**Message Guide // BC’s Restart Plan**

**OVERVIEW**

BC’s Restart Plan is our next steps to make life a little easier for people during the pandemic while ensuring that we continue to flatten the curve of transmission. This isn’t a return to normal, but together we’re taking steps towards a recovery for all of us.

This document will help you with the general tone and framing for your communication with the public.

**OBJECTIVES**

- Provide people with clear information on what’s changed and what’s coming.
- Continue to build confidence in government and the PHO’s response to COVID-19.
- Reinforce the “Golden Rules” to keep people safe.
- Manage expectations about the months ahead – this won’t be over until there is a vaccine – while providing people with hope that we will get through this, together.

**KEY MESSAGES**

**COVID-19 has tested BC in ways we never could have imagined.**

- People are worried about their health and the health of their families.
- We feel isolated and anxious about the future.
- Our friends and neighbours are out of work.
- Though our economy continued to operate in ways other provinces didn’t, BC businesses have also suffered.

**British Columbians stepped-up and are doing their part to stop the spread of COVID-19. And together we’ve made a lot of progress.**

- British Columbians pulled together by staying home – to protect our seniors and vulnerable British Columbians.
- At every step, we have all been focused on protecting people and the steps we’ve taken together have made a real difference.
- We’ve flattened the curve and have the lowest mortality rate of comparable jurisdictions across North America and Europe.

**Our next step through the pandemic is a careful restart while protecting people and all the progress we’ve made.**

- This isn’t a return to normal, but it’s a hopeful, careful step toward a real recovery for all of us.
- We’ll start by bringing back non-urgent and elective surgeries and many other health services like physiotherapy, dentists and chiropractors.
• As more and more businesses restart, we’ll be there to work with them make sure that their employees and their customers can feel safe and confident.
• Small social gatherings will be possible again, but only in small groups, so that we can continue to flatten the curve.
• COVID-19 won’t be behind us until there’s a vaccine – that could be 12-18 months. So regular handwashing, physical distancing, avoiding crowds and staying home when you’re sick are a part of the new normal.

COVID-19 is a wake-up call for all of us — we need to be better prepared so BC is never again so dramatically impacted by a pandemic.

• As we keep moving forward through this pandemic, we’ll make sure that people, families and businesses can access the help that they need. We know there’s more to do, but we’ll get there together.
• The recovery won’t happen overnight. Times are tough now, but better days are ahead of us.
• If we move too quickly, or we let our guard down, we risk losing all that we’ve worked for.
• Together we’ll strengthen our public services and make sure our health care systems is always there for people when they need it.

Golden rules for everybody

- Practice physical distancing
- Clean your hands
- Stay at home if you’re feeling ill - no exceptions
- Increase cleaning at home and at work
- Stay informed
- Cover your cough
- Minimize non-essential travel
- Make spaces safer

COVID-19 IN BC