

Success - Your COVID-19 vaccination appointment has been confirmed

From: Sobeys family of pharmacies <notifications@pharmacyappointments.ca>
To: amber.nash@gov.bc.ca, Nash, Amber PREM:EX
Sent: April 13, 2021 7:27:18 PM PDT
Attachments: QRCodeImage.png, CompanyImage.png

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.



Appointment scheduling confirmed

Hello John. Your COVID-19 vaccination appointment has been successfully scheduled.

s.22

Confirmation code

s.22

Recipient: John Horgan

Appointment 1

Friday April 16 2021 at 12:40PM

ThriftyFoods James Bay

475 Simcoe Street, Victoria, British Columbia, V8V 4T4

Instructions

- Arrive on time, not early
- Physically distance in the waiting area
- Wear a short-sleeve shirt
- You will have to wait 15 to 30 minutes after your vaccination for monitoring
- You will receive a proof of vaccination document

What to bring

- Your health card
- Your photo ID
- Printed or digital version of the confirmation code found in this email

Need to reschedule your vaccination appointments?

Cancel your appointments and reschedule [here](#).

FW: Success - Your COVID-19 vaccination appointment has been confirmed

From: Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>
To: Byers, Lindsay PREM:EX
Cc: Brown, Evan PREM:EX
Sent: April 14, 2021 10:11:47 AM PDT
Attachments: image003.png, image004.png

Sending to you Lindsay, as you will be with him on Friday when he gets his vaccine.

From: Sobeys family of pharmacies

Sent: April 13, 2021 7:27 PM

To: Nash, Amber PREM:EX

Subject: Success - Your COVID-19 vaccination appointment has been confirmed

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Appointment scheduling confirmed

Hello John. Your COVID-19 vaccination appointment has been successfully scheduled.

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- Printed or digital version of the confirmation code found in this email

Need to reschedule your vaccination appointments?

Cancel your appointments and reschedule [here](#).

FW: Premier vaccination event plan DRAFT

From: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
To: Aaron, Sage PREM:EX <Sage.Aaron@gov.bc.ca>, Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>, McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>, Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>
Sent: April 14, 2021 12:59:34 PM PDT
Attachments: 20200416 - Premier vaccine.docx

Just including Joleen too.

From: McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>

Sent: April 14, 2021 12:29 PM

To: Aaron, Sage PREM:EX <Sage.Aaron@gov.bc.ca>; Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>

Subject: Premier vaccination event plan DRAFT

Still a few items to be filled in including itinerary, details about the location and latest information from DBH in light of Health Canada affirmation that AZ is safe.

Mike McKinnon, Communications Manager
Office of the Premier | Government of BC
michael.mckinnon@gov.bc.ca | 250-889-3521

Media Event Plan

Event Title: Premier John Horgan Vaccination

Date: Friday, April 16, 2021 Time: 12:40 pm	Media Market: Provincial, national
Location: Thrifty Foods 475 Simcoe St, Victoria, BC V8V 4T4	English Media Spokesperson: Premier John Horgan
	Multicultural Media Spokesperson: Premier John Horgan
Author: Sage Aaron/Amber Nash	Communications Director Signoff: _____
Version #: 1	Date: April 14, 2021

THE EVENT

PROACTIVE EVENT OR INVITATION

- To combat vaccine hesitancy and show British Columbians the AstraZeneca vaccine is safe, the Premier will receive his AZ vaccine on camera.
- Premier receives his AstraZeneca vaccine to show British Columbians it is safe and that the best vaccine is the one available to you now.
- Due to restrictions on the size of gatherings, and the small space of the pharmacy:
 - Media: pool camera and GCPE photographer only
 - Digital: photos/video on government and Premier social media channels

EVENT HEADLINE

- Premier shows British Columbians that AZ vaccine is safe

WHO'S ORGANIZING?

- Premier comms/GCPE

BACKGROUND NOTES

- As of April 14, 1.06 million British Columbians have received a first vaccine dose. This is approximately 25% of eligible people.
- 85% of people over 80 and more than half of those over 65 have gotten one dose.
- (latest on AZ from DBH after Health Canada news)

VENUE DESCRIPTION

- Details to come from Amber/Joleen?

