

Social media: June 16 announcement: Vaccine Task Force/Therapeutics Advisory Group/PPE Update - June 15

From: "Zeroual, Erika (IC)" <erika.zeroual@canada.ca>

"Sepers, Bram (IC)" <bram.sepers@canada.ca>, "Manoryk, Tanya (HC/SC)" <tanya.manoryk@canada.ca>, "Coady, Renée (IC)" <renee.coady@canada.ca>, "Kung, Evan (IC)" <evan.kung@canada.ca>, "Johnson4, Jennifer (IC)" <jennifer.johnson4@canada.ca>, "Dufour, Julie (IC)" <julie.dufour@canada.ca>, "Patry, Xavier (IC)" <xavier.patry@canada.ca>, "Gennaro, Miriam (IC)" <miriam.gennaro@canada.ca>, "Schnurr, Leah (IC)" <leah.schnurr@canada.ca>, "O'Leary, Pamela (IC)" <pamela.oleary@canada.ca>, "Maule2, Nicola (HC/SC)" <nicola.maule2@canada.ca>, "Bellefeuille, Aldege (HC/SC)" <aldege.bellefeuille@canada.ca>, "Nahum, Marilyne (HC/SC)" <marilyne.nahum@canada.ca>, "Edwards, Danielle (IC)" <danielle.edwards@canada.ca>, veronique.perron@cihr-irsc.gc.ca, "Novak, Rione (IC)" <rione.novak@canada.ca>, "McCoy-Astell, Sofie" <sofie-ann.mccoy-astell@nrc-cnrc.gc.ca>, "Keeping, Elizabeth (HC/SC)" <elizabeth.keeping@canada.ca>, "Baril, Frederic (IC)" <frederic.baril@canada.ca>, SCMS-Editorial - SCMS-SCSM (IC) <ic.scms-editorial-scms-scsm.ic@canada.ca>, IC.F SCMS Speechwriting / Rédaction de discours SCMS F.IC <ic.scmsspeechwriting-redactiondediscoursscsm.ic@canada.ca>, "Bender Kerbel, Erin Rose (IC)" <erinrose.benderkerbel@canada.ca>, "McColgan, Andrew (CIHR/IRSC)" <andrew.mccolgan@cihr-irsc.gc.ca>

To:

Cc: HC.F Strategic Communications COVID / Communications Stratégiques COVID F.SC <hc.strategiccommunicationscovid-communicationsstrategiquescovid.sc@canada.ca>, "Gagné2, Andréanne (IC)" <andreeanne.gagne2@canada.ca>

Date: Mon, 15 Jun 2020 18:30:17 +0000

Attachment s: 2020.06.17. SM_Vaccine and Therapeutics Task Force_v2.docx (391.09 kB)

Good afternoon,

Attached is the social media plan for this announcement.

NRC, HC, PHAC, Danielle – please provide your input by COB today. If you have no input, please respond NIL.

Thanks,

Erika Zeroual

A/Sr Communications Advisor, Strategic Communications and Marketing Sector
Innovation, Science and Economic Development Canada / Government of Canada
Erika.Zeroual@Canada.ca / Tel : 613-330-6849

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Erika.Zeroual@Canada.ca // Tél: 613-330-6849

From: Sepers, Bram (IC) <bram.sepers@canada.ca>

Sent: June 15, 2020 1:02 PM

To: Zeroual, Erika (IC) <erika.zeroual@canada.ca>; Manoryk, Tanya (HC/SC) <tanya.manoryk@canada.ca>; Coady, Renée (IC) <renee.coady@canada.ca>; Kung, Evan (IC) <evan.kung@canada.ca>; Johnson4, Jennifer (IC) <jennifer.johnson4@canada.ca>; Dufour, Julie (IC) <julie.dufour@canada.ca>; Patry, Xavier (IC) <xavier.patry@canada.ca>; Gennaro, Miriam (IC) <miriam.gennaro@canada.ca>; Schnurr, Leah (IC) <leah.schnurr@canada.ca>; O'Leary, Pamela (IC) <pamela.oleary@canada.ca>; Maule2, Nicola (HC/SC) <nicola.maule2@canada.ca>; Bellefeuille, Aldege (HC/SC) <aldege.bellefeuille@canada.ca>; Nahum, Marilynne (HC/SC) <marilynne.nahum@canada.ca>; Edwards, Danielle (IC) <danielle.edwards@canada.ca>; Veronique.Perron@cihr-irsc.gc.ca; Novak, Rione (IC) <rione.novak@canada.ca>; McCoy-Astell, Sofie <Sofie-Ann.McCoy-Astell@nrc-cnrc.gc.ca>; Keeping, Elizabeth (HC/SC) <elizabeth.keeping@canada.ca>; Baril, Frederic (IC) <frederic.baril@canada.ca>; SCMS-Editorial - SCMS-SCSM (IC) <ic.scms-editorial-scms-scsm.ic@canada.ca>; IC.F SCMS Speechwriting / Rédaction de discours SCMS F.IC <ic.scms-speechwriting-redactiondediscoursscsm.ic@canada.ca>; Bender Kerbel, Erin Rose (IC) <erinrose.benderkerbel@canada.ca>

Cc: HC.F Strategic Communications COVID / Communications Stratégiques COVID F.SC <hc.strategiccommunicationscovid-communicationsstrategiquescovid.sc@canada.ca>; Gagné2, Andréanne (IC) <andreanne.gagne2@canada.ca>

Subject: IMPORTANT UPDATE: June 16 announcement: Vaccine Task Force/Therapeutics Advisory Group/PPE Update - June 15

Hello all,

Please note MINO has indicated the announcement will move to Wednesday.

