

De: [REDACTED]
Envoyé: 2024-02-16 11:36
À: [Pogany, Lisa \(PHAC/ASPC\)](#)
Cc: [CPHO Outreach / Sensibilisation ACSP \(PHAC/ASPC\)](#)
Objet: RE: Symposium - INVITATION RIDEAU HALL - Colloque

Indicateur de suivi: Follow up
État de l'indicateur: Avec indicateur

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Hi Lisa,

I hope that you are doing well, and my apologies for the delayed response.

Would you be available for a quick call next week? We are still working out a number of the details related to your questions, but happy to provide you with an update on where we are with respect to the planning process for the symposium.

Have a great weekend ahead!

[REDACTED]
From: Pogany, Lisa (PHAC/ASPC) [mailto:lisa.pogany@phac-aspc.gc.ca]
Sent: 14 February, 2024 1:23 PM
To: [REDACTED]
Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Subject: RE: Symposium - INVITATION RIDEAU HALL - Colloque

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[REDACTED]
I hit send a bit prematurely. I had several questions I was hoping you could respond to:

1. Will there be federal regulators at the event given that one of the questions that may be raised is whether the industry should be regulated and how?
2. How will seating work outside of the panel? Dr. Tam really enjoyed the opportunity to sit and chat with people outside of her typical Public Health colleagues and hoping we can facilitate this again.
3. Will you be able to send us a guest list closer to the date?

Thanks so much;

Lisa

...
From: Pogany, Lisa (PHAC/ASPC)
Sent: Wednesday, February 14, 2024 12:31 PM
To: [REDACTED]
Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Subject: RE: Symposium - INVITATION RIDEAU HALL - Colloque

Excellent [REDACTED] She is looking forward to the event. Lisa

From [REDACTED]
Sent: Thursday, February 8, 2024 12:00 PM
To: Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>
Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Subject: RE: Symposium - INVITATION RIDEAU HALL - Colloque

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Dear Lisa,

Thank you for getting back to me on this.

We are grateful that Dr. Tam is still available to be part of the panel discussion at the symposium, and look forward to continuing to work with your team on this.

I will keep you posted as more details are confirmed and a date for the preparatory session is set (we'll of course consult you beforehand to ensure schedule alignment).

In the interim, do not hesitate to contact me should you have any questions or concerns.

Many thanks again,
[REDACTED]

From: Pogany, Lisa (PHAC/ASPC) [mailto:lisa.pogany@phac-aspc.gc.ca]
Sent: 07 February, 2024 11:39 AM
To: [REDACTED]
Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Subject: RE: Symposium - INVITATION RIDEAU HALL - Colloque

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Good Morning [REDACTED]

Dr. Tam would like to acknowledge the invitation; however, she will graciously decline the keynote but would still be available to participate in the panel discussion at the symposium.

I hope this continues to work for you and your team. Happy to chat with you.

Sincerely;

Lisa

From: [REDACTED]

Sent: Monday, February 5, 2024 4:46 PM

To: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cphe.outreach-sensibilisation.acsp@phac-aspc.gc.ca>; Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>

Cc: Lawand, Christina (HC/SC) <christina.lawand@hc-sc.gc.ca>

Subject: RE: Symposium - INVITATION RIDEAU HALL - Colloque

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Good afternoon Lisa,

I hope that your day is going well!

I'm reaching out again as there have been some very recent developments on this, and the Governor General has asked us to see if Dr. Tam would perhaps be interested in delivering the keynote speech at the symposium.

Happy to discuss further over the phone if easier.

Many thanks in advance,
[REDACTED]

From: [REDACTED]

Sent: 05 February, 2024 11:41 AM

To: 'CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC)' <cphe.outreach-sensibilisation.acsp@phac-aspc.gc.ca>

Cc: Lawand, Christina (HC/SC) <christina.lawand@hc-sc.gc.ca>

Subject: RE: Symposium - INVITATION RIDEAU HALL - Colloque

Dear Lisa,

Thank you very much for getting back to me, and please accept my apologies for the delayed response (I had been away).

We hope to issue the formal invitation shortly, but in the interim, feel free to reach out should you have any questions or concerns.

With respect to a preparatory session, yes, we are planning on having one with all the confirmed panelists closer to the date of the event – we will let you know once more details are confirmed.

Thanks again, and looking forward to working with you on this!

From: Pogany, Lisa (PHAC/ASPC) [<mailto:lisa.pogany@phac-aspc.gc.ca>] On Behalf Of CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC)

Sent: 29 January, 2024 1:13 PM

To: [REDACTED]

Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cphe.outreach-sensibilisation.acsp@phac-aspc.gc.ca>; Lawand, Christina (HC/SC) <christina.lawand@hc-sc.gc.ca> [REDACTED]

Subject: RE: Symposium - INVITATION RIDEAU HALL - Colloque

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Dear [REDACTED]

Thanks to you and [REDACTED] for your time on Thursday afternoon to discuss the symposium you are planning on Thursday, April 11, 2024, at Rideau Hall in Ottawa. Thank you in advance for issuing the formal invitation.

We know that Dr. Tam finds it helpful to take part in a preparatory session with confirmed panelists in advance of this type of engagement and we would be happy to facilitate by identifying some dates that work with her schedule if this is part of your planning.

Either way, we are happy to remain your points of contact for further planning as the date approaches.

Thank you,

Lisa

Lisa Pogany (she / elle)

Director: Outreach and Stakeholder Engagement / Directrice : Sensibilisation et Engagement des Parties Prenantes

Office of the President and the Chief Public Health Officer / Bureau de la présidente et de l'administratrice en chef de la santé publique

Public Health Agency of Canada / Agence de la santé publique du Canada

lisa.pogany@phac-aspc.gc.ca
613-302-9311

From: [REDACTED]
Sent: Wednesday, January 24, 2024 5:38 PM
To: Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>
Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>; Lawand, Christina (HC/SC) <christina.lawand@hc-sc.gc.ca>; [REDACTED]
Subject: RE: Symposium - INVITATION RIDEAU HALL - Colloque

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Thank you very much, Lisa.

Please note that [REDACTED] (cc'ed), [REDACTED] at the OSGG will be joining us.

Have a great evening ahead,
[REDACTED]

From: Pogany, Lisa (PHAC/ASPC) [<mailto:lisa.pogany@phac-aspc.gc.ca>]
Sent: 24 January, 2024 4:08 PM
To: [REDACTED]
Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>; Lawand, Christina (HC/SC) <christina.lawand@hc-sc.gc.ca>
Subject: RE: Symposium - INVITATION RIDEAU HALL - Colloque

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Have sent you an invite [REDACTED] and invited our communications lead to join us as this topic is something she is paying close attention to. Lisa

From: [REDACTED]
Sent: Wednesday, January 24, 2024 3:48 PM
To: Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>
Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Subject: RE: Symposium - INVITATION RIDEAU HALL - Colloque

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Good afternoon Lisa,

Thank you very much for your email.

I am available tomorrow at 3 p.m.

Many thanks, and looking forward to connecting,
[REDACTED]

From: Pogany, Lisa (PHAC/ASPC) [<mailto:lisa.pogany@phac-aspc.gc.ca>]
Sent: 24 January, 2024 3:43 PM
To: [REDACTED]
Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Subject: RE: Symposium - INVITATION RIDEAU HALL - Colloque

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Good Afternoon [REDACTED]

My name is Lisa and I support Dr. Tam on her engagements here in the Office of the CPHO. I was hoping to touch base with you for an informal conversation about what you had in mind for the symposium to which you have invited Dr. Tam to participate. Would you be available tomorrow around 3PM or possibly 10AM on Friday?

Thanks so much. I look forward to meeting you.

Lisa

Lisa Pogany (she / elle)
Director: Outreach and Stakeholder Engagement / Directrice : Sensibilisation et Engagement des Parties Prenantes
Office of the President and the Chief Public Health Officer / Bureau de la présidente et de l'administratrice en chef de la santé publique
Public Health Agency of Canada / Agence de la santé publique du Canada
lisa.pogany@phac-aspc.gc.ca
613-302-9311

From: [REDACTED]
Sent: Monday, January 22, 2024 4:25 PM

To: Tam, Dr.Theresa (PHAC/ASPC) - [REDACTED] >
Subject: Symposium - INVITATION RIDEAU HALL - Colloque

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Dear Dr. Tam,

I am reaching out to you on behalf of the Governor General of Canada, Her Excellency the Right Honourable Mary Simon, who will be hosting a symposium on Thursday, April 11, 2024, at Rideau Hall in Ottawa. The event, which is part of a broader initiative led by the Governor General, seeks to build public awareness of the impacts and prevalence of online abuse, and convene victims, subject matter experts and other stakeholders from across the country. We hope to shed a light on individuals' lived experiences, and support experts' efforts to identify and implement solutions to help people deal with online abuse.

We are currently reaching out to individuals who are active in the field, or whose experience may be relevant to this topic. To that end, I would be grateful if you could kindly confirm your interest in participating in this event. Upon confirmation of your availability, more details about the event and a formal invitation will be sent to you.

I would also be happy to share more information about the symposium by phone as we are still in the planning phase of this event. My contact information is below.

Thank you in advance for your consideration.

Kind regards,
[REDACTED]

+++++

Bonjour Dre Tam,

Je vous écris au nom de la gouverneure générale du Canada, Son Excellence la très honorable Mary Simon, qui tiendra un colloque le jeudi 11 avril 2024 à Rideau Hall, à Ottawa. Cet événement, qui s'inscrit dans le cadre d'une vaste initiative menée par la gouverneure générale, vise à sensibiliser le public à la généralisation et aux répercussions des violences en ligne, ainsi qu'à rassembler des victimes, des experts en la matière et d'autres parties prenantes de partout au pays pour traiter du sujet. Cette initiative vise à mettre en lumière les expériences de différentes personnes et à soutenir les efforts déployés par les experts pour proposer et mettre en œuvre des moyens de faire face aux violences en ligne.

Nous sommes actuellement à la recherche de personnes actives dans ce domaine ou dont l'expérience pourrait se rapporter à cette problématique. Dans cette optique, je vous saurais gré de bien vouloir me faire savoir si vous souhaitez participer à l'événement. Dès que vous aurez confirmé votre intérêt et votre disponibilité, nous vous enverrons plus de détails sur l'événement, ainsi qu'une invitation officielle.

Je me ferai également un plaisir de vous fournir par téléphone de plus amples informations sur le colloque, étant donné que nous n'en sommes encore qu'à la phase de sa planification. Vous trouverez mes coordonnées ci-dessous.

Je vous remercie d'avance de votre intérêt.

Salutations cordiales,
[REDACTED]

[REDACTED]

Office of the Secretary to the Governor General | Bureau du secrétaire de la gouverneure générale
1 Sussex Drive | 1, promenade Sussex
Ottawa, Canada K1A 0A1
Email | Courriel : [REDACTED]
Telephone | Téléphone : [REDACTED]

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De: [REDACTED]
Envoyé: 2024-02-29 11:34
À: [Mallach, Emma \(PHAC/ASPC\); CPHQ Outreach / Sensibilisation ACSP \(PHAC/ASPC\)](#)
Cc: [REDACTED]
Objet: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World
Pièces jointes: Confirmed Panelists.docx
BIOS Confirmed Panelists.docx

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Dear Emma and Karla,

Thank you again for taking the time for this morning's call!

As discussed, I am sending you the names and bios of confirmed panelists (see attached).

I am also looping in my brilliant colleague [REDACTED] who will be able to provide you with more information on the comms approach for the symposium.

We are looking forward to working with you on this!

[REDACTED]

[REDACTED]

Office of the Secretary to the Governor General | Bureau du secrétaire de la gouverneure générale
1 Sussex Drive | 1, promenade Sussex
Ottawa, Canada K1A 0A1
Email | Courriel : [REDACTED]
Telephone | Téléphone : [REDACTED]

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Digital Respect Symposium – Panellists

Panel 1 – Lived Experience Panel

Dr. Theresa Tam
Chief Medical Officer of Canada



Confirmed: yes

Rachel Gilmore
Journalist



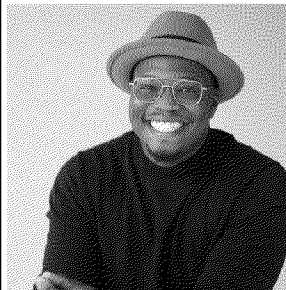
Confirmed: yes

Santee Sioux
Indigenous and trans advocate



Confirmed: yes

Kevin Raphael
Comedian, TV



Confirmed: yes

Panel 2 – Discussing Solutions Panel

Matthew Johnson
Director of Education at MediaSmarts

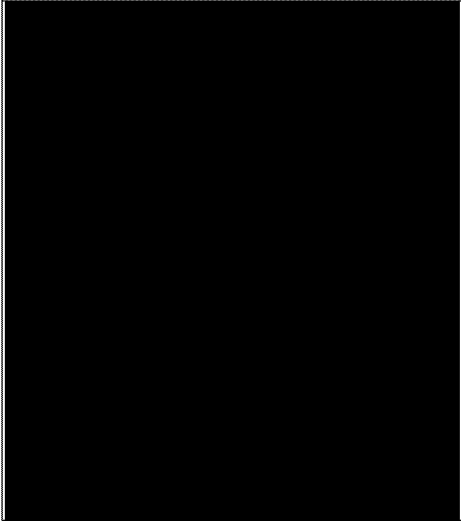




Confirmed: yes

Aline Nizigama
CEO of YWCA Canada



Confirmed: yes

	<p>Anila Umar CEO of the Centre for Newcomers</p>  <p>Confirmed: yes</p>
<p>Vanessa Brousseau Indigenous and gender equality advocate, showcases Indigenous culture through art as a way of healing</p>  <p>Confirmed: yes</p>	

BIOGRAPHIES OF PANELISTS

Lived Experience Panel

Dr. Theresa Tam



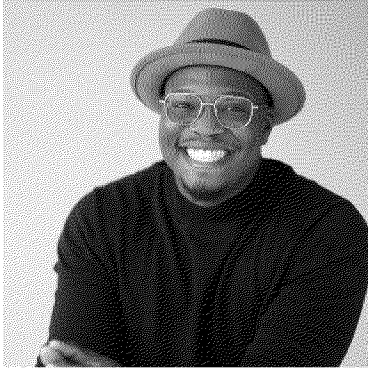
- Dr. Theresa Tam was named Canada's Chief Public Health Officer (CPHO) in June 2017. As the federal government's lead public health professional, she provides guidance to help protect the people of Canada against health threats, advance health equity and promote healthier communities, using the best available data and evidence.
- Dr. Tam has held senior leadership positions at the Public Health Agency of Canada, including as Assistant Deputy Minister of Infectious Disease Prevention.
- During her over 25 years in public health, Dr. Tam has provided technical expertise and leadership to improve surveillance of communicable diseases and opioid harms, enhance immunization programs, strengthen health emergency management, and augment laboratory biosafety and biosecurity.
- Dr. Tam has spoken about the impact online toxicity and abuse had on both her personally and those who worked with/for her, particularly during the COVID-19 pandemic.

Rachel Gilmore



- Rachel Gilmore is a well-known journalist who previously worked for CTV, Global, iPolitics, CPAC and APTN, including previously producing top news show.
- She is the most high-profile Canadian journalist on the topic of the online harassment of women, and has been a victim herself. She suffered through horrific online abuse and misogynistic comments during the Freedom Convoy. She received the 2023 Tara Singh Hayer Memorial award for fighting against misogyny and online abuse from the Canadian Journalists for Free Expression and was named one of the Hill Times top 100 most influential people in media. She is also involved with the Centre for Media, Technology and Democracy.

Kevin Raphael



- Kevin Raphaël is a Quebecois comedian, podcaster, and actor.
- He is a presenter on the French-language sports specialty channel TVA Sports, a WWE wrestling commentator, and the founder of the Classique KR charity ice hockey game, which features professional athletes and entertainers.
- Having spoken publicly about the bullying and racism that he faced as a child of Haitian immigrants in Montreal, Raphaël hosts the podcast *Sans Restriction*, in which he chats with athletes and entertainers.
- He is also contributor to the radio show *Véronique et les Fantastiques*, led by Véronique Cloutier.
- In addition, Raphaël advocates for women's sports as the President of a professional women's hockey team in Montreal.

Santee Sioux



- Santee Sioux is a content creator, model and Trans advocate who grew up in Dakota Tipi First Nation in Manitoba and Wiikwemikoong Unceded Territory in Ontario. She now resides in Toronto.
- With over 114,000 followers on TikTok, Sioux wears her regalia and focuses on breaking down negative stereotypes in her videos, but refrains from using her real name as a way to protect her privacy online for herself and her children.

Discussing Solutions Panel

Matthew Johnson



- Matthew Johnson is the Director of Education for MediaSmarts, Canada's centre for digital and media literacy.
- As an acknowledged expert in digital literacy and its implementation in Canadian curricula, Matthew is the architect of MediaSmarts' Use, Understand, Create: Digital Literacy Framework for Canadian K-12 Schools.
- He has served on expert panels convened by the Canadian Pediatric Society, the Ontario Network of Child and Adolescent

Inpatient Psychiatric Services and others, consulted on provincial curriculum for the Ontario Ministry of Education, and been interviewed by outlets such as The Globe and Mail, BBC News Magazine, The Christian Science Monitor, Radio Canada International and CBC's The National.

Aline Nizigama



- Aline Nizigama is the Chief Executive Officer of YWCA Canada. Aline is a dynamic, multilingual leader (French, English, Rundi - Kirundi) with extensive professional experience working with equity-deserving groups.
- In 2022, as part of **Block Hate: Building Resilience against Online Hate Speech**, YWCA Canada commissioned national surveys and convened focus groups to discuss individual and collective experiences of online hate across Canada, and develop community-generated, survivor-centric solutions to curb the circulation of digital hate and mitigate its harms.

- Aline grew up in Burundi (East Africa) where she was forced to flee civil war in the mid-1990s with her siblings. She has lived in 5 different countries between the African and North American continents and has called Toronto home since 2006.

Anila Umar



- Anila is the CEO of the Centre for Newcomers.
 - She has 22 years of experience in the settlement sector.
- Beyond traditional settlement services, Anila has spearheaded programming to include volunteer-led refugee supports, Indigenous integration for newcomers, LGBTQ+, domestic violence, homeless and mental health support services, broadened vulnerable youth programming, and social venture opportunities.
- She is also the settlement representative on the Calgary Local Immigration Partnership (CLIP) and is the Vice Chair of the Alberta Association of Immigrant Serving Agencies (AAISA).
 - She participated in the Lafontaine-Baldwin Roundtable discussion with the Governor General at the University of Calgary.

Vanessa Brousseau



- Vanessa Brousseau is a multidisciplinary artist and advocate whose practice involves working with sealskin, beads and other materials, as well as creating videos for TikTok. Originally from Sanikiluaq, NU, Brousseau has lived all across Ontario.
- Brousseau has been an advocate for the Missing and Murdered Indigenous Women, Girls and Two Spirit People (MMIWG2S) movement for many years, following the disappearance of her own sister, Pamela Holopainen, on December 13, 2003.
- Both Brousseau's TikTok work and the sealskin pieces she creates—which include jewellery, kamiik and even her own sealskin skirt and sealskin drum case—have an activist core, often denoted by the presence of a red dress, one of the key symbols of the MMIWG2S movement. She showcases Indigenous culture through art as a way of healing.

De: Hurley, Shannon (PHAC/ASPC)
Envoyé: 2024-03-04 14:30
À: [REDACTED] Adlard, Dolores (PHAC/ASPC); Torabi, Pouran (PHAC/ASPC)
Cc:
Objet: RE: [REDACTED] Symposium, April 11, 2024 - INVITATION RIDEAU HALL -Symposium, 11 avril 2024

Thank you [REDACTED]

We appreciate being aware of this upcoming event.

Some of my colleagues are in the early stages of planning for a *different* event with the GG that will take place at a later date. I initially thought this one might have been it and that you had more up to date information, but have confirmed there is something else in the works.

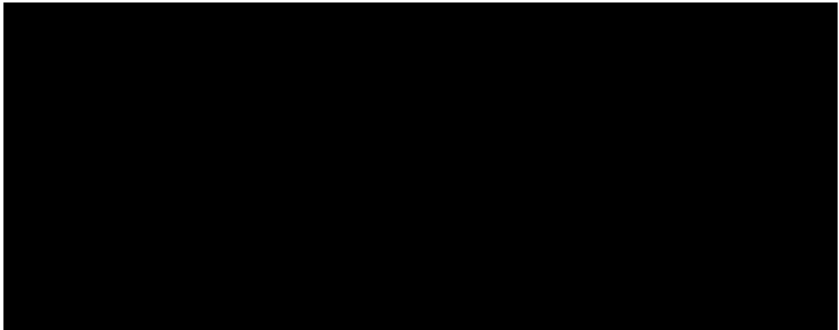
Kind regards,
Shannon

Shannon Hurley (she/her/elle)
Director, Prevention Division / Directrice, Division de la prévention
Centre for Mental Health and Wellbeing / Centre de la santé mentale et du bien-être
Public Health Agency of Canada / Agence de la santé publique du Canada
shannon.hurley@phac-aspc.gc.ca / 613-218-6668

I pay respect to the Algonquin Nation, on whose traditional and unceded territory I live and work.
Je rends hommage au Peuple Algonquin, sur le territoire traditionnel et non cédé duquel je vis et travaille.

From: [REDACTED]
Sent: Monday, March 4, 2024 10:38 AM
To: Hurley, Shannon (PHAC/ASPC) <shannon.hurley@phac-aspc.gc.ca>; Adlard, Dolores (PHAC/ASPC) <dolores.adlard@phac-aspc.gc.ca>; Torabi, Pouran (PHAC/ASPC) <pouran.torabi@phac-aspc.gc.ca>
Cc: [REDACTED]
Subject: Fwd: [REDACTED] Symposium, April 11, 2024 - INVITATION RIDEAU HALL -Symposium, 11 avril 2024

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----- Forwarded message -----
From: RSVP <RSVP@gg.ca>
Date: Thu, Feb 29, 2024 at 5:56 PM
Subject: [REDACTED] Symposium, April 11, 2024 - INVITATION RIDEAU HALL -Symposium, 11 avril 2024
To: [REDACTED]



(un texte en français suit)

On behalf Her Excellency the Right Honourable Mary Simon, I am pleased to invite you to **The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024**, at Rideau Hall in **Ottawa**. This all-day event, which is part of a broader initiative led by the Governor General, seeks to build public awareness of the impacts and prevalence of online abuse, and convene victims, subject matter experts and other stakeholders from across the country. We hope to shed a light on individuals' lived experiences, and support experts' efforts to identify and implement solutions to help people deal with online abuse.

We feel that your participation will greatly enhance the discussions.

I would be grateful for your reply **by Friday, March 15, 2024**, indicating whether or not you are able to attend the event.

Kindly advise us if you have any severe food allergies, special needs or mobility restrictions.

A block of rooms at a hotel nearby has been reserved at a discounted rate for guests. Please get in touch with me for more information.

Free parking is available on the grounds and is accessible via the Sussex Gate.

Once you have confirmed your attendance, you will receive more information about the symposium in a subsequent email along with your personalised invitation card.

Do feel free to get in touch if you have any questions.

We are still in the planning phases of this event. As such, we ask that you do not publicize your invitation or participation in this event in any way (including social media networks, or in newspapers, on personal websites, etc.). As more details are confirmed about this event, we will gladly share them with you. For the time being, however, your complete discretion is requested and appreciated.

Kind regards,

Events Team

+++++

Au nom de Son Excellence la très honorable Mary Simon, j'ai le plaisir de vous inviter au **symposium de la gouverneure générale : Construire un monde numérique sain et respectueux, le jeudi 11 avril 2024** à Rideau Hall, à **Ottawa**. Cet événement d'une journée qui s'inscrit dans le cadre d'une vaste initiative menée par la gouverneure générale, vise à sensibiliser le public à la généralisation et aux répercussions des violences en ligne, ainsi qu'à rassembler des victimes, des experts en la matière et d'autres parties prenantes de partout au pays pour traiter du sujet. Cette initiative vise à mettre en lumière les expériences de différentes personnes et à soutenir les efforts déployés par les experts pour proposer et mettre en œuvre des moyens de faire face aux violences en ligne.

Nous croyons que votre participation rehaussera les discussions.

Veuillez répondre **d'ici le vendredi 15 mars 2024** pour nous indiquer si vous assisterez ou non à l'évènement.

Des chambres d'hôtel à un tarif réduit et en nombre limité seront disponibles pour les invités. Veuillez me contacter pour obtenir plus d'information.

Veuillez nous informer de toute allergie alimentaire grave, de besoins particuliers ou de restrictions de mobilité

Le stationnement est disponible sur le site, sans frais, et accessible par la grille Sussex

Après avoir confirmé votre présence, vous recevrez plus d'information à propos du symposium par courriel ainsi que votre carton d'invitation électronique.

N'hésitez pas à prendre le contact si vous avez des questions.

Nous sommes encore au stade de la planification de cet événement. Nous vous serions dès lors reconnaissants de ne pas publiciser votre invitation ou participation à cet événement (cela inclut les médias et réseaux sociaux tels que journaux, sites internet personnels, etc.). Nous vous ferons part des détails supplémentaires dès qu'ils seront confirmés. Entretemps, nous vous remercions de votre entière discrétion.

Salutations cordiales,

L'équipe des événements

Events Team | L'équipe des événements
Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile [REDACTED]
rsvp@gg.ca

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De: Hurley, Shannon (PHAC/ASPC)
Envoyé: 2024-03-05 13:54
À: Garrett-Baird, Crystal (FEGC/WAGE); Hill, Andrea (FEGC/WAGE)
Cc: Priest, Stephanie (PHAC/ASPC)
Objet: GG Symposium, April 11, 2024 - INVITATION RIDEAU HALL -Symposium, 11 avril 2024

Hi Crystal and Andrea, as discussed, below is the invitation that one of our stakeholders received to the GG's online harms symposium. This was shared with us simply as a courtesy so that we would be aware of the event.

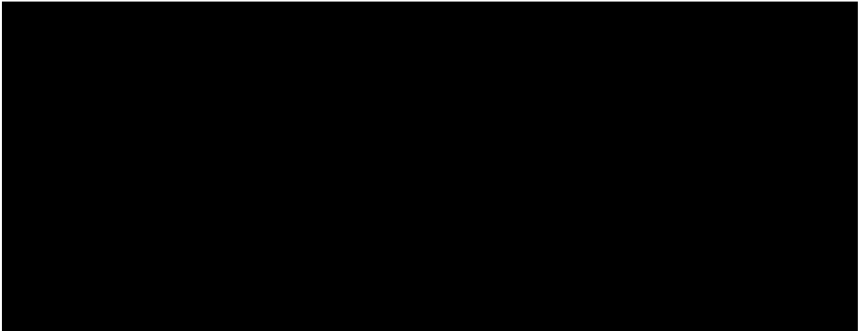
It was a pleasure to see you both this morning.

Shannon Hurley (she/her/elle)
Director, Prevention Division / Directrice, Division de la prévention
Centre for Mental Health and Wellbeing / Centre de la santé mentale et du bien-être
Public Health Agency of Canada / Agence de la santé publique du Canada
shannon.hurley@phac-aspc.gc.ca / 613-218-6668

I pay respect to the Algonquin Nation, on whose traditional and unceded territory I live and work.
Je rends hommage au Peuple Algonquin, sur le territoire traditionnel et non cédé duquel je vis et travaille.

From: [REDACTED]
Sent: Monday, March 4, 2024 10:38 AM
To: Hurley, Shannon (PHAC/ASPC) <shannon.hurley@phac-aspc.gc.ca>; Adlard, Dolores (PHAC/ASPC) <dolores.adlard@phac-aspc.gc.ca>; Torabi, Pouran (PHAC/ASPC) <pouran.torabi@phac-aspc.gc.ca>
Cc: [REDACTED]
Subject: [REDACTED] Symposium, April 11, 2024 - INVITATION RIDEAU HALL -Symposium, 11 avril 2024

Warning: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.
Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.



----- Forwarded message -----
From: RSVP <RSVP@gg.ca>
Date: Thu, Feb 29, 2024 at 5:56 PM
Subject: [REDACTED] Symposium, April 11, 2024 - INVITATION RIDEAU HALL -Symposium, 11 avril 2024
To: [REDACTED]

(un texte en français suit)

On behalf Her Excellency the Right Honourable Mary Simon, I am pleased to invite you to **The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024**, at Rideau Hall in **Ottawa**. This all-day event, which is part of a broader initiative led by the Governor General, seeks to build public awareness of the impacts and prevalence of online abuse, and convene victims, subject matter experts and other stakeholders from across the country. We hope to shed a light on individuals' lived experiences, and support experts' efforts to identify and implement solutions to help people deal with online abuse.

We feel that your participation will greatly enhance the discussions.

I would be grateful for your reply **by Friday, March 15, 2024**, indicating whether or not you are able to attend the event.

Kindly advise us if you have any severe food allergies, special needs or mobility restrictions.

A block of rooms at a hotel nearby has been reserved at a discounted rate for guests. Please get in touch with me for more information.

Free parking is available on the grounds and is accessible via the Sussex Gate.

Once you have confirmed your attendance, you will receive more information about the symposium in a subsequent email along with your personalised invitation card.

Do feel free to get in touch if you have any questions.

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Kind regards,

Events Team

Au nom de Son Excellence la très honorable Mary Simon, j'ai le plaisir de vous inviter au **symposium de la gouverneure générale : Construire un monde numérique sain et respectueux, le jeudi 11 avril 2024** à Rideau Hall, à **Ottawa**. Cet événement d'une journée qui s'inscrit dans le cadre d'une vaste initiative menée par la gouverneure générale, vise à sensibiliser le public à la généralisation et aux répercussions des violences en ligne, ainsi qu'à rassembler des victimes, des experts en la matière et d'autres parties prenantes de partout au pays pour traiter du sujet. Cette initiative vise à mettre en lumière les expériences de différentes personnes et à soutenir les efforts déployés par les experts pour proposer et mettre en œuvre des moyens de faire face aux violences en ligne.

Nous croyons que votre participation rehaussera les discussions.

Veuillez répondre **d'ici le vendredi 15 mars 2024** pour nous indiquer si vous assisterez ou non à l'évènement.

Des chambres d'hôtel à un tarif réduit et en nombre limité seront disponibles pour les invités. Veuillez me contacter pour obtenir plus d'information.

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Après avoir confirmé votre présence, vous recevrez plus d'information à propos du symposium par courriel ainsi que votre carton d'invitation électronique.

N'hésitez pas à prendre le contact si vous avez des questions.

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Salutations cordiales,

L'équipe des événements

Events Team | L'équipe des événements
Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile [REDACTED]
rsvp@gg.ca

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De: RSVP
Envoyé: 2024-03-05 17:13
À: Saks, Ya'ara - M.P.
Objet: The Honourable Ya'ara Saks: REMINDER /RAPPEL -
Symposium, April 11, 2024 - INVITATION RIDEAU HALL -
Symposium, 11 avril 2024

The Honourable Ya'ara Saks

(Un message en français suit)

An invitation for you to attend **The Governor General's Symposium : Building a Safe and Respectful Digital World** on Thursday, April 11, 2024, at Rideau Hall was sent to you recently via e-mail.

We sincerely hope that it will be possible for you to attend. We would be most grateful if you could confirm whether or not you will be attending the symposium **by Friday, March 8, 2024**, so that we can finalize our preparations.

If you have any questions, please do not hesitate to contact me.

Kind regards.

Une invitation pour le **symposium de la gouverneure générale : Construire un monde numérique sain et respectueux** qui aura lieu le jeudi 11 avril 2024 à 10 h 30 à Rideau Hall vous a été transmise récemment par courriel.

Nous espérons sincèrement que vous pourrez être des nôtres. Nous vous saurions gré de bien vouloir confirmer votre participation au symposium d'ici **le vendredi 8 mars 2024** pour que nous puissions finaliser nos préparatifs.

Si vous avez des questions, n'hésitez pas à me contacter.

Salutations chaleureuses.

Initial Invitation – Invitation initiale

(un texte en français suit)

On behalf Her Excellency the Right Honourable Mary Simon, I am pleased to invite you to **The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024**, at Rideau Hall in **Ottawa**. This all-day event, which is part of a broader initiative led by the Governor General, seeks to build public awareness of the impacts and prevalence of online abuse, and convene victims, subject matter experts and other stakeholders from across the country. We hope to shed a light on individuals' lived experiences, and support experts' efforts to identify and implement solutions to help people deal with online abuse.

We feel that your participation will greatly enhance the discussions.

I would be grateful for your reply **by Friday, March 8, 2024**, indicating whether or not you are able to attend the event.

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Kind regards,

Events Team

+++++

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Après avoir confirmé votre présence, vous recevrez plus d'information à propos du symposium par courriel ainsi que votre carton d'invitation électronique.

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Nous sommes encore au stade de la planification de cet événement. Nous vous serions dès lors reconnaissants de ne pas publiciser votre invitation ou participation à cet événement (cela inclut les médias et réseaux sociaux tels que journaux, sites internet personnels, etc.). Nous vous ferons part des détails supplémentaires dès qu'ils seront confirmés. Entretemps, nous vous remercions de votre entière discrétion.

Salutations cordiales,

L'équipe des événements

Events Team | L'équipe des événements
Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile [REDACTED]
rsvp@gg.ca

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De: [REDACTED]
Envoyé: 2024-03-11 15:58
À: [Mallach, Emma \(PHAC/ASPC\)](#)
Cc: [CPHO Outreach / Sensibilisation ACSP \(PHAC/ASPC\)](#); [Pogany, Lisa \(PHAC/ASPC\)](#); [REDACTED]
Objet: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

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Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Good afternoon Emma,

I hope that this email finds you well!

I am reaching out as we are hoping to set up a preparatory session with all the panelists and the moderator on either Monday March 25 or Tuesday March 26 (ideally between 10 AM and 1 PM), and we wanted to check what Dr. Tam's availability looks like on these days.

Happy to discuss by phone if easier.

Many thanks in advance,

[REDACTED]
[REDACTED]
Office of the Secretary to the Governor General | Bureau du secrétaire de la gouverneure générale
1 Sussex Drive | 1, promenade Sussex
Ottawa, Canada K1A 0A1
Email | Courriel : [REDACTED]
Telephone | Téléphone : [REDACTED]

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De: [Pharand, Nathalie \(PHAC/ASPC\)](#)
Envoyé: 2024-03-13 08:30
À: [REDACTED]
Cc: [REDACTED]
Objet: RE: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

Of course, block is in calendar.
Nathalie

From: [REDACTED]
Sent: Tuesday, March 12, 2024 5:21 PM
To: Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>
Cc: [REDACTED]
Subject: RE: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

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Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Good afternoon Nathalie,

Thank you very much for getting back to me.

Would it be possible to reserve the 10:30-11:30 AM timeslot on Tuesday March 26th? I will send you an MS Teams invitation.

Many thanks again,
[REDACTED]

From: Pharand, Nathalie (PHAC/ASPC) [<mailto:nathalie.pharand@phac-aspc.gc.ca>]
Sent: 12 March, 2024 12:01 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

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ATTENTION : Ce courriel provient d'une source externe. Faites preuve de prudence lorsque vous ouvrez des documents joints ou cliquez sur des liens, surtout s'ils proviennent de correspondants inconnus.