EVENT PARTICIPANTS

- Premier John Horgan

KEY VALIDATORS

- Dr. Bonnie Henry
- public health experts
- Other politicians and community leaders

TARGET AUDIENCE

- General public
- British Columbians interested in vaccine rollout
- People with hesitations due to AstraZeneca media stories

ITINERARY

Time	Event Itinerary – TITLE AND DATE
Summary:	

Key contacts:	•
Event participants	•
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VISUAL MESSAGE(S)

1. Premier John Horgan with health worker showing that getting a vaccine is safe and easy.

Digital (social media) opportunities

- Video/photos to promote via social media on government and Premier channels

WRITTEN MESSAGE(S)

- We're speeding up our vaccine rollout. Over 1 million eligible people in B.C. have gotten a first dose.
- Nearly 170 mass vaccinations clinics throughout the province are now operating and many British Columbians can book appointments for the AstraZeneca vaccine at local pharmacies.
- I'm here to show British Columbians that the best vaccine is the one available to you now and encourage everyone eligible to get theirs.

-3-

- Every British Columbian who receives a vaccine makes all of us safer and gets us a step closer to putting the pandemic behind us.

FW: Vaccination EP

From: Hagglund, Jarrett PREM:EX <Jarrett.Hagglund@gov.bc.ca>
To: Craig, Don GCPE:EX
Sent: April 15, 2021 3:12:01 PM PDT
Attachments: 20200416 - Premier vaccine.docx

Here you go!

From: Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>

Sent: April 15, 2021 3:10 PM

To: Hagglund, Jarrett PREM:EX <Jarrett.Hagglund@gov.bc.ca>

Subject: Vaccination EP

Here's what Mike created, with my edits in the itinerary portion. Just sent it back to Mike as well.

Joleen Badger (she/her)

Director of Executive Council Events

604-916-3551

Media Event Plan

Event Title: Premier John Horgan Vaccination

Date: Friday, April 16, 2021 Time: 12:40 pm	Media Market: Provincial, national
Location: Thrifty Foods 475 Simcoe St, Victoria, BC V8V 4T4	English Media Spokesperson: Premier John Horgan
	Multicultural Media Spokesperson: Premier John Horgan
Author: Sage Aaron/Amber Nash	Communications Director Signoff: _____
Version #: 1	Date: April 14, 2021

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- Premier receives his AstraZeneca vaccine to show British Columbians it is safe and that the best vaccine is the one available to you now.
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EVENT HEADLINE

- Premier shows British Columbians that AZ vaccine is safe

WHO'S ORGANIZING?

- Premier comms/GCPE

BACKGROUND NOTES

- As of April 15, over 1.2 million British Columbians have received a first vaccine dose. This is over 27% of eligible people.
- 85% of people over 80 and more than half of those over 65 have gotten one dose.
- Dr. Henry said she was pleased to see Health Canada's assessment that the benefits of AstraZeneca far outweigh the risks.
- Dr. Henry said BC will await NACI recommendations to determine how to best use this vaccine going forward to further enhance our protection.
- Younger people are less likely to get a vaccine than older people. Fewer than 58% of people aged 15-44 said they were very likely, compared to 70% of people over 65. (Statistics Canada)

VENUE DESCRIPTION

- Details to come from Amber/Joleen?

EVENT PARTICIPANTS

- Premier John Horgan

KEY VALIDATORS

- Dr. Bonnie Henry
- public health experts
- Other politicians and community leaders

TARGET AUDIENCE

- General public
- British Columbians interested in vaccine rollout
- People with hesitations due to AstraZeneca media stories

ITINERARY

Time	Event Itinerary COVID-19 Vaccination
Summary:	COVID-19 Vaccination shot Informal setup in private room at pharmacy Media pool cam and photographer on site
Key contacts:	<ul style="list-style-type: none"> Darryl, Manager of James Bay Thrifty Foods – s.22 Joleen Badger, Events – 604-916-3551
Event participants	<ul style="list-style-type: none"> Premier Horgan Pharmacy staff, tbc
12:35pm	Premier arrives at Thrifty Foods, James Bay <i>Met by Joleen and Thrifty Foods/pharmacy staff (TBC), led to private room</i>
12:40pm	Premier receives COVID-19 Vaccination shot <i>Pause for photos</i>
12:42pm	Premier remains in room for 10-15 minutes following vaccine shot <i>Media wrap up their recording and depart</i>
12:45pm	Option: <ul style="list-style-type: none"> Premier to film short iPhone video for social media <ul style="list-style-type: none"> How do you feel? Why did you want to get your vaccine on camera? How do I get mine?
12:55pm	Premier departs pharmacy, introduced to some Thrifty Foods staff members to thank them for their work during the pandemic
1:00pm	Premier departs for legislature