The TAG will also now be renamed to "Therapeutics Task Force".

Best,

Bram

(613) 293 4275

From: Zeroual, Erika (IC) <erika.zeroual@canada.ca>

Sent: June 15, 2020 10:37 AM

To: Manoryk, Tanya (HC/SC) <tanya.manoryk@canada.ca>; Sepers, Bram (IC) <bram.sepers@canada.ca>; Coady, Renée (IC) <renee.coady@canada.ca>; Kung, Evan (IC) <evan.kung@canada.ca>; Johnson4, Jennifer (IC) <jennifer.johnson4@canada.ca>; Dufour, Julie (IC) <julie.dufour@canada.ca>; Patry, Xavier (IC) <xavier.patry@canada.ca>; Gennaro, Miriam (IC) <miriam.gennaro@canada.ca>; Schnurr, Leah (IC) <leah.schnurr@canada.ca>; O'Leary, Pamela (IC) <pamela.oleary@canada.ca>; Maule2, Nicola (HC/SC) <nicola.maule2@canada.ca>; Bellefeuille, Aldege (HC/SC) <aldege.bellefeuille@canada.ca>; Nahum, Marilynne (HC/SC) <marilynne.nahum@canada.ca>; Edwards, Danielle (IC) <danielle.edwards@canada.ca>; Veronique.Perron@cihr-irsc.gc.ca; Novak, Rione (IC) <rione.novak@canada.ca>; McCoy-Astell, Sofie <Sofie-Ann.McCoy-Astell@nrc-cnrc.gc.ca>; Keeping,

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Cc: HC.F Strategic Communications COVID / Communications Stratégiques COVID F.SC <hc.strategiccommunicationscovid-communicationsstrategiquescovid.sc@canada.ca>

Subject: RE: UPDATE: June 16 announcement: Vaccine Task Force/Therapeutics Advisory Group/PPE Update - June 15

Hi Tanya,

As you know we're following the format that MINO likes to see in the NR – we can't simply remove the first paragraph of the NR without providing a rationale. Could you please provide something else to add instead or a rationale as to why you would like this paragraph removed?

Thanks!

Erika Zeroual

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From: Manoryk, Tanya (HC/SC) <tanya.manoryk@canada.ca>

Sent: June 15, 2020 10:03 AM

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Cc: HC.F Strategic Communications COVID / Communications Stratégiques COVID F.SC <hc.strategiccommunicationscovid-communicationsstrategiquescovid.sc@canada.ca>

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Hi Erika,

Attached are copies of the three comms products that are ADM level approved. All edits are reflected in tracked changes.

As an FYI, we are trying to avoid language such as “returning to the new normal”. In the speech you will notice that we replaced the first usage of it on page one, but the second reference on page two remains. We’ve flagged it for awareness, but ADM comms left it in.

Let me know if you have any questions!

Tanya Manoryk

Senior Communications Advisor, Pandemic Communications Response Team / Conseillère principale en communications, Équipe de communication de l’intervention à la pandémie
Public Health Agency of Canada / Agence de la santé publique du Canada
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From: Zeroual, Erika (IC) <erika.zeroual@canada.ca>

Sent: 2020-06-15 8:35 AM

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Cc: HC.F Strategic Communications COVID / Communications Stratégiques COVID F.SC <hc.strategiccommunicationscovid-communicationsstrategiquescovid.sc@canada.ca>

Subject: UPDATE: June 16 announcement: Vaccine Task Force/Therapeutics Advisory Group/PPE Update - June 15

Good morning all,

Action items in **blue**.

The current plan for tomorrow.

- Ministers deliver remarks at approximately noon on Tuesday the 16th.

- NRC(VTF) and ISED (TAG) go live with web updates.
- ISED posts NR.
- NR contains links to the websites which detail the list of members and their titles of the two groups.
- The PPE updates will be verbal only and will not be in the NR.
- ISED, CIHR, HC and NRC to post Social Media and amplify where appropriate.

Update on Deliverables

Lead: Bram Sepers

SP, SBK, NR:

Communication product with MINO for approval:

- SBK – approved by A/ADM IS, Charles Vincent and Mitch Davies
- SP – approved by A/ADM IS, Charles Vincent and Mitch Davies
- NR – input from HC, NRC and IS ADM Mitch Davies

PHAC please provide ADM-level as soon as possible.

The items highlighted in yellow in the SBK and SP are PPE items that **are not yet confirmed**. We will follow up on today for an update.

We have sent these products to PSPC as well.

Erika to share these with PCO today.

Social Media:

Lead: Evan Kung

- SCMS will share with partners ahead of time so they can amplify.
- **SCMS will share today**

Media Relations:

Lead: Miriam Gennaro (or designate)

- Provided list of past responses on vaccine and target list for journalists –attached (thank you!)

Web:

Lead: NRC Sophie for VTF - Julie Dufour/Danielle for TAG

Notes:

- TAG must have the same look and feel as VTF.
- Both must follow current COVID branding
- Julie and Sophie have connected
- **Can we confirm that TAG and VTF bios have been shared?**
- **BIOS - Translation for the web – Danielle, Rione can you confirm if you are translating these?**

Editorial:

SBK, NR and SP with editorial for editing and translation.

Editorial – note that MINO might ask for the NR earlier than deadline.

Thanks everyone!

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