

Robinson, Johanna

From: Lewington, Marley
Sent: Tuesday, August 4, 2020 5:01 PM
To: Robinson, Johanna; Vallée, Guillaume
Cc: Jones, Murray; PMSocial; PCO.F Visual Communications / Communications Visuelles F.BCP
Subject: RE: FOR APPROVAL: #SafeRestart Campaign

Thanks Johanna!

Kind Regards,

Marley Lewington

PM and Visual Communications | Communications du PM et visuelles
Privy Council Office | Bureau du Conseil privé
Telephone | Téléphone 613-791-8230

From: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>
Sent: Tuesday, August 4, 2020 4:30 PM
To: Lewington, Marley <Marley.Lewington@pco-bcp.gc.ca>; Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>
Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>; PCO.F Visual Communications / Communications Visuelles F.BCP <PCO.VisualCommunications-CommunicationsVisuelles.BCP@pco-bcp.gc.ca>
Subject: RE: FOR APPROVAL: #SafeRestart Campaign

Spoke with Charissa on this — she'll share feedback. Thanks for the reminder!

From: Lewington, Marley <MarleyLewington@pco-bcp.gc.ca>
Sent: Tuesday, August 4, 2020 9:48 AM
To: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>; Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>
Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>; PCO.F Visual Communications / Communications Visuelles F.BCP <PCO.VisualCommunciations-CommunicationsVisuelles.BCP@pco-bcp.gc.ca>
Subject: RE: FOR APPROVAL: #SafeRestart Campaign

Good morning Johanna,

We'd like to follow up on this approval request, please let us know if you'd like to move forward with the content below and we will begin to draft the additional content.

//

If you're good with the content below, then over the next couple of weeks, we would tweet the other six themes following the same sort of template and accompanied by a GIF. David from vis comm did a great job on GIFs, and the storyboard for the set of seven can be found here:

https://www.dropbox.com/s/ai6vxwd2oyhyqe/SafeRestart_Storyboard_V3.pdf?d1=0

Theme 1— Testing, contact tracing and data management

Share text

EN: #SafeRestart | Investing in testing, contact tracing, and public health data management will help slow the spread of #COVID19 and prevent future outbreaks. Learn more:

<https://pm.gc.ca/en/news/backgrounders/2020/07/16/priorities-safely-restart-canadas-economy#Testing>

FR: #RelanceSécuritaire | Investir dans le dépistage, la recherche des contacts et la gestion des données sur la santé publique aidera à ralentir la progression de la #COVID19. Plus de détails:

<https://pm.gc.ca/fr/nouvelles/notes-dinformation/2020/07/16/priorites-relancer-leconomie-canadienne-toute-securite#depistage> **Source (Backgrounder)**

In order to best help Canadians if a further outbreak of the virus occurs, we need to invest in testing, contact tracing, and public health data management.

GIF

EN: https://www.dropbox.com/s/c5tlxya4uotbx7/SafeRestartGIF_Theme01_EN_V2.gif?d1=0

FR: https://www.dropbox.com/s/4m5ormtjrm4us4z/SafeRestartGIF_Theme01_FR_V3.gif?d1=0

Alt text

EN: Testing, contact tracing and data management. Safe Restart Agreement.

FR: Dépistage, recherche des contacts et gestion des données. Cadre de relance sécuritaire.

Kind Regards,

Marley Lewington

PM and Visual Communications | Communications du PM et visuelles
Privy Council Office | Bureau du Conseil privé
Telephone | Téléphone 613-791-8230

From: Lewington, Marley

Sent: Thursday, July 30, 2020 9:50 PM

To: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>; Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>

Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>; PCO.F Visual Communications / Communications Visuelles F.BCP <PCO.VisualCommunications-CommunicationsVisuelles.BCP@pco-bcp.gc.ca>

Subject: RE: FOR APPROVAL: #SafeRestart Campaign

Thanks Johanna! We'll be standing by.

