

## RE: FOR APPROVAL: Media response re: dose 2 invites going out/interval between Pfizer doses

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From: Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>  
To: van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>, MacDonald, Alex HLTH:EX <Alex.MacDonald@gov.bc.ca>  
Sent: May 25, 2021 10:42:38 AM PDT

Yep, can do that. Will need to explain how some people got their invite on the weekend after 50 days, though.

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**From:** van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>  
**Sent:** May 25, 2021 10:41 AM  
**To:** Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>; MacDonald, Alex HLTH:EX <Alex.MacDonald@gov.bc.ca>  
**Subject:** RE: FOR APPROVAL: Media response re: dose 2 invites going out/interval between Pfizer doses

Could we just call Richard and tell him he is wrong and to take it down?

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**From:** Machell, Aileen GCPE:EX <Aileen.Machell@gov.bc.ca>  
**Sent:** May 25, 2021 10:14 AM  
**To:** van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>; MacDonald, Alex HLTH:EX <Alex.MacDonald@gov.bc.ca>  
**Subject:** FOR APPROVAL: Media response re: dose 2 invites going out/interval between Pfizer doses  
**Importance:** High

Hi,  
Because of Richard's tweet, the call centres are being inundated with calls from people concerned they haven't received their dose 2 invite. We'd like to call him asap to help correct the situation. Any concern if we use the following KMs?

s.13

Just added a few more that are worth mentioning I think.

s.13

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**From:** Machell, Aileen GCPE:EX  
**Sent:** May 25, 2021 10:04 AM  
**To:** van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>; MacDonald, Alex HLTH:EX <Alex.MacDonald@gov.bc.ca>  
**Subject:** FOR APPROVAL: Media response re: dose 2 invites going out/interval between Pfizer doses  
**Importance:** High

Hello,

For approval, a media response to respond to the significant number of requests we've received on the interval between 1<sup>st</sup> and 2<sup>nd</sup> dose being shortened, and some people receiving their invites over the weekend. Let me know if this works. Thanks!

s.13

**Aileen Machell** (she/her/hers)  
Communications Director  
Health Communications  
250-361-5381

## RE: FOR APPROVAL: Media response re: dose 2 invites going out/interval between Pfizer doses

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From: van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>  
To: Dix, Adrian HLTH:EX <Adrian.Dix@gov.bc.ca>, MacDonald, Alex HLTH:EX <Alex.MacDonald@gov.bc.ca>

Cc: s.17

Sent: May 25, 2021 11:14:26 AM PDT

So I had Aileen call Richard instead and just have a chat. He informed her that he has several sources indicating this is an actual formal change.

After she did a bit more digging she discovered that CITZ had updated the Health Gateway website for everyone with a Pfizer first dose to indicate that they would be getting their second in 50 days.

Penny Ballem is frustrated and folks are now trying to fix this. It is unclear how this was changed without the team directing it to...

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**From:** Dix, Adrian HLTH:EX <Adrian.Dix@gov.bc.ca>  
**Sent:** May 25, 2021 11:12 AM  
**To:** MacDonald, Alex HLTH:EX <Alex.MacDonald@gov.bc.ca>  
**Cc:** s.17 van Baarsen, Amanda HLTH:EX <Amanda.vanBaarsen@gov.bc.ca>  
**Subject:** Re: FOR APPROVAL: Media response re: dose 2 invites going out/interval between Pfizer doses

Yes

Sent from my iPad

On May 25, 2021, at 10:37 AM, MacDonald, Alex HLTH:EX <[Alex.MacDonald@gov.bc.ca](mailto:Alex.MacDonald@gov.bc.ca)> wrote:

GCPE is looking for our okay on this statement for media in regard to the tweets from Richard and Liza about second doses being moved up.

Penny B says that we're getting lots of call into the call centre about it.

The substance of it that these booking invites went out accidentally is what Bonnie said to the industry roundtable.

s.13

-Alex

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**From:** Machell, Aileen GCPE:EX <[Aileen.Machell@gov.bc.ca](mailto:Aileen.Machell@gov.bc.ca)>  
**Sent:** May 25, 2021 10:27 AM  
**To:** van Baarsen, Amanda HLTH:EX <[Amanda.vanBaarsen@gov.bc.ca](mailto:Amanda.vanBaarsen@gov.bc.ca)>; MacDonald, Alex HLTH:EX <[Alex.MacDonald@gov.bc.ca](mailto:Alex.MacDonald@gov.bc.ca)>  
**Subject:** RE: FOR APPROVAL: Media response re: dose 2 invites going out/interval between Pfizer doses  
**Importance:** High

**Can you approve this ASAP please?**

s.13

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**From:** Machell, Aileen GCPE:EX  
**Sent:** May 25, 2021 10:14 AM  
**To:** van Baarsen, Amanda HLTH:EX <[Amanda.vanBaarsen@gov.bc.ca](mailto:Amanda.vanBaarsen@gov.bc.ca)>; MacDonald, Alex HLTH:EX <[Alex.MacDonald@gov.bc.ca](mailto:Alex.MacDonald@gov.bc.ca)>  
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Communications Director  
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