

## **Sullivan, Michelle A HLTH:EX**

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**From:** Prevost, Jean-Marc GCPE:EX  
**Sent:** August 11, 2020 8:30 AM  
**To:** Henry, Bonnie HLTH:EX; Thompson, Laurel HLTH:EX  
**Subject:** BRIEF/SCRIPT: Education video shoot with Dr. Henry  
**Attachments:** EDU\_VideoBrief\_DRH\_DRAFT.docx  
  
**Expires:** September 30, 2020 12:00 AM

As discussed, attached is the video brief to go over with Dr. Henry this morning.

The brief includes the following key information:

- Video approach (two-fold): (1) Dr. Henry PSA to students (2) Students ask Dr. Henry questions
- Draft script + questions
- Video shoot schedule
- Crew

As discussed, we have kept a focus on the public health lens of returning to school, and our desire is to have Dr. Henry speak to the health and safety measures at school (hand-washing, learning groups, don't share personal items) to reassure students that it is safe to return to school.

## **GCPE Return to School video with Dr. Bonnie Henry**

**Objective:** communicate that school is a safe place for students and staff to return to on September 8, 2020 in a simple and accessible way.

**Audience:**

- Primary: K-12 students
- Secondary: parents

**Participants:**

- Dr. Bonnie Henry, Provincial Health Officer
- 5-7 children (Ages 7-9)

**Location:**

- Eagle View Elementary School - 97 Talcott Rd, Victoria, BC V9B 6L4

**Crew:**

- Nammi Poorooshab (Executive Producer)
- Karl Hardin (Director)
- Suzannah Kelly (Assistant Director/Field Producer)
- Erin Acton (Field Producer/ Children's Manager)
- Sara Thaw (Script writer/Producer)
- Jean-Marc Prevost (Script writer/Production Assistant)
- Karolinka Zuzalek (Videographer)
- Stephen Hargreaves (Videographer)
- Greg Bartel (Videographer)
- Don Craig (Photographer)
- Sound recordist
- Justin Taylor (Location Manager - Manager of Building Maintenance)

**Video treatment (two-parts):**

- (1) Dr. Henry sends a message to students about return-to-school in September

**Approach:**

- 2-3 times natural read
- 3-5 times teleprompter read

**Set-up:**

- Dr. Henry in front of the classroom
- Children in desks, adequately spaced
- Dr. Henry reads straight to first camera (with teleprompter behind), second camera films side angle with students in view

**DRAFT script – Dr. Henry**

- A new school year is here!
- I've done my homework and made some rules to make sure school is safe -- for everyone.
- Things will look a bit different this year...
- ... you'll have to clean your hands, a lot.
- ... you can't share your snacks or art supplies
- ... you'll have to always keep a healthy space around you
- ... you'll spend most of your time with the same group of kids and teachers
- .... and if you feel unwell, you'll have to stay home.
- But you'll still have a lot of fun
- You'll make new friends
- And learn new and interesting things.
- We all need to be extra flexible this year ..
- Because you -- students -- and your parents, teachers and staff are all learning how to do things a little differently.
- It takes practice, but we will all get it right.
- When you go back to school remember to be kind, be calm, and be safe.
- Have a wonderful school year!

## (2) Dr. Henry answers questions from school children

### Approach:

- Students ask Dr. Henry a question. Estimated 3 takes needed per question.
- Dr. Henry gives simple and succinct answers to students. Estimated 3 takes per answer.
- Students are sitting at desks and raise hands to ask the question; Dr. Henry is in front of the classroom.
- Sound recordist uses boom microphone for students.
- Dr. Henry can ask students questions to warm them up and get comfortable (ex. "did anyone go back to school in June? What was your favourite thing about the return to school? What are you most excited about?")
- \*\*School representative will confirm classroom set-up is aligned with school safety protocols.