Kind Regards,

Marley Lewington

PM and Visual Communications | Communications du PM et visuelles
Privy Council Office | Bureau du Conseil privé
Telephone | Téléphone 613-791-8230

From: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>

Sent: Thursday, July 30, 2020 9:47 PM

To: Lewington, Marley <Marley.Lewington@pco-bcp.gc.ca>; Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>

Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>; PCO.F Visual Communications / Communications Visuelles F.BCP <PCO.VisualCommunications-CommunicationsVisuelles.BCP@pco-bcp.gc.ca>

Subject: RE: FOR APPROVAL: #SafeRestart Campaign

Thanks for the bump on this. I am thinking on this and will circle back in the morning.

From: Lewington, Marley <MarleyLewington@pco-bcp.gc.ca>

Sent: Thursday, July 30, 2020 8:02 PM

To: Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>; Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca> Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>; PCO.F Visual Communications / Communications Visuelles F.BCP <PCO.VisualCommunications-CommunicationsVisuelles.BCP@pco-bcp.gc.ca>

Subject: RE: FOR APPROVAL: #SafeRestart Campaign

Good evening Johanna,

Bumping this request for approval.

Kind Regards,

Marley Lewington

PM and Visual Communications | Communications du PM et visuelles
Privy Council Office | Bureau du Conseil privé
Telephone | Téléphone 613-791-8230

From: Vallée, Guillaume <Guillaume.Vallee@pco-bcp.gc.ca>

Sent: Thursday, July 30, 2020 3:53 PM

To: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>

Cc: Jones, Murray <Murray.Jones@pco-bcp.gc.ca>; PMSocial <PMSocial@pco-bcp.gc.ca>; PCO.F Visual Communications / Communications Visuelles F.BCP <PCO.VisualCommunications-CommunicationsVisuelles.BCP@pco-bcp.gc.ca>

Subject: FOR APPROVAL: #SafeRestart Campaign

Hello Johanna,

for approval below is the first tweet of the #SafeRestart campaign that we would like to publish tomorrow. We have vetted the language with our comms analyst. We would circle back tomorrow in our morning plan for timing when we know when the COVID Alert App announcement.

If you're good with the content below, then over the next couple of weeks, we would tweet the other six themes following the same sort of template and accompanied by a GIF. David from vis comm did a great job on GIFs, and the storyboard for the set of seven can be found here:

https://www.dropbox.com/s/ai6vxwd2qyhyqe/SafeRestart_Storyboard_V3.pdf?d1=0

Thank you

Theme 1— Testing, contact tracing and data management

Share text

EN: #SafeRestart | Investing in testing, contact tracing, and public health data management will help slow the spread of #COVID19 and prevent future outbreaks. Learn more:

<https://pm.gc.ca/en/news/backgrounders/2020/07/16/priorities-safely-restart-canadas-economy#Testing>

FR: #RelanceSécuritaire | Investir dans le dépistage, la recherche des contacts et la gestion des données sur la santé publique aidera à ralentir la progression de la #COVID19. Plus de détails: <https://pm.gc.ca/fr/nouvellesnotes-dinformation/2020/07/16/priorites-relancer-leconomie-canadienne-toute-securite#depistage>

Source (Backgrounder)

In order to best help Canadians if a further outbreak of the virus occurs, we need to invest in testing, contact tracing, and public health data management.

GIF

EN: https://www.dropbox.com/s/c5tlxva4uotbx7/SafeRestartGIF_Theme01_EN_V2.gif?d1=0

FR: https://www.dropbox.com/s/4m5ormtjrm4us4z/SafeRestartGIF_Theme01_FR_V3.gif?d1=0

Alt text

EN: Testing, contact tracing and data management. Safe Restart Agreement.

FR: Dépistage, recherche des contacts et gestion des données. Cadre de relance sécuritaire.

Guillaume Vallée

PM and Visual Communications | Communications du PM et visuelles

Privy Council Office | Bureau du Conseil privé

Government of Canada | Gouvernement du Canada

90 Sparks Street, Ottawa, ON

guillaume.vallee@pco-bcp.gc.ca | c: 613-371-4938