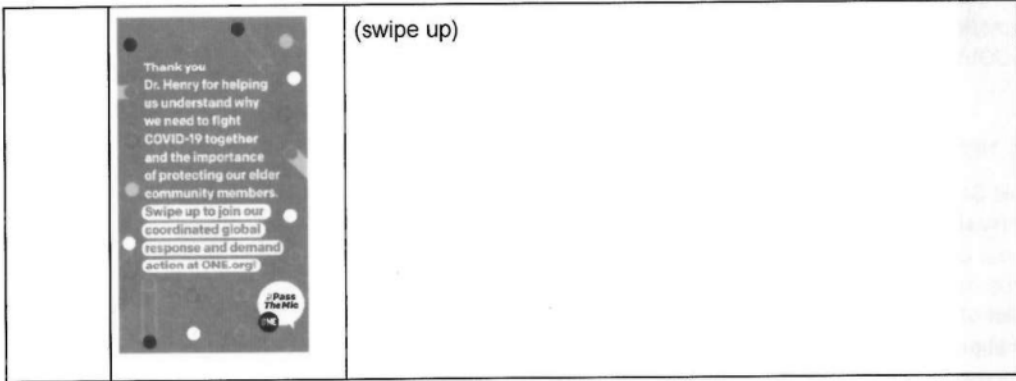


8:20AM PT	Story Post #2: Video Download video on <link here> 	<i>Olivia handing over to Dr. Henry</i> Text on slate: I'm thrilled to #PassTheMic to Dr. Bonnie Henry, Provincial Health Officer for British Columbia and a Clinical Associate Professor at the University of British Columbiaan expert in <u>public health medicine and diseasepreventive medicine prevention</u> . With experience treating epidemics around the world, she's here to share why we need to work together to defeat COVID-19 and take care of our communities.
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Commented [NLK1]: Please remove the UBC reference as Dr. Henry works with several post-secondary institutions.



<p>8:25AM PT</p>	<p>Story Post #3: Video</p> <p>Download Q&A video on <link here></p> <p>Sample:</p> 	<p>Question slate: Why do we need a coordinated global response to COVID-19?</p> <p>Dr. Henry sample answer response:</p> <p>This COVID-19 virus has shown us that if it is anywhere, everywhere is at risk. We are a global community, and we're all in the same storm, but we are not all in the same boat. This virus doesn't know where we live, where we are from, or the color of our skin. The only way we will get through this storm is by supporting each other, and doing it together with tolerance, and patience and kindness.</p> <p>We need to learn and take the best from each other and each of our pandemic experiences so we can save all our lives. Rich or poor, we all need to support each other so no one is left behind. This is our opportunity to put mistrust and anger aside and be united against a common foe.</p>
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TWITTER

Tweet 1: 8:35AM PT

Visual: Launch Video Download on <[link here](#)>

Caption Only:

I'm so excited to #PassTheMic to @DrBonnieHenryDr. Bonnie Henry, Provincial Health Officer of the @PHSAofBC in British Columbia, Canada, and Clinical Associate Professor at @UBC. She knows global epidemics and will share how we can defeat #COVID19. Demand action at <https://go.one.org/3q3Qm1N> @ONECampaign #oneworld @BCGovNews @govTogetherBC @CDCofBC

Tweet 2: 8:40 AM PT

Visual: Download video on <[link here](#)>

Caption:

"This COVID-19 virus has shown us that if it's anywhere, everywhere is at risk. We are a global community, and we're all in the same storm - but we are not all in the same boat." — @Dr_Bonnie_Henry @BCGovNews @CDCofBC @ONECampaign #oneworld #passthemic



Tweet 3: 8:45AM PT

Visual: Download image on [<link here>](#)

Caption:

"No matter where you are, young people need to know that they must play a central role in keeping our elders safe from COVID-19." - [Dr. Bonnie Henry @BCGovNews](#) [@CDCofBC](#) [@DrBonnieHenry](#) [@ONECampaign](#) [#passthemic](#) [#oneworld](#)

Tweet 4: 8:50AM PT

Caption Only:

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Sullivan, Michelle A HLTH:EX

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Subject: One.org content for approval
Attachments: DR. BONNIE HENRY PTM Takeover Brief.docx; ATT00001.htm

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Thanks, Bonnie.

