Health Canada and the Public Health Agency of Canada | Santé Canada et l'Agence de la santé publique du Canada

Canada

COVID Alert

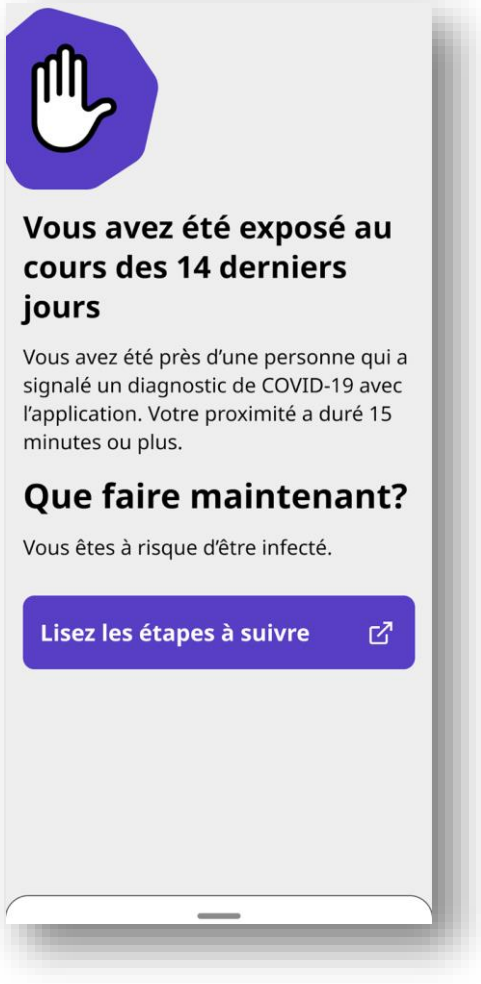
Canada's Exposure Notification App

Overview

- On July 31, 2020, the Government of Canada launched a national mobile app called **COVID Alert**.
- COVID Alert is an **exposure notification app**, and not a contact tracing app.
- It does not use telephones numbers, addresses or known locations to alert individuals.
- It informs users if they have been near a person who later tests positive for COVID-19.
- Here are the main features:
  - Protecting privacy and safety;
  - Nationwide interoperability;
  - User-centric design.
- The app does not replace manual contact tracing and other important tools.

How the app works

- The app uses **Bluetooth** to exchange **random codes** with nearby phones.
- When a user is declared positive, they receive a **unique key** from health authorities.
- The key allows users to upload their phone's random codes to a national server.
- Every day, user phones receive a list of random codes from people who tested positive.
- If the app finds a match, it sends a **notification** to the user.
- The **following steps** are provided by the user's provincial or territorial health authorities.



Protection of personal information and security

- The app integrates the **Apple and Google exposure notification framework** (ENF).
- The ENF has been selected for privacy protection and effectiveness:
  - Decentralized architecture
  - Privacy-friendly cryptography
  - Low energy Bluetooth
- The app does not collect any information that would allow an individual to be identified or geo-located.
- The Privacy Commissioner of Canada continues to be consulted and supports its use by Canadians.

Rollout

Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Newfoundland and Labrador and Prince Edward Island may distribute a one-time key to people who receive a positive result from COVID-19 screening tests.

Nova Scotia may also distribute one-time keys in the coming days.

The app has been **downloade**d more than **4 million times.**

We continue to focus on the integration of the other provinces and territories.

To take charge of the rollout, an **advisory committee** has been created to ensure that the app meets the highest standards in the following areas: public health, technology, and privacy.

Considerations

- COVID Alert is available to all Canadians.
- The exposure notification systems have proven effective at all levels of user adoption.
- Even though in some locations, people can't yet report a COVID-19 diagnosis through this app, it is still a good idea to download COVID Alert. That way, you will be alerted
    - if you encounter a person from a reporting province or territory;
    - when people in your region are able to report a diagnosis.
- COVID Alert requires an Internet connection once a day to function, and this can be through Wi-Fi or a data plan.
- When connected, it uses a very small amount of data, about the same amount as receiving one email a day.

