

Sullivan, Michelle A HLTH:EX

From: Prevost, Jean-Marc GCPE:EX
Sent: July 30, 2020 1:09 PM
To: Henry, Bonnie HLTH:EX
Subject: FW: REVISED: FOR RUSH APPROVAL: GOOD TIMES GUIDE - Assets
Attachments: Good Times IG Story 1.mp4; Good Times IG Story 2.mp4; Good Times IG Story 3.mp4; Image Pasted at 2020-7-30 11-46.png

Importance: High

Expires: September 18, 2020 12:00 AM

JMP

Desk: 236-478-0302
Cell: 250-886-2154

From: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>
Sent: July 30, 2020 1:01 PM
To: Prevost, Jean-Marc GCPE:EX <Jean-Marc.Prevost@gov.bc.ca>
Subject: REVISED: FOR RUSH APPROVAL: GOOD TIMES GUIDE - Assets
Importance: High

Hi Jean-Marc,

For PHO review/approval. Website image attached for look & feel.

Sending you some assets for the digital marketing campaign to get approved ASAP. Please give me a call to chat about any of the things. Copying Sarah to flag any issues. Here is the test site, it's still under development. <https://test.workingforyou.gov.bc.ca/goodtimes>

Please review:

A. VIDEO ASSETS (IG stories + snapchat)

- a. SICK #1: COPY = Feeling sick? Stay home. | Don't pass it on to your friends. Hang out another day.
- b. SMALL GROUPS #2 COPY = Hang out in small groups. | The smaller your group, the safer you are.
- c. SHARING #3 COPY = Don't pass it around. | Now is not the time for sharing.

B. WEB COPY

- a. PHO QUOTE: "Spread fun -- not COVID-19." - Dr. Bonnie Henry, Provincial Health Officer
- b. BLURB:

Good times have been linked to community outbreaks of COVID-19 in BC. People in their 20s to 40s have spread the virus to friends, families, and strangers at house parties, bars, restaurants, and more. Let's help stop the spread.

We all love good times. Follow Dr. Bonnie Henry's guide and we can keep each other safe and healthy. Don't get stuck in self-isolation for 14 days, or worse -- get sick, because you shared beers at a party or made-out with someone with a cold.

Have a good time, safely.

c. GUIDANCES

- 1. Feeling sick? Stay home.** If you're even a little sick (runny nose, sore throat, cough, headache or fever), don't pass it on to your friends. Hang out another day.
- 2. Hang out with people you know.** Don't party with randoms. This makes it easier to contact you if you've been exposed to the virus.
- 3. Keep drinks, smokes, tokes, and vapes to yourself.** If it's been in your mouth -- don't share it!
- 4. Stay outside.** Hang out with friends outside, not inside. It's safer for everybody. Keep a distance from other groups.
- 5. Hang out in small groups.** The smaller your group, the safer you are. If you're going out to bars or restaurants, respect the six person table maximum.
- 6. Give space.** If you aren't in a person's bubble, keep a 2m distance. Respect people's boundaries -- don't get close if they don't give consent.
- 7. Wash your hands, often.** Soap, water, 20 seconds -- easy! It's one of the most effective ways to protect yourself and others.
- 8. Designate a "contact keeper."** Always pick someone to keep track of who you're with and their contact info.
- 9. Pay attention to mental health.** It's OK not to be OK. Check-in with others and offer support.

d. FOOTER

More resources:

[BC's Response to COVID-19](#)
[BC Centre for Disease Control](#)
[BC's Restart Plan](#)

Sara Thaw

Manager, Strategic Content
Strategic Communications | Government Communications & Public Engagement
Government of British Columbia
sara.thaw@gov.bc.ca | +1 250 883 0374

From: Sara Thaw <Sara.Thaw@gov.bc.ca>

Date: Thursday, July 30, 2020 at 12:04 PM

To: "Prevost, Jean-Marc GCPE:EX" <Jean-Marc.Prevost@gov.bc.ca>, "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>

Cc: "Lawrie, Hannah GCPE:EX" <Hannah.Lawrie@gov.bc.ca>, "Marriott, Sarah GCPE:EX" <Sarah.Marriott@gov.bc.ca>, "MacKenzie, Devon GCPE:EX" <Devon.MacKenzie@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>

Subject: FOR RUSH APPROVAL: GOOD TIMES GUIDE - Assets

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- a. **PHO QUOTE:** "Spread care, kindness and joy -- not COVID-19." - Dr. Bonnie Henry, Provincial Health Officer
- b. **BLURB:**

Good times have been linked to community outbreaks of COVID-19 in BC. People in their 20s to 40s have spread the virus to friends, families, and strangers at house parties, bars, restaurants, and more. Let's help stop the spread.