VISUAL MESSAGE(S)

1. Premier John Horgan with health worker showing that getting a vaccine is safe and easy.

Digital (social media) opportunities

- Social media posts from Premier ahead of time to generate interest:
 - OPTION ONE: You can register online for your vaccine - or book appointments now for AstraZeneca at a pharmacy near you. I'll be getting my AZ vaccine tomorrow & I look forward to sharing it with you on camera. Remember: every British Columbian who receives a vaccine makes all of us safer.
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- Video/photos to promote vaccination via social media on government and Premier channels
- Premier to answer three simple question on camera about getting his vaccine. This could be shot via iphone on location or at the Premier's office.
 - How do you feel?
 - Why did you want to get your vaccine on camera?
 - How do I get mine? (easy 3 steps online)

WRITTEN MESSAGE(S)

- We're speeding up our vaccine rollout. Over 1 million eligible people in B.C. have gotten a first dose.

-3-

- Nearly 170 mass vaccinations clinics throughout the province are now operating and many British Columbians can book appointments for the AstraZeneca vaccine at local pharmacies.
- I'm here to show British Columbians that the best vaccine is the one available to you now and encourage everyone eligible to get theirs.
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UPDATED PJH vaccine event plan

From: McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>
To: Aaron, Sage PREM:EX <Sage.Aaron@gov.bc.ca>, Smith, George PREM:EX
<George.Smith@gov.bc.ca>, Byers, Lindsay PREM:EX
<Lindsay.Byers@gov.bc.ca>, Nash, Amber PREM:EX
<Amber.Nash@gov.bc.ca>
Sent: April 15, 2021 3:42:33 PM PDT
Attachments: 20200416 - Premier vaccine (1).docx

Still to be confirmed is how many people we can get into the space. For sure pool cam + GCPE photog, trying to see if there's room for CP photog as well. Joleen seeking an update.

Mike McKinnon, Communications Manager
Office of the Premier | Government of BC
michael.mckinnon@gov.bc.ca | 250-889-3521

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- Every British Columbian who receives a vaccine makes all of us safer and gets us a step closer to putting the pandemic behind us.

Re: Vaccination shot tomorrow

From: Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>
To: McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>
Cc: Byers, Lindsay PREM:EX <Lindsay.Byers@gov.bc.ca>, Smith, George PREM:EX <George.Smith@gov.bc.ca>, Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>, Aaron, Sage PREM:EX <Sage.Aaron@gov.bc.ca>
Sent: April 15, 2021 4:27:16 PM PDT

I think pool cam will need to be blocking the doorway to have enough distance between for them to get the shot. So swapping out likely won't be possible

Joleen Badger
604-916-3551

On Apr 15, 2021, at 4:24 PM, McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca> wrote:

Hey Joleen - what about this proposal?

GCPE still photographer and a pool still photographer tag each other out so there's never more than two camera people in the room at any time.

Also, we could ask the person administering the shot to slow it down just a little without it looking odd or causing issues with the actual vaccination process - just to have enough time to get the necessary photos.

From: Sreenet Tnu u ber:jmeMF j ej i nk
Office of the Premier | Government of BC
michael.mckinnon@gov.bc.ca | 250-889-3521

Klu, Badger, Joleen GCPE:EX

Cnec, April 15, 2021 4:22:15 PM

an, Byers, Lindsay PREM:EX; Smith, George PREM:EX; McKinnon, Michael PREM:EX; Nash, Amber PREM:EX; Aaron, Sage PREM:EX

Cbs gn c, Vaccination shot tomorrow

Hey folks,

I know there's a lot of back and forth around the number of people we can have attend this tomorrow, so I thought it would be good loop us all together.