Hi [REDACTED]

Nice to virtually make your acquaintance as well. I could adjust Dr. Tam's schedule on March 26th between 10-11:30am. If you would like to consider March 27th, I can adjust meetings as well at the following timeslots:

- 10-11am
- 1-2:30pm

I look forward to hearing from you,

 (she | elle)
Senior Executive Assistant to the Chief Public Health Officer of Canada /
Adjointe exécutive pour l'Administratrice en chef de la santé publique du Canada
Public Health Agency Canada / Agence de la santé publique du Canada

 Nathalie.Pharand@phac-aspc.gc.ca
 (343) 549-0263 (cell)

Please feel free to respond in the official language of your choice. / Je vous invite à me répondre dans la langue officielle de votre choix.

From: [REDACTED]
Sent: Tuesday, March 12, 2024 11:37 AM
To: Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>; Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>
Cc: [REDACTED]; [REDACTED] CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Subject: RE: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

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Thank you, Lisa!

Lovely to virtually meet you, Nathalie.

As mentioned below, we would be grateful if you could provide us with some time slots during which Dr. Tam would be available for a preparatory session on March 25 or March 26.

Many thanks in advance,
[REDACTED]

From: Pogany, Lisa (PHAC/ASPC) [<mailto:lisa.pogany@phac-aspc.gc.ca>]
Sent: 12 March, 2024 8:38 AM
To: Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>
Cc: [REDACTED]; [REDACTED] CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Subject: FW: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

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Good Morning Nathalie, Can you coordinate with [REDACTED] please. Lisa

From: [REDACTED]

Sent: Monday, March 11, 2024 3:58 PM

To: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>

Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>; Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>; [REDACTED]

Subject: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

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Good afternoon Emma,

I hope that this email finds you well!

I am reaching out as we are hoping to set up a preparatory session with all the panelists and the moderator on either Monday March 25 or Tuesday March 26 (ideally between 10 AM and 1 PM), and we wanted to check what Dr. Tam's availability looks like on these days.

Happy to discuss by phone if easier.

Many thanks in advance,
[REDACTED]

[REDACTED]
Office of the Secretary to the Governor General | Bureau du secrétaire de la gouverneure générale
1 Sussex Drive | 1, promenade Sussex
Ottawa, Canada K1A 0A1
Email | Courriel : [REDACTED]
Telephone | Téléphone : [REDACTED]

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De: [REDACTED]
Envoyé: 2024-03-20 19:21
À: Gimby, Karla (HC/SC); Mallach, Emma (PHAC/ASPC)
Cc: [REDACTED]; Lambert, Brittany (PHAC/ASPC)
Objet: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

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Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Good evening Emma and nice to virtually meet you Emma!

Looking forward to working with you,
[REDACTED]

From: Gimby, Karla (HC/SC) [mailto:karla.gimby@hc-sc.gc.ca]
Sent: 20 March, 2024 4:32 PM
To: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca> [REDACTED]
Cc: [REDACTED]; Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca>
Subject: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

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Thanks for thinking of me Emma! [REDACTED] has already included me in this invite – thank you!
Have a great evening,
Karla

Karla Gimby
Senior Communications Advisor | Conseillère en communications principale
Chief Public Health Officer, Science and Public Health Strategic Policy | Administratrice en chef de la santé publique, sciences et politique stratégique en matière de santé publique
Strategic Communications Directorate | Direction des communication stratégiques
karla.gimby@hc-sc.gc.ca | 343-572-4285

From: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>
Sent: Wednesday, March 20, 2024 4:26 PM
To: [REDACTED]
Cc: [REDACTED]; Gimby, Karla (HC/SC) <karla.gimby@hc-sc.gc.ca>; Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca>
Subject: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

Hi [REDACTED]
I wanted to take this opportunity to introduce you to the newest member of the CPHO Outreach and Engagement team, Brittany Lambert. She will be providing support for this upcoming event and it would be great if you could please include her in the prep call on Mar 26, along with my colleague from Communications – Karla Gimby.
If you have an updated list of confirmed panelists, including bios, that you can share prior to Tuesday's meeting that would be great.
Thank you to you and your team for coordinating.

Emma Mallach
Tél | Tél : 343-551-8858

From: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>
Sent: Thursday, February 29, 2024 4:15 PM
To: [REDACTED]; CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Cc: [REDACTED]
Subject: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

Hi [REDACTED] thanks very much for your time this morning and for a very informative discussion. The list of confirmed panelists and their bios is well received. We look forward to receiving details regarding the preparatory call with all panelists and the moderator for this question and the confirmed panel questions.
Regards,

Emma Mallach
Tél | Tél : 343-551-8858

From: [REDACTED]
Sent: Thursday, February 29, 2024 11:34 AM
To: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>; CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Cc: [REDACTED]
Subject: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

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Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Dear Emma and Karla,

Thank you again for taking the time for this morning's call!

As discussed, I am sending you the names and bios of confirmed panelists (see attached).

I am also looping in my brilliant colleague [REDACTED] who will be able to provide you with more information on the comms approach for the symposium.

We are looking forward to working with you on this!

[REDACTED]

[REDACTED]
Office of the Secretary to the Governor General | Bureau du secrétaire de la gouverneure générale
1 Sussex Drive | 1, promenade Sussex
Ottawa, Canada K1A 0A1
Email | Courriel : [REDACTED]
Telephone | Téléphone : [REDACTED]

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From: [Pharand, Nathalie \(PHAC/ASPC\)](#)
Sent: 2024-03-21 3:59 PM
To: [CPHO Outreach / Sensibilisation ACSP \(PHAC/ASPC\)](#)
Cc: [Lambert, Brittany \(PHAC/ASPC\)](#)
Subject: RE: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

Hi Brittany,

Understood. I've blocked off April 8th between 2-4pm.
Kind regards,
Nathalie

From: Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca> **On Behalf Of** CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC)
Sent: Thursday, March 21, 2024 3:56 PM
To: Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>; CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Cc: Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca>
Subject: RE: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

Thanks so much, Nathalie.

The GG's office may organize another touch base on April 8th, in addition to the one on March 26th. We will see how the one next week goes and then decide whether TT needs to attend on April 8 or whether it can be covered by a staff member.

In the meantime, would it be possible to put a placeholder in her calendar sometime on April 8th, and let me know what time you select? The organizers said they would go for the time that worked best for Dr Tam.

Thanks very much and best wishes,

Brittany

From: Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>
Sent: Thursday, March 21, 2024 2:48 PM
To: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Subject: RE: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

Thanks for info. I've adjusted calendar.
Nathalie

From: Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca> **On Behalf Of** CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC)
Sent: Thursday, March 21, 2024 2:27 PM
To: Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>
Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Subject: RE: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

Bonjour Nathalie,

Dr Tam has a prep call for this event from 10h30-11h30 on March 26. We have let the organizers know that Dr. Tam will only be there for the first half of the call.

Grateful if you could adjust it in her schedule accordingly (i.e. you can liberate her schedule as of 11:00)

Best wishes,

Brittany Lambert (she/her | elle)
Senior Policy Analyst | Analyste principale des politiques
Outreach and Stakeholder Engagement | Sensibilisation et engagement des parties prenantes
Office of the President and Chief Public Health Officer | Bureau de la présidente et de l'administratrice en chef de la santé publique
Public Health Agency of Canada | Agence de la santé publique du Canada
✉ brittany.lambert@phac-aspc.gc.ca ☎ 343-550-8735

From: Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>
Sent: Tuesday, March 12, 2024 8:38 AM
To: Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>
Cc: [REDACTED]; CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Subject: FW: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

Good Morning Nathalie, Can you coordinate with [REDACTED] please. Lisa

From: [REDACTED]
Sent: Monday, March 11, 2024 3:58 PM
To: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>
Cc: CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>; Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>; [REDACTED]
Subject: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World

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Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Good afternoon Emma,

I hope that this email finds you well!

I am reaching out as we are hoping to set up a preparatory session with all the panelists and the moderator on either Monday March 25 or Tuesday March 26 (ideally between 10 AM and 1 PM), and we wanted to check what Dr. Tam's availability looks like on these days.

Happy to discuss by phone if easier.

Many thanks in advance,

[Redacted]

Office of the Secretary to the Governor General | Bureau du secrétaire de la gouverneure générale
1 Sussex Drive | 1, promenade Sussex
Ottawa, Canada K1A 0A1
Email | Courriel : [Redacted]
Telephone | Téléphone : [Redacted]

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De: Pharand, Nathalie (PHAC/ASPC) de la part de Tam, Dr. Theresa (PHAC/ASPC)

Envoyé: 2024-03-25 08:50

À: [REDACTED]

Objet: Accepted: Preparatory Session - Governor General's Symposium:
Building a Safe and Respectful Digital World/Séance de
préparation - Symposium de la gouverneure générale :
Construire un monde numérique sain et respectueux

From: Pogany, Lisa (PHAC/ASPC)
Sent: 2024-03-25 1:25 PM
To: Killen, Marita (PHAC/ASPC); Pharand, Nathalie (PHAC/ASPC)
Cc: Mallach, Emma (PHAC/ASPC)
Subject: For DWU (March 25, 2024): For Review: Backpocket note for prep meeting with GG panel
Attachments: BIOS Confirmed Panelists.docx
 Session 1 - Lived Experience Panel.docx
 230307-GG-Backpocket - Final.docx

*** Nathalie – also for docs folder for tomorrow's prep.*

For CPHO Information: Backpocket note for prep meeting with fellow panelists | Governor General Symposium | Tuesday, March 26, 2024 | 10:30-11:00pm EDT | Virtual

- You have a 30-min prep meeting on March 26 at 10:30am EDT with fellow panelists participating in the April 11 Governor General Symposium on *Building a Safe and Respectful Digital world*. The full meeting will last one hour, but organizers have been warned that you will drop off at 11:00am.
- The symposium will take place on Thursday, April 11, 2024, at Rideau Hall in Ottawa from 10:00-3:00. You will be speaking on panel 1, which is focussed on “lived experiences”.
- Supporting materials are attached: participant bios, questions for lived experience panel, and scenario note from last year's GG event where you spoke about being a woman CPHO during COVID-19, and public reaction.

About the Symposium:

- This one-day symposium is a closed, in-person event taking place at the Rideau Hall.
- It will bring together approximately 200 participants, including academics, journalists, government officials, gender equality advocates, mental health practitioners, tech industry representatives, and youth leaders from across the country.
- The goal of the symposium is to promote respectful digital dialogue by raising awareness of toxic online discourse, bringing together people and organizations working to promote digital respect, creating partnership opportunities and amplifying co-operation.
- The symposium includes the 2 panel discussions. You will be participating in the first panel, which is focussed on “lived experiences”. The second panel will focus on “solutions”. There will be networking opportunities throughout the day.
- You attended last year's GG roundtable on International Women's Day. It addressed the importance of women in leadership positions, the challenges they face, and how leaders and society can create safe and inclusive spaces for respectful discourse.

About the Panel Presentation

- The theme of your panel discussion is: *Lived experiences*
- In addition to yourself, the panelists are:
 - Rachel Gilmore (journalist)
 - Kevin Raphael (TV comedian)

- Santee Sioux (Indigenous and trans advocate)
 - Fae Johnstone (trans activist)
- Your panel will be structured as a fireside chat with the Governor General. You will be asked two questions:
 - Dr. Tam, you became a very familiar and visible figure for Canadians during the COVID-19 pandemic. In 2022, you started to open up to the Canadian public about the consequences of that visibility, and the online abuse you experienced as someone from the Asian-Canadian community. How did this impact you personally and professionally?
 - (Dr. Tam) The increase of hate crime against Chinese Canadians and Asian Canadians more broadly during the pandemic is well documented. What feedback or reactions did you receive when you started to speak up? Do you feel your voice gave others courage?

BIOGRAPHIES OF PANELISTS

Lived Experience Panel

Dr. Theresa Tam



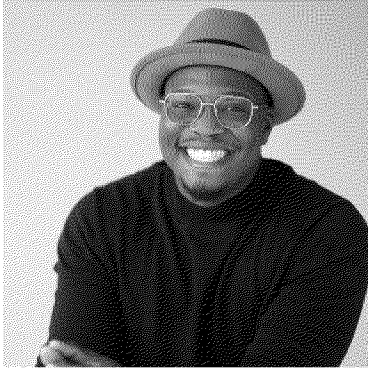
- Dr. Theresa Tam was named Canada's Chief Public Health Officer (CPHO) in June 2017. As the federal government's lead public health professional, she provides guidance to help protect the people of Canada against health threats, advance health equity and promote healthier communities, using the best available data and evidence.
- Dr. Tam has held senior leadership positions at the Public Health Agency of Canada, including as Assistant Deputy Minister of Infectious Disease Prevention.
- During her over 25 years in public health, Dr. Tam has provided technical expertise and leadership to improve surveillance of communicable diseases and opioid harms, enhance immunization programs, strengthen health emergency management, and augment laboratory biosafety and biosecurity.
- Dr. Tam has spoken about the impact online toxicity and abuse had on both her personally and those who worked with/for her, particularly during the COVID-19 pandemic.

Rachel Gilmore



- Rachel Gilmore is a well-known journalist who previously worked for CTV, Global, iPolitics, CPAC and APTN, including previously producing top news show.
- She is the most high-profile Canadian journalist on the topic of the online harassment of women, and has been a victim herself. She suffered through horrific online abuse and misogynistic comments during the Freedom Convoy. She received the 2023 Tara Singh Hayer Memorial award for fighting against misogyny and online abuse from the Canadian Journalists for Free Expression and was named one of the Hill Times top 100 most influential people in media. She is also involved with the Centre for Media, Technology and Democracy.

Kevin Raphael



- Kevin Raphaël is a Quebecois comedian, podcaster, and actor.
- He is a presenter on the French-language sports specialty channel TVA Sports, a WWE wrestling commentator, and the founder of the Classique KR charity ice hockey game, which features professional athletes and entertainers.
- Having spoken publicly about the bullying and racism that he faced as a child of Haitian immigrants in Montreal, Raphaël hosts the podcast *Sans Restriction*, in which he chats with athletes and entertainers.
- He is also contributor to the radio show *Véronique et les Fantastiques*, led by Véronique Cloutier.
- In addition, Raphaël advocates for women's sports as the President of a professional women's hockey team in Montreal.

Santee Sioux



- Santee Sioux is a content creator, model and Trans advocate who grew up in Dakota Tipi First Nation in Manitoba and Wiikwemikoong Unceded Territory in Ontario. She now resides in Toronto.
- With over 114,000 followers on TikTok, Sioux wears her regalia and focuses on breaking down negative stereotypes in her videos, but refrains from using her real name as a way to protect her privacy online for herself and her children.

Fae Johnstone



- Fae is a trans woman, small business owner, a feminist, a writer and an advocate. She is a white settler, from a middle class family. She is an award-winning 2SLGBTQ+ and trans advocate.
- Fae speaks, works and travels across Canada routinely, helping nonprofits, health organizations and social services scale up their 2SLGBTQ+ inclusion efforts, address GBV, and strengthen community engagement, governance models and strategic directions.
- She is the Executive Director and Co-Owner of Wisdom2Action, a consulting firm that specializes in 2SLGBTQ+ inclusion, combatting gender-based violence and improving mental health services.

Discussing Solutions Panel

Matthew Johnson



- Matthew Johnson is the Director of Education for MediaSmarts, Canada's centre for digital and media literacy.
- As an acknowledged expert in digital literacy and its implementation in Canadian curricula, Matthew is the architect of MediaSmarts' Use, Understand, Create: Digital Literacy Framework for Canadian K-12 Schools.
- He has served on expert panels convened by the Canadian Pediatric Society, the Ontario Network of Child and Adolescent

Inpatient Psychiatric Services and others, consulted on provincial curriculum for the Ontario Ministry of Education, and been interviewed by outlets such as The Globe and

Mail, BBC News Magazine, The Christian Science Monitor, Radio Canada International and CBC's The National.

Aline Nizigama



- Aline Nizigama is the Chief Executive Officer of YWCA Canada. Aline is a dynamic, multilingual leader (French, English, Rundi - Kirundi) with extensive professional experience working with equity-deserving groups.
- In 2022, as part of **Block Hate: Building Resilience against Online Hate Speech**, YWCA Canada commissioned national surveys and convened focus groups to discuss individual and collective experiences of online hate across Canada, and develop community-generated, survivor-centric solutions to curb the circulation of digital hate and mitigate its harms.
- Aline grew up in Burundi (East Africa) where she was forced to flee civil war in the mid-1990s with her siblings. She has lived in 5 different countries between the African and North American continents and has called Toronto home since 2006.

Anila Umar



- Anila is the CEO of the Centre for Newcomers.
- She has 22 years of experience in the settlement sector. Beyond traditional settlement services, Anila has spearheaded programming to include volunteer-led refugee supports, Indigenous integration for newcomers, LGBTQ+, domestic violence, homeless and mental health support services, broadened vulnerable youth programming, and social venture opportunities.
- She is also the settlement representative on the Calgary Local Immigration Partnership (CLIP) and is the Vice Chair of the Alberta Association of Immigrant Serving Agencies (AAISA).
- She participated in the Lafontaine-Baldwin Roundtable discussion with the Governor General at the University of Calgary.

Vanessa Brousseau



- Vanessa Brousseau is a multidisciplinary artist and advocate whose practice involves working with sealskin, beads and other materials, as well as creating videos for TikTok. Originally from Sanikiluaq, NU, Brousseau has lived all across Ontario.
- Brousseau has been an advocate for the Missing and Murdered Indigenous Women, Girls and Two Spirit People (MMIWG2S) movement for many years, following the disappearance of her own sister, Pamela Holopainen, on December 13, 2003.

- Both Brousseau's TikTok work and the sealskin pieces she creates—which include jewellery, kamiik and even her own sealskin skirt and sealskin drum case—have an activist core, often denoted by the presence of a red dress, one of the key symbols of the MMIWG2S movement. She showcases Indigenous culture through art as a way of healing.

QUESTIONS: Session 1 - Lived Experience Panel

Moderator: Emilie Nicolas

Panelists: Dr. Theresa Tam, Rachel Gilmore, Kevin Raphael, Santee Sioux and Fae Johnstone

- 1) **Dr. Tam**, you became a very familiar and visible figure for Canadians during the COVID-19 pandemic. In 2022, you started to open up to the Canadian public about the consequences of that visibility, and the online abuse you experienced as someone from the Asian-Canadian community. How did this impact you personally and professionally?
- 2) (Dr. Tam) The increase of hate crime against Chinese Canadians and Asian Canadians more broadly during the pandemic is well documented. What feedback or reactions did you receive when you started to speak up? Do you feel your voice gave others courage?
- 3) **Rachel**, when you became vocal about the abuse you were receiving as a young female reporter, were you concerned about the potential reputational damage?
- 4) (Rachel) What could be done better in the workplace to support employees facing online hate? What support did you receive from other journalists?
- 5) **Kevin**, vous avez pris la parole à plusieurs reprises pour dénoncer le racisme que vous avez subi vous-même comme joueur de hockey, avant de vous diriger en journalisme. Vous êtes encore aujourd'hui l'un des rares journalistes sportifs racisés à commenter le hockey canadien. Qu'est-ce que cette solitude, pour le dire ainsi, signifie pour votre travail ? Vous avez mentionné qu'à certains moments, vous avez pensé abandonner votre métier suite aux attaques auxquelles vous avez été victimes ; pouvez-vous nous en dire plus sur les conséquences (personnelles et financières) que ce choix aurait pu avoir sur votre vie?

- 6) (Kevin) Quels sont les obstacles faudrait-il encore surmonter, selon vous, pour que le journalisme sportif devienne plus inclusif ? Quels conseils donneriez-vous à des jeunes racisés qui aimeraient faire carrière dans le secteur des médias?
- 7) **Santee** Sioux, you have been using TikTok as a tool to share your culture with people from around the world. Yet, you've also had to refrain from using your real name in public, as a way to protect yourself and your family from online abuse.
- 8) (Santee) Could you speak to both the very positive *and* very negative aspects of social media? Do you have advice for young Indigenous influencers who are trying to make a living in social media?
- 9) **Fae**, we are witnessing a rise in transphobia right across the country. Could you speak to the consequences of that hate, online and offline, on yourself as well as others in the trans community?
- 10) (Fae) How is the current public environment affecting trans and gender diverse people's ability to exist online?

To all panelists:

- 11) If there were one thing you wish people understood about online abuse, what would it be?

Governor General Roundtable on the occasion of International Women's Day

Wednesday, March 10, 2023; 1:30 – 3:30 pm EST. **Please arrive by 1:15 pm.**
In Person (Rideau Hall, 1 Sussex Drive)

Event Description

- The Governor General of Canada, Her Excellency the Right Honourable Mary Simon, has invited you to attend a roundtable on the occasion of International Women's Day which cover topics such as "importance of women in leadership positions, the challenges they face, and how leaders and society can create safe and inclusive spaces for respectful discourse."
- **The organizers are interested in having you share your personal experiences with digital media discourse over the course of the pandemic and how it has impacted you – key messages below will require your personal reflection.**
- The round-table conversation will take the form of Chatham House Rule.

Logistics

- Luc will be driving you to the event.

CPHO Strategic Objectives

- To share your experiences as a woman as Canada's Chief Public Health Officer amidst a global pandemic and public reaction.
- To be acquainted with other women in leadership positions, hear their experiences; approaches with the same issues you covered, and ask any questions you may have.

Participants

- 50-60 guests, seated into smaller groups of 8 – 10 women. **The organizers did not share a participant list.**
- Invitees include:
 - Women heads of mission associations (ambassador/high commissioners who are resident in Ottawa).
 - All four political parties
 - Female Deputy Ministers

- Other high-profile women including few younger generation participants who are creating bigger impacts in their fields and organizations
- **Journalists** will be seated at the table to participate and provide event coverage. N.B. Clear parameters have been confirmed with the invited journalists. For the round-table portion, journalists in attendance have agreed to follow the Chatham House Rule, which will ensure comments are not attributed to specific speakers.

Agenda

1. Welcoming remarks
 - a. Her Excellency the Right Honourable Mary Simon, Governor General of Canada; and
 - b. Her Excellency Reem AlKhaled, Ambassador of the State of Kuwait and Chair of the Women Heads of Diplomatic Mission in Ottawa.
2. Roundtable discussion—**see table, below, for key messages and examples.**
 - a. Have you experienced online violence or witnessed it happening to other women or girls? If so, how has this affected you/them and your/their mental health?
 - b. How will you use your influence to create a legacy of action? What concrete actions can you take to support other women in this room who may be facing digital violence?
3. Summary of discussions from each table. One representative from each table will share the key outcomes of their discussions with the larger group.
4. Closing remarks by the Governor General of Canada
5. Group photograph with all participants
6. Informal networking session (30 mins)

Roundtable Discussion Questions

Digital violence against women and girls is as damaging as violence in the real world and has real consequences. Worldwide, 85 per cent of women have experienced or witnessed digital violence against women, and women in leadership positions are not exempt.

Question 1: Have you experienced online violence or witnessed it happening to other women or girls? If so, how has this affected you/them and your/their mental health?

KEY MESSAGES	EXAMPLES
<ul style="list-style-type: none"> o Overnight I went from being relatively unknown to being broadcast to the public eye, with all my words and actions scrutinized. o Social media has amplified the spread of misinformation, hampering public health responses, creating confusion and distrust. o The polarization of science witnessed over the course of the pandemic has put people in leadership positions such as myself on the front lines, as the targets of hate. o I have received many wonderful and uplifting messages. I see all Canadians as my patients and I choose to focus my energy on these types of motivation. I take these messages to heart because they give me a sense of purpose to do the best job I can. o It's always a good idea to listen to voices with different opinions, this is a part of the scientific process. However, hateful comments and threats of violence online have become a regular (daily) occurrence throughout this pandemic. o Being a visible minority woman is especially challenging due to the politicization of the pandemic and its origins. Racist, hateful remarks, are unacceptable in our public discourse, full stop. o I can and will use my public platform to speak out against hate and lift women up. 	<p>Misinformation and distrust</p> <ul style="list-style-type: none"> o <u>COSMO study</u> <ul style="list-style-type: none"> ▪ Mis and disinformation exposure was highest among TikTok and Youtube users who are young or middle-aged <p>Challenges for women and racial/ethnic minority (+) leaders:</p> <ul style="list-style-type: none"> o We know there are substantial negative health effects of living in societies and systems founded on patriarchal, white supremacist, colonial, and heterosexist beliefs. For those who live 'at the sharp end' of these interlocking systems of power, those effects are amplified, and have a 'weathering' effect over time. o Accordingly, women, gender diverse, racialized (+) health leaders face not only the complex medical and social challenges of outbreaks, they do so with resources already spread thin by sustained vigilance and efforts to mitigate the harms of those systems of power. o Additionally, they may face additional stigmatization related to the outbreak at hand (e.g. COVID-19, the "China virus"); and sexist/racist/homophobic/xenophobic professional and personal attacks, heightened by their visibility as leaders. o These leaders need not only leadership competencies, but skills for living and coping, for building/maintaining resilience, and for maintaining psychological (and physical) safety. <p>Mental health resources</p> <ul style="list-style-type: none"> o The Federal government launched many mental health initiatives during the pandemic, e.g. Wellness Together with

<ul style="list-style-type: none"> o Part of my role is to tackle racism, stigma, discrimination, impacts of colonization and ensure our health system isn't a perpetrator. We need to walk the talk. There have been devastating cases of racism in the health system and patients didn't have equal access to health care. There is a lot of work to do; it's a whole-of-society issue. We need to reach communities and engage trusted leaders. We're making steps forward, e.g. recognition of LGBTQ2+ rights and we acknowledge racism. 	<p>portals to provide 24/7 services with a separate stream for First Nations, Inuit, and Métis.</p> <p>Media and Science Literacy:</p> <ul style="list-style-type: none"> o Science and media literacy efforts need to keep pace with the rapidly evolving information and communication landscape. o Importance of creating strong foundation – build science and public health education in early! o Social media has greatly amplified the spread of misinformation, hampering public health responses, creating confusion and distrust.
<p>The women in this room are in a unique position to be catalysts for change by influencing our peers, driving policy shifts, and reaching out through our networks to mobilize others.</p>	
<p>Question 2: How will you use your influence to create a legacy of action? What concrete actions can you take to support other women in this room who may be facing digital violence?</p>	
KEY MESSAGES	EXAMPLES
<ul style="list-style-type: none"> • As CPHO, I have the opportunity to meet with influential decision-makers and community leaders. • I strive to practice inclusive leadership. To me, that means standing up for health equity, especially in the context of Truth and Reconciliation. • I am a visibly racialized woman entrusted with the position of Canada's Chief Public Health Officer. • It hasn't always been smooth. There have been times, especially since the pandemic has shone a spotlight on my position, where I have been publicly criticized for my 	<ul style="list-style-type: none"> o One of my priorities in my role as CPHO is engaging with youth on public health issues to raise awareness about important yet complex issues that impact their health and wellness, but also to empower young people to think critically about how they can make a positive difference for the lives of their friends, loved ones and supporting healthy communities. o I've participated in a number of student-led and youth-attended events, including, for example, public health and university conferences; consulted with Youth Councils, including Indigenous youth to inform my annual CPHO reports; presented on pediatric Q&A video series for social media

appearance, my race, my accent and my advice. However, if my presence can inspire young Canadians that they too can be in a position of leadership, I feel I have done my job.

- My leadership position isn't one of power – in fact, I have very little power – but one of support and influence in decision-making. Because of this, a key responsibility for me is to maintain trust within my networks of influence, primarily Chief Medical Officers of Health:

- Throughout the pandemic, I've been available to this network. I've been a listening ear and shoulder to lean on in times of crisis for those in similar positions as mine.
- Maintaining this trusted relationship is so important in tackling the present and the future. We went through the pandemic and faced each twist and turn together, and knew we could rely on each other for support.
- Despite each region, province and community addressing each problem differently, no one was ostracized or criticized by the network. We each had different populations and demographics and did what was best for our locality. My colleagues who work with their local communities know what works best for their own communities, and the same was said for each province.
- Contexts and realities might be quite different but we have some very common goals and objectives and navigating the differences as well as the coherence in our response is also quite challenging.

shareables to promote vaccine confidence and uptake for national kids and vaccine day, and have participated in many interviews with students and young advocates.

- The importance of encouraging and inspiring youth to engage on public health issues is crucial as we continue to face complex, ongoing and emerging public health crises such as climate change and mental health that will require a whole-of-society approach.
- I met with the Prime Minister's Youth Council in May 2022. A lot of our progress addressing health and gender equity is thanks to the youth movement and NGOs that advocate for change.
- Celebrating International Day for Women and Girls in Science

- From where I am stand, I can provide a focal point for public health coordination across the federal government and in collaboration with my provincial, territorial, and even local counterparts.
- Providing guidance and advice on our most pressing and difficult problems, within and beyond public health, requires **effective inter-sectoral and inter-jurisdictional collaboration**. Working closely with some of the brightest minds, leaders and communities to take collective action is what true leadership looks like.
- My hope is to inspire and catalyze action from partners, stakeholders and decision-makers to see the value of putting health equity at the centre of our collective efforts in public health.
- We need to teach kids starting at a young age. We need to encourage children of immigrants to get involved in a range of areas. It is also important to recognize the stigma of mental health within different cultures and allow the opportunity for people to safely share their lived experiences without judgement.

Appendix A: International Women's Day and Gender Equality

The Government of Canada's theme for International Women's Day 2023 is Every Woman Counts. What does this theme mean to you? (FYI, the international theme is DigitALL: Innovation and technology for gender equality.)

- IWD is a day dedicated to promoting gender equity and celebrating the achievements and contributions of all women, particularly in fields like STEM where women have been historically underrepresented.

- Teenage girls (12-17 years) experience about 2x greater rates of fair or poor perceived mental health than young boys. During the pandemic, a higher % of women aged 18-34 and 65+ reported symptoms of anxiety and depression than men.
- In Canada, we have many great women scientists who are trailblazers in their fields and role models for generations of women and girls:
 - Dr. Donna Strickland, the 2018 Nobel Prize recipient and an optical physicist and pioneer in the field of pulsed lasers;
 - Dr. Rose Johnstone, the biochemist who discovered exosomes – tiny bubbles released by cells that move proteins and other genetic materials from one cell to another;
 - Dr. Brenda Milner, the neuropsychologist who is sometimes referred to as the “founder of neuropsychology”.
- ***Women deliver global health and men lead it***¹
 - Globally, women make up 70% of workers in the health and social sectors.
 - Women are also the **majority of service-staff** in health facilities – such as cleaners, laundry, catering – providing additional and crucial care work.
 - Outside of health facilities, women are the **default family caregivers** and the majority of unpaid or poorly paid community health workers.
- This is the **baseline** – women, and especially racial/ethnic minority and migrant women, carry the heaviest load of health and social care, often unpaid or underpaid. In **times of crisis**, this is only amplified.²
- Women have remained at the front lines throughout the COVID-19 pandemic. We’ve learned that **racialized healthcare workers** are at increased risk of COVID-19 infection, morbidity and mortality, and that **migrant women care workers** face particular economic hardship in the context of COVID-19.³
- Despite women being the majority of the global health and social workforce, ***global health is predominantly led by men***: **69% of global health organizations** are headed by men, and **80% of board chairs** are men. **Only 20% of global health organizations** were found to have **gender parity on their boards**, and 25% had gender parity at senior management level.⁴
- Stigmatizing/**discriminatory beliefs** and their subtle and/or explicit enforcement continue to **create barriers to women and racial/ethnic minorities** assuming leadership roles, such as:
 - undervaluing ‘feminine’ roles & qualities such as empathy and relationship-building;
 - association of leadership with masculine qualities;
 - association of leadership with individual, rather than community-based strengths;
 - association of leadership and other (scientific, governance) expertise with whiteness and the global North and West

Appendix B: Misinformation & Disinformation broadly leading to a toxic digital environment

- Social media has amplified the spread of misinformation, hampering public health responses, creating confusion and distrust.

- Throughout COVID-19 pandemic, mis- and disinformation impacted vaccine confidence and put people's lives at risk.
- **Trust** plays central role; Important to **meet people where they are at** & leverage trusted sources.
 - Info needs to be easy to understand, culturally relevant, and tailored to the needs, backgrounds, and experiences of different groups of people.
 - Acknowledging concerns and fears where they exist and alleviating them with evidence-based information and resources will help to empower individuals to make informed decisions.
- Working with community leaders and partners is crucial and can help to build trust, particularly with marginalized communities.
 - The value of community relationships, built over many years to tackle HIV, was demonstrated during the recent Mpox (monkeypox) outbreak in Canada.
- Building up our own capacity to promote science and media and digital literacy is also important given the current information and digital landscape. We should also be encouraging the public to do so as well by directing them to reliable and accessible resources on these topics.
 - Importance of creating strong foundation – build science and public health education in early!

From: Killen, Marita (PHAC/ASPC) <marita.killen@phac-aspc.gc.ca>

Sent: Monday, March 25, 2024 3:34 PM

To: Tam, Dr.Theresa (PHAC/ASPC) <[REDACTED]>

Cc: Njoo, Howard (PHAC/ASPC) <howard.njoo@phac-aspc.gc.ca>; Howe, Isaac (PHAC/ASPC) <Isaac.Howe@phac-aspc.gc.ca>; McNulty, Erin R (PHAC/ASPC) <erin.r.mculty@phac-aspc.gc.ca>; Yambao, Kathrina (PHAC/ASPC) <kathrina.yambao@phac-aspc.gc.ca>; Clark, Julia (PHAC/ASPC) <julia.clark@phac-aspc.gc.ca>; Smutylo, Tania (PHAC/ASPC) <tania.smutylo@phac-aspc.gc.ca>; Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>; Chia, Marie (PHAC/ASPC) <marie.chia@phac-aspc.gc.ca>; Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>; Lee, Sumin (PHAC/ASPC) <sumin.lee@phac-aspc.gc.ca>

Subject: Wrap up - March 25, 2024

Hi Dr. Tam,

For Review:

1.

2.