### Examples:

- [https://www.youtube.com/watch?v=zv5Y\\_N4r\\_sw](https://www.youtube.com/watch?v=zv5Y_N4r_sw)
- <https://www.youtube.com/watch?v=SMXvd63yeMU>

Questions for kids to ask Dr. Henry	Key messages/Answers
<ul style="list-style-type: none"> <li>• Is it safe for me to go back to school?</li> </ul>	<ul style="list-style-type: none"> <li>• Right now, I believe it's really important for you to be in school -- and I believe that if the rules to keep you safe -- like hand-washing and staying home if you are sick -- are followed, it's safe.</li> <li>• I have made some rules for your school to follow to help keep you safe. And your school is going to come up with a special plan on what that will look like.</li> </ul>
<ul style="list-style-type: none"> <li>• What is a learning group?</li> </ul>	<ul style="list-style-type: none"> <li>• A learning group is a group of students and teachers that will spend most of their time together. For elementary and</li> </ul>

	<p>middle-school it will be 60 kids. And for secondary school it will be 120 people.</p> <ul style="list-style-type: none"> <li>• The learning group is important because if someone gets sick, my team call their friends, teachers, and parents and make sure more people don't get sick.</li> <li>• From science research, we know that you are safer when you are in regular contact with the same people.</li> <li>• Your school will decide how much time you will spend with your learning group. But it might mean having a special recess or lunch time so you can be together with the same people.</li> </ul>
<ul style="list-style-type: none"> <li>• My parents watch the news and they get scared about me going back to school. <i>Is it safe for me to go back to school?</i></li> </ul>	<ul style="list-style-type: none"> <li>• I understand, it is OK they are scared. This is a new situation and we are always learning new things about this virus.</li> <li>• My job is to keep people in BC safe. So I am reading and paying attention to all the research on the virus, and I am making recommendations. If the research changes, so will my recommendations.</li> </ul>
<ul style="list-style-type: none"> <li>• What happens if someone in my school gets COVID-19?</li> </ul>	<ul style="list-style-type: none"> <li>• If anyone your class gets sick, they will go to the sick room and their parents will be called to come pick them up.</li> <li>• They'll be sent for a special test to see if they have the virus.</li> <li>• And if they have it, people who work with me in public health will call your parents to let them know.</li> <li>• They'll work closely with your teacher and the school and make a plan.</li> <li>• Some students in your class might have to stay home for two weeks.</li> <li>• But they can keep learning at home.</li> <li>• If anyone gets sick, my team is ready to help to make sure more people don't get sick.</li> </ul>
<ul style="list-style-type: none"> <li>• Can I still play with my friends?</li> </ul>	<ul style="list-style-type: none"> <li>• Yes! You will have to keep a healthy space with your friends and the types of games you will play might change. But you can definitely still play with your friends.</li> </ul>
Dr. Henry to ask kids:	How are you feeling about going back to school?
	What are you most looking forward to?
	Did anyone go back to school in June? What was your favourite thing?

## VIDEO SHOOT SCHEDULE

7:00 AM	Crew arrives at Eagle View Elementary for set-up
7:30-8:00 AM	Parents drop off kids. Field producers manage greeting and sign-in & sign-out

8:15 AM	Kids in place in classroom <ul style="list-style-type: none"> <li>• B-roll</li> <li>• Kids practice their question</li> <li>• Read a story so they are all listening intently</li> <li>• Look through the box of books</li> <li>• Wash their hands</li> </ul>
8:30 AM	Dr. Henry arrives
8:35 AM	Dr. Henry briefing and make-up
8:40 AM	Start shooting - Dr. Henry walks into school
8:45 AM	Walks down hallway into classroom
8:45 AM	<b>PART 1 – Dr. Henry PSA to students</b>  (a) Dr. Henry does 2-4 natural reads
9:00 AM	(b) Dr. Henry does 2-4 teleprompter reads
9:00 AM	KIDS BREAK (snacks, bathroom, handwashing)
9:15 AM	Kids back in place at desks
9:15 - 9:30 AM	<b>PART 2 – Students ask Dr. Henry questions</b>  Student asks question #1 (3 times)
9:30 - 9:45 AM	Student asks question #2 (3 times)
TBC	BREAK: Dr. Henry to join MS Teams Meeting in Principal's office
9:45 – 10:00 AM	Student asks question #3 (3 times)
10:00 AM	KIDS BREAK (snacks, bathroom, handwashing)
10:15-10:30 AM	Student asks question #4
10:30-10:45 AM	Student asks question #5
10:45-11:20 AM	B-roll Kids playing on the playground
11:20 AM	WRAP - kids sign-out and picked up by parents
11:25 AM	Dr. Henry departs by cab/Jean-Marc and joins scheduled meeting by phone.