Awareness

The Government of Canada is also conducting a public awareness campaign to help increase the number of downloads.

- **Additional media plans for each jurisdiction**: publicity is rolled out jurisdiction by jurisdiction in a complementary manner.
- **Digital first**: the emphasis placed on digital platforms guarantees targeted publicity based on geographic location and device type.
- **Amplification through awareness and marketing**: collaborative relationships with a variety of organizations to reach Canadians with different points of contact and networks

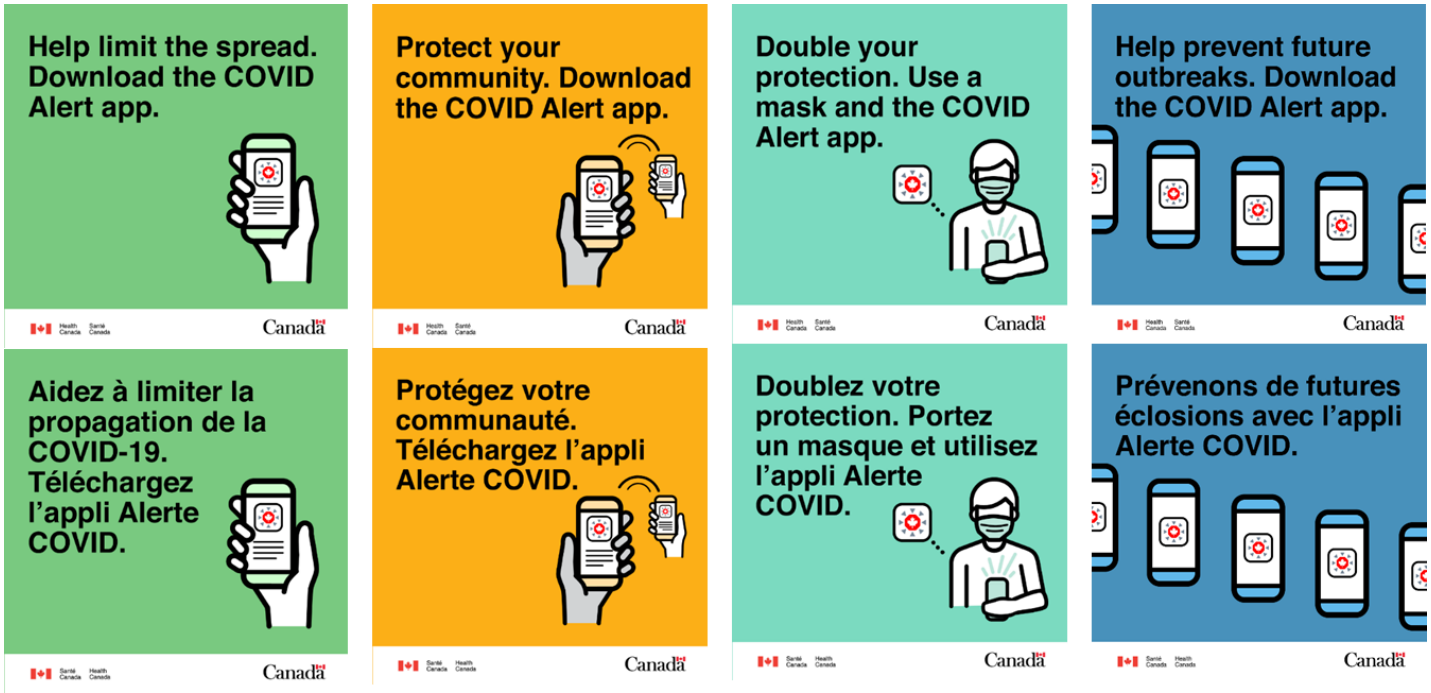
What the partners can do

- The more Canadians who use COVID Alert, the more effective the tool will be in limiting the spread of COVID-19.