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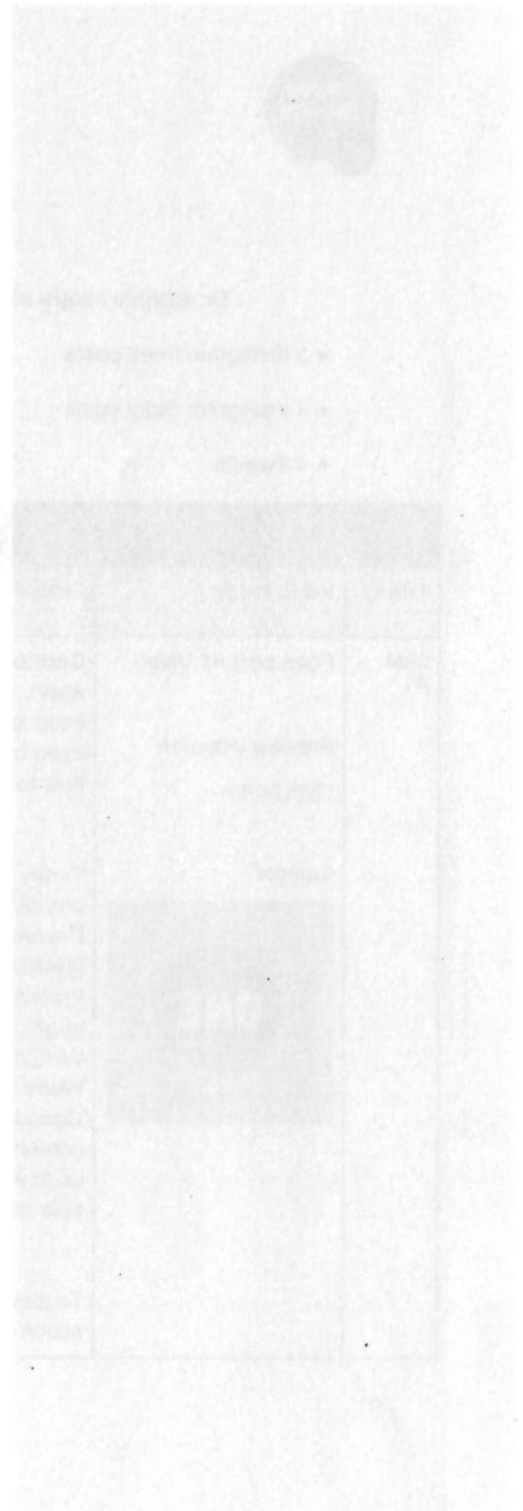