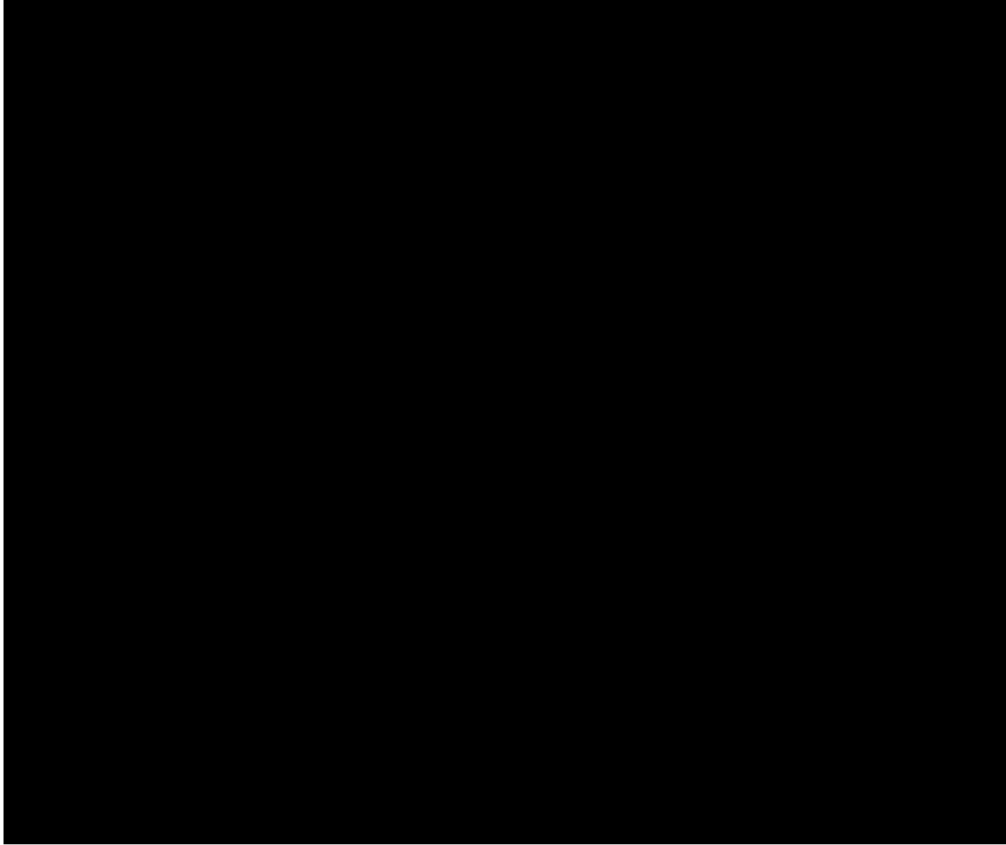
3.

4.

5. **For CPHO Information: Backpocket note for prep meeting with fellow panelists | Governor General Symposium | Tuesday, March 26, 2024 | 10:30-11:00pm EDT | Virtual** (attached)

1. You have a 30-min prep meeting on March 26 at 10:30am EDT with fellow panelists participating in the April 11 Governor General Symposium on *Building a Safe and Respectful Digital world*. The full meeting will last one hour, but organizers have been warned that you will drop off at 11:00am.
2. The symposium will take place on Thursday, April 11, 2024, at Rideau Hall in Ottawa from 10:00-3:00. You will be speaking on panel 1, which is focussed on "lived experiences".

3. Supporting materials are attached: participant bios, questions for lived experience panel, and scenario note from last year's GG event where you spoke about being a woman CPHO during COVID-19, and public reaction.



Objet: FW: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World/Séance de préparation - Symposium de la gouverneure générale : Construire un monde numérique sain et respectueux

Lieu: Microsoft Teams Meeting

Début: mar. 2024-03-26 10:30

Fin: mar. 2024-03-26 11:30

Afficher la disponibilité: Provisoire

Périodicité: (néant)

État de la réunion: Pas encore de réponse

Organisateur: [REDACTED]

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-----Original Appointment-----
From: [REDACTED]
Sent: Wednesday, March 13, 2024 9:31 AM
To: [REDACTED]; Pogany, Lisa (PHAC/ASPC); Emilie Nicolas; Pharand, Nathalie (PHAC/ASPC); Tam, Dr.Theresa (PHAC/ASPC); Rachel Gilmore; Santee Siouxx; Kevin Raphael; Fae Johnstone; [REDACTED]
Subject: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World/Séance de préparation - Symposium de la gouverneure générale : Construire un monde numérique sain et respectueux
When: 2024-03-26 10:30 AM-11:30 AM (UTC-05:00) Eastern Time (US & Canada).
Where: Microsoft Teams Meeting

Warning: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.
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-----Original Appointment-----
From: [REDACTED]
Sent: Wednesday, March 13, 2024 9:29 AM
To: [REDACTED]; Emilie Nicolas; Pharand, Nathalie (PHAC/ASPC); Tam, Dr.Theresa (PHAC/ASPC); Rachel Gilmore; Santee Siouxx; Kevin Raphael; Fae Johnstone; [REDACTED]
Subject: Preparatory Session - Governor General's Symposium: Building a Safe and Respectful Digital World/Séance de préparation - Symposium de la gouverneure générale : Construire un monde numérique sain et respectueux
When: 2024-03-26 10:30 AM-11:30 AM (UTC-05:00) Eastern Time (US & Canada).
Where: Microsoft Teams Meeting

Warning: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.
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Microsoft Teams meeting
Join on your computer, mobile app or room device
[Click here to join the meeting](#)
Meeting ID: [REDACTED]
Passcode: [REDACTED]
[Download Teams](#) | [Join on the web](#)
Or call in (audio only)
+1 647-738-4466, [REDACTED] Canada, Toronto
Phone Conference ID: [REDACTED]
[Find a local number](#) | [Reset PIN](#)
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De: [REDACTED]
Envoyé: 2024-03-26 15:37
À: Lambert, Brittany (PHAC/ASPC) [REDACTED]
Cc: Mallach, Emma (PHAC/ASPC)
Objet: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

Warning: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.
Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Hi Brittany,

Thank you very much for your email and support ahead of this morning's prep session – we'll schedule the 30 mins follow-up meeting within the time window that you provided. I'll check with the moderator/other panelists; you should receive an Outlook invitation tomorrow or Thursday. It will indeed be a great event – we are very excited to have Dr. Tam on the lived experience panel!

I'm looping in my colleague [REDACTED] who will be able to share more information about the guest list for the symposium [REDACTED] (cc'ed) will be happy to liaise with Karla about comms elements.

Let us know should you have any questions/concerns.

Many thanks, and looking forward to continuing to work with you on this,

[REDACTED]

From: Lambert, Brittany (PHAC/ASPC) [mailto:brittany.lambert@phac-aspc.gc.ca]
Sent: 26 March, 2024 2:15 PM
To: [REDACTED]
Cc: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>
Subject: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

ATTENTION : Ce courriel provient d'une source externe. Faites preuve de prudence lorsque vous ouvrez des documents joints ou cliquez sur des liens, surtout s'ils proviennent de correspondants inconnus.

Bonjour [REDACTED]

Thanks for organizing the prep meeting this morning. It's going to be a great event.

For the follow up meeting on the 8th, I wanted to let you know that sometime between 2-4pm would be the best time for us, if possible for your team. We are still confirming if Dr. Tam herself will be able to attend but this timing would increase the chances.

I also wanted to see if you have a list of participants. It would help us to identify some key people that Dr. Tam should meet during the symposium.

Finally, I'd be grateful if you could provide a bit more info about the request to share tools or guides on this topic. I will look into it and see if we have anything to contribute.

My colleague Karla will be liaising with your comms colleagues about some comms elements.

Many thanks [REDACTED] – Dr. Tam is really looking forward to participating!

Brittany

From: [REDACTED]
Sent: Thursday, March 21, 2024 3:21 PM
To: Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca>
Subject: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

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Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Hi Brittany,

All the panelists for the first panel have confirmed. They are as follows:
Rachel Gilmore
Kevin Raphael
Santee Siouxx
Fae Johnstone

The moderator (Emilie Nicolas) will also be present.

Let me know if you have any other questions.

Many thanks,
[REDACTED]

From: Lambert, Brittany (PHAC/ASPC) [mailto:brittany.lambert@phac-aspc.gc.ca]
Sent: Thursday, March 21, 2024 3:16 PM
To: [REDACTED]
Subject: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

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Hello again [REDACTED]

Could you please let me know which other panelists are confirmed to attend the prep meeting on Tuesday?

Merci beaucoup,

Brittany

From: [REDACTED]
Sent: Wednesday, March 20, 2024 7:21 PM
To: Gimby, Karla (HC/SC) <karla.gimby@hc-sc.gc.ca>; Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>
Cc: [REDACTED]; Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca>
Subject: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

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Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Good evening Emma and nice to virtually meet you Emma!

Looking forward to working with you,
[REDACTED]

From: Gimby, Karla (HC/SC) [mailto:karla.gimby@hc-sc.gc.ca]
Sent: 20 March, 2024 4:32 PM
To: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>; [REDACTED]
Cc: [REDACTED]; Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca>
Subject: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

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Thanks for thinking of me Emma! Estelle has already included me in this invite – thank you!
Have a great evening,
Karla

Karla Gimby
Senior Communications Advisor | Conseillère en communications principale
Chief Public Health Officer, Science and Public Health Strategic Policy | Administratrice en chef de la santé publique, sciences et politique stratégique en matière de santé publique
Strategic Communications Directorate | Direction des communications stratégiques
karla.gimby@hc-sc.gc.ca | 343-572-4285

From: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>
Sent: Wednesday, March 20, 2024 4:26 PM
To: [REDACTED]
Cc: [REDACTED]; Gimby, Karla (HC/SC) <karla.gimby@hc-sc.gc.ca>; Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca>
Subject: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

Hi [REDACTED]
I wanted to take this opportunity to introduce you to the newest member of the CPHO Outreach and Engagement team, Brittany Lambert. She will be providing support for this upcoming event and it would be great if you could please include her in the prep call on Mar 26, along with my colleague from Communications – Karla Gimby.
If you have an updated list of confirmed panelists, including bios, that you can share prior to Tuesday's meeting that would be great.
Thank you to you and your team for coordinating.

Emma Mallach
Tel | Tél : 343-551-8858

From: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>
Sent: Thursday, February 29, 2024 4:15 PM
To: [REDACTED]; CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Cc: [REDACTED]
Subject: RE: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

Hi [REDACTED] thanks very much for your time this morning and for a very informative discussion. The list of confirmed panelists and their bios is well received. We look forward to receiving details regarding the preparatory call with all panelists and the moderator for this question and the confirmed panel questions.
Regards,

Emma Mallach
Tel | Tél : 343-551-8858

From: [REDACTED]
Sent: Thursday, February 29, 2024 11:34 AM
To: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>; CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC) <cpho.outreach-sensibilisation.acsp@phac-aspc.gc.ca>
Cc: [REDACTED]
Subject: Dr. Tam's Participation - Governor General's Symposium: Building a Safe and Respectful Digital World

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Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Dear Emma and Karla,

Thank you again for taking the time for this morning's call!

As discussed, I am sending you the names and bios of confirmed panelists (see attached).

I am also looping in my brilliant colleague [REDACTED] who will be able to provide you with more information on the comms approach for the symposium.

We are looking forward to working with you on this!

[REDACTED]

[REDACTED]

Office of the Secretary to the Governor General | Bureau du secrétaire de la gouverneure générale
1 Sussex Drive | 1, promenade Sussex
Ottawa, Canada K1A 0A1
Email | Courriel : [REDACTED]
Telephone | Téléphone : [REDACTED]

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De: Pogany, Lisa (PHAC/ASPC)
Envoyé: 27 mars 2024 15:42
À: Tam, Dr.Theresa (PHAC/ASPC)
Cc: Killen, Marita (PHAC/ASPC); Pharand, Nathalie (PHAC/ASPC)
Objet: FW: Wrap up - March 25, 2024 (Governor General's symposium - additional materials)
Pièces jointes: For DWU (March 25, 2024): For Review: Backpocket note for prep meeting with GG panel
 Interview Prep. Toronto Star end-of-year interview_2023-12-19.CLv3.docx

Dr. Tam: As requested, please find attached the prep materials for the Toronto Star interview and the final publication (<https://www.infomedia.gc.ca/hc-sc/2023/12/21/253348908>) appended below for easy use.

Natalie, can you add to the docs folder associated with the GG symposium (April 11, 2024).

Lisa

She fought off online attacks as the face of Canada's COVID-19 response. Now, Theresa Tam reveals just what kind of toll that took on her

by: www.thestar.com

OTTAWA - Asked whether she's ever had COVID-19 or lost someone to the virus, it takes Dr. Theresa Tam a couple of minutes to answer the question.

She talks about the early days of the once-in-a-lifetime pandemic: the political unity, the exhaustion, the mental health check-ins from her provincial and territorial counterparts.

But then, she answers.

"My family is fine. My parents did fine. They never got COVID. I have never had COVID, either," she said.

"I don't think I've ever said that to anyone."

You can hardly blame Tam, who has spent six years as Canada's chief public health officer, for keeping her personal experiences with COVID-19 close to her chest.

Private and introverted by her own admission, the relatively unknown Tam was thrust into the spotlight three years ago, becoming the face of one of the most extraordinary and divisive periods in Canadian history.

In a wide-ranging interview with the Star, Tam reflected on that experience, opened up about the so-called "Freedom Convoy" movement, and shared what she thinks must be done to rein in an eruption of misinformation - an issue she says is the top threat facing public health today.

It's also a threat that targets health professionals themselves: especially the person with the unenviable task of guiding a nation through a crisis that was both catastrophic and poorly understood.

For Tam, the experience was just as personal as it was punishing. Her words were broadcast across the country every day. People were stuck at home with little to do. And, Tam notes, it was the first pandemic in the social media age.

"That throws yourself out there as an individual a lot more," she said. "You're exposed to anyone who can comment in the comment sections. So that was tough."

Despite being born in Hong Kong and raised in the United Kingdom, she was accused by conspiracy theorists of working for Beijing and covering up the origins of the disease. Transphobic internet trolls claimed she was not a woman. Commenters seized on racist and misogynistic tropes to raise doubts about her expertise and credibility. None of it was true.

"That was unacceptable," Tam said.

"You kind of had to call out people on that. Not even from a personal perspective - I just think it's unacceptable in our society."

She tried not to read the comments, which her communications team monitored closely. The posts disturbed her staff and colleagues. Tam was grateful her parents didn't use social media, because they would have found the onslaught "very upsetting."

Still, she found ways to cope with the barrage of attacks and a relentless schedule that left little time for rest.

A colleague's husband helped her put her 1992 mountain bike on a set of rollers so she could cycle from the safety of her home. Before bed, she took up learning Korean: she likes the food, and was interested in the K-pop and K-dramas that have swept the pop culture landscape in recent years.

She got her piano tuned - she also plays the cello, violin and trumpet - and listened to different kinds of music depending on her mood. If she needed structure, she turned to Bach. Other times, Taylor Swift did the trick.

Sometimes, during the pandemic's longest nights, a staff member would read out letters that kids wrote to her. The former pediatric disease specialist is particularly tickled by the LEGO displays she received, including one from colleagues that depicts her at one of her infamous pandemic news conferences, dressed as Wonder Woman. (Tam, a LEGO aficionado, keeps that one in her office.)

Those were the kinds of handholds Tam hung on to when the "Freedom Convoy" - a demonstration that saw hundreds of vehicles gridlock downtown Ottawa in protest of COVID-19 vaccination mandates and other pandemic restrictions - rolled into town.

"There were very, very targeted challenges to public health, and people like myself," Tam recalled.

"So that was hard. It meant maybe no movement, really, during that time. You're stuck at home. Friends bring you meals. It was a very restrictive time."

It was later revealed, during a public inquiry into the government's use of the Emergencies Act to end the three-week demonstration, that Tam was one of several government officials who received RCMP protection in the days leading up to the protest.

"I think my job was to still focus on the response while everything else was going on, and not let even that very significant event distract me from my singular purpose, which was to protect the health of the population," she said.

Tam says surveillance was conducted around her home, but like many public figures, she declined to say whether she required other security measures.

"I didn't put myself out there in situations where harm could occur," she said, reflecting on the increased scrutiny her job invites.

She stopped spending much time in public and only went to grocery stores during hours she thought no one else would be there.

Even today, she finds herself making a quick calculation every time a stranger approaches her: will it be a positive interaction, or a dangerous one?

Tam speaks about such things with an unemotional sort of detachment. She says she's "fairly resilient" and would rather focus on the moments of light, like when she cycles past the University of Ottawa and students stop to tell her they want to follow in her footsteps.

"It's a very extraordinary feeling, that people recognize you," Tam said.

But that recognition is only meaningful if it comes with trust.

"We're not politicians. They make it sound as though we are," she said.

"Trust was such a huge factor in the success of our response. If we lose that, that's a problem."

She says Canada must be more proactive in tackling misinformation, and that its response should include governments, tech giants, scientists and the media.

"This is a complex matter, and complex matters require solutions from all angles, including, I think, regulations," she said.

Ottawa, meanwhile, has signalled it doesn't plan to regulate disinformation in its impending online harms legislation, which is largely expected to focus on other internet dangers.

"That is one layer of protection," she said, chuckling at her use of one of her most familiar phrases, "that people must examine."

The rest of the work involves educating young people, training public health workers to be better communicators, and ensuring community leaders have the knowledge they need to convey advice to communities that may be mistrustful of official sources of information.

Indeed, many Canadians have already cast doubt on the country's handling of the pandemic. Federal auditor general Karen Hogan has found that the Public Health Agency of Canada (PHAC) was not as prepared as it should have been, and that it minimized the risk COVID-19 posed to Canadians. Hogan has since examined other aspects of PHAC's pandemic response, including finding that the agency failed to adequately enforce quarantine orders. The public, meanwhile, was left frustrated by poor communication and drastically changing advice about self-protection measures.

Tam takes no issue with being held to account. She says she would testify at a public inquiry into Canada's pandemic response should the opportunity ever arise.

She offers a diplomatic response when asked about former Reform Party leader Preston Manning's forays into such undertakings.

"Having constructive reviews, and lessons learned - not just at the end, but all the way through the pandemic - is really important. But any of those reviews must have its objective of having us better prepare for the next one," she said.

Last year, Manning released an entirely fictional report based on an imagined inquiry into Canada's handling of the pandemic, and this year was hired to author an assessment of Alberta's actual COVID-19 response. Among a myriad of findings, he concluded that the province's emergency management agency should take over from its health department when it comes to addressing future crises.

Coincidentally, Tam took a different view in the annual report she penned this year on the state of public health in Canada. The report focused on how a public health approach is critical in all emergencies, including extreme weather events.

"I also was very seized with the fact that our emergency plans really didn't have the health promotion teams built in," she told the Star.

"Emergency management sectors do recognize that resilient communities are important, but they don't quite know how to go about it. So I think the partnership between public health and emergency management is really important."

The report was Tam's seventh as Canada's chief public health officer.

Her first five-year term expired in mid-2022, but she wasn't ready to give the gig up, even though she faced days when she thought, "I don't know if I can get up and do this tomorrow."

With her term renewed for another three years, she wants to do more work on COVID-19, and tackle the opioid crisis.

She admits now that the recognition that initially made her wary comes with its upsides.

"I feel I can contribute even more now because I am recognized," she said.

"Previously with the (chief public health officer), if you asked a regular person on the street, 'Who is this person?' They wouldn't know."

From: Killen, Marita (PHAC/ASPC) <marita.killen@phac-aspc.gc.ca>

Sent: Monday, March 25, 2024 3:34 PM

To: Tam, Dr.Theresa (PHAC/ASPC) <theresa.tam@phac-aspc.gc.ca>

Cc: Njoo, Howard (PHAC/ASPC) <howard.njoo@phac-aspc.gc.ca>; Howe, Isaac (PHAC/ASPC) <Isaac.Howe@phac-aspc.gc.ca>; McNulty, Erin R (PHAC/ASPC) <erin.r.mcnulty@phac-aspc.gc.ca>; Yambao, Kathrina (PHAC/ASPC) <kathrina.yambao@phac-aspc.gc.ca>; Clark, Julia (PHAC/ASPC) <julia.clark@phac-aspc.gc.ca>; Smutylo, Tania (PHAC/ASPC) <tania.smutylo@phac-aspc.gc.ca>; Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>; Chia, Marie (PHAC/ASPC) <marie.chia@phac-aspc.gc.ca>; Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>; Lee, Sumin (PHAC/ASPC) <sumin.lee@phac-aspc.gc.ca>

Subject: Wrap up - March 25, 2024

Hi Dr. Tam,

For Review:



2.
3.
4.

5. For CPHO Information: Backpocket note for prep meeting with fellow panelists | Governor General Symposium | Tuesday, March 26, 2024 | 10:30-11:00pm EDT | Virtual (attached)

- You have a 30-min prep meeting on March 26 at 10:30am EDT with fellow panelists participating in the April 11 Governor General Symposium on *Building a Safe and Respectful Digital world*. The full meeting will last one hour, but organizers have been warned that you will drop off at 11:00am.
- The symposium will take place on Thursday, April 11, 2024, at Rideau Hall in Ottawa from 10:00-3:00. You will be speaking on panel 1, which is focussed on “lived experiences”.
- Supporting materials are attached: participant bios, questions for lived experience panel, and scenario note from last year’s GG event where you spoke about being a woman CPHO during COVID-19, and public reaction.

[REDACTED]

[REDACTED]

De: Pogany, Lisa (PHAC/ASPC)
Envoyé: 25 mars 2024 13:25
À: Killen, Marita (PHAC/ASPC); Pharand, Nathalie (PHAC/ASPC)
Cc: Mallach, Emma (PHAC/ASPC)
Objet: For DWU (March 25, 2024): For Review: Backpocket note for prep meeting with GG panel
Pièces jointes: BIOS Confirmed Panelists.docx
 Session 1 - Lived Experience Panel.docx
 230307-GG-Backpocket - Final.docx

*** Nathalie – also for docs folder for tomorrow's prep.*

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- Supporting materials are attached: participant bios, questions for lived experience panel, and scenario note from last year's GG event where you spoke about being a woman CPHO during COVID-19, and public reaction.

About the Symposium:

- This one-day symposium is a closed, in-person event taking place at the Rideau Hall.
- It will bring together approximately 200 participants, including academics, journalists, government officials, gender equality advocates, mental health practitioners, tech industry representatives, and youth leaders from across the country.
- The goal of the symposium is to promote respectful digital dialogue by raising awareness of toxic online discourse, bringing together people and organizations working to promote digital respect, creating partnership opportunities and amplifying co-operation.
- The symposium includes the 2 panel discussions. You will be participating in the first panel, which is focussed on “lived experiences”. The second panel will focus on “solutions”. There will be networking opportunities throughout the day.
- You attended last year's GG roundtable on International Women's Day. It addressed the importance of women in leadership positions, the challenges they face, and how leaders and society can create safe and inclusive spaces for respectful discourse.

About the Panel Presentation

- The theme of your panel discussion is: *Lived experiences*

- In addition to yourself, the panelists are:
 - Rachel Gilmore (journalist)
 - Kevin Raphael (TV comedian)
 - Santee Sioux (Indigenous and trans advocate)
 - Fae Johnstone (trans activist)
- Your panel will be structured as a fireside chat with the Governor General. You will be asked two questions:
 - Dr. Tam, you became a very familiar and visible figure for Canadians during the COVID-19 pandemic. In 2022, you started to open up to the Canadian public about the consequences of that visibility, and the online abuse you experienced as someone from the Asian-Canadian community. How did this impact you personally and professionally?
 - (Dr. Tam) The increase of hate crime against Chinese Canadians and Asian Canadians more broadly during the pandemic is well documented. What feedback or reactions did you receive when you started to speak up? Do you feel your voice gave others courage?

BIOGRAPHIES OF PANELISTS

Lived Experience Panel

Dr. Theresa Tam



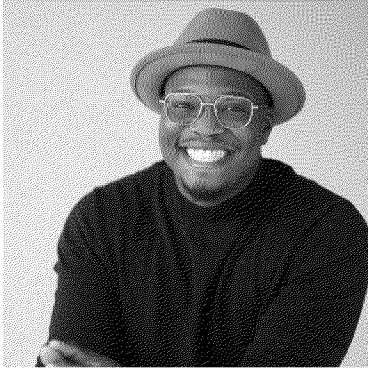
- Dr. Theresa Tam was named Canada's Chief Public Health Officer (CPHO) in June 2017. As the federal government's lead public health professional, she provides guidance to help protect the people of Canada against health threats, advance health equity and promote healthier communities, using the best available data and evidence.
- Dr. Tam has held senior leadership positions at the Public Health Agency of Canada, including as Assistant Deputy Minister of Infectious Disease Prevention.
- During her over 25 years in public health, Dr. Tam has provided technical expertise and leadership to improve surveillance of communicable diseases and opioid harms, enhance immunization programs, strengthen health emergency management, and augment laboratory biosafety and biosecurity.
- Dr. Tam has spoken about the impact online toxicity and abuse had on both her personally and those who worked with/for her, particularly during the COVID-19 pandemic.

Rachel Gilmore



- Rachel Gilmore is a well-known journalist who previously worked for CTV, Global, iPolitics, CPAC and APTN, including previously producing top news show.
- She is the most high-profile Canadian journalist on the topic of the online harassment of women, and has been a victim herself. She suffered through horrific online abuse and misogynistic comments during the Freedom Convoy. She received the 2023 Tara Singh Hayer Memorial award for fighting against misogyny and online abuse from the Canadian Journalists for Free Expression and was named one of the Hill Times top 100 most influential people in media. She is also involved with the Centre for Media, Technology and Democracy.

Kevin Raphael



- Kevin Raphaël is a Quebecois comedian, podcaster, and actor.
- He is a presenter on the French-language sports specialty channel TVA Sports, a WWE wrestling commentator, and the founder of the Classique KR charity ice hockey game, which features professional athletes and entertainers.
- Having spoken publicly about the bullying and racism that he faced as a child of Haitian immigrants in Montreal, Raphaël hosts the podcast *Sans Restriction*, in which he chats with athletes and entertainers.
- He is also contributor to the radio show *Véronique et les Fantastiques*, led by Véronique Cloutier.
- In addition, Raphaël advocates for women's sports as the President of a professional women's hockey team in Montreal.

Santee Sioux



- Santee Sioux is a content creator, model and Trans advocate who grew up in Dakota Tipi First Nation in Manitoba and Wiikwemikoong Unceded Territory in Ontario. She now resides in Toronto.
- With over 114,000 followers on TikTok, Sioux wears her regalia and focuses on breaking down negative stereotypes in her videos, but refrains from using her real name as a way to protect her privacy online for herself and her children.

Fae Johnstone



- Fae is a trans woman, small business owner, a feminist, a writer and an advocate. She is a white settler, from a middle class family. She is an award-winning 2SLGBTQ+ and trans advocate.
- Fae speaks, works and travels across Canada routinely, helping nonprofits, health organizations and social services scale up their 2SLGBTQ+ inclusion efforts, address GBV, and strengthen community engagement, governance models and strategic directions.
- She is the Executive Director and Co-Owner of Wisdom2Action, a consulting firm that specializes in 2SLGBTQ+ inclusion, combatting gender-based violence and improving mental health services.

Discussing Solutions Panel

Matthew Johnson



- Matthew Johnson is the Director of Education for MediaSmarts, Canada's centre for digital and media literacy.
- As an acknowledged expert in digital literacy and its implementation in Canadian curricula, Matthew is the architect of MediaSmarts' Use, Understand, Create: Digital Literacy Framework for Canadian K-12 Schools.
- He has served on expert panels convened by the Canadian Pediatric Society, the Ontario Network of Child and Adolescent

Inpatient Psychiatric Services and others, consulted on provincial curriculum for the Ontario Ministry of Education, and been interviewed by outlets such as The Globe and

Mail, BBC News Magazine, The Christian Science Monitor, Radio Canada International and CBC's The National.

Aline Nizigama



- Aline Nizigama is the Chief Executive Officer of YWCA Canada. Aline is a dynamic, multilingual leader (French, English, Rundi - Kirundi) with extensive professional experience working with equity-deserving groups.
- In 2022, as part of **Block Hate: Building Resilience against Online Hate Speech**, YWCA Canada commissioned national surveys and convened focus groups to discuss individual and collective experiences of online hate across Canada, and develop community-generated, survivor-centric solutions to curb the circulation of digital hate and mitigate its harms.
- Aline grew up in Burundi (East Africa) where she was forced to flee civil war in the mid-1990s with her siblings. She has lived in 5 different countries between the African and North American continents and has called Toronto home since 2006.

Anila Umar



- Anila is the CEO of the Centre for Newcomers.
- She has 22 years of experience in the settlement sector. Beyond traditional settlement services, Anila has spearheaded programming to include volunteer-led refugee supports, Indigenous integration for newcomers, LGBTQ+, domestic violence, homeless and mental health support services, broadened vulnerable youth programming, and social venture opportunities.
- She is also the settlement representative on the Calgary Local Immigration Partnership (CLIP) and is the Vice Chair of the Alberta Association of Immigrant Serving Agencies (AAISA).
- She participated in the Lafontaine-Baldwin Roundtable discussion with the Governor General at the University of Calgary.

Vanessa Brousseau



- Vanessa Brousseau is a multidisciplinary artist and advocate whose practice involves working with sealskin, beads and other materials, as well as creating videos for TikTok. Originally from Sanikiluaq, NU, Brousseau has lived all across Ontario.
- Brousseau has been an advocate for the Missing and Murdered Indigenous Women, Girls and Two Spirit People (MMIWG2S) movement for many years, following the disappearance of her own sister, Pamela Holopainen, on December 13, 2003.

- Both Brousseau's TikTok work and the sealskin pieces she creates—which include jewellery, kamiik and even her own sealskin skirt and sealskin drum case—have an activist core, often denoted by the presence of a red dress, one of the key symbols of the MMIWG2S movement. She showcases Indigenous culture through art as a way of healing.

QUESTIONS: Session 1 - Lived Experience Panel

Moderator: Emilie Nicolas

Panelists: Dr. Theresa Tam, Rachel Gilmore, Kevin Raphael, Santee Siouxx and Fae Johnstone

- 1) **Dr. Tam**, you became a very familiar and visible figure for Canadians during the COVID-19 pandemic. In 2022, you started to open up to the Canadian public about the consequences of that visibility, and the online abuse you experienced as someone from the Asian-Canadian community. How did this impact you personally and professionally?
- 2) (Dr. Tam) The increase of hate crime against Chinese Canadians and Asian Canadians more broadly during the pandemic is well documented. What feedback or reactions did you receive when you started to speak up? Do you feel your voice gave others courage?
- 3) **Rachel**, when you became vocal about the abuse you were receiving as a young female reporter, were you concerned about the potential reputational damage?
- 4) (Rachel) What could be done better in the workplace to support employees facing online hate? What support did you receive from other journalists?
- 5) **Kevin**, vous avez pris la parole à plusieurs reprises pour dénoncer le racisme que vous avez subi vous-même comme joueur de hockey, avant de vous diriger en journalisme. Vous êtes encore aujourd'hui l'un des rares journalistes sportifs racisés à commenter le hockey canadien. Qu'est-ce que cette solitude, pour le dire ainsi, signifie pour votre travail ? Vous avez mentionné qu'à certains moments, vous avez pensé abandonner votre métier suite aux attaques auxquelles vous avez été victimes ; pouvez-vous nous en dire plus sur les conséquences (personnelles et financières) que ce choix aurait pu avoir sur votre vie?

- 6) (Kevin) Quels sont les obstacles faudrait-il encore surmonter, selon vous, pour que le journalisme sportif devienne plus inclusif ? Quels conseils donneriez-vous à des jeunes racisés qui aimeraient faire carrière dans le secteur des médias?
- 7) **Santee** Sioux, you have been using TikTok as a tool to share your culture with people from around the world. Yet, you've also had to refrain from using your real name in public, as a way to protect yourself and your family from online abuse.
- 8) (Santee) Could you speak to both the very positive *and* very negative aspects of social media? Do you have advice for young Indigenous influencers who are trying to make a living in social media?
- 9) **Fae**, we are witnessing a rise in transphobia right across the country. Could you speak to the consequences of that hate, online and offline, on yourself as well as others in the trans community?
- 10) (Fae) How is the current public environment affecting trans and gender diverse people's ability to exist online?

To all panelists:

- 11) If there were one thing you wish people understood about online abuse, what would it be?

Governor General Roundtable on the occasion of International Women's Day

Wednesday, March 10, 2023; 1:30 – 3:30 pm EST. **Please arrive by 1:15 pm.**
In Person (Rideau Hall, 1 Sussex Drive)

Event Description

- The Governor General of Canada, Her Excellency the Right Honourable Mary Simon, has invited you to attend a roundtable on the occasion of International Women's Day which cover topics such as "importance of women in leadership positions, the challenges they face, and how leaders and society can create safe and inclusive spaces for respectful discourse."
- **The organizers are interested in having you share your personal experiences with digital media discourse over the course of the pandemic and how it has impacted you – key messages below will require your personal reflection.**
- The round-table conversation will take the form of Chatham House Rule.

Logistics

- Luc will be driving you to the event.

CPHO Strategic Objectives

- To share your experiences as a woman as Canada's Chief Public Health Officer amidst a global pandemic and public reaction.
- To be acquainted with other women in leadership positions, hear their experiences; approaches with the same issues you covered, and ask any questions you may have.

Participants

- 50-60 guests, seated into smaller groups of 8 – 10 women. **The organizers did not share a participant list.**
- Invitees include:
 - Women heads of mission associations (ambassador/high commissioners who are resident in Ottawa).
 - All four political parties
 - Female Deputy Ministers

- Other high-profile women including few younger generation participants who are creating bigger impacts in their fields and organizations
- **Journalists** will be seated at the table to participate and provide event coverage. N.B. Clear parameters have been confirmed with the invited journalists. For the round-table portion, journalists in attendance have agreed to follow the Chatham House Rule, which will ensure comments are not attributed to specific speakers.

Agenda

1. Welcoming remarks
 - a. Her Excellency the Right Honourable Mary Simon, Governor General of Canada; and
 - b. Her Excellency Reem AlKhaled, Ambassador of the State of Kuwait and Chair of the Women Heads of Diplomatic Mission in Ottawa.
2. Roundtable discussion—**see table, below, for key messages and examples.**
 - a. Have you experienced online violence or witnessed it happening to other women or girls? If so, how has this affected you/them and your/their mental health?
 - b. How will you use your influence to create a legacy of action? What concrete actions can you take to support other women in this room who may be facing digital violence?
3. Summary of discussions from each table. One representative from each table will share the key outcomes of their discussions with the larger group.
4. Closing remarks by the Governor General of Canada
5. Group photograph with all participants
6. Informal networking session (30 mins)

Roundtable Discussion Questions

Digital violence against women and girls is as damaging as violence in the real world and has real consequences. Worldwide, 85 per cent of women have experienced or witnessed digital violence against women, and women in leadership positions are not exempt.

Question 1: Have you experienced online violence or witnessed it happening to other women or girls? If so, how has this affected you/them and your/their mental health?