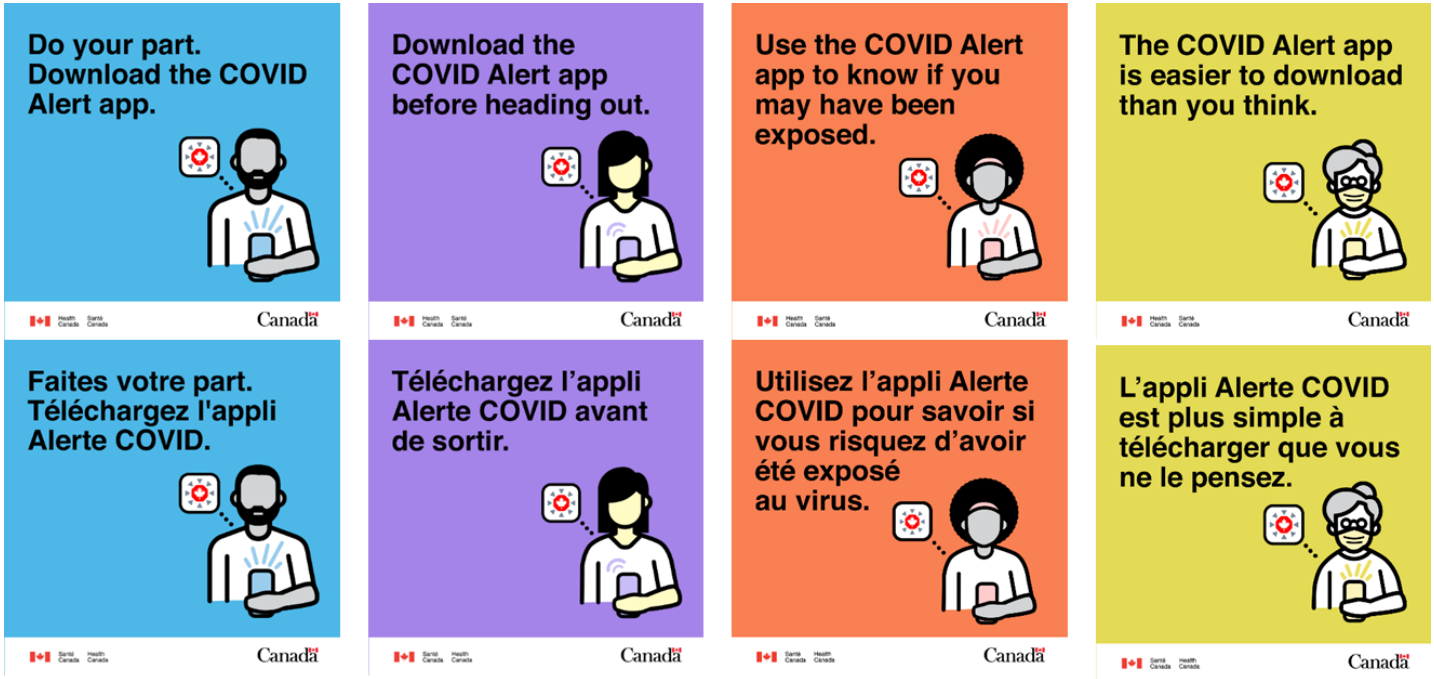
- Health Canada wants to continue working with partners in an effective and flexible way to reach Canadians as economic activity resumes. This could involve making the app better known and encouraging clients to download it through:
    - messages tailored to clientele;
    - social media posts (exchange of existing content or creation of new content by adapting existing ads);
    - digital communications channels (e.g., bulletins, e-blasts, apps intended for clients);
    - messages spread by employees;
    - additional creative items (posters, digital messaging, stickers for windows or mirrors) placed in high traffic areas.
- There is a bilingual digital toolkit that includes easy-to-understand resources (infographics, information sheets, posts to share on social media, media lines, digital resources and videos).
- Creative products provide some flexibility to adapt messages to the particular needs of your organization, while still complementing national publicity and awareness activities, already being conducted by Health Canada. A writing guide and worksheets are available on our FTP site.
- The partners must submit all promotional products they are developing to Health Canada to ensure the uniformity of the brand image and appropriate use of federal identifiers.