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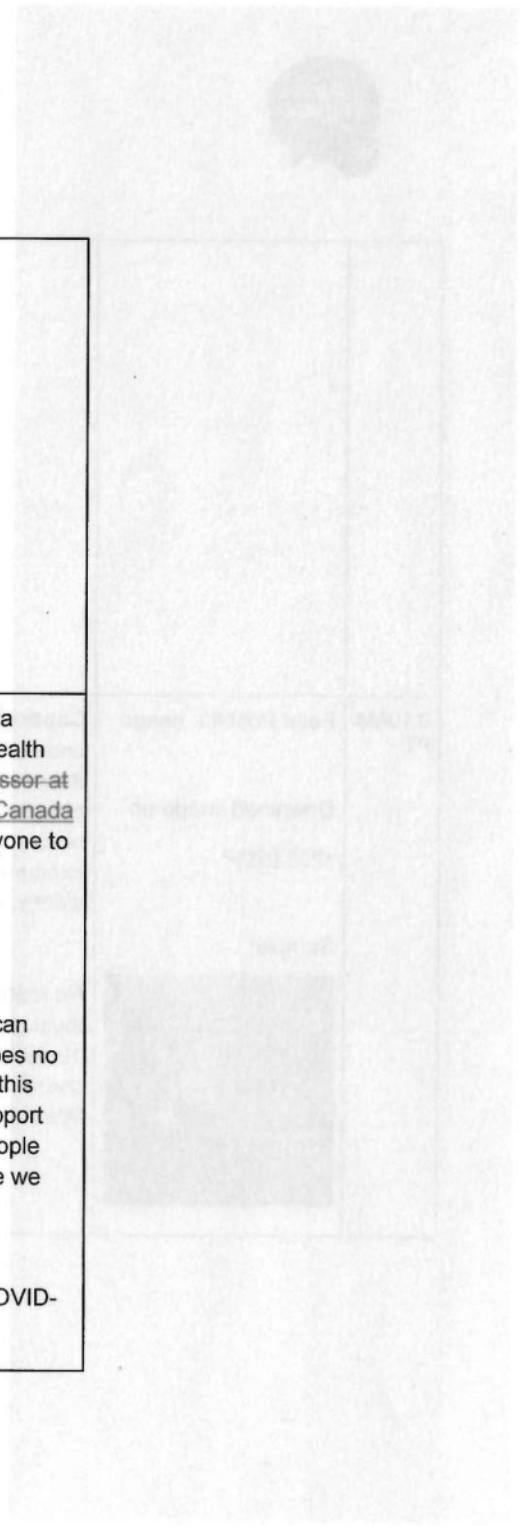
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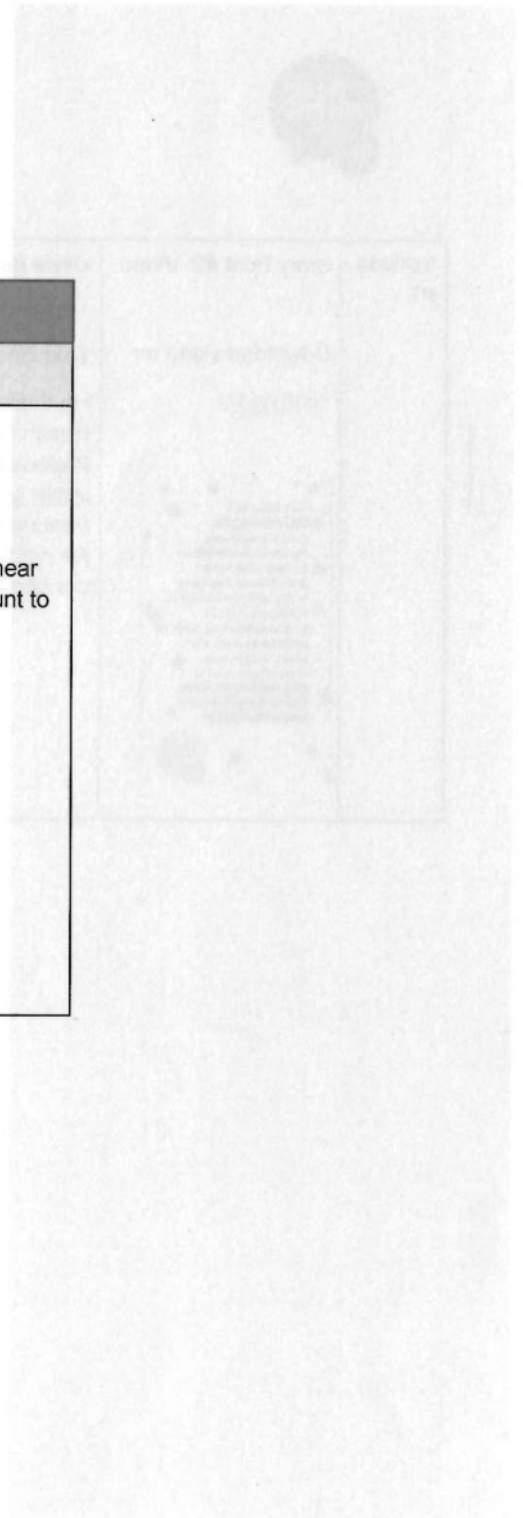




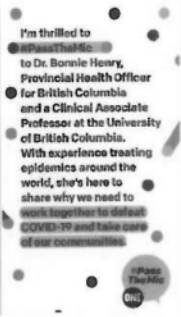
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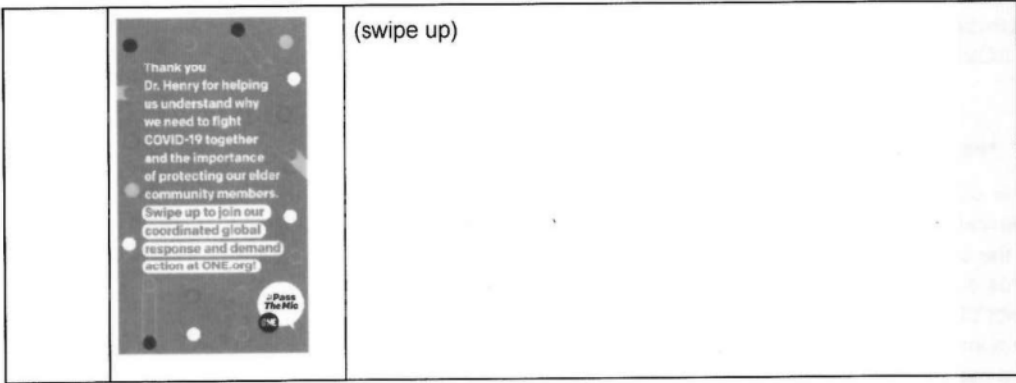


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