We all love good times. Dr. Bonnie Henry loves them the most. Follow her guide and we can keep each other safe and healthy. Don't get stuck in self-isolation for 14 days, or worse -- get sick, because you shared beers at a party or made-out with someone with a cold.

Have a good time, safely. Dr. Bonnie Henry is with you in spirit.

c. **GUIDANCES:**

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- 7. Wash your hands, often.** Soap, water, 20 seconds – easy! It's one of the most effective ways to protect yourself and others.
- 8. Designate a "contact keeper."** Always pick someone in your group to be the designated contact keeper. That way if you're exposed to the virus public health officials can get in touch.
- 9. Pay attention to mental health.** It's OK not to be OK. Check-in with others and offer support.

d. **FOOTER**

More resources:

[BC's Response to COVID-19](#)

[BC Centre for Disease Control](#)

[BC's Restart Plan](#)

Warmly,

Sara Thaw

Manager, Strategic Content

Strategic Communications | Government Communications & Public Engagement

Government of British Columbia

sara.thaw@gov.bc.ca | +1 250 883 0374

Dr Bonnie Henry's

GOOD TIMES GUIDE

"Spread care, kindness and joy – not COVID-19."

© Dr Bonnie Henry, Provincial Health Officer

Good times have been needed to community outbreaks of COVID-19 in BC. People in that 20% who have spread the virus to friends, families, and strangers at house parties, bars, restaurants, and more. Let's help stop the spread.

At all four good times, Dr Bonnie Henry says don't drink the most. Follow her guide: and we're making each other safe and healthy. Don't get stuck in self-isolation for 14 days, or worse – get sick, because you should be at a party or make out with someone with a cold.

Have a good time safely. Dr Bonnie Henry is with you tonight.

1 Feeling sick? Stay at home.

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1 Feeling

If you're even a little sick (runny nose, sore throat, cough, headache or fever), don't pass it on to your friends. Hang out.

2 Feeling

If you're even a little sick (runny nose, sore throat, cough, headache or fever), don't pass it on to your friends. Hang out.

3 Feeling

If you're even a little sick (runny nose, sore throat, cough, headache or fever), don't pass it on to your friends. Hang out.

More resources

BC's Resources for COVID-19

BC Centre for Disease Control

BC's Restart Plan

Sullivan, Michelle A HLTH:EX

From: Henry, Bonnie HLTH:EX
Sent: July 24, 2020 4:29 PM
To: Behn Smith, Daniele HLTH:EX
Subject: FW: FOR PHO: Dr. Henry's Guide to Good Times

Here is one thing they are working on

*Dr Bonnie Henry
Provincial Health Officer
Office of the PHO
Ministry of Health
British Columbia*

250 952 1330

From: Prevost, Jean-Marc GCPE:EX
Sent: July 24, 2020 4:10 PM
To: Henry, Bonnie HLTH:EX; Nicola Lambrechts; Lawrie, Hannah GCPE:EX
Subject: Fwd: FOR PHO: Dr. Henry's Guide to Good Times

Subject: FOR PHO: Dr. Henry's Guide to Good Times

Hi Jean-Marc,

We're working on a marketing campaign on our end and we want to get Dr. Henry's approval on the concept "Dr. Henry's Guide to Good Times." If she is OK with it, we will go ahead and get the URL GoodTimesGuide.gov.bc.ca and try to have a marketing site and digital content out on platforms used by the 18-30 year olds next week before the long-weekend. Please see the notes below --- everything is very draft, and we will work with you to get sign-off on all materials. Note that this will all be done in-house with our team.

CONCEPT

This concept involves tips for good behaviours that will allow for safe ways to party. This approach is action-oriented and focuses on highlight concrete things you should and should not do. We are telling people it's OK to have a good time, just do it safely.

OBJECTIVES

- Encourage safer behaviour for people who are partying

PRIMARY AUDIENCE

British Columbians between the ages of 18 and 30

CREATIVE

The creative would take the same hand-drawn graphic approach as our COVID-19 materials, but with a more festive feel. Dr. Henry would be featured on the cover of the guide with icons that communicate summer fun (ex. Beer, cocktail, bunting, popsicle, watermelon, flamingo floatie, etc.) We will build out each of the scenario/guidelines ---- we will aim to do 5 next week.



Please review with Dr. Henry and make sure she's OK with us marketing her guide to good times.

Warmly,

Sara Thaw

Manager, Strategic Content

Strategic Communications | Government Communications & Public Engagement

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