The photo below shows the proposed setup and spacing. (They're painting it tonight which is why it's not setup and there is putty in the wall). PJH and the person administering the shot at one end and pool cam shooting from the doorway with a photographer to the right just inside the door. Any more and I have concerns that it's a lot of people in a very small, indoor space, not distanced and I wouldn't want to make the person administering the shot unsafe or uncomfortable.

I would recommend we suggest media can use our stills or take stills from the video footage rather than bringing in another photographer. And I don't think there's room for Gcpe videographer unfortunately.

Will pass this over to you folks. Please let me know what you decide so I can work with the staff on site to accommodate.

Joleen Badger
604-916-3551

Re: Vaccination EP

From: Hagglund, Jarrett PREM:EX <Jarrett.Hagglund@gov.bc.ca>
To: Craig, Don GCPE:EX
Cc: Badger, Joleen GCPE:EX
Sent: April 15, 2021 7:03:20 PM PDT

And I'm wrong. Joleen can clarify but sounds like folks would like you there for entrance and exit photos. Is that right Joleen?

On Apr 15, 2021, at 6:33 PM, Hagglund, Jarrett PREM:EX <Jarrett.Hagglund@gov.bc.ca> wrote:

Hi Don.

Sorry for me being out of the loop on this one. I have been advised that due to space issues it will just be a pool camera and pool photog. Sorry about any confusion.

Cheers.

Jarrett

On Apr 15, 2021, at 3:14 PM, Craig, Don GCPE:EX <Don.Craig@gov.bc.ca> wrote:

Thanks Jarrett!

Joleen, I will meet you at Thrifty's before 12:30 tomorrow.

D O N C R A I G

Photographer | Digital Communications

Government Communications and Public Engagement

M: 250 217-4223

4th floor, 617 Government Street, Victoria, BC V8W 9V1

[Government photos](#)

From: Jarrett Hagglund <Jarrett.Hagglund@gov.bc.ca>

Date: Thursday, April 15, 2021 at 3:12 PM

To: Don Craig <Don.Craig@gov.bc.ca>

Subject: FW: Vaccination EP

Here you go!

From: Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>

Sent: April 15, 2021 3:10 PM

To: Hagglund, Jarrett PREM:EX <Jarrett.Hagglund@gov.bc.ca>

Subject: Vaccination EP

Here's what Mike created, with my edits in the itinerary portion. Just sent it back to Mike as well.

Joleen Badger (she/her)

Director of Executive Council Events

604-916-3551

Re: UPDATED PJH vaccine event plan

From: Smith, George PREM:EX <George.Smith@gov.bc.ca>
To: Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>, Aaron, Sage PREM:EX <Sage.Aaron@gov.bc.ca>
Cc: McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>, Byers, Lindsay PREM:EX <Lindsay.Byers@gov.bc.ca>, Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>
Sent: April 15, 2021 8:09:01 PM PDT
Sending now. But I can always add/specify more details.

George Smith (he/him)
Deputy Communications Director
Office of the Premier | Government of BC
British Columbia Parliament Buildings | [250-208-6794](tel:250-208-6794)

On Apr 15, 2021, at 7:49 PM, Smith, George PREM:EX <George.Smith@gov.bc.ca> wrote:

For both CP pool and Video pool, I will be sending the following details:
*Keep the following information confidential.
Location : Thrifty Foods James Bay, 475 Simcoe Street
Media arrival : 12:15pm
PJH arrival : 12:30pm
Event contact: Joleen Badger - (604) 916-3551
Send photos to : Michael.McKinnon@gov.bc.ca
Anything else?

George Smith (he/him)
Deputy Communications Director
Office of the Premier | Government of BC
British Columbia Parliament Buildings | [250-208-6794](tel:250-208-6794)

On Apr 15, 2021, at 7:42 PM, Aaron, Sage PREM:EX <Sage.Aaron@gov.bc.ca> wrote:

Great work!
Sage (she/her)
778-678-0832

From: Smith, George PREM:EX <George.Smith@gov.bc.ca>
Sent: April 15, 2021 7:30 PM
To: Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>
Cc: Aaron, Sage PREM:EX <Sage.Aaron@gov.bc.ca>; McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>; Byers, Lindsay PREM:EX <Lindsay.Byers@gov.bc.ca>; Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>
Subject: Re: UPDATED PJH vaccine event plan
I've got a commitment from CP that, as pool, they will provide their shots to government as well.