KEY MESSAGES	EXAMPLES
<ul style="list-style-type: none"> o Overnight I went from being relatively unknown to being broadcast to the public eye, with all my words and actions scrutinized. o Social media has amplified the spread of misinformation, hampering public health responses, creating confusion and distrust. o The polarization of science witnessed over the course of the pandemic has put people in leadership positions such as myself on the front lines, as the targets of hate. o I have received many wonderful and uplifting messages. I see all Canadians as my patients and I choose to focus my energy on these types of motivation. I take these messages to heart because they give me a sense of purpose to do the best job I can. o It's always a good idea to listen to voices with different opinions, this is a part of the scientific process. However, hateful comments and threats of violence online have become a regular (daily) occurrence throughout this pandemic. o Being a visible minority woman is especially challenging due to the politicization of the pandemic and its origins. Racist, hateful remarks, are unacceptable in our public discourse, full stop. o I can and will use my public platform to speak out against hate and lift women up. 	<p>Misinformation and distrust</p> <ul style="list-style-type: none"> o <u>COSMO study</u> <ul style="list-style-type: none"> ▪ Mis and disinformation exposure was highest among TikTok and Youtube users who are young or middle-aged <p>Challenges for women and racial/ethnic minority (+) leaders:</p> <ul style="list-style-type: none"> o We know there are substantial negative health effects of living in societies and systems founded on patriarchal, white supremacist, colonial, and heterosexual beliefs. For those who live 'at the sharp end' of these interlocking systems of power, those effects are amplified, and have a 'weathering' effect over time. o Accordingly, women, gender diverse, racialized (+) health leaders face not only the complex medical and social challenges of outbreaks, they do so with resources already spread thin by sustained vigilance and efforts to mitigate the harms of those systems of power. o Additionally, they may face additional stigmatization related to the outbreak at hand (e.g. COVID-19, the "China virus"); and sexist/racist/homophobic/xenophobic professional and personal attacks, heightened by their visibility as leaders. o These leaders need not only leadership competencies, but skills for living and coping, for building/maintaining resilience, and for maintaining psychological (and physical) safety. <p>Mental health resources</p> <ul style="list-style-type: none"> o The Federal government launched many mental health initiatives during the pandemic, e.g. Wellness Together with

<ul style="list-style-type: none"> o Part of my role is to tackle racism, stigma, discrimination, impacts of colonization and ensure our health system isn't a perpetrator. We need to walk the talk. There have been devastating cases of racism in the health system and patients didn't have equal access to health care. There is a lot of work to do; it's a whole-of-society issue. We need to reach communities and engage trusted leaders. We're making steps forward, e.g. recognition of LGBTQ2+ rights and we acknowledge racism. 	<p>portals to provide 24/7 services with a separate stream for First Nations, Inuit, and Métis.</p> <p>Media and Science Literacy:</p> <ul style="list-style-type: none"> o Science and media literacy efforts need to keep pace with the rapidly evolving information and communication landscape. o Importance of creating strong foundation – build science and public health education in early! o Social media has greatly amplified the spread of misinformation, hampering public health responses, creating confusion and distrust.
<p>The women in this room are in a unique position to be catalysts for change by influencing our peers, driving policy shifts, and reaching out through our networks to mobilize others.</p> <p>Question 2: How will you use your influence to create a legacy of action? What concrete actions can you take to support other women in this room who may be facing digital violence?</p>	
KEY MESSAGES	EXAMPLES
<ul style="list-style-type: none"> • As CPHO, I have the opportunity to meet with influential decision-makers and community leaders. • I strive to practice inclusive leadership. To me, that means standing up for health equity, especially in the context of Truth and Reconciliation. • I am a visibly racialized woman entrusted with the position of Canada's Chief Public Health Officer. • It hasn't always been smooth. There have been times, especially since the pandemic has shone a spotlight on my position, where I have been publicly criticized for my 	<ul style="list-style-type: none"> o One of my priorities in my role as CPHO is engaging with youth on public health issues to raise awareness about important yet complex issues that impact their health and wellness, but also to empower young people to think critically about how they can make a positive difference for the lives of their friends, loved ones and supporting healthy communities. o I've participated in a number of student-led and youth-attended events, including, for example, public health and university conferences; consulted with Youth Councils, including Indigenous youth to inform my annual CPHO reports; presented on pediatric Q&A video series for social media

appearance, my race, my accent and my advice. However, if my presence can inspire young Canadians that they too can be in a position of leadership, I feel I have done my job.

- My leadership position isn't one of power – in fact, I have very little power – but one of support and influence in decision-making. Because of this, a key responsibility for me is to maintain trust within my networks of influence, primarily Chief Medical Officers of Health:
 - Throughout the pandemic, I've been available to this network. I've been a listening ear and shoulder to lean on in times of crisis for those in similar positions as mine.
 - Maintaining this trusted relationship is so important in tackling the present and the future. We went through the pandemic and faced each twist and turn together, and knew we could rely on each other for support.
 - Despite each region, province and community addressing each problem differently, no one was ostracized or criticized by the network. We each had different populations and demographics and did what was best for our locality. My colleagues who work with their local communities know what works best for their own communities, and the same was said for each province.
 - Contexts and realities might be quite different but we have some very common goals and objectives and navigating the differences as well as the coherence in our response is also quite challenging.

shareables to promote vaccine confidence and uptake for national kids and vaccine day, and have participated in many interviews with students and young advocates.

- The importance of encouraging and inspiring youth to engage on public health issues is crucial as we continue to face complex, ongoing and emerging public health crises such as climate change and mental health that will require a whole-of-society approach.
- I met with the Prime Minister's Youth Council in May 2022. A lot of our progress addressing health and gender equity is thanks to the youth movement and NGOs that advocate for change.
- Celebrating International Day for Women and Girls in Science

- From where I am stand, I can provide a focal point for public health coordination across the federal government and in collaboration with my provincial, territorial, and even local counterparts.
- Providing guidance and advice on our most pressing and difficult problems, within and beyond public health, requires **effective inter-sectoral and inter-jurisdictional collaboration**. Working closely with some of the brightest minds, leaders and communities to take collective action is what true leadership looks like.
- My hope is to inspire and catalyze action from partners, stakeholders and decision-makers to see the value of putting health equity at the centre of our collective efforts in public health.
- We need to teach kids starting at a young age. We need to encourage children of immigrants to get involved in a range of areas. It is also important to recognize the stigma of mental health within different cultures and allow the opportunity for people to safely share their lived experiences without judgement.

Appendix A: International Women's Day and Gender Equality

The Government of Canada's theme for International Women's Day 2023 is Every Woman Counts. What does this theme mean to you? (FYI, the international theme is DigitALL: Innovation and technology for gender equality.)

- IWD is a day dedicated to promoting gender equity and celebrating the achievements and contributions of all women, particularly in fields like STEM where women have been historically underrepresented.

- Teenage girls (12-17 years) experience about 2x greater rates of fair or poor perceived mental health than young boys. During the pandemic, a higher % of women aged 18-34 and 65+ reported symptoms of anxiety and depression than men.
- In Canada, we have many great women scientists who are trailblazers in their fields and role models for generations of women and girls:
 - Dr. Donna Strickland, the 2018 Nobel Prize recipient and an optical physicist and pioneer in the field of pulsed lasers;
 - Dr. Rose Johnstone, the biochemist who discovered exosomes – tiny bubbles released by cells that move proteins and other genetic materials from one cell to another;
 - Dr. Brenda Milner, the neuropsychologist who is sometimes referred to as the “founder of neuropsychology”.
- ***Women deliver global health and men lead it***¹
 - Globally, women make up 70% of workers in the health and social sectors.
 - Women are also the **majority of service-staff** in health facilities – such as cleaners, laundry, catering – providing additional and crucial care work.
 - Outside of health facilities, women are the **default family caregivers** and the majority of unpaid or poorly paid community health workers.
- This is the **baseline** – women, and especially racial/ethnic minority and migrant women, carry the heaviest load of health and social care, often unpaid or underpaid. In **times of crisis**, this is only amplified.²
- Women have remained at the front lines throughout the COVID-19 pandemic. We’ve learned that **racialized healthcare workers** are at increased risk of COVID-19 infection, morbidity and mortality, and that **migrant women care workers** face particular economic hardship in the context of COVID-19.³
- Despite women being the majority of the global health and social workforce, ***global health is predominantly led by men***: **69% of global health organizations** are headed by men, and **80% of board chairs** are men. **Only 20% of global health organizations** were found to have **gender parity on their boards**, and 25% had gender parity at senior management level.⁴
- Stigmatizing/**discriminatory beliefs** and their subtle and/or explicit enforcement continue to **create barriers to women and racial/ethnic minorities** assuming leadership roles, such as:
 - undervaluing ‘feminine’ roles & qualities such as empathy and relationship-building;
 - association of leadership with masculine qualities;
 - association of leadership with individual, rather than community-based strengths;
 - association of leadership and other (scientific, governance) expertise with whiteness and the global North and West

Appendix B: Misinformation & Disinformation broadly leading to a toxic digital environment

- Social media has amplified the spread of misinformation, hampering public health responses, creating confusion and distrust.

- Throughout COVID-19 pandemic, mis- and disinformation impacted vaccine confidence and put people's lives at risk.
- **Trust** plays central role; Important to **meet people where they are at** & leverage trusted sources.
 - Info needs to be easy to understand, culturally relevant, and tailored to the needs, backgrounds, and experiences of different groups of people.
 - Acknowledging concerns and fears where they exist and alleviating them with evidence-based information and resources will help to empower individuals to make informed decisions.
- Working with community leaders and partners is crucial and can help to build trust, particularly with marginalized communities.
 - The value of community relationships, built over many years to tackle HIV, was demonstrated during the recent Mpox (monkeypox) outbreak in Canada.
- Building up our own capacity to promote science and media and digital literacy is also important given the current information and digital landscape. We should also be encouraging the public to do so as well by directing them to reliable and accessible resources on these topics.
 - Importance of creating strong foundation – build science and public health education in early!

Toronto Star Year-End Interview

December 8 – 10:30-11:00

INTERVIEW:

- With Raisa Patel, a national politics reporter writing for the Toronto Star based in Ottawa's parliamentary bureau
- She covers health policy and has contributed to coverage on COVID-19 during the pandemic for the Toronto Star (since 2021) and before that with the CBC (Politics)

FOCUS:

- The intent is **"to get to know the people behind the faces Canadians have come to recognize over the past couple of years."**
- The reporter **does not want to delve too deep into pandemic issues, political topics, etc. but rather** a more personal piece to get Dr. Tam's thoughts on what it was like **enduring the pressures of the height of the pandemic, what that period was like** for her (for example, dealing with difficult personal attacks and always being under intense scrutiny), and what it has been like since.
- There would be some forward-thinking questions as well, to inquire about **what is occupying Dr. Tam now beyond COVID-19 and as we move forward.**
- Some more personal questions should also be expected, such as questions about Dr. Tam's hobbies, interests and activities that she enjoys in her spare time.

LOGISTICS:

- In-person at 130 Colonnade – the reporter wanted a location that was "meaningful" for Dr. Tam. (Innovation Centre booked for now)
- Request for 45-60 minutes of Dr. Tam's time for interview and photos.
- Professional photographer will also be on site (TBC).

COMMUNICATION OBJECTIVES

The end of year offers a time for Canada's Chief Public Health Officer (CPHO) to reflect on key public health milestones over the past year, highlight major achievements, identify priorities for the coming year, and offer a path forward to address ongoing challenges to the health and safety of people in Canada. Specific objectives for this interview include to:

- Show the person behind the role
- Foster trust through empathetic leadership and transparency
- Provide the big picture on opportunities and challenges ahead for the health of people in Canada
- Offer hope for the future by sharing examples and experiences.

Backdrop – 2023 in review:

This past year marked a record wildfire season in Canada that was felt across the country, and ongoing public health challenges, including a worsening opioids crisis, as well as food and housing insecurity in

many parts of the country. However, it was also a year of important achievements in public health, including a major COVID-19 milestone with the end of the emergency phase of the pandemic, the establishment of a national suicide crisis helpline (9-8-8), and progress in working towards HIV targets with U=U.

Potential questions:

- Your personal experience during the pandemic as a public health leader
- On personal attacks you have faced – particularly as a woman of colour in a leadership position.
- What you do in your spare time / how you unwind?
- What are your key priorities beyond COVID-19 (note: opportunity to highlight breadth of CPHO work, e.g., on climate and health, as not as well known to many Canadians.)
 - You could also be asked about the current state of COVID, decline in life expectancy, and use of masks at fall presser.
- What are some of the key lessons learned from the pandemic?
- Highlights from the past year?
- What are the major opportunities and challenges that lie ahead from a public health perspective?
- What keeps you up at night? What gives you hope?

Key Themes:

Examples/Data	Key messages
1. Historic milestone with the WHO declaring an end to the emergency phase of COVID-19 in May	
Data: <ul style="list-style-type: none"> • COVID-19 is the third leading cause of death in Canada so our work is not done (The Daily — Deaths, 2022 (statcan.gc.ca)) • In recent weeks, national SARS-CoV-2 percent positivity has increased slightly, though trends varied by P/T. The latest weekly percent positivity is at 19.3% (of 42,135 weekly tests reported). (COVID-19 epidemiology update: Current situation — Canada.ca) • Key findings from StatsCan study regarding the long-term symptoms of COVID-19, Dec. 8, 2023 (The Daily — Experiences of Canadians with long-term symptoms following COVID-19 (statcan.gc.ca)): <ul style="list-style-type: none"> ○ Nearly one in five Canadian adults have had more than one known or suspected COVID-19 infection ○ About 1 in 9 of all Canadian adults have experienced long-term symptoms from a COVID-19 infection – (definition: the presence of symptoms 3 or more months 	<ul style="list-style-type: none"> • COVID-19 and flu activity currently vary across the country. • We are seeing lower levels in vaccination which concerns me. • The most important thing is for those at high risk of severe outcomes to get vaccinated. • We know that COVID-19 can have lasting impacts on people, such as Post-COVID Condition. • I'm worried about the health care system and the toll on our health care professionals. This is another great reason for people to get vaccinated as the healthier people are, the less burden they will be on the health care system. • Call to action – it's not too late for people to get vaccinated for COVID-19 and the flu.

<p>after a COVID-19 infection that could not be explained by anything else.)</p> <ul style="list-style-type: none"> ○ Stats Can <u>Mar. 24, 2023</u>, among adults with longer-term symptoms, the most common were: <ul style="list-style-type: none"> ▪ fatigue, tiredness or loss of energy (72%) ▪ coughing (39%) ▪ shortness of breath or difficulty breathing (38.5%) ▪ difficulty thinking or problem solving (33%) ▪ general weakness (31%) ● From HESA document: <ul style="list-style-type: none"> ○ Over the course of the pandemic: <ul style="list-style-type: none"> ▪ PHAC supported Canada's largest mass immunization program in history, with over 99.0 million doses administered (as of 10 September 2023) to over 32 million people. ▪ Purchased 4.1 billion units of medical equipment and supplies (e.g., PPE, vaccine ancillary supplies, biomedical equipment and test kits) ▪ Distributed over 2 billion units of medical equipment and supplies (e.g., personal protective equipment, biomedical equipment and vaccine ancillary supplies) to FPT partners. 	
2. Canada's record-breaking wildfire season – which has “made real” for us all how climate change has multiple and far-reaching impacts on our health	
<p>Data:</p> <ul style="list-style-type: none"> ● Canada is warming at a rate two times faster than the global average, while the north is warming three to four times faster. As the average temperatures increase, the health impacts will become more severe. <p>Example:</p> <ul style="list-style-type: none"> ● How we can improve emergency management for the benefit of all people in Canada and the important role of communities - Lesson from BC's heat dome in 2021 – on importance of checking in on elderly neighbours and family members. 	<ul style="list-style-type: none"> ● Impacts felt across the country with smoke alerts occurring long distances away from wildfires to evacuations in Northern and remote communities, including the largest evacuation in the history of the NWT. ● There are lessons from the COVID-19 pandemic that can be applied to respond to the climate crisis. This includes: <ul style="list-style-type: none"> ○ A focus on equity, to ensure those most at risk of health impacts receive the most support, and to address the root causes of vulnerability (e.g., poverty, lack of safe and affordable housing). ○ The need to simultaneously address immediate health risks while working to prevent and reduce compounding threats down the road.

	<ul style="list-style-type: none"> ○ Building on a One Health approach that recognizes the important connections between the health of people, animals, and ecosystems. ○ The importance of working in partnership across all levels of government, sectors, communities and borders to tackle complex health threats. COVID-19 has clearly demonstrated the power of collaboration and a “whole of society” approach. • Over the past year we have hit some milestones in the area of climate change with the National Adaptation Strategy and the declaration at this week’s UN Climate Change Conference (COP28) of the Day of Health.
3. Importance of building healthier and more resilient communities in the face of increasing emergencies	
<p>Examples:</p> <p>Point-of-Care Community-Based Testing for Northern, Remote, and Isolated Communities</p> <ul style="list-style-type: none"> • Many northern, remote and isolated communities, including First Nations, Métis, and Inuit populations, faced access barriers to COVID-19 testing during the pandemic due to a lack of access to healthcare providers, the need to travel to centralized testing locations, long wait times for results, and concerns about confidentiality. • The communities were able to develop their own community-based rapid point-of-care testing, working directly with the National Microbiology Laboratory and Indigenous Services Canada to acquire the tests, receive training, and build local capacity to perform their own COVID-19 testing. • This initiative allowed these communities to take ownership over their own health care and, over the course of 32 months, provided over 3 million tests at more than 400 sites. <p>Community Mobilization as a Key Element of the MPox Response</p> <ul style="list-style-type: none"> • The successful control of the outbreak was achieved because of the active participation of HIV and LGBTQ+ community organizations in reaching out to their most at-risk members, and 	<ul style="list-style-type: none"> • Some populations disproportionately affected, with inequitable health impacts. • Just as we strengthen our physical infrastructure to prepare for emergencies, we need to strengthen our social infrastructure – including the health of our digital spaces. • This means working across sectors on the foundational conditions that keep our communities healthy and well. • It also means empowering communities to have tailored responses that are better adapted to their needs. • We need to shift in how we think about emergencies. We must work with partners across communities and sectors to reduce health inequities and work on the foundational conditions that keep our communities healthy and strong. • With more resilient communities, we are better equipped to prevent, withstand, and recover from emergencies.

through 30+ years of relationship building between public health and these communities.	
4. Mental health and substance use remain important challenges	
<p>Data:</p> <ul style="list-style-type: none"> • Although most people in Canada report positive mental health, this has been decreasing since 2015 and further worsened in 2021. (Mental health during the COVID-19 pandemic: Health of people in Canada dashboard – Canada.ca) • Opioid deaths, driven by an illegal and increasingly toxic drug supply, have been at historic highs since the start of the pandemic. According to the latest National Data on Substance-Related Harms released in December 2023 (Opioid- and Stimulant-related Harms — Canada.ca): <ul style="list-style-type: none"> ○ A total of 40,642 apparent opioid toxicity deaths between January 2016 and June 2023 ○ A total of 3,970 apparent opioid toxicity deaths occurred so far in 2023 (January-June). This is an average of 22 deaths per day. ○ The number of total apparent opioid toxicity deaths in Canada reported so far in 2023 (January-June) was 5% higher compared to the same period in 2022. <p>Examples:</p> <ul style="list-style-type: none"> • Integrated Youth Services (IYS) aims to build effective, youth-focused and integrated services for mental health and substance-use alongside other youth supports such as, counselling, primary care, work and study supports, or housing. Services at IYS sites vary depending on the needs of individual communities in each province and territory. <ul style="list-style-type: none"> ○ IYS initiatives have taken root across the country. Pioneered by British Columbia's Foundry and Youth Wellness Hubs Ontario (YWHO), Quebec's Aire ouverte (AO) and Manitoba's Huddle. Youth are consulted through all stages; not just on what services are offered, but also how they're delivered. There has been unprecedented success in establishing sites in Inuit and First Nations communities. 	<ul style="list-style-type: none"> • The part of this that keeps me up at night is the impact this is having on our youth. • Prevention and education for youth needs to be front and centre in our response to this crisis. By addressing risk and building protective factors among Canadian youth, we can help promote health and reduce, prevent, and delay substance use behaviors and the likelihood of harms. • Investments in prevention are an important part of the renewed Canadian Drugs and Substances Strategy. The strategy looks at all substances and takes a holistic public health approach to meet people where they are.

<ul style="list-style-type: none"> • Icelandic Prevention Model which is a primary prevention approach designed to strengthen protective factors, reduce risk factors, and build healthy community environments for positive youth development that considers the surroundings affecting youth such as the home, school, and peer environments, rather than focusing on changing individual behaviour. Six communities/jurisdictions in Canada have partnered with Planet Youth to implement the IPM. Planet Youth Calgary taking an Indigenous parallel approach to their program. • 9-8-8: Suicide Crisis Helpline, launched on November 30, provides people across Canada with access to suicide prevention support by phone and text, including youth and those in remote and underserved communities. <ul style="list-style-type: none"> ○ Kids Help Phone will provide specialized support to young people who reach out to 9-8-8. 	
5. What makes me hopeful about public health in Canada	
<p>Examples:</p> <ul style="list-style-type: none"> • Elevate organization in Thunder Bay is an example of integrated care that has a direct impact on individuals with substance use issues. • mRNA vaccine technology that was advanced for the COVID-19 vaccines is now being explored for HIV treatment. 	<ul style="list-style-type: none"> • I have seen great work at the community level throughout the pandemic and the unprecedented wildfire season we had this year, as well as to address the opioid crisis. • I am also hopeful about the interface between science and innovation – we are constantly making scientific breakthroughs that improve detection, prevention and treatments of diseases to improve the overall health of everyone in Canada.

Reactive messages:

Cyber-violence
<p>Data/evidence</p> <ul style="list-style-type: none"> • <u>British Medical Journal</u> recently published a study on workplace violence and harassment against public health professionals in Canada during the pandemic. (Cheryl Regher et al, Oct. 2023) • The qualitative study found that the prolonged and intense harassment, abuse and threats against public health professionals during COVID-19 had significant effects on these professionals, their families, staff and ultimately the safety and health of the public. • Data revealed a pattern that began with mainstream media engagement (by public health professionals), which moved to indirect cyberviolence on social media that fuelled outrage and polarisation of members of the public, followed by direct cyberviolence in the form of email abuse and threats, and finally resulted in physical threats and confrontation—which were then glorified and

amplified on social media. The prolonged nature and intensity of harassment and threats led to negative emotional, professional and social outcomes.

Pandemic Lessons Learned (QP Note October 2023)

- Findings from various reviews and reports on Canada's performance have led us to consider six key areas of cross-cutting and interrelated lessons learned:
 - **Communication, Engagement, and Public Trust:** Transparent and real-time communications and targeted engagement are critical to Canada's response.
 - **Access to quality and timely data to support decision making,** in collaboration with public health partners, is essential.
 - **Science and Technology:** Maintaining a diversity of scientific approaches, as well as the skills necessary to make effective use of them are essential in ensuring proper preparedness and response.
 - **Health Equity:** Future preparedness, response, and recovery must focus on reaching vulnerable populations.
 - **Surge Capacity and Public Health Workforce:** Human and physical (e.g., vaccines) resources are critical to scaling up and sustaining response efforts.
 - **Governance and Collaboration:** Leveraging collaborations across the federal, provincial, and territorial governments, Indigenous organizations, and external partners is essential.
- The Public Health Agency is available to support provinces and territories when a local emergency escalates and further assistance is required at the federal level. Continued collaboration will be important to address the many shared health priorities that we face over the longer term.

Epi data ([COVID-19 epidemiology update: Current situation — Canada.ca](#)):

General trends

- Trends in indicators of COVID-19 activity continue to vary across the P/Ts.
- The latest available data show that COVID-19 Activity Levels ranged from low (BC, YT) to high (ON, QC, PE, NL) among the reporting P/Ts, with most reporting stable trends.
- In recent weeks, national SARS-CoV-2 percent positivity has increased slightly, though trends varied by P/T. The latest weekly percent positivity is at 19.3% (of 42,135 weekly tests reported).
- Following an increase through August and September, overall outbreak incidence decreased in the first half of October.

Hospitalizations and deaths

- COVID-19 hospital occupancy (non-ICU) continues to fluctuate, with overall increases observed in the latest reporting week in ON, PE, and NL
- Nationally, there have been gradual declines in weekly COVID-19 deaths since mid-October, with some fluctuations observed in recent weeks.
- Weekly deaths and the number in ICU remain low.
- The weekly rates of COVID-19 cases hospitalized and admitted to ICU remained highest among the oldest age groups.

Variants

- Nationally, recombinant XBB sub-lineages continue to be dominant, representing 93% of sequences in the past month.
- BA.2.86 (including JN.1) has now become clearly established in Canada and has been upgraded to a VOI and is the subject of ongoing monitoring

From: Tam, Dr.Theresa (PHAC/ASPC)
Sent: 2024-03-27 6:20 PM
To: Pogany, Lisa (PHAC/ASPC)
Cc: Killen, Marita (PHAC/ASPC); Pharand, Nathalie (PHAC/ASPC)
Subject: Re: Wrap up - March 25, 2024 (Governor General's symposium - additional materials)

Thanks Lisa

Sent from my iPhone

On Mar 27, 2024, at 15:42, Pogany, Lisa (PHAC/ASPC) wrote:

Dr. Tam: As requested, please find attached the prep materials for the Toronto Star interview and the final publication (<https://www.infomedia.gc.ca/hc-sc/2023/12/21/253348908>) appended below for easy use.

Natalie, can you add to the docs folder associated with the GG symposium (April 11, 2024).

Lisa

She fought off online attacks as the face of Canada's COVID-19 response. Now, Theresa Tam reveals just what kind of toll that took on her

by: [Www.Thestar.Com](http://www.thestar.com)

OTTAWA - Asked whether she's ever had COVID-19 or lost someone to the virus, it takes Dr. Theresa Tam a couple of minutes to answer the question.

She talks about the early days of the once-in-a-lifetime pandemic: the political unity, the exhaustion, the mental health check-ins from her provincial and territorial counterparts.

But then, she answers.

"My family is fine. My parents did fine. They never got COVID. I have never had COVID, either," she said.

"I don't think I've ever said that to anyone."

You can hardly blame Tam, who has spent six years as Canada's chief public health officer, for keeping her personal experiences with COVID-19 close to her chest.

Private and introverted by her own admission, the relatively unknown Tam was thrust into the spotlight three years ago, becoming the face of one of the most extraordinary and divisive periods in Canadian history.

In a wide-ranging interview with the Star, Tam reflected on that experience, opened up about the so-called "Freedom Convoy" movement, and shared what she thinks must be done to rein in an eruption of misinformation - an issue she says is the top threat facing public health today.

It's also a threat that targets health professionals themselves: especially the person with the unenviable task of guiding a nation through a crisis that was both catastrophic and poorly understood.

For Tam, the experience was just as personal as it was punishing. Her words were broadcast across the country every day. People were stuck at home with little to do. And, Tam notes, it was the first pandemic in the social media age.

"That throws yourself out there as an individual a lot more," she said. "You're exposed to anyone who can comment in the comment sections. So that was tough."

Despite being born in Hong Kong and raised in the United Kingdom, she was accused by conspiracy theorists of working for Beijing and covering up the origins of the disease. Transphobic internet trolls claimed she was not a woman. Commenters seized on racist and misogynistic tropes to raise doubts about her expertise and credibility. None of it was true.

"That was unacceptable," Tam said.

"You kind of had to call out people on that. Not even from a personal perspective - I just think it's unacceptable in our society."

She tried not to read the comments, which her communications team monitored closely. The posts disturbed her staff and colleagues. Tam was grateful her parents didn't use social media, because they would have found the onslaught "very upsetting."

Still, she found ways to cope with the barrage of attacks and a relentless schedule that left little time for rest.

A colleague's husband helped her put her 1992 mountain bike on a set of rollers so she could cycle from the safety of her home. Before bed, she took up learning Korean: she likes the food, and was interested in the K-pop and K-dramas that have swept the pop culture landscape in recent years.

She got her piano tuned - she also plays the cello, violin and trumpet - and listened to different kinds of music depending on her mood. If she needed structure, she turned to Bach. Other times, Taylor Swift did the trick.

Sometimes, during the pandemic's longest nights, a staff member would read out letters that kids wrote to her. The former pediatric disease specialist is particularly tickled by the LEGO displays she received, including one from colleagues that depicts her at one of her infamous pandemic news conferences, dressed as Wonder Woman. (Tam, a LEGO aficionado, keeps that one in her office.)

Those were the kinds of handholds Tam hung on to when the "Freedom Convoy" - a demonstration that saw hundreds of vehicles gridlock downtown Ottawa in protest of COVID-19 vaccination mandates and other pandemic restrictions - rolled into town.

"There were very, very targeted challenges to public health, and people like myself," Tam recalled.

"So that was hard. It meant maybe no movement, really, during that time. You're stuck at home. Friends bring you meals. It was a very restrictive time."

It was later revealed, during a public inquiry into the government's use of the Emergencies Act to end the three-week demonstration, that Tam was one of several government officials who received RCMP protection in the days leading up to the protest.

"I think my job was to still focus on the response while everything else was going on, and not let even that very significant event distract me from my singular purpose, which was to protect the health of the population," she said.

Tam says surveillance was conducted around her home, but like many public figures, she declined to say whether she required other security measures.

"I didn't put myself out there in situations where harm could occur," she said, reflecting on the increased scrutiny her job invites.

She stopped spending much time in public and only went to grocery stores during hours she thought no one else would be there.

Even today, she finds herself making a quick calculation every time a stranger approaches her: will it be a positive interaction, or a dangerous one?

Tam speaks about such things with an unemotional sort of detachment. She says she's "fairly resilient" and would rather focus on the moments of light, like when she cycles past the University of Ottawa and students stop to tell her they want to follow in her footsteps.

"It's a very extraordinary feeling, that people recognize you," Tam said.

But that recognition is only meaningful if it comes with trust.

"We're not politicians. They make it sound as though we are," she said.

"Trust was such a huge factor in the success of our response. If we lose that, that's a problem."

She says Canada must be more proactive in tackling misinformation, and that its response should include governments, tech giants, scientists and the media.

"This is a complex matter, and complex matters require solutions from all angles, including, I think, regulations," she said.

Ottawa, meanwhile, has signalled it doesn't plan to regulate disinformation in its impending online harms legislation, which is largely expected to focus on other internet dangers.

"That is one layer of protection," she said, chuckling at her use of one of her most familiar phrases, "that people must examine."

The rest of the work involves educating young people, training public health workers to be better communicators, and ensuring community leaders have the knowledge they need to

convey advice to communities that may be mistrustful of official sources of information.

Indeed, many Canadians have already cast doubt on the country's handling of the pandemic. Federal auditor general Karen Hogan has found that the Public Health Agency of Canada (PHAC) was not as prepared as it should have been, and that it minimized the risk COVID-19 posed to Canadians. Hogan has since examined other aspects of PHAC's pandemic response, including finding that the agency failed to adequately enforce quarantine orders. The public, meanwhile, was left frustrated by poor communication and drastically changing advice about self-protection measures.

Tam takes no issue with being held to account. She says she would testify at a public inquiry into Canada's pandemic response should the opportunity ever arise.

She offers a diplomatic response when asked about former Reform Party leader Preston Manning's forays into such undertakings.

"Having constructive reviews, and lessons learned - not just at the end, but all the way through the pandemic - is really important. But any of those reviews must have its objective of having us better prepare for the next one," she said.

Last year, Manning released an entirely fictional report based on an imagined inquiry into Canada's handling of the pandemic, and this year was hired to author an assessment of Alberta's actual COVID-19 response. Among a myriad of findings, he concluded that the province's emergency management agency should take over from its health department when it comes to addressing future crises.

Coincidentally, Tam took a different view in the annual report she penned this year on the state of public health in Canada. The report focused on how a public health approach is critical in all emergencies, including extreme weather events.

"I also was very seized with the fact that our emergency plans really didn't have the health promotion teams built in," she told the Star.

"Emergency management sectors do recognize that resilient communities are important, but they don't quite know how to go about it. So I think the partnership between public health and emergency management is really important."

The report was Tam's seventh as Canada's chief public health officer.

Her first five-year term expired in mid-2022, but she wasn't ready to give the gig up, even though she faced days when she thought, "I don't know if I can get up and do this tomorrow."

With her term renewed for another three years, she wants to do more work on COVID-19, and tackle the opioid crisis.

She admits now that the recognition that initially made her wary comes with its upsides.

"I feel I can contribute even more now because I am recognized," she said.

"Previously with the (chief public health officer), if you asked a regular person on the street, 'Who is this person?' They wouldn't know."

De: Banks Hart, Kimberly (PHAC/ASPC)
Envoyé: 2024-03-28 10:02
À: Chisholm, Mariellen (PHAC/ASPC)
Cc: Ailapperuma, Chamika (PHAC/ASPC); Forsythe, Allison (PHAC/ASPC)
Objet: For review - March 28 ELA
Pièces jointes: RPT-Engagement Look Ahead - Stakeholder Invitations - 2024-03-28.docx

Hi Mariellen

Please find attached this week's ELA for your review. Although there are 2 items in table 1a only one is new (CSPS). I understand that the CSPS went up to you while I was on vacation with a request that it be a delegate to DCPHO. The team just received confirmation from the DCPHO's office that he is available and likely would be interested, which is why there was a delay in sending it up. Item 2 is still on the table as it requires the return of the DCPHO for decision.

There is also one new internally initiated IA in table 1 b.