**Sullivan, Michelle A HLTH:EX**

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**From:** Prevost, Jean-Marc GCPE:EX  
**Sent:** August 11, 2020 10:58 AM  
**To:** Henry, Bonnie HLTH:EX; Thompson, Laurel HLTH:EX  
**Subject:** updated script attached  
**Attachments:** EDU\_VideoBrief\_DRH\_DRAFT (jmp).docx  
  
**Expires:** September 30, 2020 12:00 AM

**JMP**

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

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**DRAFT script – Dr. Henry**

- It is time to go back to school!
- Time to make new friends...
- And learn new and interesting things.
- Your classroom will look a bit different this year:
- ... you will have to wear masks sometimes.
- ... and if you feel sick, you'll have to stay home.
- ... you will have new hand-cleaning stations – you'll need to clean your hands a lot!
- ... you will have more space between your desks.
- ... and you'll have more activities outside with the same group of kids and teachers.
- These changes are for now – not forever... and I know you will continue to enjoy learning and being with your friends.
- Thank-you for doing your part – you're helping keep us all safe!

## (2) Dr. Henry answers questions from school children

### Approach:

- Students ask Dr. Henry a question. Estimated 3 takes needed per question.
- Dr. Henry gives simple and succinct answers to students. Estimated 3 takes per answer.
- Students are sitting at desks and raise hands to ask the question; Dr. Henry is in front of the classroom.
- Sound recordist uses boom microphone for students.
- Dr. Henry can ask students questions to warm them up and get comfortable (ex. "did anyone go back to school in June? What was your favourite thing about the return to school? What are you most excited about?")
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### Examples:

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- <https://www.youtube.com/watch?v=SMXvd63yeMU>

Questions for kids to ask Dr. Henry	Key messages/Answers
<ul style="list-style-type: none"> <li>• Why do I have to go back to school?</li> </ul>	<ul style="list-style-type: none"> <li>• There is a lot more to school than books.</li> <li>• School is a place for us to be with our friends and teachers.</li> <li>• It's going to look a little different this year – but you are still going to learn interesting and important things.</li> <li>• You can help keep everyone safe by following the new rules in your classroom.</li> </ul>
<ul style="list-style-type: none"> <li>• What is a learning group?</li> </ul>	<ul style="list-style-type: none"> <li>• Like every year – you will spend most of your time with the same students and teacher in your own class.</li> <li>• When you are out of class ... at recess, breaks or lunch ... there is small number of other students you might share that time with, those kids are your "learning group."</li> </ul>



	<ul style="list-style-type: none"> <li>Small learning groups keep your school safer ... and make it easier for my team to help your friends, teachers, and parents if someone gets sick.</li> </ul>
<ul style="list-style-type: none"> <li>My parents watch the news and they get scared about me going back to school. <i>Is it safe for me to go back to school?</i></li> </ul>	<ul style="list-style-type: none"> <li>I understand, and it is OK they are scared. This is new for all of us.</li> <li>For most kids COVID-19 is like a cold. Kids can keep their immune systems strong by eating well, exercising and getting enough sleep.</li> <li>And we have done a good job in B.C. looking out for each other and keeping each other safe.</li> <li>We can continue to do that. Each of us can. You help keep us safe when you follow the rules ... and your teachers, principals and doctors like me are here to help.</li> </ul>
<ul style="list-style-type: none"> <li>What happens if someone in my school gets COVID-19?</li> </ul>	<ul style="list-style-type: none"> <li>If anyone your class gets sick, we have a special room for them to stay until their parents pick them up.</li> <li>Then they'll get a test to see if they have the virus.</li> <li>If they have it, doctors and nurses will call your parents to let them know.</li> <li>Some students in your class might have to stay home for two weeks ... so more people don't get sick.</li> <li>But they can keep learning at home.</li> </ul>
<ul style="list-style-type: none"> <li>Can I still eat lunch with my friends and play with my friends?</li> </ul>	<ul style="list-style-type: none"> <li>Yes – you will need to keep your hands to yourself and you might play more outside! But you can still play with your friends. You can also eat lunch together – but no sharing drinks or snacks.</li> </ul>
Dr. Henry to ask kids:	How are you feeling about going back to school?
	What are you most looking forward to?
	Did anyone go back to school in June? What was your favourite thing?

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