George Smith (he/him)
Deputy Communications Director

On Apr 15, 2021, at 7:27 PM, Badger, Joleen GCPE:EX
<Joleen.Badger@gov.bc.ca> wrote:

Great, thanks so much!

Joleen Badger
604-916-3551

On Apr 15, 2021, at 6:46 PM, Aaron, Sage PREM:EX
<Sage.Aaron@gov.bc.ca> wrote:

Hello hello hello
Chatted with Amber N & Joleen – crossed wires.
To be clear – we’re doing CP in the room instead of GCPE. Don
Craig will join but stay outside for before and after shots.
He has agreed to do the iPhone video. It will happen either at
the pharmacy or back at the Ledge – depending on how he’s
feeling.
He’ll say hi to workers as he’s leaving.
Thanks, all, for all your work.
Sage (she/her)
778-678-0832

From: Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>
Sent: April 15, 2021 6:02 PM
To: Smith, George PREM:EX <George.Smith@gov.bc.ca>
Cc: McKinnon, Michael PREM:EX
<Michael.McKinnon@gov.bc.ca>; Aaron, Sage PREM:EX
<Sage.Aaron@gov.bc.ca>; Byers, Lindsay PREM:EX
<Lindsay.Byers@gov.bc.ca>; Nash, Amber PREM:EX
<Amber.Nash@gov.bc.ca>
Subject: Re: UPDATED PJH vaccine event plan
Hey- we got direction on this. Pool cam and Don Craig.

Thanks all!
Joleen Badger
604-916-3551

On Apr 15, 2021, at 5:14 PM, Smith, George
PREM:EX <George.Smith@gov.bc.ca> wrote:

Hi all,
A few concerns :

1. Can we please have him great staff members on his way into the vaccination instead of after?
2. Can we do the iphone video when he's back at the legislature?
3. In this very unusual circumstance, I think we need to prioritize CP camera over GCPE camera. I am open to calling CP to explain that if our camera can't get the shot that we will ask to share/purchase theirs.

Summary:	COVID-19 Vaccination shot Informal setup in private room at pharmacy Media pool cam and photographer on site
Key contacts:	<ul style="list-style-type: none"> • Darryl, Manager of James Bay Thrifty Foods – s.22 • Joleen Badger, Events – 604-916-3551
Event participants	<ul style="list-style-type: none"> • Premier Horgan • Pharmacy staff, tbc
12:35pm	Premier arrives at Thrifty Foods, James Bay <i>Met by Joleen and Thrifty Foods/pharmacy staff (TBC), led to private room</i>
12:40pm	Premier receives COVID-19 Vaccination shot <i>Pause for photos</i>
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12:45pm	Option: <ul style="list-style-type: none"> • Premier to film short iPhone video for social media <ul style="list-style-type: none"> ○ How do you feel? ○ Why did you want to get your vaccine on camera? ○ How do I get mine?
12:55pm	Premier departs pharmacy, introduced to some Thrifty Foods staff members t them for their work during the pandemic
1:00pm	Premier departs for legislature

From: McKinnon, Michael PREM:EX

<Michael.McKinnon@gov.bc.ca>

Sent: April 15, 2021 3:43 PM

To: Aaron, Sage PREM:EX

<Sage.Aaron@gov.bc.ca>; Smith, George

PREM:EX <George.Smith@gov.bc.ca>; Byers,

Lindsay PREM:EX <Lindsay.Byers@gov.bc.ca>;

Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>

Subject: UPDATED PJH vaccine event plan

Still to be confirmed is how many people we can get into the space. For sure pool cam + GCPE photog, trying to see if there's room for CP photog as well. Joleen seeking an update.

Mike McKinnon, Communications Manager
Office of the Premier | Government of BC
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From: Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>
To: Byers, Lindsay PREM:EX
Cc: Badger, Joleen GCPE:EX
Sent: April 16, 2021 12:39:35 PM PDT
Attachments: image004.png, image003.png

In case you need this.