Thanks,

Kim

Kimberly Banks Hart

(she/her | elle)

Director

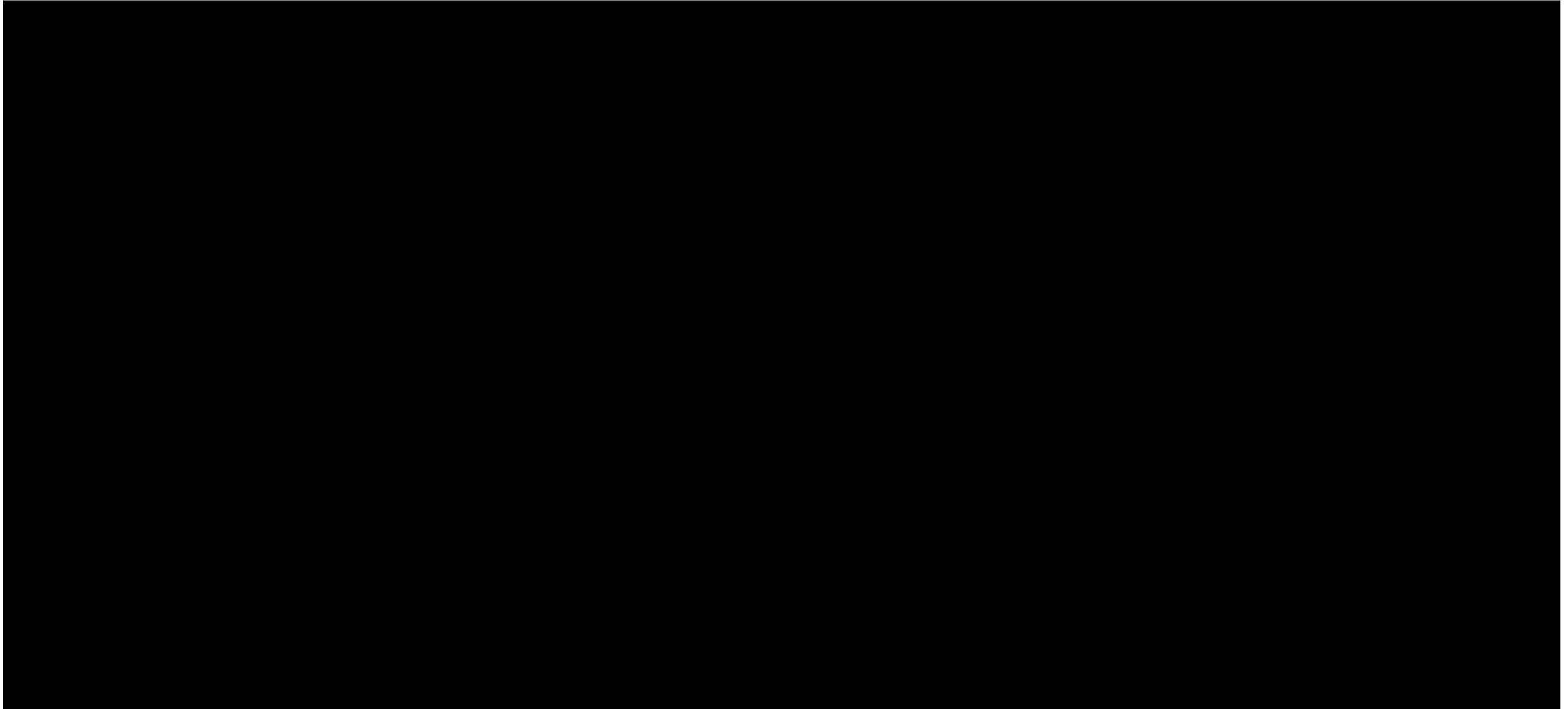
Partnerships and Engagement Division | Innovation and Partnerships Directorate
Strategic Policy Branch | Public Health Agency of Canada | Government of Canada
kimberly.bankshart@phac-aspc.gc.ca | Tel: (343) 543-4028

Directrice

Partenariats et mobilisation | Direction de l'innovation et des partenariats
Direction générale de la politique stratégique | Agence de la santé publique du Canada |
Gouvernement du Canada
kimberly.bankshart@phac-aspc.gc.ca | Tel: (343) 543-4028

Engagement Look Ahead - Stakeholder Invitations to President/EVP/CPHO/DCPHO

As of March 27, 2024



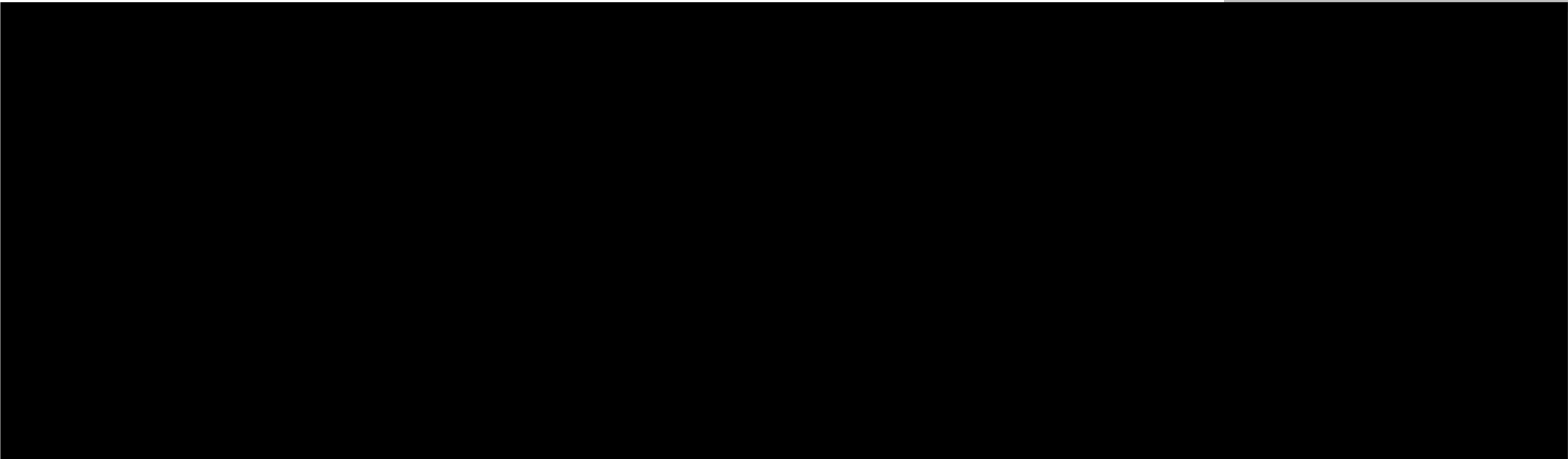


Table 2. a) Confirmed Upcoming Engagements – External Invitations

	Stakeholder	Engagement Type	Engagement Descriptions	Date / Time of Engagement	Attendance	Additional Information	MECS #
1	Office of the Governor General	Symposium	<p>Dr. Tam has been invited to speak on the “lived experiences” panel at a 1-day symposium on “Building a Safe and Respectful Digital World”</p> <p>It will bring together 200 diverse participants including journalists, advocates, and youth leaders from across the country.</p> <p>The goal of the event is to promote respectful digital dialogue by raising awareness and creating partnership opportunities between participants.</p>	April 11, 2024, 10am-3pm	CPHO	Dr. Tam participated in a similar event hosted by the GG last year on International Women’s Day. It addressed the need for safe and inclusive spaces and respectful discourse, for women in leadership positions.	For Reference: Recommendation made directly by OP/OCPhO.

De: [REDACTED]
Envoyé: 2024-04-03 15:53
À: Nichele, Mark (HC/SC); Pogany, Lisa (PHAC/ASPC)
Cc: Mallach, Emma (PHAC/ASPC); Lambert, Brittany (PHAC/ASPC); [REDACTED]
Objet: RE: Onsite Mental Health Support Worker

Warning: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.
Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Yes, that works!

From: Nichele, Mark (HC/SC) [mailto:mark.nichele@hc-sc.gc.ca]
Sent: 03 April, 2024 3:44 PM
To: [REDACTED]; Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>
Cc: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>; Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca> [REDACTED]
Subject: RE: Onsite Mental Health Support Worker

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

ATTENTION : Ce courriel provient d'une source externe. Faites preuve de prudence lorsque vous ouvrez des documents joints ou cliquez sur des liens, surtout s'ils proviennent de correspondants inconnus.

11:30 am (EST) tomorrow work for you?

From: [REDACTED]
Sent: Wednesday, April 3, 2024 3:42 PM
To: Nichele, Mark (HC/SC) <mark.nichele@hc-sc.gc.ca>; Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>
Cc: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>; Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca> [REDACTED]
Subject: RE: Onsite Mental Health Support Worker

Warning: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.
Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Thanks so much, Lisa!

Lovely to virtually meet you, Mark.

Are you by any chance available for a call this afternoon or tomorrow?

Looking forward to connecting,
[REDACTED]

From: Nichele, Mark (HC/SC) [mailto:mark.nichele@hc-sc.gc.ca]
Sent: 03 April, 2024 3:41 PM
To: Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca> [REDACTED]
Cc: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>; Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca> [REDACTED]
Subject: RE: Onsite Mental Health Support Worker

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ATTENTION : Ce courriel provient d'une source externe. Faites preuve de prudence lorsque vous ouvrez des documents joints ou cliquez sur des liens, surtout s'ils proviennent de correspondants inconnus.

Thank you Lisa.

Hi [REDACTED]

Let me know when would be a good time to connect? Happy to setup an MS Teams for a time that works.

Thanks,
Mark

From: Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>
Sent: Wednesday, April 3, 2024 3:32 PM
To: [REDACTED]; Nichele, Mark (HC/SC) <mark.nichele@hc-sc.gc.ca>
Cc: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>; Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca> [REDACTED]
Subject: RE: Onsite Mental Health Support Worker

Hi [REDACTED]

I'd like to e-introduce you to Mark Nichele. Mark is the senior program advisor for Specialized Organizational Services at Health Canada where these services are available.

I'll leave it to you Mark and [REDACTED] to connect with each other.

Lisa

From: [REDACTED]
Sent: Wednesday, April 3, 2024 9:43 AM
To: Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>
Cc: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>; Lambert, Brittany (PHAC/ASPC) <brittany.lambert@phac-aspc.gc.ca> [REDACTED]
Subject: Onsite Mental Health Support Worker

Warning: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.

Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Hi Lisa,

I hope that your week is off to a great start!

I am reaching out as we are looking to hire a mental health support worker for the symposium, and Gail Mitchell at WAGE mentioned that they have previously used EAP counsellors through a contract with Health Canada for similar events.

I was wondering if you were aware if such services are still provided by the EAP, and if so, could you kindly connect us with your colleagues who are responsible for the program.

Many thanks in advance,

Office of the Secretary to the Governor General | Bureau du secrétaire de la gouverneure générale
1 Sussex Drive | 1, promenade Sussex
Ottawa, Canada K1A 0A1
Email | Courriel : [REDACTED]
Telephone | Téléphone : [REDACTED]

IMPORTANT NOTICE: This message may contain confidential or privileged information and is intended only for the individual named. If you are not the intended recipient, you should not disseminate, distribute or copy this email. Please notify the sender immediately if you have received this email by mistake and delete it from your system.

AVIS IMPORTANT : Le présent courriel peut contenir des renseignements confidentiels et est strictement réservé à l'usage de la personne à qui il est destiné. Si vous n'êtes pas la personne visée, vous ne devez pas diffuser, distribuer ou copier ce courriel. Merci de nous en aviser immédiatement et de supprimer ce courriel s'il vous a été envoyé par erreur.

De: Walker, Sadie (PHAC/ASPC) de la part de CMHW
Correspondence / CSMB (PHAC/ASPC)
Envoyé: 2024-04-03 16:24
À: Hurley, Shannon (PHAC/ASPC); CMHW Correspondence /
CSMB (PHAC/ASPC)
Cc: Pouliot, Annie A (PHAC/ASPC); Morales-Hudon, Anahi
(PHAC/ASPC)
Objet: RE: PoC REQUEST 24-103258-616 Minister Saks attending The
Governor General's Symposium : Building a Safe and
Respectful Digital World on Thursday, April 11, 2024

Thank you! I can provide Anahi's name as the PoC.

Thanks,
Sadie

From: Hurley, Shannon (PHAC/ASPC) <shannon.hurley@phac-aspc.gc.ca>
Sent: Wednesday, April 3, 2024 4:20 PM
To: CMHW Correspondence / CSMB (PHAC/ASPC) <cmhw.correspondence-csmb@phac-aspc.gc.ca>
Cc: Pouliot, Annie A (PHAC/ASPC) <annie.a.pouliot@phac-aspc.gc.ca>; Morales-Hudon, Anahi (PHAC/ASPC) <Anahi.Morales-Hudon@phac-aspc.gc.ca>
Subject: RE: PoC REQUEST 24-103258-616 Minister Saks attending The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024

Yes I agree FGBV Policy is best suited to provide input. Thanks.

Shannon Hurley (she/her/elle)
Director, Prevention Division / Directrice, Division de la prévention
Centre for Mental Health and Wellbeing / Centre de la santé mentale et du bien-être
Public Health Agency of Canada / Agence de la santé publique du Canada
shannon.hurley@phac-aspc.gc.ca / 613-218-6668

I pay respect to the Algonquin Nation, on whose traditional and unceded territory I live and work.
Je rends hommage au Peuple Algonquin, sur le territoire traditionnel et non cédé duquel je vis et travaille.

From: Cranston, Henry (PHAC/ASPC) <Henry.Cranston@phac-aspc.gc.ca> **On Behalf Of** CMHW
Correspondence / CSMB (PHAC/ASPC)
Sent: Wednesday, April 3, 2024 4:10 PM
To: Hurley, Shannon (PHAC/ASPC) <shannon.hurley@phac-aspc.gc.ca>
Cc: CMHW Correspondence / CSMB (PHAC/ASPC) <cmhw.correspondence-csmb@phac-aspc.gc.ca>; Pouliot, Annie A (PHAC/ASPC) <annie.a.pouliot@phac-aspc.gc.ca>
Subject: FW: PoC REQUEST 24-103258-616 Minister Saks attending The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024

Hi Shannon and Annie,

Would we be able to provide a PoC for this request ? Our initial thinking is that I might be FGBV Policy.

Thanks,
Henry

From: Zygomis, Zafira (PHAC/ASPC) <zafira.zygoumis@phac-aspc.gc.ca> **On Behalf Of** hpcdp / pspmc (PHAC/ASPC)
Sent: Wednesday, April 3, 2024 3:47 PM
To: CMHW Correspondence / CSMB (PHAC/ASPC) <cmhw.correspondence-csmb@phac-aspc.gc.ca>
Subject: FW: PoC REQUEST 24-103258-616 Minister Saks attending The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024

Please provide a POC by 9am April 4 thanks

From: briefing (PHAC/ASPC) <briefing@phac-aspc.gc.ca>
Sent: Wednesday, April 3, 2024 3:46 PM
To: hpcdp / pspmc (PHAC/ASPC) <hpcdp-pspmc@phac-aspc.gc.ca>
Cc: briefing (PHAC/ASPC) <briefing@phac-aspc.gc.ca>
Subject: PoC REQUEST 24-103258-616 Minister Saks attending The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024

Good afternoon,

Please see the action request below, should you have input, please provide a point of contact that can be shared with HC SPB or should you have nothing, please confirm NIL to PHAC-Briefing by 9 AM Tomorrow, April 4, 2024.

Thanks

Gilbert Gauthier

Gilbert Gauthier
 Analyste d'information / Briefing Analyst
ASPC Unité de l'information / PHAC Briefing Unit
 Secrétariat général / Corporate Secretariat
 Direction général de la politique stratégique / Strategic Policy Branch
 Agence de la santé publique du Canada / Public Health Agency of Canada
 Nouveau numéro de téléphone/New phone number 343-571-7428
 Helpful links | Liens utiles : [NEW PHAC BU-CU Binder](#)

N'hésitez pas à répondre dans la langue officielle de votre choix | Please feel free to reply in the official language of your choice

ACTION REQUEST - DEMANDE D'ACTION

REQUESTOR'S NAME - NOM DU DEMANDEUR Health Canada	DATE 2024-04-03	NUMBER - NUMÉRO MECS#24-103258-616
REQUEST ORIGIN - ORIGINE DE LA DEMANDE Ministerial Meeting/Réunion Ministérielle		
SUBJECT - OBJET Minister Saks attending The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024		
REQUEST - DEMANDE (YYYY-MM-DD) (1)Date: 2024-04-03 SPB lead with input from PHAC PHAC please provide a point of contact for input that can be shared with HC SPB Minister Saks has been invited to attend "Building a Safe and Respectful Digital World" Hosted by the Governor General of Canada on April 11th. Additional context is attached. o Summary: Building a Safe and Respectful Digital World, which will seek to build public awareness of the impacts and prevalence of online abuse, and convene victims, subject matter experts and other stakeholders from across the country. We hope to shed a light on individuals' lived experiences, and support experts' efforts to identify and implement solutions to help people deal with online abuse. The Minister's office requested materials to support Minister Saks attendance that would touch upon her mandate. Please provide the requested materials (templates attached) to MBU by 12PM on April 9, 2024. (2)Date: (3)Date:		
English/Anglais		

De: Killen, Marita (PHAC/ASPC)
Envoyé: 2024-04-03 16:33
À: [REDACTED]; Tam, Dr.Theresa (PHAC/ASPC); Pharand, Nathalie (PHAC/ASPC)
Objet: RE: GG Symposium : Communications questionnaire and video campaign
Pièces jointes: Questionnaire - Communications - GG Symposium -11.04.2024 (002).docx

Good afternoon [REDACTED]

Please accept my apologies for the delay in responding to you. Attached you will find the partially completed questionnaire, namely with Dr. Tam's bio and photo.

We will get back to you on the outstanding questions in Section A tomorrow.

Kid regards,
Marita

Marita Killen (she/her | elle)
A/Chief of Staff / Chef de cabinet par intérim
Office of the Chief Public Health Officer / Cabinet de l'Administratrice en chef de la santé publique
Public Health Agency of Canada / Agence de la santé publique du Canada
Tel/tél: 613-796-7357
marita.killen@phac-aspc.gc.ca

From: [REDACTED]
Sent: Wednesday, April 3, 2024 1:10 PM
To: Tam, Dr.Theresa (PHAC/ASPC) <[REDACTED]>; Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>; Killen, Marita (PHAC/ASPC) <marita.killen@phac-aspc.gc.ca>
Subject: RE: GG Symposium : Communications questionnaire and video campaign

Warning: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.
Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Hello Nathalie and Marita,

I'm kindly following up regarding Dr. Tam's bio and photo. We would appreciate receiving it as quickly as possible. The bio should be no longer than 200 words.

Do feel free to get in touch if need be.

Kind regards,

[REDACTED]

[REDACTED]

Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile [REDACTED]

From: Tam, Dr.Theresa (PHAC/ASPC) <[REDACTED]>
Sent: Tuesday, April 2, 2024 7:55 PM
To: [REDACTED]
Cc: Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>; Killen, Marita (PHAC/ASPC) <marita.killen@phac-aspc.gc.ca>
Subject: RE: GG Symposium : Communications questionnaire and video campaign

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Dear [REDACTED]

Apologies, you should hear from my office tomorrow, before noon.

TT

From: [REDACTED]
Sent: Tuesday, April 2, 2024 7:23 PM
To: Tam, Dr.Theresa (PHAC/ASPC) <[REDACTED]>
Cc: Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>
Subject: RE: GG Symposium : Communications questionnaire and video campaign

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Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Hello Dr. Tam,

I hope that you had a pleasant long weekend. I'm kindly following up on my request for your bio and photo. We would require them for our website to announce you as a panelist. Can you kindly provide them by noon tomorrow?

Don't hesitate to get in touch if you have any questions, I would be happy to chat.

Kind regards,

Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile

From: [REDACTED]
Sent: Thursday, March 28, 2024 6:22 PM
To: [REDACTED]
Subject: RE: GG Symposium : Communications questionnaire and video campaign

Hello Dr. Tam,

I hope that you're well. I'm kindly following up on my email below.

Do let me know if you have any questions, I would be happy to help.

Have a lovely long weekend.

Kind regards,

P.S. If you're willing to take part in the video, I'd be happy to put you in touch with our Comms Team.

From: [REDACTED]
Sent: Tuesday, March 26, 2024 3:10 PM
To: [REDACTED]
Subject: GG Symposium : Communications questionnaire and video campaign

Good afternoon Dr. Tam,

Thank you again for taking part in the panel discussion. As mentioned during our meeting yesterday, please find attached the questionnaire related to Communications. We would be grateful if you could complete it by Thursday, March 28.

Also, we invite you to participate in a video project related to the Digital Respect symposium that would also be used on social media and may be used on our website. As a respected figure in your field, your voice carries immense weight, and we believe that your involvement in this initiative could significantly impact its success. Our project is designed to empower individuals to take a stand against online abuse. Join us by recording a short vertical video of yourself stating the phrase "I deserve better" in English and/or French directly to the camera. Your video will be added to a compilation that will serve as the cornerstone of a larger campaign which includes the Governor General. Through this campaign, we aim to raise awareness, spark conversations, and advocate for tangible solutions to combat online abuse and create a safer digital space for all. The recording process is straightforward and can be done using any smartphone. Your video should be no longer than 15 seconds. The deadline for submission is Monday, April 1, 2024.

If you have any questions, please feel free to get in touch by phone: [REDACTED] or by email: [REDACTED]

Kind regards,

Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile

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The Governor General's Symposium: Building a Safe and Respectful Digital World
Thursday, April 11, 2024

Please complete this questionnaire as soon as possible and return it to:

██████████ Office of the Secretary to the Governor General
Rideau Hall, 1 Sussex Drive, Ottawa ON K1A 0A1
Telephone: ██████████
Email: ██████████

Section A:

Media, Web Presence and Outreach

Press Release:

Please note that in the coming weeks, the Office of the Secretary to the Governor General will issue a media advisory which will mention your participation in the event. We will send you the link to this publication once the program elements have been made public.

Your name:

How would you like to be referred to in our documents for public consumption? Do you have any preferred titles or descriptions following your name? (e.g.: Mr. John Smith, Executive Director, Smith Inc.)

Dr. Theresa Tam, Chief Public Health Officer of Canada

The Governor General's website:

The Governor General's website, www.gg.ca, will be updated with information related to the symposium and will include key speeches, photo galleries and social media posts. We also invite panelists to refer others to www.gg.ca for up-to-date information about the event.

I would be willing to distribute information about the symposium to my networks (once announced).*	Yes		No	
I would like to refer others to www.gg.ca via my website or other social media.	Yes		No	
If solicited, I agree to participate in short video recordings (during the event) for use on the web.	Yes		No	
*Please indicate the contact information of the person to whom the Rideau Hall Press Office should	Name:			

be sending all information related to communications.	Email:	
If you intend to be active on social media during the event, please let us know which accounts you will use:		

Section B:
Your biography and photo


We will be sharing information about the panelists to guests attending the symposium. This information will also be translated, posted on our website and shared with the media. Please send us your biography and a high-resolution JPEG photo of yourself.

Your short biographical note (200 words or less) should include information about:

- 1- You;
- 2- Your organization and work;
- 3- Your connection to the theme of the symposium: Building a Safe and Respectful Digital World. *This all-day event seeks to build public awareness of the impacts and prevalence of online abuse, and convene victims, subject matter experts and other stakeholders from across the country. We hope to shed a light on individuals' lived experiences, and support experts' efforts to identify and implement solutions to help people deal with online abuse.*

Section C:
Checklist

Please return by <u>email</u> to:			
I have included my biographical note of 200 words with this questionnaire.	Yes		No
	Dr. Theresa Tam was named Canada's Chief Public Health Officer (CPHO) in June 2017. As the federal government's lead public health professional, she provides guidance to help protect the people of Canada against health threats, advance health equity and promote healthier communities, using the best available data and evidence. Dr. Tam is a pediatric infectious disease specialist with expertise in immunization, emergency preparedness and global health security. As Canada's national public health leader, she has played an instrumental role in helping to guide Canada's response to the COVID-19 pandemic, including the rollout of the largest vaccination campaign in Canadian		

	<p>history. She has also played a leadership role in Canada's response to other public health emergencies, including severe acute respiratory syndrome (SARS), pandemic influenza H1N1, Ebola disease and mpox.</p>		
<p>I have included a high resolution JPEG photo of myself to be used for the website and promotional purposes.</p>	Yes		No
			

Symposium de la gouverneure générale : Construire un monde numérique sain et respectueux
Le jeudi 11 avril 2024

Prière de remplir ce questionnaire le plus rapidement possible et de le transmettre à :

[REDACTED]
[REDACTED] Bureau du secrétaire du gouverneur général
1, promenade Sussex, Ottawa (Ontario) K1A 0A1
Téléphone : [REDACTED]
Courriel : [REDACTED]

Section A

Médias, présence sur le Web et promotion

Communiqués

Veuillez noter que le Bureau du secrétaire du gouverneur général diffusera dans les semaines à venir un avis aux médias dans lequel votre participation à l'événement sera mentionnée. Nous vous transmettrons le lien permettant d'accéder à cette publication dès que les éléments du programme auront été rendus publics.

Votre nom

Comment souhaitez-vous être dénommé dans nos documents destinés au public ? Avez-vous des titres ou des descriptions préférés après votre nom (p. ex. M. John Smith, directeur général, Smith inc.) ?

--

Le site Web de la gouverneure générale

Le site Web de la gouverneure générale (www.gg.ca) sera mis à jour avec des informations liées au symposium, notamment des discours clés, des galeries de photos et des messages pour les médias sociaux. Nous invitons également les panélistes à orienter d'autres personnes vers le site www.gg.ca pour y obtenir des informations à jour sur l'événement.

Je suis disposé à diffuser sur mes réseaux l'information concernant le symposium (une fois l'annonce faite).*	Oui		Non	
Je souhaite diriger d'autres personnes vers www.gg.ca par le biais de mon site Web ou d'autres médias sociaux.	Oui		Non	
Si on me le demande, j'accepte de participer (pendant l'événement) à de courts enregistrements vidéo qui seront utilisés sur le Web.	Oui		Non	

*Veuillez indiquer les coordonnées de la personne à qui le Bureau de presse de Rideau Hall doit envoyer toutes les informations relatives aux communications.	Nom :	
	Courriel :	
Si vous avez l'intention d'avoir une présence active sur les médias sociaux pendant l'événement, veuillez nous indiquer les comptes que vous utiliserez :		

Section B

Votre biographie et votre photo

Nous communiquerons des informations sur les panélistes aux invités qui participeront au symposium. Ces informations seront également traduites, affichées sur notre site Web et diffusées auprès des médias. Nous vous prions de nous envoyer votre biographie ainsi qu'une photo de vous en format JPEG haute résolution.

Votre courte notice biographique (200 mots ou moins) doit comprendre des informations :

- 1- sur vous;
 - 2- sur votre organisation et votre travail;
 - 3- sur votre lien avec le thème du symposium : Construire un monde numérique sûr et respectueux.
- Ayant pour but de sensibiliser le public aux conséquences et à la généralisation des agressions en ligne, cet événement d'une journée réunira des victimes, des experts en la matière et d'autres parties prenantes de partout au pays. Nous souhaitons mettre en lumière les expériences des gens et soutenir les efforts des experts pour proposer et mettre en œuvre des solutions destinées à aider la population à faire face au problème des agressions en ligne.*

Section C

Liste de contrôle

Veuillez retourner le présent questionnaire par courriel à :				
J'ai joint à ce questionnaire une notice biographique de 200 mots.	Oui		Non	
J'ai joint à ce questionnaire une photo de moi en format JPEG haute résolution qui sera utilisée sur le site Web et à des fins promotionnelles.	Oui		Non	

De: [REDACTED]
Envoyé: 2024-04-03 21:04
À: Killen, Marita (PHAC/ASPC); Tam, Dr.Theresa (PHAC/ASPC); Pharand, Nathalie (PHAC/ASPC)
Objet: RE: GG Symposium : Communications questionnaire and video campaign

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Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Hello Marita,

Many thanks for your speedy reply, it is greatly appreciated.

Kind regards,

[REDACTED]

[REDACTED]

Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile [REDACTED]

From: Killen, Marita (PHAC/ASPC) <marita.killen@phac-aspc.gc.ca>
Sent: Wednesday, April 3, 2024 4:33 PM
To: [REDACTED]; Tam, Dr.Theresa (PHAC/ASPC) [REDACTED]; Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>
Subject: RE: GG Symposium : Communications questionnaire and video campaign

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Good afternoon [REDACTED]

Please accept my apologies for the delay in responding to you. Attached you will find the partially completed questionnaire, namely with Dr. Tam's bio and photo.

We will get back to you on the outstanding questions in Section A tomorrow.

Kid regards,
Marita

Marita Killen (sher/her | elle)
A/Chief of Staff / Chef de cabinet par intérim
Office of the Chief Public Health Officer / Cabinet de l'Administratrice en chef de la santé publique
Public Health Agency of Canada / Agence de la santé publique du Canada
Tel/tél: 613-796-7357
marita.killen@phac-aspc.gc.ca

From: [REDACTED] >
Sent: Wednesday, April 3, 2024 1:10 PM
To: Tam, Dr.Theresa (PHAC/ASPC) [REDACTED]; Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>; Killen, Marita (PHAC/ASPC) <marita.killen@phac-aspc.gc.ca>
Subject: RE: GG Symposium : Communications questionnaire and video campaign

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Hello Nathalie and Marita,

I'm kindly following up regarding Dr. Tam's bio and photo. We would appreciate receiving it as quickly as possible. The bio should be no longer than 200 words.

Do feel free to get in touch if need be.

Kind regards,

[REDACTED]

[REDACTED]

Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile [REDACTED]

From: Tam, Dr.Theresa (PHAC/ASPC) <[REDACTED]>
Sent: Tuesday, April 2, 2024 7:55 PM
To: [REDACTED] >
Cc: Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>; Killen, Marita (PHAC/ASPC) <marita.killen@phac-aspc.gc.ca>
Subject: RE: GG Symposium : Communications questionnaire and video campaign

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Dear [REDACTED]

Apologies, you should hear from my office tomorrow, before noon.

TT

From: [REDACTED]
Sent: Tuesday, April 2, 2024 7:23 PM
To: Tam, DrTheresa (PHAC/ASPC); [REDACTED]
Cc: Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>
Subject: RE: GG Symposium : Communications questionnaire and video campaign

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Hello Dr. Tam,

I hope that you had a pleasant long weekend. I'm kindly following up on my request for your bio and photo. We would require them for our website to announce you as a panelist. Can you kindly provide them by noon tomorrow?

Don't hesitate to get in touch if you have any questions, I would be happy to chat.

Kind regards,

[REDACTED]

[REDACTED]
Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile [REDACTED]

From: [REDACTED]
Sent: Thursday, March 28, 2024 6:22 PM
To: [REDACTED]
Subject: RE: GG Symposium : Communications questionnaire and video campaign

Hello Dr. Tam,

I hope that you're well. I'm kindly following up on my email below.

Do let me know if you have any questions, I would be happy to help.

Have a lovely long weekend.

Kind regards,

[REDACTED]

P.S. If you're willing to take part in the video, I'd be happy to put you in touch with our Comms Team.

From: [REDACTED]
Sent: Tuesday, March 26, 2024 3:10 PM
To: [REDACTED]
Subject: GG Symposium : Communications questionnaire and video campaign

Good afternoon Dr. Tam,

Thank you again for taking part in the panel discussion. As mentioned during our meeting yesterday, please find attached the questionnaire related to Communications. We would be grateful if you could complete it by Thursday, March 28.

Also, we invite you to participate in a **video project** related to the Digital Respect symposium that would also be used on social media and may be used on our website. As a respected figure in your field, your voice carries immense weight, and we believe that your involvement in this initiative could significantly impact its success. Our project is designed to empower individuals to take a stand against online abuse. Join us by recording a short vertical video of yourself stating the phrase "I deserve better" in English and/or French directly to the camera. Your video will be added to a compilation that will serve as the cornerstone of a larger campaign which includes the Governor General. Through this campaign, we aim to raise awareness, spark conversations, and advocate for tangible solutions to combat online abuse and create a safer digital space for all. The recording process is straightforward and can be done using any smartphone. Your video should be no longer than 15 seconds. The deadline for submission is Monday, April 1, 2024.

If you have any questions, please feel free to get in touch by phone: [REDACTED] or by email: [REDACTED]

Kind regards,

[REDACTED]

[REDACTED]
Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile [REDACTED]

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From: Pharand, Nathalie (PHAC/ASPC)
Sent: 2024-04-04 9:56 AM
To: Lawand, Christina (HC/SC)
Subject: FW: DWU (Apr 2) - For CPHO review: reading packet for April 11 GG symposium
Attachments: 230307-GG-Backpocket - Final.docx
 CPHO Media Prep -- Carly Weeks MiDi Interview 06162022 COMPLETE.docx
 CPHO remarks - ICEC 24-Jan-2024.docx
 CPHO remarks - Regional Quarantine Mgrs 24-Jan-2024.docx
 CPHO Study Participant_Cyberviolence against PH Professionals_DRAFT-v3.docx
 EM2400027 Online Harms MLQA - FINAL EN clean.docx
 Interview Prep. Toronto Star end-of-year interview_2023-12-19.CLv3.docx
 Summary of BMJ Workplace Violence Article .docx

For 10am meeting.
np

From: Pogany, Lisa (PHAC/ASPC) <lisa.pogany@phac-aspc.gc.ca>
Sent: Wednesday, April 3, 2024 2:58 PM
To: Killen, Marita (PHAC/ASPC) <marita.killen@phac-aspc.gc.ca>; Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>
Cc: Mallach, Emma (PHAC/ASPC) <emma.mallach@phac-aspc.gc.ca>
Subject: FW: DWU (Apr 2) - For CPHO review: reading packet for April 11 GG symposium

For docs folder **for tomorrow's GG discussion.**

For CPHO Review: Governor General's Symposium on *Building a Safe and Respectful Digital World* – Lived Experience Panel – Thursday, April 11, 10:30am-12pm, Rideau Hall

Context: Outreach/CPAB has assembled a packet of background reading materials following the March 26 prep call for the Lived Experience Panel at the Governor General's Symposium on *Building a Safe and Respectful Digital World* on April 11. Given the personal nature of the questions, we request your input on how we can provide further support.

For decision:

- You are invited to attend a networking breakfast with participants on Apr 11 at 8am.

For discussion:

- Are you comfortable with the questions they have proposed (option to suggest changes):
 - Dr. Tam, you became a very familiar and visible figure for Canadians during the COVID-19 pandemic. In 2022, you started to open up to the Canadian public about the consequences of that visibility, and the online abuse you experienced as someone from the Asian-Canadian community. How did this impact you personally and professionally?
 - The increase of hate crime against Chinese Canadians and Asian Canadians more broadly during the pandemic is well documented. What feedback or reactions did you receive when you started to speak up? Do you feel your voice gave others courage?
 - If there were one thing you wish people understood about online abuse, what would it be?

For information: Full participant list has been requested. We will suggest some pull asides.

Relevant materials for review/information (attached or linked):

- Attached:
 - Backpocket note from last year's GG event where you spoke about being a woman CPHO during COVID-19, and public reaction
 - CPHO media prep for 2022 Carly Weeks interview. Includes relevant messaging about harassment of health workers during the pandemic. See Q 3.1. and 3.2.
 - Remarks to Interdepartmental Committee on Executive Correspondence
 - Remarks to Regional Quarantine Managers Face-to-Face
 - Media interview template for cyberviolence interview – messages on pages 3-5 are most relevant
 - Media lines from the Department of Canadian Heritage for the new Online Harms Bill
 - Toronto Star interview prep
 - Summary of BMJ study on Workplace violence in the COVID-19 era
- Linked:
 - Toronto Star Interview: [Theresa Tam reveals the toll handling COVID-19 took on her](#)
 - Toronto Star article: [Fighting the rise of anti-Asian racism in Canada](#)

Suggested pathways for remarks:

Given the moderator's interest in (1) unpacking the different impacts online abuse can have, and (2) highlighting the phenomenon of anti-Asian hate during COVID-19; we suggest incorporating the following into your remarks:

- Impact on PHAC staff who monitored communications during COVID-19. Importance of mitigating online abuse by building trust. Importance of community supports in times of crisis.
 - Connections between COVID-19 and Canada's experience with SARS, where Southeast Asians faced significant racism and discrimination. For awareness: Moderator mentioned a new Coalition Against anti-Asian Racism Canada (CAAARC), which advancing public education on anti-Asian racism and promoting racial equality with the support of the Canadian Race Relations Foundation (CRRF).

Governor General Roundtable on the occasion of International Women's Day

Wednesday, March 10, 2023; 1:30 – 3:30 pm EST. **Please arrive by 1:15 pm.**

In Person (Rideau Hall, 1 Sussex Drive)

Event Description

- The Governor General of Canada, Her Excellency the Right Honourable Mary Simon, has invited you to attend a roundtable on the occasion of International Women's Day which cover topics such as "importance of women in leadership positions, the challenges they face, and how leaders and society can create safe and inclusive spaces for respectful discourse."
- **The organizers are interested in having you share your personal experiences with digital media discourse over the course of the pandemic and how it has impacted you – key messages below will require your personal reflection.**
- The round-table conversation will take the form of Chatham House Rule.

Logistics

- Luc will be driving you to the event.

CPHO Strategic Objectives

- To share your experiences as a woman as Canada's Chief Public Health Officer amidst a global pandemic and public reaction.
- To be acquainted with other women in leadership positions, hear their experiences; approaches with the same issues you covered, and ask any questions you may have.

