

Krizus, Astrid

From: Trogen, Emily
Sent: Tuesday, April 14, 2020 5:31 PM
To: Bélair, Thierry (HC/SC); Robinson, Johanna; MacKendrick, Andrew; Deagle, Jordan; Krizus, Astrid; Lange, Riley
Subject: RE: Tracking at Health

Let's keep any products/work going forward on Consortium, but will need to confirm timing for you in coming days. We have several PM-level announcements happening tomorrow, so won't be that soon.

From: Bélair, Thierry (HC/SC) <thierry.belair@canada.ca>
Sent: Tuesday, April 14, 2020 4:51 PM
To: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>; Trogen, Emily <Emily.Trogen@pmo-cpm.gc.ca>; MacKendrick, Andrew <Andrew.MacKendrick@pmo-cpm.gc.ca>; Deagle, Jordan <Jordan.Deagle@pmo-cpm.gc.ca>; Krizus, Astrid <Astrid.Krizus@pmo-cpm.gc.ca>; Lange, Riley <Riley.Lange@pmo-cpm.gc.ca>
Subject: RE: Tracking at Health

It should be live before the PM's presser – I'll circle back with a confirmation that it is.

On the Sero-surveillance Consortium – we are ready to speak about the group of Drs starting to work together as soon as tomorrow. However if we are doing a push on mental health, we might want to wait. We also want to make sure it makes sense with your planning /or if the PM wants to reference this before we do.

Thierry

From: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>
Sent: 2020-04-14 3:43 PM
To: Trogen, Emily <Emily.Trogen@pmo-cpm.gc.ca>; Bélair, Thierry (HC/SC) <thierry.belair@canada.ca>; MacKendrick, Andrew <Andrew.MacKendrick@pmo-cpm.gc.ca>; Deagle, Jordan <Jordan.Deagle@pmo-cpm.gc.ca>; Krizus, Astrid <Astrid.Krizus@pmo-cpm.gc.ca>; Lange, Riley <Riley.Lange@pmo-cpm.gc.ca>
Subject: RE: Tracking at Health

Thanks, Emily.

Adding Riley here too. Our plan is to push this out on all of the PM's platforms tomorrow morning one it's live. Do we have a sense of what time it will be live?

From: Trogen, Emily <Emily.Trogen@pmo-cpm.gc.ca>
Sent: Tuesday, April 14, 2020 2:25 PM
To: Bélair, Thierry (HC/SC) <thierry.belair@canada.ca>; MacKendrick, Andrew <Andrew.MacKendrick@pmo-cpm.gc.ca>; Deagle, Jordan <Jordan.Deagle@pmo-cpm.gc.ca>; Krizus, Astrid <Astrid.Krizus@pmo-cpm.gc.ca>; Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>
Subject: RE: Tracking at Health

Thanks Thierry!

We'd like to proceed with the mental health portal tomorrow morning. As you say, we'll have the PM speak about this and then Min Hadju to follow at noon update.

Adding Astrid for PM remarks (although I know we have drafted lines already from earlier conversations), as well as Johanna for PM digital.

Thanks for the other two flags. Do you have any sense of timing for Canadian COVID-19 Sero-surveillance Consortium? We'll also raise that with policy folks on our end.

From: Bélair, Thierry (HC/SC) <thierry.belair@canada.ca>

Sent: Tuesday, April 14, 2020 1:54 PM

To: Trogen, Emily <Emily.Trogen@pmo-cpm.gc.ca>; MacKendrick, Andrew <Andrew.MacKendrick@pmo-cpm.gc.ca>; Deagle, Jordan <Jordan.Deagle@pmo-cpm.gc.ca>

Subject: Tracking at Health

Hi – below is an update on the main things we're working on at Health, to help you track potential announceables coming from our shop.

Mental Health Portal: we are ready to announce it tomorrow if it works for you. The portal would be up in time for the PM's presser, and Minister Hajdu could speak about it after. Also, if it can be useful to mention it when talking about the portal that will be accessible from it – since launch, Canada.ca/Coronavirus has had 77.7 M visits.

Next TV ads: final changes are being made, and the launch is planned for next Monday April 20. Alex Kohut has all the info if needed.

The Canadian COVID-19 Sero-surveillance Consortium: discussions on this one have been more at the policy level, so not sure if it's on your radar. The plan is to bring public health and healthcare practitioners together to set priorities, establish serology testing standards, put in place strategies that support essential workers based on what we know about who has been exposed, and plan for the use of a vaccine. The group would the following: Dr. David Naylor, well-known for his scientific leadership and capacity to manage large and complex organizations; Dr. Tim Evans, a global leader in population health who is already part of an international consortium on population serology testing and Dr. Catherine Hankins, who is also an internationally recognized public health leader.

Thierry