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Sent: April 15, 2021 12:15 PM

To: Nash, Amber PREM:EX

Subject: Reminder - Your COVID-19 vaccination appointment is tomorrow

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Booking Reminder

Hello John. Your next COVID-19 vaccination appointment is tomorrow.

s.22

Confirmation code

s.22

Recipient: John Horgan

Appointment 1

Friday April 16 2021 at 12:40PM

ThriftyFoods James Bay

475 Simcoe Street, Victoria, British Columbia, V8V 4T4

Instructions

- Arrive on time, not early
- Physically distance in the waiting area
- Wear a short-sleeve shirt
- You will have to wait 15 to 30 minutes after your vaccination for monitoring
- You will receive a proof of vaccination document

What to bring

- Your health card
- Your photo ID
- Printed or digital version of the confirmation code found in this email
- If this is your second dose appointment, please bring your vaccination receipt from your first appointment.

Save time! If possible, please print and complete this vaccine consent prior to your appointment. Find it here: <https://corporate.sobeys.com/vaccination-consent/>

Need to change your appointment time?

Cancel your appointment(s) and book a new time slot

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Withheld pursuant to/removed as

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Sobey's
Pharmacy

CHALDI PHARMACY
Pharmacy

FRESH CO
Pharmacy

FOODLAND
PHARMACY

IGA
Pharmacy

Lawtons
Pharmacy

Pharmacy
at SAFeway

THRIFTY
FOODS
Pharmacy

Swift, Evan CITZ:EX

From: PixDesk <pixdesk@thecanadianpress.com>
Sent: April 16, 2021 1:57 PM
To: McKinnon, Michael PREM:EX
Subject: Premier John Horgan images - The Canadian Press.
Attachments: CAH600.JPG; CAH601.JPG; CAH602.JPG; CAH603.JPG; CAH604.JPG; CAH605.JPG

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Hello Michael, here are the pool images of Premier John Horgan from Victoria today. CAH600-CAH617 coming in four emails.

Thanks, Doug Ives, Photo Editor
416-507-2169



drop-off

Pharmacist on Duty
9am - 8pm
Monday to Friday
9am - 5pm
Saturday, Sundays
& Holidays





Pharmacist on Duty

9am - 8pm

Monday to Friday

9am - 5pm

Saturday, Sundays
& Holidays

Requirements

COVID-19 self-test
must be taken at home, placed
in a bag, and brought into the store
in the original packaging.

and the use of proper
hand hygiene (e.g., hand washing
or hand sanitizer).

Keep symptoms and avoid
close contact with others
or the store.

Screening Tool

to self-screen



Search your balance

Health: 811

for a direct contact

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drop-off



Swift, Evan CITZ:EX

From: PixDesk <pixdesk@thecanadianpress.com>
Sent: April 16, 2021 1:58 PM
To: McKinnon, Michael PREM:EX
Subject: Premier pix
Attachments: CAH606.JPG; CAH607.JPG; CAH608.JPG; CAH609.JPG; CAH610.JPG

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.











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Swift, Evan CITZ:EX

From: McKinnon, Michael PREM:EX
Sent: April 16, 2021 2:05 PM
To: PixDesk
Subject: Re: last email - Thanks

Received x4. Thanks and have a great weekend.

Mike McKinnon, Communications Manager
Office of the Premier | Government of BC
michael.mckinnon@gov.bc.ca | 250-889-3521

From: PixDesk <pixdesk@thecanadianpress.com>
Sent: April 16, 2021 1:59:22 PM
To: McKinnon, Michael PREM:EX
Subject: last email - Thanks

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Swift, Evan CITZ:EX

From: Truong, Lele PREM:EX
Sent: April 16, 2021 3:58 PM
To: McKinnon, Michael PREM:EX; Aaron, Sage PREM:EX; Smith, George PREM:EX; Byers, Lindsay PREM:EX; Badger, Joleen GCPE:EX; Nash, Amber PREM:EX; Hagglund, Jarrett PREM:EX; Joshi, Shruti PREM:EX; Chan, Catherine GCPE:EX
Subject: RE: PJH vaccine pics

Thanks Mike! Catherine, just confirming that you would share of these pictures with Chinese language media?