ANNEXES

Creative elements for social media ads



Creative elements for social media ads



Creative elements for videos

French

Ad 1: https://www.youtube.com/watch?v=zIX91s0sOiw&feature=youtu.be

Ad 2: https://www.youtube.com/watch?v=5UzU1xA8OIE&feature=youtu.be

Ad 3: https://www.youtube.com/watch?v=lTBbmLO7h1c&feature=youtu.be

English

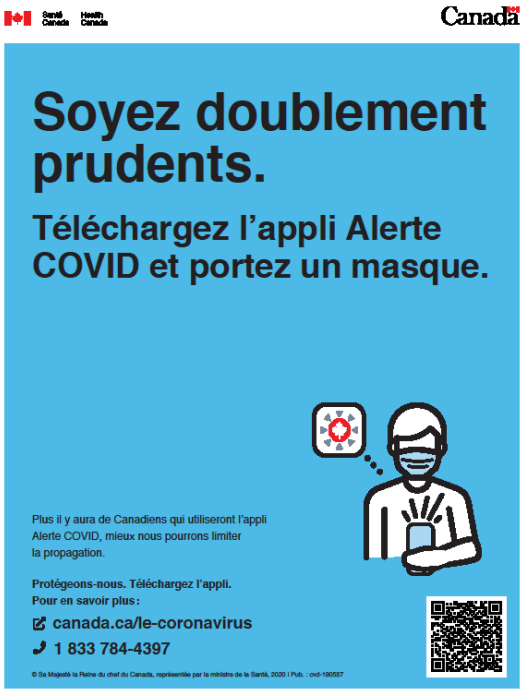
Ad 1: https://www.youtube.com/watch?v=ERxxRb6yLsA&feature=youtu.be

Ad 2: https://www.youtube.com/watch?v=m-_F1SM7M-s&feature=youtu.be

Ad 3: https://www.youtube.com/watch?v=-FAvWIbJTj0&feature=youtu.be

Posters

Canada
Protégez votre communauté.
Téléchargez l'appli Alerte COVID.
Plus il y aura de Canadiens qui utiliseront l'appli Alerte COVID, mieux nous pourrons limiter la propagation.
Protégeons-nous. Téléchargez l'appli.
Pour en savoir plus :
canada.ca/le-coronavirus
1 833 784-4397


Canada
Soyez doublement prudents.
Téléchargez l'appli Alerte COVID et portez un masque.
Plus il y aura de Canadiens qui utiliseront l'appli Alerte COVID, mieux nous pourrons limiter la propagation.
Protégeons-nous. Téléchargez l'appli.
Pour en savoir plus :
canada.ca/le-coronavirus
1 833 784-4397

Infographics

Santé Canada Health Canada

Canada

Alerte COVID : l'appli canadienne d'avis d'exposition à la COVID-19

Protégeons-nous

La nouvelle appli Alerte COVID a été conçue pour aviser les Canadiens qui ont été potentiellement exposés à la COVID-19. Téléchargez-la maintenant pour vous protéger et protéger les autres.

Comment l'appli marche

1. L'appli utilise des signaux Bluetooth pour échanger des codes aléatoires avec des appareils à proximité qui ont aussi l'appli installée.
2. Si quelqu'un avec qui vous avez été en contact étroit reçoit un diagnostic positif à la COVID-19, il recevra une clé à usage unique fournie par un professionnel de la santé local qu'il pourra entrer dans l'appli.
3. Vous, et tous ceux qui ont passé du temps (plus de 15 minutes, à moins de 2 mètres de distance, depuis les 14 derniers jours) à proximité de cette personne recevrez alors une notification via l'appli vous informant de votre exposition potentielle au virus.

Votre vie privée est protégée

Alerte COVID ne recueille aucun renseignement permettant de vous identifier.