Participants

- 50-60 guests, seated into smaller groups of 8 – 10 women. **The organizers did not share a participant list.**
- Invitees include:
 - Women heads of mission associations (ambassador/high commissioners who are resident in Ottawa).
 - All four political parties
 - Female Deputy Ministers

- Other high-profile women including few younger generation participants who are creating bigger impacts in their fields and organizations
- **Journalists** will be seated at the table to participate and provide event coverage. N.B. Clear parameters have been confirmed with the invited journalists. For the round-table portion, journalists in attendance have agreed to follow the Chatham House Rule, which will ensure comments are not attributed to specific speakers.

Agenda

1. Welcoming remarks
 - a. Her Excellency the Right Honourable Mary Simon, Governor General of Canada; and
 - b. Her Excellency Reem AlKhaled, Ambassador of the State of Kuwait and Chair of the Women Heads of Diplomatic Mission in Ottawa.
2. Roundtable discussion—**see table, below, for key messages and examples.**
 - a. Have you experienced online violence or witnessed it happening to other women or girls? If so, how has this affected you/them and your/their mental health?
 - b. How will you use your influence to create a legacy of action? What concrete actions can you take to support other women in this room who may be facing digital violence?
3. Summary of discussions from each table. One representative from each table will share the key outcomes of their discussions with the larger group.
4. Closing remarks by the Governor General of Canada
5. Group photograph with all participants
6. Informal networking session (30 mins)

Roundtable Discussion Questions

Digital violence against women and girls is as damaging as violence in the real world and has real consequences. Worldwide, 85 per cent of women have experienced or witnessed digital violence against women, and women in leadership positions are not exempt.

Question 1: Have you experienced online violence or witnessed it happening to other women or girls? If so, how has this affected you/them and your/their mental health?

KEY MESSAGES	EXAMPLES
<ul style="list-style-type: none"> o Overnight I went from being relatively unknown to being broadcast to the public eye, with all my words and actions scrutinized. o Social media has amplified the spread of misinformation, hampering public health responses, creating confusion and distrust. o The polarization of science witnessed over the course of the pandemic has put people in leadership positions such as myself on the front lines, as the targets of hate. o I have received many wonderful and uplifting messages. I see all Canadians as my patients and I choose to focus my energy on these types of motivation. I take these messages to heart because they give me a sense of purpose to do the best job I can. o It's always a good idea to listen to voices with different opinions, this is a part of the scientific process. However, hateful comments and threats of violence online have become a regular (daily) occurrence throughout this pandemic. o Being a visible minority woman is especially challenging due to the politicization of the pandemic and its origins. Racist, hateful remarks, are unacceptable in our public discourse, full stop. o I can and will use my public platform to speak out against hate and lift women up. 	<p>Misinformation and distrust</p> <ul style="list-style-type: none"> o <u>COSMO study</u> <ul style="list-style-type: none"> ▪ Mis and disinformation exposure was highest among TikTok and Youtube users who are young or middle-aged <p>Challenges for women and racial/ethnic minority (+) leaders:</p> <ul style="list-style-type: none"> o We know there are substantial negative health effects of living in societies and systems founded on patriarchal, white supremacist, colonial, and heterosexist beliefs. For those who live 'at the sharp end' of these interlocking systems of power, those effects are amplified, and have a 'weathering' effect over time. o Accordingly, women, gender diverse, racialized (+) health leaders face not only the complex medical and social challenges of outbreaks, they do so with resources already spread thin by sustained vigilance and efforts to mitigate the harms of those systems of power. o Additionally, they may face additional stigmatization related to the outbreak at hand (e.g. COVID-19, the "China virus"); and sexist/racist/homophobic/xenophobic professional and personal attacks, heightened by their visibility as leaders. o These leaders need not only leadership competencies, but skills for living and coping, for building/maintaining resilience, and for maintaining psychological (and physical) safety. <p>Mental health resources</p> <ul style="list-style-type: none"> o The Federal government launched many mental health initiatives during the pandemic, e.g. Wellness Together with

<ul style="list-style-type: none"> o Part of my role is to tackle racism, stigma, discrimination, impacts of colonization and ensure our health system isn't a perpetrator. We need to walk the talk. There have been devastating cases of racism in the health system and patients didn't have equal access to health care. There is a lot of work to do; it's a whole-of-society issue. We need to reach communities and engage trusted leaders. We're making steps forward, e.g. recognition of LGBTQ2+ rights and we acknowledge racism. 	<p>portals to provide 24/7 services with a separate stream for First Nations, Inuit, and Métis.</p> <p>Media and Science Literacy:</p> <ul style="list-style-type: none"> o Science and media literacy efforts need to keep pace with the rapidly evolving information and communication landscape. o Importance of creating strong foundation – build science and public health education in early! o Social media has greatly amplified the spread of misinformation, hampering public health responses, creating confusion and distrust.
<p>The women in this room are in a unique position to be catalysts for change by influencing our peers, driving policy shifts, and reaching out through our networks to mobilize others.</p>	
<p>Question 2: How will you use your influence to create a legacy of action? What concrete actions can you take to support other women in this room who may be facing digital violence?</p>	
KEY MESSAGES	EXAMPLES
<ul style="list-style-type: none"> • As CPHO, I have the opportunity to meet with influential decision-makers and community leaders. • I strive to practice inclusive leadership. To me, that means standing up for health equity, especially in the context of Truth and Reconciliation. • I am a visibly racialized woman entrusted with the position of Canada's Chief Public Health Officer. • It hasn't always been smooth. There have been times, especially since the pandemic has shone a spotlight on my position, where I have been publicly criticized for my 	<ul style="list-style-type: none"> o One of my priorities in my role as CPHO is engaging with youth on public health issues to raise awareness about important yet complex issues that impact their health and wellness, but also to empower young people to think critically about how they can make a positive difference for the lives of their friends, loved ones and supporting healthy communities. o I've participated in a number of student-led and youth-attended events, including, for example, public health and university conferences; consulted with Youth Councils, including Indigenous youth to inform my annual CPHO reports; presented on pediatric Q&A video series for social media

appearance, my race, my accent and my advice. However, if my presence can inspire young Canadians that they too can be in a position of leadership, I feel I have done my job.

- My leadership position isn't one of power – in fact, I have very little power – but one of support and influence in decision-making. Because of this, a key responsibility for me is to maintain trust within my networks of influence, primarily Chief Medical Officers of Health:
 - Throughout the pandemic, I've been available to this network. I've been a listening ear and shoulder to lean on in times of crisis for those in similar positions as mine.
 - Maintaining this trusted relationship is so important in tackling the present and the future. We went through the pandemic and faced each twist and turn together, and knew we could rely on each other for support.
 - Despite each region, province and community addressing each problem differently, no one was ostracized or criticized by the network. We each had different populations and demographics and did what was best for our locality. My colleagues who work with their local communities know what works best for their own communities, and the same was said for each province.
 - Contexts and realities might be quite different but we have some very common goals and objectives and navigating the differences as well as the coherence in our response is also quite challenging.

shareables to promote vaccine confidence and uptake for national kids and vaccine day, and have participated in many interviews with students and young advocates.

- The importance of encouraging and inspiring youth to engage on public health issues is crucial as we continue to face complex, ongoing and emerging public health crises such as climate change and mental health that will require a whole-of-society approach.
- I met with the Prime Minister's Youth Council in May 2022. A lot of our progress addressing health and gender equity is thanks to the youth movement and NGOs that advocate for change.
- Celebrating International Day for Women and Girls in Science

- From where I am stand, I can provide a focal point for public health coordination across the federal government and in collaboration with my provincial, territorial, and even local counterparts.
- Providing guidance and advice on our most pressing and difficult problems, within and beyond public health, requires **effective inter-sectoral and inter-jurisdictional collaboration**. Working closely with some of the brightest minds, leaders and communities to take collective action is what true leadership looks like.
- My hope is to inspire and catalyze action from partners, stakeholders and decision-makers to see the value of putting health equity at the centre of our collective efforts in public health.
- We need to teach kids starting at a young age. We need to encourage children of immigrants to get involved in a range of areas. It is also important to recognize the stigma of mental health within different cultures and allow the opportunity for people to safely share their lived experiences without judgement.

Appendix A: International Women's Day and Gender Equality

The Government of Canada's theme for International Women's Day 2023 is Every Woman Counts. What does this theme mean to you? (FYI, the international theme is DigitALL: Innovation and technology for gender equality.)

- IWD is a day dedicated to promoting gender equity and celebrating the achievements and contributions of all women, particularly in fields like STEM where women have been historically underrepresented.

- Teenage girls (12-17 years) experience about 2x greater rates of fair or poor perceived mental health than young boys. During the pandemic, a higher % of women aged 18-34 and 65+ reported symptoms of anxiety and depression than men.
- In Canada, we have many great women scientists who are trailblazers in their fields and role models for generations of women and girls:
 - Dr. Donna Strickland, the 2018 Nobel Prize recipient and an optical physicist and pioneer in the field of pulsed lasers;
 - Dr. Rose Johnstone, the biochemist who discovered exosomes – tiny bubbles released by cells that move proteins and other genetic materials from one cell to another;
 - Dr. Brenda Milner, the neuropsychologist who is sometimes referred to as the “founder of neuropsychology”.
- ***Women deliver global health and men lead it***¹
 - Globally, women make up 70% of workers in the health and social sectors.
 - Women are also the **majority of service-staff** in health facilities – such as cleaners, laundry, catering – providing additional and crucial care work.
 - Outside of health facilities, women are the **default family caregivers** and the majority of unpaid or poorly paid community health workers.
- This is the **baseline** – women, and especially racial/ethnic minority and migrant women, carry the heaviest load of health and social care, often unpaid or underpaid. In **times of crisis**, this is only amplified.²
- Women have remained at the front lines throughout the COVID-19 pandemic. We’ve learned that **racialized healthcare workers** are at increased risk of COVID-19 infection, morbidity and mortality, and that **migrant women care workers** face particular economic hardship in the context of COVID-19.³
- Despite women being the majority of the global health and social workforce, ***global health is predominantly led by men***: **69% of global health organizations** are headed by men, and **80% of board chairs** are men. **Only 20% of global health organizations** were found to have **gender parity on their boards**, and 25% had gender parity at senior management level.⁴
- Stigmatizing/**discriminatory beliefs** and their subtle and/or explicit enforcement continue to **create barriers to women and racial/ethnic minorities** assuming leadership roles, such as:
 - undervaluing ‘feminine’ roles & qualities such as empathy and relationship-building;
 - association of leadership with masculine qualities;
 - association of leadership with individual, rather than community-based strengths;
 - association of leadership and other (scientific, governance) expertise with whiteness and the global North and West

Appendix B: Misinformation & Disinformation broadly leading to a toxic digital environment

- Social media has amplified the spread of misinformation, hampering public health responses, creating confusion and distrust.

- Throughout COVID-19 pandemic, mis- and disinformation impacted vaccine confidence and put people's lives at risk.
- **Trust** plays central role; Important to **meet people where they are at** & leverage trusted sources.
 - Info needs to be easy to understand, culturally relevant, and tailored to the needs, backgrounds, and experiences of different groups of people.
 - Acknowledging concerns and fears where they exist and alleviating them with evidence-based information and resources will help to empower individuals to make informed decisions.
- Working with community leaders and partners is crucial and can help to build trust, particularly with marginalized communities.
 - The value of community relationships, built over many years to tackle HIV, was demonstrated during the recent Mpox (monkeypox) outbreak in Canada.
- Building up our own capacity to promote science and media and digital literacy is also important given the current information and digital landscape. We should also be encouraging the public to do so as well by directing them to reliable and accessible resources on these topics.
 - Importance of creating strong foundation – build science and public health education in early!

CPHO Media Interview
Globe and Mail Mis/Disinformation
Tuesday, June 21, 2022

Logistics:

Format:	1:1 Print Interview	Outlet:	<i>The Globe and Mail</i>	Reporter:	██████████ Health Reporter
Interview:	June 21	Time:	5 pm	Length:	20 minutes
Platform:	Teams	Where:	Theresa's home office	Run Date:	MR to confirm.

Context:

Audience: - High SES Canadians, typically managers, executives or business owners; **Reach:** Approx. 7.1M through all of the Globe's traditional and digital platforms.

Interview Theme: ██████████ would like to speak with the CPHO on pandemic lessons learned to date, personal and professional challenges, the impact of misinformation on public health, and what is being done to combat it.

Strategic Objectives:

- Build trust by acknowledging challenges, while highlighting strengths of pandemic response.
- Position MiDi appropriately as a serious threat to Canadian health and safety, beyond the pandemic and vaccine landscape.
- Highlight what PHAC is doing about MiDi, both through Gs and Cs and programmatic approaches, and where more effort is needed via policy and resourcing.

Interview Tone: Investigative, tough, but fair.

Media Relations History: This is ██████████ first request for an interview with the CPHO on this subject. She has, however, reached out previously for interview or comment on a number of other public health related issues during the pandemic and regularly attends the weekly pressers.

Situational Awareness:

The Globe and Mail is Canada's oldest national daily newspaper. The Globe is owned by Woodbridge, a business subsidiary of the Thompson family, which also owns the Toronto Star and National Post. Content is at times syndicated between the three main daily publications as appropriate.

The Globe has a significant digital platform which includes an app, Facebook page, Twitter account, and YouTube channel, which significantly amplifies the reach of its print content.

Considerations:

██████████ has been covering health and MiDi issues before the start of the COVID-19 pandemic. ██████████ covered Dr. Tam's first ever statement on vaccine confidence and misinformation in 2019 for the Globe. She was also one of the frontline reporters during the early days of the pandemic, before the WHO declaration, identifying broader public health impacts and concerns.

Most recently ██████████ has covered how public health's framing of vaccine messages can increase or decrease vaccine booster uptake, the impacts of physician perpetuation of MiDi, and scientific inquiry into "Long COVID".

██████████ frequently RTs @CPHO Canada content, as well as content related to health inequalities, and access to care.

Strategic Policy Branch (Julia Purkis, Dir. Stakeholder engagement + public confidence)

Vaccine Confidence (Grzegorz Dariusz Fadiejew, Mgr, Vaccine Confidence Research)

Corporate Data and Surveillance Branch (Mark Morrissey, Lead, BeSci Practice)

CPAB Vaccine Comms + Marketing (referred request to program area)

PCO – IIU (Christina, insert name and level of individual here)

Stats/Notes	Speaking Points
Question 1: <i>Perspectives and insights gained since the pandemic began. Specifically, some of the unexpected challenges or things that were learned.</i>	
Counterfactuals	<ul style="list-style-type: none"> - Pandemic: one of the most teachable moments in our lifetime - Showed our best but also shone a light on the cracks and divisions in our social fabric. - Important lessons can be drawn from what went well (opportunities) and challenges. <p>Opportunities:</p> <ul style="list-style-type: none"> - Time of great innovation and scientific advances - Scientific collaboration across Canada and internationally; remarkable partnerships across sectors in pursuit of common goal - Advances in surveillance helped to quickly identify Monkeypox outbreaks globally and apply lessons learned <p>Challenges:</p> <ul style="list-style-type: none"> - Breadth, scale, scope and duration of the COVID-19 pandemic - Shape-shifting nature of the virus - Balancing desire to get back to normal with the fact that pandemic is not over; may have a difficult fall. - Communicating about uncertainty has been a struggle throughout the pandemic <ul style="list-style-type: none"> o Our messages had to evolve as the science did o Things are never black and white, <i>we are very much in the greys with COVID, and this can be difficult to convey</i> o Our job is further complicated by an infodemic of mis/disinformation, and the politicization of public health measures o Unintended consequence of rapid dissemination of new scientific findings (via un-peer-reviewed pre-prints); poor or inconclusive studies contributing to misinfo o Advice necessarily varies across jurisdictions – explaining the variances is challenging. - Disproportionate impacts of the pandemic on some communities; COVID exposed and exacerbated societal inequalities - Toll on front-line health care workers and PH professionals; burnout and early retirements; <i>(high % of post-covid among infected health workers)</i> - Dealing with simultaneous crises when resources are stretched thin: opioids crisis has worsened, climate crisis accelerating quickly, AMR, etc. (can plug next annual report!) <p>Lessons learned:</p> <ul style="list-style-type: none"> - Need to be prepared, and to never be complacent. We may be done with COVID but it is not done with us. - Need to be flexible, resilient and adaptable – as governments, and as individuals to protect ourselves and our families. - The pandemic has also provided important lessons about the health of our society: <ul style="list-style-type: none"> o Trust is necessary: It needs to be built in times of good health, and maintained during a crisis. <ul style="list-style-type: none"> ▪ This includes building trust with marginalized communities. o Equity is not optional: None of us are protected unless we are all protected.

	<ul style="list-style-type: none"> ▪ Moving forward equity must be built into our emergency planning and governance structures to ensure those most at risk have access to the tools and supports that they need. ○ Role of economic, social and environmental solutions in keeping people healthy: <ul style="list-style-type: none"> • Not just biomedical solutions • The best protection against the next emergency is a healthier society. • This requires working together across sectors and across communities
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Q2) Dr. Tam has been in a really challenging role since the start of the pandemic and I would like to hear some of her thoughts and reflections about what that has been like.

<p>Framing: positively framed, honest, relatable response. Demonstrates humility, resilience, optimism.</p> <p>Opportunity to focus on health promotion, supporting physical and mental health</p>	<ul style="list-style-type: none"> - Humbling experience; fortunate and honoured to be able to contribute in my role during this moment in history. - <i>(share anecdote of appreciating gravity of COVID-19 during first lockdown in March 2020 when whole world was shutting down?)</i> - Magnitude and longevity of pandemic. <i>(I used the expression “ultramathon” in interview last fall and here we are 9 months later).</i> - Like my PH colleagues across the globe, my days are very long and we are often running on adrenaline. - At the same time, exhilarating, to be working with dedicated scientists and inspiring people who are working to keep their communities safe. <p>Challenges</p> <ul style="list-style-type: none"> - Challenge ensuring coherent message in light of variations in public health responses across jurisdictions/ evolving science - CPHO’s role: confusion over what I have the authority to do: not decision-maker, rather, an advisor! - Complex polarized environment: Makes this hard for PH leaders; <ul style="list-style-type: none"> ○ <i>Personal attacks have regrettably become a part of the job – particularly as a woman of colour - though this should never be normalized.</i> ○ <i>However, prefer to focus on the amazing support and collaboration received from Canadians across the country.</i> <p>Coping mechanisms:</p> <ul style="list-style-type: none"> - Lead by example as much as possible- prioritize my own physical and mental health too. - Examples: getting outside, connecting with nature, taking time off to recharge, self care, meditation, remaining active! Connecting with family and friends, etc
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Q3. – a) Impacts of Mis/Dis-information

<p><u>Recent stats from Abacus poll:</u> (June 2022 n=1,500)</p> <ul style="list-style-type: none"> • 19%: COVID Vaccines have killed many people which has been covered up. • 11%: COVID Vaccines include secret chips designed to monitor and control your behavior • 9%: COVID caused by rollout of 5G wireless tech as electromagnetic frequencies undermined immune systems. • Belief in conspiracy theories are correlated with lower vaccination intentions. 	<p>Impacts of Mi/Di:</p> <ul style="list-style-type: none"> • • Fuels mistrust • Harassment of health/public health workers <ul style="list-style-type: none"> ○ Protective measures: amendments to criminal code (Nov. 2021) to bring stronger penalties to those obstructing healthcare institutions; • Led to extreme events (e.g. trucker convoy and blocking of bridges) • On the positive side – trust in scientific experts and health care workers has remained very high (82%) throughout the pandemic! (COSMO) <p>Why health conspiracy theories have taken hold?</p> <ul style="list-style-type: none"> • Cognitive biases: in times of uncertainty, people seek out definitive answers/explanations.
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<p>Recent stats from Cosmo: (May 2022 n=2,000)</p> <ul style="list-style-type: none"> • 82% of respondents indicated a great deal of trust in healthcare workers and scientific experts for information on COVID-19. • 65% report trust in the federal government, 60% for P/T governments, only 37% trust friends/family. • There were no significant changes in trust in information sources between Waves 2.1 and 2.2. • 67% of respondents reported that they are 'extremely' or 'very' concerned about the spread of mis/disinformation online. • 47% of respondents indicated they would like governments to be 'extremely' or 'very' involved in monitoring and combating the spread of mis/disinformation online. • 64% of respondents reported that they are worried about increasing divisiveness and/or conflict within society 	<ul style="list-style-type: none"> • Health conspiracy theories have existed throughout time; difference is amplification via social media and digital spaces. <ul style="list-style-type: none"> ◦ More difficult to trust the experts when everyone is an expert! • Exploited by political movements.
<p>Q3 – b) What can we do to combat mis/disinformation</p>	
<p>Government of Canada Actions:</p> <p>PCO Actions:</p> <ul style="list-style-type: none"> • Impact Canada surveys to measure knowledge, attitudes, behaviors and beliefs conducted since April 2020 to inform public health efforts. (COSMO) • Impact surveys on climate change show similar results: higher trust in scientists than governments - Digital Citizen Initiative through Heritage Canada is a multi-component strategy that aims to support democracy and social cohesion in Canada by building citizen resilience against online disinformation and building partnerships to support a healthy information ecosystem. - This includes supporting research to inform evidence-based policies 	<p>Overarching Solutions:</p> <ul style="list-style-type: none"> - It's a complex problem, that requires a complex response. - Requires a whole of government approach, but also requires cooperation from the private sector. - Trust plays a central role in determining who is most at risk of believing and sharing mis and disinformation. - We must do better at building and establishing trust, especially with groups that have low trust in government. - We've reached out and worked with community leaders in marginalized communities to be messengers and build trust. - This includes: <ul style="list-style-type: none"> ◦ Co-creating and co-developing messaging in a way that is most inclusive to the impacted communities ◦ Participatory approaches and funding community initiatives ◦ Increasing transparency and improving our capacity to explain evolving advice. <p>Immediate steps:</p> <ul style="list-style-type: none"> - Social media companies have begun to take action to address mis/disinformation on their platforms, such as pop-up notifications when a source may not be trustworthy. 2023 update: some of these actions have since been rolled back (e.g. Twitter since Elon Musk took over.) - Science and media literacy efforts need to redouble, to keep pace with the rapidly evolving information and communication landscape.
<p>PHAC Actions:</p>	<ul style="list-style-type: none"> - <i>Reflection:</i> the decision making process is not well understood by the public. This contributes to mistrust when policies shift due to evolving science.

<ul style="list-style-type: none"> - Vaccine Confidence: \$14M through the IPF: funding 25 projects currently focused on combatting MiDi. - Monitoring publicly available social media trends to identify MiDi early. - Sharing social listening intelligence and correct information with HCPs. - Consulting with external experts through VCAN and BSEP. Reps include indigenous peoples, youth, racialized individuals, persons with disabilities, and academic experts. - Developing videos and materials in multiple languages and working with community leaders to ensure cultural awareness. - 	<ul style="list-style-type: none"> - Operationally, PHAC's Immunization Partnerships Fund (IPF) supports evidence-informed, community-led efforts to improve vaccine literacy and counter hesitancy. Examples include: <ul style="list-style-type: none"> o ScienceUpFirst, online platform features trusted voices in Canadian health and science to share/amplify evidence-based information on COVID-19, and debunk and prebunk vaccine mis/disinformation. (Target audience is young people and families; aims to improve health literacy more broadly). o Digital Public Square, an organization that uses a digital game platform that refutes mis/disinformation about COVID-19 vaccines and seeks to reduce vaccine hesitancy. o - Met with leaders from major social media companies in 2019, and in 2021 to discuss the impact of misinformation on their platforms, and to encourage companies to find ways to mitigate harms. - Through the fund, 25 projects are currently focused on understanding and combatting mis and disinformation. - These projects support the creation and dissemination of trusted sources of information for healthcare providers, trusted partners in public health active, vulnerable and at-risk populations, and vaccine-hesitant Canadians in general who may be vulnerable to mis- and disinformation. - Since April 2020 the COSMO tool provided evidence to direct funding where it could have the greatest impact towards behaviour change in support of public health priorities. It contributed to efforts on uptake of COVID-19 vaccinations and the promotion of effective communication with the Canadian public to fight mis and disinformation. -
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- Q4) Monkeypox and Mi/Di

Example of disinfo:

Posts misleadingly link AstraZeneca Covid jab to monkeypox cases

AFP, June 14, 2022

Social media posts shared worldwide claim that recent cases of monkeypox outside of countries where it is endemic are a "side effect" of the AstraZeneca Covid-19 vaccine, which uses a weakened chimpanzee adenovirus vector that has been altered so it does not infect humans or replicate.

Solutions:

- CDC: Providing how you can help resources for how community leaders can engage, leveraging existing community cohesion and strength, to identify risks for certain

- Leveraging lessons learned not just from the pandemic, but history where individuals have experienced stigma due to diseases.
- Ensuring that we communicate the facts and risks of the disease,

PHAC Actions:

- Developing **outreach plan** to connect with the communities most affected by the disease.
- Developing a **public education and communication plan** to inform the public and reduce stigma.
- Strength-based approach: meeting communities where they are at.

groups (eg: <u>CDC guidance</u> , <u>leveraging PRIDE imagery</u> , and <u>speaking to in-group protection</u>)	
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CPHO Remarks: Interdepartmental Committee on Executive Correspondence**Wednesday, January 24, 2024 | 1:30 – 4:00 PM ~~EST~~ET****VIRTUAL (Microsoft Teams meeting)****Event Overview**

- Hosted by PHAC, this Interdepartmental Committee is made up of **Directors, Managers, Correspondence Officers and Editors** from across the Government of Canada.
- The Committee meets quarterly to discuss issues common to the field and share information.
- You will give your remarks at 1:35 PM, although this is fluid in light of MINO meeting. See Remarks below.

CPHO Meeting Objective

- Thank the participants for their work during the COVID-19 pandemic responding to correspondence and working collaboratively with PHAC and across government.

Speakers

- Dr. Theresa Tam, Chief Public Health Officer, PHAC
- Joanna Theriault, Acting Director, Governance and Executive Services, PHAC
- Aida Saghbini, Acting Manager, Executive Correspondence Unit, PHAC
- Carole Laferrière, Acting Director, Executive Correspondence Unit, ISED
- Jennifer Jeppsson, Business Transformation Manager, Corporate Secretariat, PHAC
- Llynne Plante, Retired Public Servant, Executive/Leadership Coach

Agenda

1:30 – 1:35	Welcome and Opening Remarks <ul style="list-style-type: none"> • Territorial acknowledgement 	Joanna Theriault Aida Saghbini
1:35 – 1:45	Remarks from Canada's Chief Public Health Officer	Dr. Theresa Tam
1:45 – 1:55	Competency Framework for Correspondence	Joanna Theriault
1:55 – 2:15	Dashboard on correspondence	Carole Laferrière
2:15 – 2:25	Tasking, Tracking and Reporting: Correspondence Management Systems	Joanna Theriault Pamela Lepage Jennifer Jeppsson
	Correspondence Management Systems – LIVE POLL	
2:25 – 2:40	Coffee-Break	
2:40 – 3:40	Whole Brain Thinking - Cognitive preferences and communication styles Presentation/Learning Opportunity	Llynne Plante
3:40 – 3:50	Tasking, Tracking and Reporting: Correspondence Management Systems – LIVE POLL results	Jennifer Jeppsson
3:50 – 4:00	Roundtable and conclusion of the meeting	Joanna Theriault

CPHO Remarks (as delivered)

Welcome, Land Acknowledgement

- Good afternoon everyone. Bonjour tout le monde.
 - Didn't know this network existed until I was invited to speak. Very happy to be here
 - Before I begin, I would like to acknowledge that I am located in Ottawa, on the unceded, traditional territory of the Algonquin Anishnaabe People.
 - We have obligations and responsibilities for truth & reconciliation. It permeates through our PH work and the work you all do in different departments as well.
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- Pandemic was a very extraordinary event. Was very much a whole of gov't, whole of society – every sector response. I know for every one of you – your families, kids, parents – were affected. I know how tough it can be. Now new realities of hybrid, in person, you can manage using competencies.
 - I know on a regular day how much correspondence you get and that I'm sure was magnified to a ridiculous magnitude during the pandemic itself. Every department is engaged. I was thinking a lot of the answers to a lot of questions were whole of gov't as well.
 - FR: the pandemic was really an extraordinary event.
 - I've seen the correspondence that comes across my desk, I know many of you manage the emails I got. Some of them were not so pleasant let's just say so it takes a certain kind of writing and person in the 2 official languages.
 - I am one of the people that really appreciate the work of your teams. I think you're part of the hidden figures – people don't know you're behind the scenes doing very vital things.
 - It's very obvious that trust is very important to the effectiveness of responding to the pandemic. We saw the yoyo-ing of trust. Now we're 4

years later and we're seeing very obvious stress and trauma – people's lives, jobs, economy was affected. It wasn't just Canada. We're living in a very global context so it affected everyone.

- The public – many diverse communities and individuals with their own opinions. Knowing that and putting yourself in their place knowing why they had to ask certain questions. But it's hard, it's very hard.
- ATIP was another area I'd like to thank. During the first year my ATIP's fit a cargo container. Correspondence was the same thing. First two years had 375,000 pieces of correspondence. You can imagine all kinds of anxieties – the international transportation shutdown – and the reopening was as intense as the shut down. People forget the long term impact of the pandemic. So I want to thank all of you. I haven't forgotten about all of your work. My reputation is in your hands. The reputation of the federal departments is in your hands.
- Thank you for the hard work, tireless work.
- Keep up the good work. As things go faster and faster, the expectation that we respond faster. People used to send us written letters with a stamp. But then emails came into being, and social media. There's AI and all sorts of things that are a . AI can actually help write correspondence if you fed it quality stuff, with an equity lens.
- I'm trying to champion the development of public health competencies – very important updating that we had to do. Good time to do it because there's many skill sets we require that we never had beforehand. The people who work at PHAC is public health but every department is a public health . I'll be interested to hear what you think of the PH competencies as they develop, and they are layered on top of your particular competencies.
- **Q:** (person from CFIA) We are losing Dr. Harpreet this week. Looking forward to meeting our new president. Just wanted to say thank you for everything you did over the past years. Appreciated by those of us who do science. It's appreciated that you appreciate what you do because it's a hidden part of the department's work. We just do it and do it well, so the

only times you'd know is if we didn't do it well. I also like living in a country where people feel they can write the PM and ask him to call. We've received questions from Americans – if we wrote to the US would it be reciprocal. Thanks for coming to today's meeting – it helps us feel validated. I feel there's room for improvement – before we're all replaced with AI. Thanks for putting this together.

- TT: We're very much dependent on all of you – you are the personification of what we're all about. In my office the tone the way correspondence is framed is very important. I like to listen to people. But also call out completely unacceptable things – discrimination etc. Reading the correspondence can be very emotional as well – having to read the correspondence - having to support each other. Take care of your mental health. We're watching the US elections closely. I'm sure the gov't has many professionals like yourselves doing correspondence too. Guaranteed they are doing the same thing – might be worth reaching across to your counterparts. Trust is important in that relationship as well – have frank and honest conversations.
- Q: Michael Valario – Thank you for coming to meet with us. Given that you said PHAC received 275K pieces of correspondence in first 2 years and given that this was a global pandemic that created such a demand to update Canadians sometimes on a daily basis with guidelines on how to behave/act/mitigate risks, what key takeaways or lessons learned your office has thought about. This was an extraordinary situation we all went to and unprecedented. From a comms or correspondence perspective do you have any advice.
- TT: Obviously everyone's been looking at lessons learned. One of my actual roles is communications. Involves communicating with a wide variety of stakeholders. An ability to speak directly to the public. Which is quite a powerful piece of the PHAC Act which theoretically means I can speak to the public and say the facts as I see them – but you have to be cognizant of the context you work in – need to know what the gov'ts' policy developments are. At the outset, knowing what you're going to say is going to shift is good. We don't know everything, we're going to find out about these gaps and we're going to come back and talk to you about it. Having

some certain rhythm to how I respond to the public. Doing press conferences was a good way. You would have gotten even more correspondence if I hadn't done all those press conferences. It was a stressful thing to do because you have zero idea what might come to you. But I have some foresight, some media articles on what's been asked. I tried to consistently give updates. To generate a sense of normalcy in the vortex of uncertainty. And appearing regularly and I think it worked to a certain extent.

- The feedback I've gotten from Canadians is I appeared calm, they appreciated that I was there giving updates. Accept that things will get worse but there are things we can do about it. There's never a yes/no black/white answers. Directing people to where people can get updates. [e.g.]: "Right now this is what it is. This committee makes the recommendations – we would expect they will give more." By the time the correspondence arrives the answer might have shifted. Book ending your correspondence with some expectation that at this point in time it's this, then tag on the line – expect more updates – I think it's a smart approach. I get into that framing and the more I did these communications the more normalizing I did til it just gets into your daily rhythm.
- But it is a risk comms strategy – I think between correspondence and risk communications there is a lot of cross fertilization – go and take some risk comms courses. Maybe that framework in certain correspondences would be helpful.
- Thank you for having me today.

Regional Quarantine Managers Face-to-Face, January 24, 2024 (2:00 – 2:30)**CPHO remarks as delivered**

- I'm very excited to see you all together. It's been challenging for Heather and I to do the regional visits. And sometimes we don't always see everyone at the points of entry. I'm just excited to see you after such a tremendous experience that we collectively went through.
- I know you're all here to do lots of planning for the future. I just want to thank you. I can't say enough thanks to all of you, your staff, all the add'l people you had to hire.
- FR: thank you for the extraordinary service to the Canadian population
- As many of you know I've been in pandemic planning for many years. This was anticipated but even if we had the scenarios it was difficult to imagine what the size of this operation would be like. I knew the quarantine act, I knew there were things we could set up. But after this we've learned so much. We've tested every angle of the response. Maybe there's some bits we didn't test. We will never I hope have this same experience again. It's really important to put down for the next generation to have to respond to things this big. I remember the day the political decision was made to restrict the border and I couldn't imagine what it would be like. Esp when talking about the land border and the international border. And you got us through it. We serve our political decision makers and had to make it work.
- I know what a toll it took on your physical and mental health. I hope you take the time to address that. With your parents, kids. That's why it's so different because you have this personal side – you have the professional side too.
- I've learned this now – the next thing can't possibly be anywhere close to the level of challenge. Each thing will bring its own specific concerns but really – if this is part of your professional experience anything else will pale.
- The other thing is importance of looking after each other and making sure you have this community you can rely on. Only you might have the experience you can rely on. Having peer support is so important.
- I think you've read my priorities going forward. Health equity is pervasive as a foundation of everything we do. As we serve different populations. You've had to experience mental health, substance use experiences of people who had to go into isolation.