Lele Truong

Executive Advisor, Communications and Stakeholder Relations
Office of the Premier | Government of British Columbia
Phone: 604-812-3496 | E-mail: Lele.Truong@gov.bc.ca

From: McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>
Sent: April 16, 2021 3:47 PM
To: Aaron, Sage PREM:EX <Sage.Aaron@gov.bc.ca>; Smith, George PREM:EX <George.Smith@gov.bc.ca>; Byers, Lindsay PREM:EX <Lindsay.Byers@gov.bc.ca>; Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>; Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>; Hagglund, Jarrett PREM:EX <Jarrett.Hagglund@gov.bc.ca>; Joshi, Shruti PREM:EX <Shruti.Joshi@gov.bc.ca>; Truong, Lele PREM:EX <Lele.Truong@gov.bc.ca>; Chan, Catherine GCPE:EX <Catherine.Chan@gov.bc.ca>
Subject: PJH vaccine pics

Great job everyone with this event coming together quickly.

Here's a selection of the best photos combining GCPE and CP shots:
s.15

Please do not share that link above. Instead, download the ones you plan to share with someone else.

Social media posts:

[Twitter](#)

[Facebook](#)

[Instagram](#)

Swift, Evan CITZ:EX

From: Aaron, Sage PREM:EX
Sent: April 15, 2021 9:17 AM
To: Devereux, Rick GCPE:EX; Nash, Amber PREM:EX
Cc: McKinnon, Michael PREM:EX; Badger, Joleen GCPE:EX
Subject: RE: Premier vaccination event plan DRAFT

Revised. T-shirt not likely to get here in time. Back to Rick's plan.

Sage (she/her)
778-678-0832

From: Aaron, Sage PREM:EX
Sent: April 14, 2021 3:18 PM
To: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>
Cc: McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>; Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>
Subject: RE: Premier vaccination event plan DRAFT

Just t-shirt. No jacket.

Sage (she/her)
778-678-0832

From: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Sent: April 14, 2021 3:16 PM
To: Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>
Cc: Aaron, Sage PREM:EX <Sage.Aaron@gov.bc.ca>; McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>; Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>
Subject: Re: Premier vaccination event plan DRAFT

I vote against wearing a t shirt, just fwiw.

Jacket off. One dress shirt sleeve rolled up. T shirt over top of that is probably weird. Unless he's going just t shirt.

On Apr 14, 2021, at 1:06 PM, Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca> wrote:

I am following up on the "This is our Shot" tshirt that PJH has been asked to wear and promote the campaign. Hopefully it would be here by Friday.

A

From: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>
Sent: April 14, 2021 1:00 PM
To: Aaron, Sage PREM:EX <Sage.Aaron@gov.bc.ca>; Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>; McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>; Badger, Joleen GCPE:EX

<Joleen.Badger@gov.bc.ca>

Subject: FW: Premier vaccination event plan DRAFT

Just including Joleen too.

From: McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>

Sent: April 14, 2021 12:29 PM

To: Aaron, Sage PREM:EX <Sage.Aaron@gov.bc.ca>; Nash, Amber PREM:EX <Amber.Nash@gov.bc.ca>;
Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>

Subject: Premier vaccination event plan DRAFT

Still a few items to be filled in including itinerary, details about the location and latest information from DBH in light of Health Canada affirmation that AZ is safe.

Mike McKinnon, Communications Manager
Office of the Premier | Government of BC
michael.mckinnon@gov.bc.ca | 250-889-3521

Swift, Evan CITZ:EX

From: Badger, Joleen GCPE:EX
Sent: April 15, 2021 3:09 PM
To: McKinnon, Michael PREM:EX
Subject: RE: Updated event plan
Attachments: 20200416 - Premier vaccine.docx

Updated the itinerary as best as I could

From: McKinnon, Michael PREM:EX <Michael.McKinnon@gov.bc.ca>
Sent: April 15, 2021 2:30 PM
To: Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>
Subject: Updated event plan

Mike McKinnon, Communications Manager
Office of the Premier | Government of BC
michael.mckinnon@gov.bc.ca | 250-889-3521

Media Event Plan

Event Title: Premier John Horgan Vaccination

Date: Friday, April 16, 2021 Time: 12:40 pm	Media Market: Provincial, national
Location: Thrifty Foods 475 Simcoe St, Victoria, BC V8V 4T4	English Media Spokesperson: Premier John Horgan
	Multicultural Media Spokesperson: Premier John Horgan
Author: Sage Aaron/Amber Nash	Communications Director Signoff: _____
Version #: 1	Date: April 14, 2021

THE EVENT

PROACTIVE EVENT OR INVITATION

- To combat vaccine hesitancy and show British Columbians the AstraZeneca vaccine is safe, the Premier will receive his AZ vaccine on camera.
- Premier receives his AstraZeneca vaccine to show British Columbians it is safe and that the best vaccine is the one available to you now.
- Due to restrictions on the size of gatherings, and the small space of the pharmacy:
 - Media: pool camera and GCPE photographer only
 - Digital: photos/video on government and Premier social media channels

EVENT HEADLINE

- Premier shows British Columbians that AZ vaccine is safe

WHO'S ORGANIZING?