Elle ne peut jamais connaître :

- Votre emplacement
- Votre nom et votre adresse
- Le lieu et le moment où vous vous trouviez à proximité de quelqu'un
- Les renseignements sur votre état de santé

Aucune information n'est partagée sans votre consentement.

Que faire en cas de test positif

Vous recevrez une clé à usage unique à entrer dans l'appli.

L'appli notifie ensuite tous les utilisateurs de l'appli qui ont potentiellement été exposés. Les notifications sont envoyées seulement aux utilisateurs qui ont passé plus de 15 minutes, à moins de 2 mètres d'un autre utilisateur, dans les 14 derniers jours. **Votre identité n'est pas révélée.**

Que faire en cas d'exposition potentielle

Si vous recevez une notification de l'appli au sujet d'une exposition potentielle, vous devez suivre les directives des vos experts locaux en santé publique.

Pourquoi vous devriez télécharger l'appli

L'appli est un autre outil que les Canadiens peuvent utiliser pour aider à limiter la propagation de l'infection et déjouer de futures éclosions alors que les mesures restrictives sont progressivement levées et que nous redémarrons l'économie. Plus il y aura de Canadiens qui utilisent l'appli Alerte COVID, mieux nous pourrons limiter la propagation de la COVID-19.

Téléchargez l'appli et aidez les autres à l'utiliser. Apprenez-en plus au canada.ca/le-coronavirus.

Health Canada Santé Canada

Canada

COVID Alert: Canada's COVID-19 exposure notification app

Let's protect each other

The new COVID Alert app is designed to let Canadians know whether they may have been exposed to COVID-19. Download it today to protect yourself and others.

How the app works

1. The app uses Bluetooth signals to exchange random codes with nearby phones with the app installed.
2. If someone you've come in close contact with later tests positive for COVID-19, they will receive a one-time key from their local health authority that they can enter into the app.
3. You and others who have spent time (more than 15 minutes, less than 2 metres apart, over the past 14 days) near this person will then be notified through the app that you may have been exposed.

Your privacy is protected

COVID Alert does not collect personally identifiable information about you.

It has no way of knowing:

- Your location
- Your name or address
- The place or time you were near someone
- Your health information

No information is shared without your consent.

What to do if you test positive

You will get a one-time key to enter into the app.

The app then notifies other app users that they may have been exposed. Notifications are based on having spent more than 15 minutes less than 2 metres from another user in the past 14 days. **Your identity is not revealed.**

What to do if you may have been exposed

If the app notifies you about potential exposure, you should follow the guidance from your local public health authority.

Why you should download the app

The app is another tool Canadians can use to help limit the spread of infection and prevent future outbreaks as we ease restrictions and restart the economy. The more Canadians who install the COVID Alert app on their phones, the better we can limit the spread of COVID-19.

Download the app and help others use it too. Find out more at canada.ca/coronavirus.

Creative elements for banner ads

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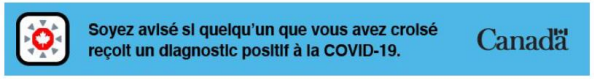
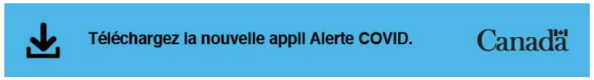




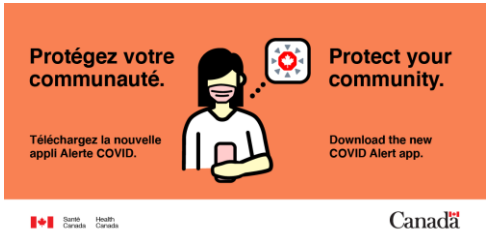
Links to resources and contact information

General information : https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19/covid-alert.html

Digital toolkit: https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19.html

FTP site: sftp://webfile.mtl.v7digital.com

- Username: **CanadaHealth**
- Password: **7LS)0Sq:**



Questions?

To learn more, about Marketing, please contact:
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Merci!
Thank You!