- Community based solutions is part of my last report. In terms of emergency management and the top down IMS, have to turn this on its head and . the traveling and migration populations will shift quite fast over the coming years. You've stepped up supporting Syrian and Ukrainian refugees, we'll have climate related disasters where we'll be reacting to others coming in. take your mind to other populations who every day are experiencing inequities. You learn a lot from collaborating with a multitude of partners – to make sure you support these workers well.
- I think your brilliant approach to forming your collaborations and with the local PH officers – all the local stakeholders – is so important. Building trust can only happen before the crisis. In the crisis that trust can be lost very easily.
- We might be seen as people who are not appreciated. We are not but I feel that myself. When I walk on a plane I think, are they going to be telling me x or y, but 99.9% of the time people appreciate what you do. The world stopped air travel. There's impact on peoples' jobs – they're gonna hate me. But they don't. there's always going to be people who did not appreciate it – and I think we can recognise why and they'll look at it from their perspectives. I hope you're gonna give us – myself, Nancy, Luc, others what we should be doing going forward. The foundation as well as the flex and surge models. I would encourage you all to put your work into a broader migration and travel health framework. I'd like PHAC to look at this more broadly. I think we'll have to bring an interface role between migration health (IRCC has its role) and public health. I'd appreciate your ideas on how to do this.
- Q: Alain Boucard: During the pandemic, we had to go through our experience misinformation by certain groups of the pop – a representation of what was happening in the country. Moving forward, how do we change the narratives or convince that misinformation. We can't do the job of convincing everybody. How do we change that narrative where we become that spokesperson that everybody looks up to.
- TT: it's a big risk and the context in which we have to work. It's the first pandemic in the social media age. It's being experienced by every quarantine and PH program, CDC, WHO, everybody. It's fundamentally about risk comms competencies. That's a key aspect of the Agency. Make

sure we leverage behavioural sciences. I prefer as much as possible to get ahead of the curve. We call it pre-bunking. Like for vaccines, you could get ahead of the curve if you can see where it's going to get misinterpreted. I don't see myself as the face of vaccine confidence.

- We've seen that there are other trusted voices we can leverage – community leaders who can speak to their own communities. For immunization, we have funds (2) – one is the immunization partnerships fund – to support communities to get that message out through their own trusted networks. Black Physicians of Ontario – I went to one of their meetings. Nurses are the top of the list of people the public trust. I don't know if they see quarantine officers the same way. A good strategy to enable those health professional groups to have the info for them to translate it out and to have community leaders that are trusted. There are always those [who experience distrust of gov't] – rightly so because of past experiences – and those communities deserve a more tailored approach. You can't use the same approach for every community.
- We had a group of advisors who were focused on the SM influencers, Tim Caulfield, Science Up First, through their voices – Isaac Bogosh, - we want to make sure he has the info that this is about to happen, Q&As and then he will do his thing. I think those are not bad strategies.
- The link with the US is very important. What happens and is communicated in the US affects us. The CDC got a trust hit – they are trying to rebuild trust. We are being swept up in a general decline of trust in institutions, gov't. I think we have to do what we can using these new strategies.
- We also fund science literacy, media literacy. We need to work with educational sectors to try and deal with this very complex issue. There are other PH depts where there could be regulations or other policies – how should those SM companies be regulated or not. Because that whole sphere has been rapidly developing and we're just trying to catch up.
- People are worried about interference in elections and that kind of misinformation. We need to be aware of the gov't depts that are dealing with this, link up with them who are dealing with misinformation. Make sure your professional networks know where to get the info. There are some divisive issues right now. Because of the electoral cycles you'll see this more and more. We need to be prepared for the fact it could be a bit rocky.

- Q: Alain Boucard: I think what has resonated with the people I hear, I'd like to come back to the interview you gave to the TorStar in December. It was the first time you were open to what you've gone through as the CPHO because of that misinformation. To a certain degree a lot of people here have had the exact same thing. It's a collective thing we may need to do. How do we get out of this? We're trying to move forward. Whenever we think of a pandemic – it comes back as a PTSD. How do you see this moving forward.
- TT: I think people do appreciate a perspective that it's not alright – it's really stressful. Which it was. We're all a bit different. If you need additional support, don't be afraid to get it. It's quite easy for me to move forward. That's just me. And things were going so fast I wasn't able to really take time to think back on things. I feel pretty good. I've had to communicate really sad news to parents etc in my medical training. So you draw on those strengths. Also remember your values. Remembering what your personal values and ph values – why we're here. Because people recognize me I don't go out that much and it creates work for others when I go out. There's a long tail we expect to follow – those of us who've been in these leadership positions – take a bit of joy, be grateful that in the end we're in this country. There are many countries where it was even more challenging.
- Introduce someone else to be your body double. Having Dr Njoo. Someone to respond to media questions in French who also becomes a trusted voice. It just gives you that little break as he adrenaline goes through your system. A mistake for the EX's is not thinking they need a backup/break. Training people ahead of time for people to replace them. I know that I could get sick. The trusted voice is so important you have to have another trusted voice beside you. Find your doppelganger. Someone who's in sync with you. When I did emergency mgmt. you need several shifts. Never think of yourself as invincible. You have to take a break. Keep your friends and family close. Being an introvert you have to explain how much energy it takes to get you to do the introverted things. Need to understand yourself and how you work. You need twice the amount of patience in a crisis as you would normally.
- Q: AI – Andre Picard came to speak – PH needs to take on AI

- TT: It's part of our society already. There's definitely lots of benefits as well as cons. We have to incorporate AI in our work. One area that's done it for years is the DFIM program (?) I've long supported equitable AI – making sure what comes out isn't biased because the data going in is biased. CIHR has had a funding stream on equitable AI. We think Stephen Hawking etc are looking at how AI can make our lives more easy by automating repetitive boring processes. Some of my staff went to a conference with google on the application of AI in writing reports. Doctors, nurses and practitioners will use it more to generate summaries and reports- that can actually be helpful. It can help with analysing risks. So there's many good applications. There has been some initial policies on how we use chat GPT. We can use them just be mindful of the limitations and risks. I'm expecting some innovation to come. In large language processing and machine learning.
- Even for your own personal medical alerting, because I'm from a certain era I had to look things up in a book. Now can search evidence at your fingertips.
- There were 1M publications in that period of time in the pandemic. Having AI pull it together, analyse the quality (can teach it to recognise some flags on validity). Then we have to translate and communicate science to the public and decisionmakers. One suggestion is for comms to get AI to write news releases. A travel health or public health notice – there might be a logical flow that would at least give you the first draft. Then the human experts will look at it and we teach it better or we have to edit the thing. I'm quite interested – the coroners and medical examiners have huge files on opioid deaths just to get the info out on charts. Until electronic health records and death certificates, coroners have huge charts. What if we had a text reading capability through an AI that could at least help you with the initial extraction of information using key words etc. as an interim measure might save some money and effort. I think the analysis of the social media environment, we've seen that analysis – AI is perfect for trolling for stuff as long as it can interpret bias. As these kind of discussions go through PHAC it might be interesting.

Document Released Under the Access to Information Act

CPHO Study Participant Interview
Cyber-Violence Against Public Health Professionals
University of Toronto Research Project

Monday, July 10, 2023 – 1:00 PM TBC

Description of Request:

- You have agreed to participate in a one-hour interview (reduce to 30 minutes?) for a research project led by the University of Toronto's Faculty on Social Work on cyberviolence against public health professionals.
- The study will be conducted in two phases: 1) **key informant interviews** with public health officials including yourself and 2) an examination of social media including **analysis of content**, the origin, and potential risk of future injury.
- As a key informant, the organizers will ask you to share your personal experiences with social media and other digital communications throughout the pandemic – how it has impacted you and your work, and what you suggest as possible solutions to cyberviolence.
- **Key messages below will require your personal reflection.**

Purpose of Research:

- Cyber-violence has arisen as a new medium for harassment and violence against professionals, including public health officials. To date research has not determined the extent of or harm arising from cyber-violence against professionals serving the public, factors that may increase vulnerability, or factors that may mitigate or exacerbate harm. This research seeks to:
 - o Understand: the nature and impacts of cyberviolence against public health professionals.
 - o Inform evidence-based interventions that focus on: improving prevention of cyberviolence, supporting professionals affected by cyberviolence, and developing approaches to assess and mitigate risk when cyberviolence occurs.
- Research findings from this study may be published in scientific or professional journals or presented at conferences, webinars or community forums. All data will be stripped of any identifying characteristics.
- The research team will provide a copy of any publications presenting results upon request.

Interviewers:

- You will be interviewed by Christa Sato, the project coordinator, Cheryl Regehr, the study lead, and Kaitlyn Regehr, a project investigator.
 - o **Christa Sato** is a sessional instructor at the University of Calgary. Her doctoral research focuses on exploring decolonial approaches to intergenerational trauma and healing among Pilipina/o/x diasporic families in Canada.
 - o **Cheryl Regehr** is a Professor in Faculty of Social Work at the University of Toronto and holds cross appointments in the Faculty of Law and the Institute for Medical Sciences. She presently serves as Vice-President and Provost of the

University of Toronto. Her research focuses on forensic mental health; trauma and recovery; and stress, trauma and decision-making in high stress professions.

- **Katelyn Regehr** is Associate Professor of Digital Humanities at University College London whose research is focused on the cultural impacts of new technology and social media, especially on the experiences of young people.
- Full bios of all project investigators are included in the annex.

Logistics:

- **The interview will be conducted on MS Teams.**
- Your interview will be audio recorded and transcribed. Only the researchers will have access to your personal information and the data.

Considerations:

- You can decide not to engage in discussion in any of these areas or can provide other information that you believe is relevant to this issue.
- Since the researchers will be doing their own social media analysis in the second phase, we suggest providing only high level analytics of your social media account. Without advanced analytic tools, negative/abusive coverage can be hard to analyze due to the volume of data and the complexity of sentiments.
- Although all data in the study will be stripped of any identifying characteristics, given the prominence of your role, there may be residual disclosure.
 - You have the right to withdraw from the study (either partially or fully) at any point during or after the interview, and prior to the data analysis phase of the project.

CPHO Strategic Objectives

- Show solidarity and compassion with other health professionals and public figures facing cyberviolence
- Position a healthy digital public space as a public health issue
- Help build evidence base on cyberviolence and strategies to combat it.

Media coverage/additional resources:

- [University of Waterloo stabbings a 'senseless act of hate,' police say after former student charged](#)

Theme: Professional Background	
Examples/Data	Framing
1. Background information	
	- Title position, professional affiliation, years of experience
2. Nature of the work	

	<ul style="list-style-type: none"> - Describe the type of work (location, nature of cases, pace of work, other duties, proximity and interactions with other public health officials)
3. COVID	
	<ul style="list-style-type: none"> - Responsibilities - Political Pressures
4. Mainstream Media Coverage Before and Post Pandemic	
<ul style="list-style-type: none"> - Prior to the pandemic, CPHO participated in less than a dozen pressers a year, mostly to address the opioids crisis. - During the first waves of the pandemic and the early vaccination roll-out, press conferences occurred frequently – and at times on a daily basis - generating large amounts of national media coverage. 	<ul style="list-style-type: none"> - Coverage of work by media (amount, tone, nature of content) vs. post COVID - Media coverage increased exponentially at the start of the pandemic. - Like provincial and territorial Chief Medical Officers of Health across the country, I was thrust in the public eye because of COVID-19 and became a household name overnight. - Mainstream media coverage has generally been tough but fair. Over time, media gained a better understanding of my role as a public health professional and how it differs from that of the health minister, for example. - However, with the fragmentation of media, alternative and alt-right media have also been active during the pandemic. With the politicization of public health measures and polarization of public discourse around mask and vaccine mandates, public health officials including myself have become more regular targets for these media outlets beyond just COVID-19, and we face more scrutiny – and often more negative social media comments - as a result.

Theme: Impact of Social Media/Exposure to threats
Examples/Data
Framing

1. What social media platforms do you use? How do you use them (personal vs. professional)?

<p>At this time, CPHO's sole social media account is on Twitter.</p> <p>➤ 310 K+ followers (current)</p> <ul style="list-style-type: none"> - 304.9K followers (EN) - 8.2k followers (FR) <p>The CPHO Twitter accounts have seen a 3,425 % increase in followers over the pandemic, growing from nearly 9,000 followers (EN and FR) in Dec. 2019.</p> <p>Numbers of Twitter followers have remained steady in the post-emergency and post Elon Musk phase.</p>	<p>I use social media to:</p> <ul style="list-style-type: none"> - Communicate important public health information, i.e., updates on disease outbreaks, guidance during public health emergencies, practical public health advice, official statements. - Promote and share updates on PHAC campaigns, community initiatives and my engagements with stakeholders/the community. - (if applicable – can add personal use here) Stay up-to-date on latest news from our community, national and international partners.
<p>2. Impact of social media coverage (professionally, on self, on family members and others)?</p> <ul style="list-style-type: none"> + Exposure of threats/violence among colleagues/self/family; stalking, assaults, racism/sexism + Impacts of threats/violence on colleagues/self/family 	
<p>Abusive sentiment on CPHO SM:</p> <ul style="list-style-type: none"> - Increase in harmful and abusive comments is in line with what is seen on other GoC social media accounts. - Generally, negative sentiment in comments increases or decreases based on what is happening in the public/media domain. Certain posts attract more negative comments – posts on vaccination, LGBTQ2+, COVID-19, etc.. <p>Impact of abusive sentiment:</p> <ul style="list-style-type: none"> - Posts have a very low number of comments in 	<ul style="list-style-type: none"> - Overnight I went from being relatively unknown to being broadcasted across the country, with all my words and actions scrutinized. - The polarization of science witnessed over the course of the pandemic has put people in leadership positions such as myself on the front lines, as the targets of hate. - Hateful comments and threats of violence online became a near daily occurrence throughout the pandemic. - Being a visible minority woman is especially challenging due to the politicization of the pandemic and its origins. There have been times where I have been publicly criticized for my appearance, my race, my accent and my advice.

comparison with views. Thousands of people are seeing the content, but only a few make comments, (suggests broader audience has positive or neutral reactions).

- Comments are typically also quite repetitive, indicating troll activity by a relatively small number of users.

Types/nature of comments:

The types of **abusive** comments on CPHO tweets are generally:

- Related to **mi/di** on PH topics (ex. COVID-19, public health measures and vaccination)
- Reactions to the **language** we used (e.g. Anything related to gender)
- **Personal attacks**, including racist comments, attacks on Dr. Tam's personal appearance and gender
- **Conspiracy-theory** related comments (Big Pharma, transphobic grooming conspiracies, microchips, suppression of freedoms, WEF etc.)
- More recently, criticism over no longer masking in photos
-

- However, I have received **many wonderful and uplifting messages**. This is where I choose to focus my energy. I take these messages to heart because they give me a sense of purpose to do the best job I can.

Impacts on PH professionals:

- I have a wonderful team that helps buffer me from the abuse online, and it is disheartening that many of my colleagues have been directly subjected to physical threats and other acts of violence.
- The anonymous nature of social media can encourage individuals to spread false information or engage in online harassment, further undermining public trust in health professionals and institutions.
- Hateful social media coverage can negatively impact public health professionals' psychological well-being, contributing to stress and burnout. This can discourage individuals from entering or staying in the field of public health.
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- Hateful social media coverage can also impede public health policies and interventions, fueling misinformation and resistance to evidence-based practices.
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- As we have recently seen at the University of Waterloo, among many other tragic examples, hate targeted at individuals or groups online can sometimes lead to violence in the real world.
 - o It is not uncommon for these threats to take wide-ranging forms, with very real and sometimes devastating impacts on families and communities.
- For many of us, cyberviolence has resulted in enhanced security measures and protocols to protect ourselves physically.
- **NOTE: we have specific examples of hateful comments that can be provided to the researchers upon request.**

Theme: Societal Change/Societal Issues**Examples/Data****Framing****1. Public scrutiny of decision-making (media/social media)****TIDES (March 2023)**

Greater belief in COVID-related misinformation and conspiratorial thinking are among the strongest predictors of distrust in the federal government.

(See Annex for more info)

Trust in government is also very strongly linked to Canadians' confidence in our democracy.

1. Critically, **confidence in democracy is lower among those who have been personally targeted by online hate speech or harassment (roughly 20% of Canadians)**, compare to those who haven't.
2. **Certain subgroups of people in Canada are targeted by online hate speech and harassment significantly more often than others.**
3. I.e. Indigenous Peoples, recent immigrants, 2SLGBTQ+ peoples, and younger adults between the ages of 18 and 24.

COSMO (June 2023) found trust in federal public health leaders increased from 50% in 2020 to 63% in 2023

- Though Edelman found decline in trust in GoC over same period

- Social media is now the main source of news (37%) for those under 40 in Canada and a significant source of news for people in general. (See Abacus poll slide in Annex)
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- Individuals can engage in real-time discussions and critiques. The platforms' wide audiences, coupled with the ease of sharing and commenting, amplifies opinions and can influence how information is perceived, shaping public sentiment and scrutiny.
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- Social media platforms tend to create echo chambers, which can lead to polarization. Since algorithms reward sensational content, mis/disinformation can quickly go viral, undermining trust.
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- **Communicating about uncertainty** has been a challenge throughout the pandemic;
 - Our messages evolve as the science does, which can be confusing
 - Unintended consequence of rapid dissemination of new scientific findings (via pre-prints); poor or inconclusive studies contributed to misinfo and were exploited by political (alt-right) actors
 - Advice necessarily varies across jurisdictions – explaining the variances can be challenging.
-
- In a crisis, it's important to make and to communicate decisions quickly because that's what saves lives. It's about balancing the timeliness of decisions with the information that is available in the moment.
-
- While we did get criticism as the advice changed – and I still get lots of online hate directed at me – the bottom line, when we look at outcomes, is that **the haters did not win!**
 - More than 80% of Canadians fully vaccinated against COVID-19
 - Confidence in routine vaccines remains about the same as pre-pandemic levels
 - Trust increased in PH leaders (COSMO)

	<ul style="list-style-type: none"> - - However, earning and maintaining trust is an ongoing effort – that we must never take for granted and relentlessly pursue as PH professionals. - - Going forward, it will be important to be transparent and improve our capacity to explain evolving science and how decisions are made, and ensure that we are meeting people where they are at (i.e. by leveraging community partnerships, etc.)
2. Impact of media/social media on decision-making/public policy	
	<ul style="list-style-type: none"> - A positive side of social media is that it can foster transparency and accountability. Public discussions on social media can also bring attention to important issues and influence the decision-making process positively. - Given the visibility of my role in the media and on social media, I am able to inspire and support action from partners, stakeholders and decision-makers. <ul style="list-style-type: none"> o I.e. to see the value of putting health equity at the centre of our collective efforts in public health. o Advance Truth and Reconciliation. - A key takeaway from the pandemic is that the messenger matters just as much as the message. Social media and the media can leverage the influence of community leaders by providing them with platforms to share accurate information, engage with followers, and act as trusted sources.

Theme: Organizational Response**Examples/Data****Framing****1. Attitudes about stress/trauma****Mental health resources**

- The Federal government launched many mental health initiatives during the pandemic, e.g. Wellness Together with portals to provide 24/7 services with a separate stream for First Nations, Inuit, and Métis.
- **For HCP:** PHAC is funding a project on the mental health impacts of COVID-19 and the results will inform the creation of appropriate and effective tools for HCPs.
- Stories of COVID's hidden crisis Archives • Healthcare Salute (healthcaresalute-soinsdesantesalute.com)

PHAC Decompression Program

- Designed to support employee mental health and wellbeing for those who have experienced significant operational stress or have provided crisis support through an event such as the recent pandemic response.

The Employee Assistance Program (EAP) offers employees and their immediate family access to short-term, bilingual, and confidential psychological support.

Canadian Centre for Occupational Health and Safety

General information on what to do if you're being targeted at work

- Promoting a healthy work environment and addressing mental health concerns are key priorities for many organizations, including government agencies like PHAC.
- Our approach to employee well-being involves implementing policies and programs to support employees in managing work-related stress, building resilience, and seeking appropriate help when needed.
- As a person in a leadership position, I can champion the importance of mental health and well-being among employees.
 - Lead by example as much as possible- prioritize my own physical and mental health too, i.e. getting outside, remaining active, connecting with family and friends.
- That said, we can always do better to foster workplace well-being.

- Peer supports have played an important role in my mental health by fostering a sense of community with individuals who have shared experiences.
- Because of my leadership position to support and influence in decision-making, a key responsibility for me is to maintain trust within my networks of influence, primarily **Chief Medical Officers of Health**:
- Throughout the pandemic, I've been available to this network. I've been a listening ear and shoulder to lean on in times of crisis for those in similar positions as mine.
- Despite each region, province and community addressing each problem differently, no one was ostracized or criticized by the network. Everyone considered their own populations and demographics and did what was best for their jurisdictions.
- Maintaining these trusted relationships are important as we continue to face important public health and societal challenges. We went through the pandemic and faced each twist and turn together and knew we could rely on each other for support.
- For International Women's Day this year, I participated in a round-table discussion hosted **by the Governor General**. This event brought together women in positions of leadership to raise awareness of the impact toxic online discourse has on women in these roles.
- These types of support networks offer us a safe space to share experiences and work towards solutions.

Theme: Solutions

Examples/Data

Framing

What are your suggestions for guidelines or recommendations that would help with these issues?

+ Strategies to prevent exposure to threats

**Government of Canada
Actions:**

**1. Behavioral Science
research (PCO with PHAC):**

- *Impact Canada* longitudinal surveys to measure knowledge, attitudes, behaviors and beliefs conducted since April 2020 to inform public health efforts. (Covid-19 Snapshot Monitoring studies or **COSMO**)

COSMO Wave 2.8 (June 2023)

- 47% of respondents reported completely or moderately trusting the federal government while 39% reported moderate or complete distrust.
- The most trusted sources of information on COVID-19 are scientists and healthcare workers

TIDES (March 2023) - See full backpack

3. Beyond traditional news literacy, **modern technological literacies such as digital literacy (awareness of new technologies) and algorithmic literacy are important for building resilience to misinformation.**
- a. For example, those who are broadly aware of how social media algorithms function were 10% higher on a scale measuring the

At individual level:

- Digital team will start blocking comments that are abusive and contravene the platform's community terms of agreement. (Getting SM platforms to address abuse and enforce their rules in a timely fashion is difficult, especially on Twitter.)

At societal level:

- Cyberviolence is a complex problem that requires a whole-of-government approach and collaboration across multiple sectors, such as tech and law enforcement.
- Reporting hate-motivated incidents, no matter how minor they may seem, can help police better target crime prevention efforts.
 - However, tracking online hate can be challenging for law enforcement.
 - Tech has a role to play to ensure their platforms are safe spaces

Upstream:

- Teaching **digital literacy and science literacy**, especially at a young age, will help individuals navigate the digital landscape responsibly, recognize and challenge mis/disinformation, cyberviolence and other forms of online hate, and contribute to creating a safer and more inclusive online space.
 - **Algorithmic literacy** (awareness of how social media algorithms shape content exposure) is just as important.
- Given public health's expertise in health promotion, equity, and interdisciplinary collaboration, PH can play a role by:
 - raising awareness about the risks and health impacts of cyberviolence, mis/disinformation, stigma and discrimination through educational campaigns.
 - working with community leaders as trusted voices and with community organizations to establish helplines and support networks for those in need.

ability to discern true from false claims related to multiple policy areas (COVID-19, climate change, and/or immigration) than those who were incorrect or unaware of how algorithms function.

- b. This pattern holds when controlling for age and other sociodemographic factors.

- advocating for stronger policies to address cyberviolence and promote online safety.
 - I.e. stronger reporting mechanisms, improved content moderation systems, robust legal frameworks that hold individuals accountable
- Importance of research to better understand the scope, scale, impacts and causes of cyber-violence in order to identify solutions.

(Note: See Annex for slide from Public Confidence deck on building trust)

Media and digital literacy:

- ***Digital Citizen Initiative*** through Heritage Canada is a multi-component strategy that aims to support democracy and social cohesion in Canada by building citizen resilience against online disinformation and building partnerships to support a healthy information ecosystem.
 - includes funding research to inform evidence-based policies

Work being done across the GC to combat cyberviolence:

Hate Crimes Task Force PS Speech

- Co-chaired by the RCMP and Canadian Race Relations Foundation, policing and gov reps
- Increases awareness of the scope, nature and impact of hate crimes in Canada and

support the creation of national standards

New legislation

- Canadian Heritage and Justice working on introducing legislation as soon as possible to address **harmful online content**, including the proposals made in former Bill C-36, to hold social media platforms and other online services accountable for the content they host.

Canada signed Christchurch Call to Action

- Aims to coordinate and collaborate efforts to eliminate terrorist and violent extremist content online.

Community Resilience Fund

- Led by Public Safety Canada provides financial assistance to organizations undertaking programming and research to address radicalization to violence in Canada

What We Heard : The Government's proposed approach to address harmful content online, (Feb 2022)

- Highlights ideas and perspectives raised in stakeholders' submissions.

ANNEX

Bios of project investigators:

Prof. Cheryl Regehr, Faculty of Social Work University of Toronto: Cheryl Regehr is a Provost and Vice-President for the University of Toronto. Former Dean of the Factor-Inwentash Faculty of Social Work, she is a Professor in the Faculty, has cross-appointments to the Faculty of Law and the Institute for Medical Sciences at University of Toronto, and is a Senior Fellow of Massey College.

Professor Regehr's six books and over 130 scholarly articles focus on three intersecting issues: trauma and recovery; social work practice and competency; and stress, trauma and decision-making in high-risk professions. This research has been recognized with awards from the International Campbell Collaboration, and by the American Academy of Psychiatry and the Law. Her current SSHRC funded research projects examines stress, trauma and decision-making in social work and aims to develop a new model for improving decision-making in high-risk, high-demand situations and stress and trauma in archivists.

Professor Regehr's research is founded on her practice background which includes direct service in forensic social work and emergency mental health and in the administration of mental health programs, specializing in civil litigation and criminal court assessments of trauma victims and violent offenders, and organizationally based trauma interventions. She was the director of the Crisis Response Team at Pearson International Airport, served on the mental health advisory for the Department of National Defence and Veteran's Affairs Canada, and currently is a member of the Board of Trustees for the University Health Network and the COVID Mental Health Advisory for CIHR.

Prof. Vivek Goel, President and Vice-Chancellor, University of Waterloo: Dr. Vivek Goel is the University of Waterloo's President and Vice-Chancellor. He has held a number of senior leadership roles at the University of Toronto including as VicePresident and Provost and most recently as Vice-President Research and Innovation. He served as founding President and CEO of Public Health Ontario from 2008 until 2014 and also as a founding scientist at the Institute for Clinical Evaluative Sciences (ICES).

Goel has served as Chief Academic Strategist with Coursera, a global platform that connects universities and learners with online courses. Goel obtained his medical degree from McGill University and completed post-graduate medical training in Community Medicine at the University of Toronto. Dr. Goel obtained a master's degree (MSc) in Community Health from U of T and a master's degree (MS) in Biostatistics from Harvard University School of Public Health.

Prof. Kelly Lyons, Faculty of Information, University of Toronto: Dr. Kelly Lyons is Professor in the Faculty of Information at the University of Toronto. Prior to joining the Faculty of Information she was Program Director of the IBM Toronto Lab Centre for Advanced Studies (CAS). Her current research interests include service science, knowledge mobilization, social media, and collaborative work. Currently, she focuses on ways in which social media can

support human-to-human interactions in service systems and data-driven knowledge mobilization.

Prof. Kaitlyn Regehr Dept of Information University College London: Associate Professor of Digital Humanities and the Deputy Programme Director for the MA Digital Humanities and MSc Digital Humanities. Research explores the ethical landscape of the social media and new technologies and focuses on building collaborative knowledge exchange projects with key stakeholders. Arising from this work, She was showcased as an Impact Case Study for REF 2021, and I have been awarded over £2.5 million in research-related funding. She is invested in mapping the cultural impacts of social media, particularly as it relates to young people and advocate for critical digital literacy education.

Prof. Frank Rudzicz, Faculty of Computer Science, Dalhousie University: Associate Professor at Dalhousie University. He is interested in all combinations of machine learning, natural language processing, and healthcare.

IIU-TIDES evidence related to cyberviolence and public health (March 2023)

4. **Greater belief in COVID-related misinformation and conspiratorial thinking are among the strongest predictors of distrust in the federal government.**
5. Trust in government is also very strongly linked to Canadians' confidence in our democracy.
 - a. Critically, **confidence in democracy is lower among those who have been personally targeted by online hate speech or harassment (roughly 20% of Canadians)**, compare to those who haven't.
 - b. **Certain subgroups of people in Canada are targeted by online hate speech and harassment significantly more often than others.** For example, Indigenous peoples (7 percentage point more likely to be targeted), recent immigrants (11 percentage point more likely to be targeted), 2SLGBTQ+ peoples (16 percentage point more likely to be targeted), and younger adults between the ages of 18 and 24 (16 percentage point more likely to be targeted).
 - c. These differences still hold when accounting for people's online behaviour (e.g. the platforms they visit more often).
6. Beyond traditional news literacy, **modern technological literacies such as digital literacy (awareness of new technologies) and algorithmic literacy (awareness of how social media algorithms shape content exposure) are particularly important for building resilience to misinformation.**
 - a. For example, those who are broadly aware of how social media algorithms function were 10% higher on a scale measuring the ability to discern true from false claims related to multiple policy areas (COVID-19, climate change, and/or immigration) than those who were incorrect or unaware of how algorithms function.
 - b. This pattern holds when controlling for age and other sociodemographic factors.

7. The sources people rely on for information matter - **Canadians who use traditional news media sources *less* (both Canadian and international sources) have lower confidence in democracy, and are more susceptible to misinformation.**
 - a. Conversely, those who rely disproportionately on social media for news information have lower confidence in democracy and are more susceptible to misinformation, and those who consume little information altogether and have a tendency towards conspiratorial thinking have the lowest confidence in democracy and the highest susceptibility to misinformation.
8. **Not all social media platforms are the same. For example, *preliminary correlational evidence* suggests that more frequent use of certain platforms (like Reddit) is associated with *lower* belief in misinformation, whereas more frequent use of other platforms (YouTube and TikTok) are associated with greater belief in misinformation**, when controlling for age, gender, and other sociodemographic factors.
 - a. Platform design and content moderation decisions matter when it comes to the benefits and harms of online platforms. More work is needed to understand which features (e.g. text vs video media, public vs personalized content, transparent vs opaque moderation) drive different types of online harms.
9. **There is broad support for regulations for social media platforms proposed in the Canadian Digital Charter (Bill C-27), across the spectrum of trust vs. distrust in the federal government.**
 - a. For example, 88% of Canadians agree the federal government should require websites and social media platforms to openly and clearly disclose what personal data they are tracking. There exists a large consensus in the sense that those who strongly distrust the government still support these policies at similar levels.

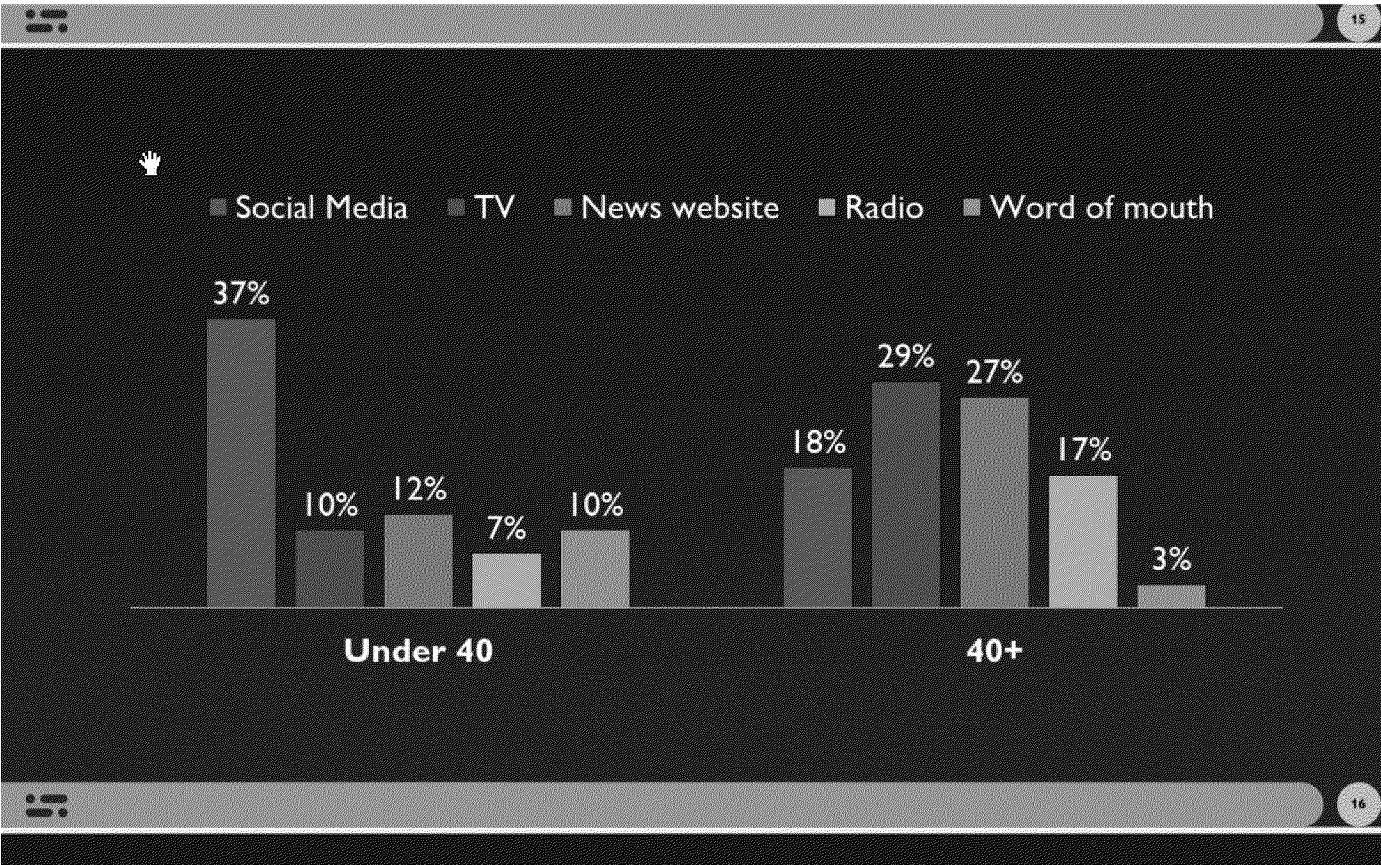
Public Safety's most recent lines on Online Hate (approved September 2022):

Online Hate

- The Government of Canada respects the right of Canadians under the Charter to participate in peaceful and lawful protest activities, and their freedom of expression, as important parts of Canada's democracy.
-
- Too many people and communities in Canada are harmed and victimized by hate speech and hate crimes, which are often amplified and spread online with real world consequences.
-
- Recent events have brought further attention to harmful content being shared online about public figures working and living in our communities.
-
- There is no justification for expressions of hate, for acts of violence, for threats, or for intimidation – all of which undermine public safety, the social fabric, and the heart of our democracy.

- The Government of Canada is committed to ensuring that all people in Canada can participate in public discourse without concern for their safety and without being exposed or victimized by hateful speech.
-
- In Canada, and around the world, we have become more attuned to the reality that hateful rhetoric online can lead to serious acts of violence in the real world (e.g. the Quebec City and Christchurch mosque shootings). We also have an increased awareness of the need to make the internet a safe space for everyone, including Indigenous Peoples, Black Canadians, and members of other racialized and marginalized communities, religious communities, women, children and youth, and the LGBTQ2 community.
-
- In July 2021, the Government launched a public consultation seeking Canadians' views on a proposal for regulating online platforms and combating certain types of harmful online content.
-
- On February 3, 2022, the Government published a report titled *What We Heard : The Government's proposed approach to address harmful content online*, which highlights ideas and perspectives raised in stakeholders' submissions during the open consultation.
-
- Violence and hate speech of any kind will not be tolerated. The safety and security of Canadians is of the utmost importance to our Government, and we are taking the necessary steps to deliver on our commitment to keep Canadians safe – both online and offline.