- Premier comms/GCPE

BACKGROUND NOTES

- As of April 15, over 1.2 million British Columbians have received a first vaccine dose. This is over 27% of eligible people.
- 85% of people over 80 and more than half of those over 65 have gotten one dose.
- Dr. Henry said she was pleased to see Health Canada's assessment that the benefits of AstraZeneca far outweigh the risks.
- Dr. Henry said BC will await NACI recommendations to determine how to best use this vaccine going forward to further enhance our protection.
- Younger people are less likely to get a vaccine than older people. Fewer than 58% of people aged 15-44 said they were very likely, compared to 70% of people over 65. (Statistics Canada)

VENUE DESCRIPTION

- Details to come from Amber/Joleen?

EVENT PARTICIPANTS

- Premier John Horgan

KEY VALIDATORS

- Dr. Bonnie Henry
- public health experts
- Other politicians and community leaders

TARGET AUDIENCE

- General public
- British Columbians interested in vaccine rollout
- People with hesitations due to AstraZeneca media stories

ITINERARY

Time	Event Itinerary COVID-19 Vaccination
Summary:	COVID-19 Vaccination shot Informal setup in private room at pharmacy Media pool cam and photographer on site
Key contacts:	<ul style="list-style-type: none"> Darryl, Manager of James Bay Thrifty Foods – s.22 Joleen Badger, Events – 604-916-3551
Event participants	<ul style="list-style-type: none"> Premier Horgan Pharmacy staff, tbc
12:35pm	Premier arrives at Thrifty Foods, James Bay <i>Met by Joleen and Thrifty Foods/pharmacy staff (TBC), led to private room</i>
12:40pm	Premier receives COVID-19 Vaccination shot <i>Pause for photos</i>
12:42pm	Premier remains in room for 10-15 minutes following vaccine shot <i>Media wrap up their recording and depart</i>
12:45pm	Option: <ul style="list-style-type: none"> Premier to film short iPhone video for social media <ul style="list-style-type: none"> How do you feel? Why did you want to get your vaccine on camera? How do I get mine?
12:55pm	Premier departs pharmacy, introduced to some Thrifty Foods staff members to thank them for their work during the pandemic
1:00pm	Premier departs for legislature

VISUAL MESSAGE(S)

1. Premier John Horgan with health worker showing that getting a vaccine is safe and easy.

Digital (social media) opportunities

- Social media posts from Premier ahead of time to generate interest:
 - OPTION ONE: You can register online for your vaccine - or book appointments now for AstraZeneca at a pharmacy near you. I'll be getting my AZ vaccine tomorrow & I look forward to sharing it with you on camera. Remember: every British Columbian who receives a vaccine makes all of us safer.
 - OPTION TWO: Booked my appointment and I'll be getting the AstraZeneca vaccine at a local pharmacy tomorrow. Looking forward to sharing it with you on camera! Let's show all British Columbians that the best vaccine is the one that's available to you now.
- Video/photos to promote vaccination via social media on government and Premier channels
- Premier to answer three simple question on camera about getting his vaccine. This could be shot via iphone on location or at the Premier's office.
 - How do you feel?
 - Why did you want to get your vaccine on camera?
 - How do I get mine? (easy 3 steps online)

WRITTEN MESSAGE(S)

- We're speeding up our vaccine rollout. Over 1 million eligible people in B.C. have gotten a first dose.

- Nearly 170 mass vaccinations clinics throughout the province are now operating and many British Columbians can book appointments for the AstraZeneca vaccine at local pharmacies.
- I'm here to show British Columbians that the best vaccine is the one available to you now and encourage everyone eligible to get theirs.
- Every British Columbian who receives a vaccine makes all of us safer and gets us a step closer to putting the pandemic behind us.