Question: *If a major news event happened in the world, how would you hear about it?*



Unclassified

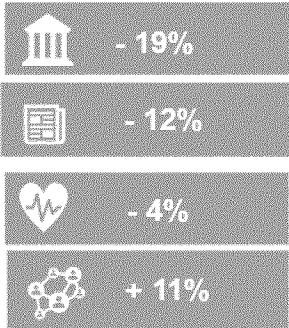
Context: PH Trust Landscape is Fluid & Complex

Covid-19 Snapshot Monitoring Survey (COSMO) findings show an increase in trust in GC sources/information :

- ↑ Trust in government **websites/briefings** increased from 48% (2020) to 60% (2023)
- ↑ Trust in federal Public Health Leaders increased from 50% (2020) to 63% (2023)
- Indigenous respondents report only 52% trust in **GC websites/briefings** and 38% distrust (wave 2.3 June 2022)

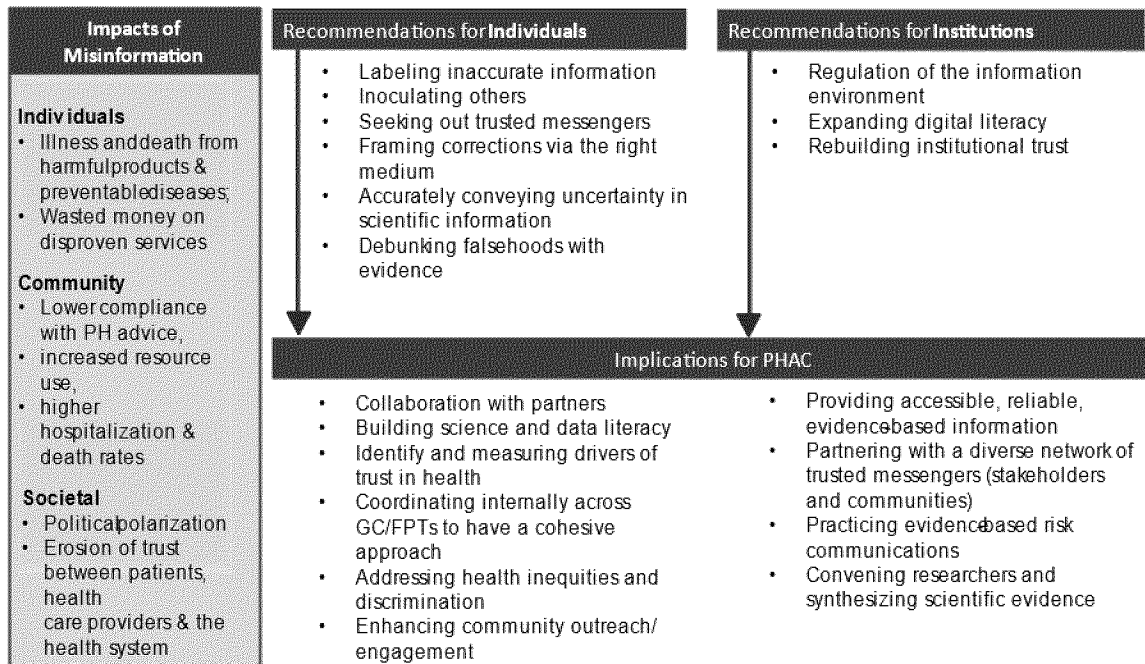
Research from *Edelman's Trust Barometer and Special Report on Trust and Health (2023)* is showing overall levels of trust falling:

- ↓ Trust in the Government of Canada has dropped from a pandemic high of 70% to 51%
- ↓ Trust in media's healthcare reporting has dropped from 63% to 51%
- ↓ Trust in healthcare companies has dropped from 63% to 59%
- ↑ Trust in friends and family regarding health issues has increased from 64% to 75%



Annex A: CCA Report Findings and Implications

Key Findings from Fault Lines identified potential implications for the PHAC:



Online Harms – MLQA Package

Définition du style : Titre

CONTEXT

On February 26, 2024, the Government introduced Bill C-63, which would create stronger protections for children online, and better safeguards everyone in Canada from online hate and other types of harmful content. The Bill sets out a new vision for safer and more inclusive participation online. It would hold social media services, including livestreaming and certain adult content services, accountable for reducing users' exposure to harmful content on their platforms and help prevent its spread.

PRIMARY STATEMENT

Everyone in Canada expects to be safe in their communities. They deserve the same level of safety in their online world.

That means a safe online environment for our kids. It means protection from exploitation, bullying, and hate. It means consequences for people who break the laws that govern our online world. It means accountability for platforms for how they deal with harmful content on their services.

It also means ensuring a safe virtual environment to engage in robust debate for those who want to engage.

The Government of Canada has been listening to people from across the country and has developed legislation to protect the safety and wellbeing of children, and all people in Canada, online.

KEY MESSAGES

- The Government of Canada is committed to keeping everyone in Canada safe online.
- The Bill requires social media services, including live-streaming and certain adult-content services, to actively reduce exposure to exploitative and hateful content on their services, including by putting in place special protections for children. Users will have the tools and resources they need to report exploitative and hateful content and require online services to take action.
- The Government recognizes the importance of a free and open Internet and respects the fundamental human rights of all those living in Canada, including freedom of opinion and expression. The *Online Harms Act* respects free speech and targets seven types of extremely harmful content, specifically: content that sexually victimizes a child or revictimizes a survivor; intimate content communicated without consent; violent extremist and terrorist content; content that incites violence; content that fomented hatred; content used to bully a

child; and content that induces a child to harm themselves.

- Right now, platforms are not held accountable nor are they transparent about how to manage and mitigate harmful content. This Bill is an essential step forward in holding them accountable for the safety of their users and providing more transparency on the management of harmful content.
- The Bill also helps combat hate speech and hate crimes as outlined in the *Canadian Human Rights Act* and the *Criminal Code*. Specifically:
 - The Bill defines “hate speech” in the *Canadian Human Rights Act* and would empower individuals and groups to file complaints against users who post hate speech online. The definition is based on Supreme Court of Canada jurisprudence.
 - Changes to the *Criminal Code* include the creation of a stand-alone hate crime offence, an increase in the penalty for advocating and promoting genocide, as well as the creation of a peace bond to prevent individuals from committing hate crimes or hate propaganda offences.
- Finally, amendments to an *Act respecting the mandatory reporting of Internet child pornography by persons who provide an Internet service* (often referred to as the “Mandatory Reporting Act”) will improve law enforcement’s ability to respond to crimes involving this material.

QUESTIONS AND ANSWERS

Theme: Bill C-63

Q1. What does this Bill entail?

Bill C-63 seeks to create a safer online environment for Canadians, including children. It has three core components. It would:

- create a legislative and regulatory framework, the *Online Harms Act*, to reduce the exposure to seven categories of harmful content online on social media services, including live-streaming and certain adult-content services,
- amend the *Criminal Code* and the *Canadian Human Rights Act* in order to better address and denounce hate crimes and to provide recourse to victims of hate, and
- strengthen the requirement to report child pornography through amendments to the *Mandatory Reporting Act*

The *Online Harms Act* defines seven categories of harmful content:

- Content that sexually victimizes a child or revictimizes a survivor;
- Intimate content communicated without consent;

- Content that incites violent extremism or terrorism;
- Content that incites violence;
- Content that foments hatred;
- Content used to bully a child; and
- Content that induces a child to harm themselves.

Obligations related to these seven categories of harmful content would be organized under three duties:

- The duty to act responsibly,
- The duty to protect children, and
- The duty to make certain content inaccessible:
 - 1) content that sexually victimizes a child or revictimizes a survivor; and
 - 2) intimate content communicated without consent.

All three of these duties have responsibilities associated with them.

Under the duty to act responsibly, regulated services would be required to assess the risk of exposure to seven categories of harmful content, take steps to reduce this risk and be transparent by reporting on their progress. The duty to act responsibly would also require services to provide users with tools to make the online environment safer, such as the ability to flag content and block other users.

Under the duty to protect children, online services would be required to integrate design features, such as age-appropriate design, to protect children using their service and to report on other measures used to protect children.

Under the duty to make certain content inaccessible, services would be required to make content that sexually victimizes a child or revictimizes a survivor as well as intimate content communicated without consent, inaccessible in Canada.

To hold online services accountable, the *Online Harm Act* establishes a new Digital Safety Commission to oversee and enforce the new regulatory framework. A new Digital Safety Ombudsperson will act as a resource and advocate for users and victims.

In addition, the Bill would make important changes to the *Criminal Code*, the *Canadian Human Rights Act* (CHRA), and *An Act respecting the mandatory reporting of Internet child pornography by persons who provide an Internet service* (often referred to as the *Mandatory Reporting Act*, or MRA):

- Amendments to the *Mandatory Reporting Act* to enhance efforts to respond to crimes of child sexual exploitation through the creation and communication of child pornography online.
- Changes to the *Criminal Code* would create a stand-alone hate crime that would have a maximum punishment of life imprisonment.

- Advocating or promoting genocide against an identifiable group would have a maximum punishment of life imprisonment, and the remaining hate propaganda offences will be punishable by up to five years imprisonment when prosecuted as indictable offences.
- Changes to the *Criminal Code* would also allow any person who reasonably fears that someone will commit a hate propaganda offence or hate crime to seek a court ordered peace bond against someone as a preventative measure.
- The Bill proposes to define “hate speech” in the CHRA and permits individuals and groups to file complaints with the Canadian Human Rights Commission against users who post hate speech online.
- It also outlines procedures for the Canadian Human Rights Commission to rapidly dismiss complaints that do not involve hate speech as defined in the CHRA and to be able to protect the confidentiality of complainants and witnesses as appropriate.

Q2. Why is this Bill required?

The Government of Canada is committed to keeping children, and everyone in Canada, safe. That means safe from crime in our communities. That means safe from harmful content online. This is why the Bill is introducing a new *Online Harms Act*.

Data, research, and users’ testimonies show that industry self-regulation is failing to protect people. 41% of people report seeing online hate at least a few times a month, one in four youth aged 12 to 17 report being bullied online, and 9% of young people have had their intimate images posted online without their consent. In 2022-2023, the Royal Canadian Mounted Police (RCMP) National Child Exploitation Crime Centre received 102,932 complaints and reports pertaining to suspected online child sexual exploitation offences, a 26% increase over the previous year and a 1,077% increase compared to 2012-2013. There are currently no industry standards to ensure the safety and well-being of Canadians online.

The *Online Harms Act* would establish baseline safety requirements that would evolve over time and ensure that online services are accountable for protecting Canadians against specific categories of harmful content. For the benefit of civil society and researchers, it would also increase transparency about the strategies that services are using to protect users and the effectiveness of those strategies.

Q3. How is this Bill different from the previous draft proposal for regulating social media services?

The main difference between the two proposals is that the *Online Harms Act* takes a risk-based approach to reducing exposure to harmful content, as opposed to the previous approach of requiring take-down of all harmful content. The Government heard clearly from Canadians that a strict take-down approach risked creating a chilling effect online. That is why under the proposed framework, only two categories of harmful content, intimate images communicated without

consent (including sexually explicit deepfakes) and content that sexually victimizes a child or revictimizes a survivor, would be subject to removal. These two types of content are among the most pernicious.

Instead of requiring takedown of all forms of harmful content online, the *Online Harms Act* would require services to put in place tools, systems and processes that are designed to reduce the risk of users being exposed to harmful content on their service. These tools, systems and processes can be different from service to service, depending on the business model.

The Government also heard consistently that children are the most vulnerable users online. This is why the new *Online Harms Act* proposed in the Bill C-63 has been broadened to include content used to bully a child and content that incites a child to harm themselves.

Q4. What types of services would be regulated?

The *Online Harms Act* sets out obligations for social media services, including live-streaming and certain adult-content services such as Facebook, Twitch, and PornHub. To be subject to the *Online Harms Act*, services would need to have a minimum number of users in Canada. This threshold for scope would be set out in Governor in Council regulations, following a public consultation. The intention is to ensure that the larger platforms most used by Canadians are covered by the legislation. For smaller services that may pose a significant threat, the Governor in Council may make regulations that would include them under the framework.

Q5. Who would ensure compliance with these regulations?

The *Online Harms Act* would establish a Digital Safety Commission of Canada to administer and enforce the framework, and to build online safety resilience in Canada. It would also establish a Digital Safety Ombudsperson of Canada to be a resource for users and victims and an advocate for online safety issues. Finally, it would establish a Digital Safety Office to administratively support the Commission and the Ombudsperson and ensure their independence.

The Commission would carry out its mandate by:

- Holding online services accountable for their responsibilities through auditing for compliance, issuing compliance orders, and penalizing services that fail to comply;
- Intaking, triaging and administering user complaints and reports about services' obligations under all three duties;
- Enforcing the removal of content that sexually victimizes a child or revictimizes a survivor and intimate content communicated without consent; and
- Fostering and promoting a culture of online safety and setting new standards for online safety by providing guidance to services on how to mitigate risk, performing research,

working with stakeholders, and developing educational resources for the public, including children and parents.

Q6. What is considered as harmful content online?

The legislation would define seven types of harmful content:

- Content that sexually victimizes a child or revictimizes a survivor;
- Intimate content communicated without consent;
- Content used to bully a child;
- Content that induces a child to harm themselves;
- Content that foments hatred;
- Content that incites violence; and,
- Content that incites violent extremism or terrorism.

Online services would also be required to report in their Digital Safety Plans on other harmful content moderated by the service beyond the seven defined categories so the Commission, the Government and Parliament are made aware of any emerging harms.

Q7. What are the differences between ‘content that foments hatred,’ ‘content that incites violence,’ and ‘content that incites violent extremism or terrorism’?

All three types of harmful content pose unacceptable risks of stirring up harmful behaviours that victimize people online and offline. They differ in the nature of the content and the kind of harmful behaviours that they may cause.

- Content that foments hatred is extreme content that stirs up the detestation and vilification of social groups defined by one or more of race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, genetic characteristics, disability, or conviction for an offence for which a pardon has been granted or in respect of which a record suspension has been ordered.
- Content that incites violence is content that actively encourages or threatens physical violence or property damage.
- Content that incites violent extremism or terrorism is a specific kind of incitement that encourages or threatens, for a political, religious or ideological purpose, physical violence or property damage, with the intention of intimidating or denouncing the public or any section of the public or of compelling a person, government or domestic or international organization to do or to refrain from doing any act.

Content that foments hatred is different in character from content that incites violence or that incites violent extremism or terrorism. The harm is the stirring up of detestation or vilification of a group, regardless of whether it threatens or incites violence against them.

In contrast, content that incites violence involves the active encouragement of acts of physical violence or property damage, or threats of such acts, regardless of whether the content foments hatred against a group.

Violent extremist and terrorist violence is more limited in scope than content that incites violence. It requires more than just inciting violence. It must also actively encourage or threaten a person for a political, religious or ideological purpose and with the intention of intimidating or denouncing the public or a section of the public that could cause certain harms such as causing serious bodily harm or endangering a person's life. For example, content inciting people to assault bankers because it claims they steal other people's money would not fall within this category, but it could be caught by the definition of "content that incites violence."

Q8. What does "content that sexually victimizes a child or revictimizes a survivor" include? Is it pornography only, or is it broader?

The definition of 'content that sexually victimizes a child or revictimizes a survivor' in the *Online Harms Act* encompasses more than child pornography as defined in the *Criminal Code*. It would also capture content that includes a person touching a child in a sexual manner, people engaging in sexual activity or exposing themselves in the presence of a child, and children being subjected to cruel, inhumane, or degrading physical violence.

The *Online Harms Act* would also address content that revictimizes survivors of exploitation and abuse. In doing so, it would require the removal of content connecting a survivor to the material associated with their exploitation and abuse where that connection would be harmful to the person. For example, this could include a side by side picture of the child and what the person looks like now as an adult. It could also include identifying information such as the person's address or contact details in regards to the content.

The definitions in the *Online Harms Act* differ from those in the *Criminal Code* because of the differences in the scope and nature of the legislation. The *Online Harms Act* creates a regulatory framework for services to ensure that they appropriately address defined categories of harmful content.

Q9. Do intimate images communicated without consent get reported to police the same way that content that sexually victimizes a child or revictimizes a survivor does?

An Act respecting the mandatory reporting of Internet child pornography by persons who provide an Internet service (or, the *Mandatory Reporting Act*) obliges Internet service providers to report to police when the service provider has reasonable grounds to believe their service is being or has been used to commit a child pornography offence under the *Criminal Code*. Bill C-63 is amending this Act to enhance its effectiveness and modernize it.

There is no comparable requirement in law for Internet services to report to police about intimate images communicated without consent or content that revictimizes a survivor. We heard from survivors that they want to have a say in whether police become involved. The framework we have developed ensures victims have a choice in this regard.

Q10. How does the Bill address online sextortion?

“Sextortion” is already a crime (see the offence of extortion in section 346 of the *Criminal Code*).

With the *Online Harms Act*, the Bill would go even further in addressing online sextortion. Perpetrators of online sextortion often rely on threats to release explicit or intimate content to the public or revictimize a survivor. The *Online Harms Act* would address these activities by requiring that content related to online sextortion, including content that sexually victimizes a child or revictimizes a survivor and intimate content communicated without consent, be made inaccessible. By requiring that online services remove that content, this Bill would take away the perpetrators’ ability to deliver on those threats.

Other types of defined harmful content in the *Online Harms Act* such as content used to bully a child might also be relevant to activities described as “sextortion”. By requiring services to do more to respond to these types of harmful content, like bolstering flagging and reporting mechanisms, the bill aims to better protect kids from online sextortion. Platforms will be obligated to fulfil the duties outlined in the Act.

A new Digital Safety Ombudsperson would also be able to direct users who may be victims of online extortion to appropriate resources.

In addition, the modernization of the *Mandatory Reporting Act* may provide additional reporting mechanisms for identifying child pornography and may assist law enforcement to investigate offences like “sextortion” by extending how long platforms must retain relevant data.

Q11. Why doesn’t the Bill require the removal of terrorist content?

While nothing in the Bill requires the removal of terrorist content, it requires that online services take steps to reduce the risk that users are exposed to it. Services may choose to take down violent extremist and terrorist content once they discover it on their platforms, but they are not compelled to do so. Platforms could also take other mitigation measures to address this content. However, should a service decide to make such content inaccessible, they must preserve that content for one year in case law enforcement chooses to take action to investigate. The *Criminal Code* already has a procedure for a court to order that terrorist propaganda or computer data that makes terrorist propaganda available is no longer stored or made available (where it is made publicly available on a computer system within the jurisdiction of the court).

Beyond the confines of this Act, the Department of Public Safety, alongside the RCMP, are operationalizing an Incident Response Protocol (IRP) for capturing emergent, ongoing, or recently concluded real-world terrorist or violent extremist attacks communicated online. Online platforms would be able to participate in the IRP, as it is voluntary in nature. Under the IRP, a participating platform would notify the RCMP of public-facing live content depicting an emergent, ongoing, or recently concluded terrorist or violent extremist attack; the RCMP would assess the legitimacy of the content and make a recommendation for its removal.

Q12. How does the Bill address the Christchurch calls to Action?

The Christchurch calls to Action are a series of commitments made by 58 governments and 14 online service providers to coordinate and collaborate on efforts to eliminate terrorist and violent extremist content online.

The Bill would deliver on key commitments by addressing content that foments hatred and violent extremism and terrorist content. By requiring that services reduce the risk of exposure to this content and implement new flagging and blocking tools for users, the *Online Harms Act* would meet the commitments in the Call to 'counter drivers of terrorism and violent extremism by strengthening resilience and inclusiveness' and 'consider regulatory and policy measures to reduce terrorist and violent extremist content online'.

Q13. Does the Bill address misinformation/disinformation? What is the government doing on this issue?

The purpose of this bill is to protect kids online and to stop the spread of hate and other harmful content.

During the Government's consultations in the lead-up to enacting the *Online Harms Act*, we heard that new legislation must strike a careful balance between ensuring a healthy and trustworthy online environment and protecting freedom of expression as guaranteed by Canada's *Charter of Rights and Freedoms*. Similarly, the Government heard from Canadians and stakeholders that while

false and misleading information online can carry significant consequences, creating legislation and policies that restrict or otherwise limit speech based on whether it is true or false would undermine freedom of expression to an unacceptable degree. The focus of the bill is on reducing the most harmful forms of online content, which are set out in the seven categories.

The *Online Harms Act* would address misinformation and disinformation when it can also be defined as or related to any of the seven defined categories of harm. Through research funded by the Government's Digital Citizen Contribution Program, we know that misinformation and disinformation are often used to create and spread hatred and to incite violence or violent extremism. In instances where this is the case, the *Online Harms Act* would require that services take measures to reduce exposure to this content. We also know that misinformation and disinformation is often created and spread by automated means, including the use of bots and bot networks. The *Online Harms Act* would require that services label content created and spread this way when it falls under one of the seven categories of harmful content.

Legislation is not the only tool to combat false or misleading information. The Government is committed to addressing online disinformation and its effects on communities across the country. To this end, the Department of Canadian Heritage's Digital Citizen Initiative, established as part of the Plan to Protect Canada's Democracy, provides time-limited financial assistance to researchers and civil society organizations in Canada to explore the origins, spread, and impact of online disinformation and to build citizen resilience to it. Through its contributions program, the Digital Citizen Contribution Program (DCCP), the DCI has invested over \$21 million in funding to support 110 projects, many of which support efforts to build resilience to disinformation in vulnerable communities.

Q14. Would the Bill address deepfakes of politicians?

Through the *Online Harms Act*, the Bill would require the removal deepfakes of politicians only where the deepfake is sexually explicit and meets the legislated definition of intimate content communicated without consent. There are specific provisions in the *Online Harms Act* related to the removal of deepfakes related to intimate content communicated without consent. The recently publicized sexually explicit deepfake images of Taylor Swift, for example, would be subject to removal requirements under the *Online Harms Act*. The same would apply to similar content of politicians.

The *Online Harms Act* would also require that services take measures to reduce the risk of exposure to all seven forms of harmful content online, including when that content is a deepfake. Deepfake content of politicians that are associated with harmful content would fall under these requirements – not because the content includes a deepfake, but because the content meets the legislation's definition of one of the categories of harmful content.

The Government is taking other action on multiple fronts to address the risks posed by deepfakes on our democracy.

These include efforts to build research capacity and citizen resilience in the face of AI-generated content. Through the Government's *Digital Citizen Contribution Program* and its support for the *Canadian Digital Media Research Network*, the Government is supporting new research and literacy programming that helps people in Canada understand and detect disinformation and AI-generated content. The Government is also working with international partners to build new norms about the responsible use of new technologies through multilateral agreements like the *Global Declaration on Information Integrity*. Finally, the Government has put in place a suite of election preparedness measures, such as the Critical Election Incident Public Protocol and the Security and Intelligence Threats to Elections (SITE) Task Force.

These ongoing efforts complement existing provisions in the *Canada Elections Act* which has a number of safeguards in place that would help protect electoral participants against deepfakes, including prohibitions on impersonation, misleading statements and misleading publications. Anyone found guilty of such offences would face fines of up to \$50,000 and up to five years in prison.

Q15. How would this Bill help user experiences on online services?

When the *Online Harms Act* comes into full effect, it will empower users to flag harmful content. It will also provide users with a tool to block other users. Moreover, the Act will ensure that parents alone do not shoulder the responsibility of protecting children from online harms. Users can expect that online services will be more responsive in addressing the kinds of harmful content defined in the legislation.

The *Online Harms Act* would also allow users to submit complaints and report instances where services don't live up to these standards. Finally, users would have access to a new Ombudsperson that can direct them to appropriate resources for assistance, such as law enforcement, the Digital Safety Commission, or crisis help lines when faced with or victimized by harmful content online.

With changes to the *Canadian Human Rights Act* in the Bill, people in Canada would be able to file hate speech complaints against individual users for content posted on social media services and elsewhere online.

Q16. Doesn't this Bill violate free speech?

The Bill supports the objective of empowering Canadians to freely express their thoughts and opinions by creating a safer and more inclusive online space. The kinds of harmful content that this

Bill would address can prevent full participation online because people may feel that their safety is threatened. In a safe online environment, people in Canada can exercise their right to free expression.

The Bill includes content takedown requirements only in the most serious circumstances, with respect to content that sexually victimizes a child or revictimizes a survivor and intimate content communicated without consent. The *Online Harms Act* defines harmful content narrowly to focus on extreme and marginal expression, where almost the entirety of political and other discourse would not qualify for takedown, and sets out fair and transparent processes that allow public participation and scrutiny.

The result would enhance the ability of Canadians to share thoughts, beliefs, and opinions online without being hindered, dissuaded, or repelled by the scourge of harmful content. In pursuing these objectives, any limits on freedom of expression required by the *Online Harms Act* are demonstrably justified in a free and democratic society, as permitted by the *Canadian Charter of Rights and Freedoms*.

Q.17. Who appoints the Digital Safety Commission?

The Digital Safety Commission would consist of 3 to 5 Members, which would be appointed by the Governor in Council to service terms of not more than 5 years as outlined in the online harms legislation. The Chairperson of the Commission's appointment by Governor in Council would be subject to a resolution in the House of Commons and Senate in order to ensure broad support for their appointment.

These appointments are governed by an open, transparent, merit-based process to select the most qualified candidates who are also representative of Canada's diversity. Details on the open, transparent, merit-based process can be found on the Privy Council Office (PCO) website.

In practice, PCO would publish a job poster accessible to the public on their website and to which anybody in Canada can apply. PCO would conduct a competition process that includes the standard screening of applications, interviews, and references. Consideration would be given to candidates' relevant expertise, background, qualifications, and personal suitability to fill the position.

It is important to note that the Commission will be arm's length from the Government and operate independently. Under this Act, only the Commission, independent from Government and regulated social media services can make decisions with respect to harmful content online. There is no mechanism by which elected officials can influence the decision-making process or be involved in content related decisions.

Q18. What would the Ombudsperson do?

The Digital Safety Ombudsperson of Canada would have a mandate to support and advocate for users' needs and interests.

- They would be a recognizable public figure and point of contact for users and victims seeking assistance directing them to appropriate resources for assistance, such as law enforcement, the Commission, or crisis help lines.
- They would gather information from and consult with users and victims; as well as gather data and evidence.
- They would use the information they gather to publicly highlight online safety issues to make recommendations to the Commission, Government, and/or online services.

Q19. What is meant by the “duty to act responsibly”?

The duty to act responsibly is at the heart of the *Online Harms Act*. It requires platforms to take steps to reduce the risk that Canadians are exposed to the seven types of defined harmful content on their platforms, and to be transparent about how they do so. Platforms would have to continuously assess the risk to users posed by their services and to adopt, evaluate and update tools, systems, protocols, and features to mitigate those safety risks. They would be required to file and publish Digital Safety Plans that explain all of these efforts to the Digital Safety Commission and to the public.

The duty to act responsibly recognizes that each online service is best positioned to assess the risks posed by their platform and to adopt the appropriate measures to mitigate those risks. Too often under the status quo, platforms set community guidelines or other standards but do not enforce them. The Digital Safety Commission would act as a challenge function and ensure the measures taken are adequate.

Q.20 What happens if a regulated service does not comply with its obligations?

If a regulated service does not comply with its obligations, the Digital Safety Commission will have the power to take steps to hold services accountable by issuing compliance orders and administrative monetary penalties.

Q. 21 What is a compliance order?

A compliance order is a directive that the Digital Safety Commission can issue when they believe that a regulated service is not complying with their obligations under the Act. The order would detail measures a service must take to comply with the Act.

A compliance order of the Commission can be enforced in the same way that any Federal Court order can be enforced.

Q.23 What is an administrative monetary penalty and how onerous will they be?

An administrative monetary penalty (AMP) is a penalty that a social media service would need to pay if they commit a violation under the Act. The purpose of the penalty is to promote compliance with the Act, not to punish services.

The list of possible violations is further detailed in the Act. For example, if a regulated entity repeatedly fails to fulfil its transparency and reporting obligations or fails to comply with compliance orders from the Commission, an AMP could be issued. Or, if a service refuses to provide information that the Commission requires in order to determine whether the service should become a regulated entity under the Act, the Commission could issue an AMP against the service.

The amount of the penalty would vary depending on the circumstances of the violation, with the maximum penalty a service would be required to pay being 6% of its global revenue or \$10 million, whichever is higher. This would align the Online Harms Act with the European Union's AMP regime. Only the UK would have a more onerous AMP regime, with 10% of global revenues as a threshold.

Q24. When can we expect to have a regulatory body in place?

Once the Bill receives Royal Assent, the Government would look to quickly appoint the Digital Safety Commissioners. Once appointed, the Commissioners would begin work to set up the Digital Safety Commission and consult on key aspects of the regulatory framework.

The coming into force of obligations would be set in Governor in Council regulations.

The Governor in Council regulations for the coming into force of obligations would be published at least three months prior to the coming into force to give time to the industry to become compliant.

Other measures would come into effect immediately. These include amendments to the *Criminal Code* and changes to the *Canadian Human Rights Act*.

Justice-related Questions

Changes to the Canadian Human Rights Act (CHRA)

Q25. What are the proposed changes to the CHRA?

The Bill proposes to amend the *Canadian Human Rights Act* to define a new discriminatory practice of communicating hate speech online. Proposed amendments include re-instating an improved section 13 (originally designed to prevent and remedy the distribution of hate speech by telecommunication and repealed in 2014), enhancing the complaints process, and adding remedies to address communications of hate speech.

As part of the proposed amendments, "hate speech" would be defined based on Supreme Court of Canada decisions to mean content that expresses detestation or vilification of an individual or group of individuals on the basis of race, national or ethnic origin, colour, religion, age, sex, sexual

orientation, gender identity or expression, marital status, family status, genetic characteristics, disability and conviction for an offence for which a pardon has been granted or in respect of which a record suspension has been ordered. The definition would clearly set out both what hate speech is and what it is not: content is not hate speech solely because it expresses disdain or dislike or it discredits, humiliates, hurts or offends. These provisions would focus on truly harmful content and focus on remedying acts of hate speech and to redress their harms.

The definition targets only an extreme and marginal type of expression.

Q26. How would “hate speech” be defined in the CHRA?

Section 13 would focus on both the content of the speech and its likely effects, in line with Supreme Court of Canada decisions.

The Bill defines “hate speech” as the content of a communication that expresses detestation or vilification of an individual or group of individuals on the basis of a prohibited ground of discrimination.

The grounds of discrimination are race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, genetic characteristics, disability, or conviction for an offence for which a pardon has been granted or a record suspension has been ordered.

In addition, to constitute a discriminatory practice, the hate speech would need to be communicated in a context where it is likely to foment detestation or vilification of an individual or group on any of these prohibited grounds. Quoting hate speech in a critical context to study it or to refute it, for example, would not be a discriminatory practice.

Speech that expresses dislike or disdain, or that discredits, humiliates, hurts or offends would not fall within the definition of hate speech. This distinction is intended to reflect the extreme nature of hate speech captured by the proposed amendments.

Q27. How do the proposed changes to the CHRA affect rights and freedoms?

Hate speech is carefully defined to target only an extreme and marginal type of expression. The Supreme Court of Canada has repeatedly upheld laws that combat hate speech as justified limits on freedom of expression.

With more of our lives taking place online, the importance of fostering an online environment where all Canadians are able to participate cannot be overstated. We must also recognize and address the potential of online hate speech to translate into offline harm. In short, an inclusive and properly functioning online environment is increasingly essential for safeguarding the ability of all Canadians to participate in all aspects of our democracy.

Q28. Could a complaint be filed against social media services under the CHRA?

No. The Bill would allow for complaints to be filed against individual users for content posted on social media services and elsewhere online. While operators of social media services could not be the subject of complaints under the CHRA, they are subject of new statutory obligations for regulated online services set out elsewhere in the Bill. The largest social media services would be subject to the new obligations in the *Online Harms Act* to take active steps to reduce exposure to harmful content.

Q29. Could a complaint be filed against broadcasters under the CHRA?

The proposed amendments would not apply to broadcasters. The Canadian Radio-television and Telecommunications Commission is responsible for regulating the Canadian broadcasting system.

Q30. What is the difference between hate speech and offensive speech?

Hate speech expresses detestation or vilification of an individual or group of individuals on the basis of a prohibited ground of discrimination.

Speech that merely expresses dislike or disdain or that merely discredits, humiliates, hurts or offends is offensive, but it is not hate speech.

Only hate speech would be included in the proposed changes to the CHRA.

Q31. Would the Canadian Human Rights Tribunal be able to order the removal of content from online platforms?

If a complaint against a person for communicating hate speech has been substantiated, the Canadian Human Rights Tribunal (CHRT) would be able to order that the person stop communication of the hate speech and remove it.

The CHRT would also be able to order the person to:

- take measures to prevent the same practice from happening in the future;
- pay compensation to any victim who is personally named in the hate speech, up to a maximum of \$20,000, for pain and suffering; and,
- pay a penalty of up to \$50,000 if appropriate to ensure compliance with the CHRA, taking into consideration the circumstances, seriousness of the conduct, intent of the person and ability to pay.

Changes to the Criminal Code

Q32. How would the proposed peace bond prevent hate crimes from occurring?

Peace bonds are court orders that seek to prevent criminal conduct where the court may, if satisfied that there is a reasonable fear that the offence would be committed, impose individually tailored conditions designed to prevent the commission of an offence.

The Bill proposes to create a new peace bond to help prevent hate propaganda offences and hate crimes from being committed.

Any person, including potential victims of hate crimes or hate propaganda offences, would be able to seek a peace bond, with the consent of the Attorney General, against the potential offender to help prevent these crimes from taking place.

A breach of the proposed peace bond would carry a maximum penalty of four years imprisonment, the same penalty that exists for breaches of other peace bonds.

Q33. What would the punishments for individuals convicted of hate propaganda offences be?

The *Criminal Code* contains four hate propaganda offences. In order to better reflect the harm caused by those who communicate hate propaganda and to more appropriately denounce the hate propaganda offences according to their degree of harm, Bill C-63 proposes that the maximum punishments for all four hate propaganda offences be increased.

Advocating or promoting genocide against an identifiable group would be increased to a maximum of life imprisonment, and the other three hate propaganda offences, when prosecuted by indictment, would be increased to a maximum of five years imprisonment.

Q34. What is the new hate crime offence in the *Criminal Code*?

In order to recognize the serious harm caused by crimes motivated by hate and more explicitly denounce hateful conduct, Bill C-63 proposes that a new hate crime offence be created. It would apply to capture any offence in the *Criminal Code* or any other Act of Parliament that is motivated by hatred. For example, someone who commits aggravated assault on a person when motivated by hatred based on grounds, such as race, religion or ethnic origin, could be prosecuted under this proposed standalone hate crime offence. It would be for a judge to determine the appropriate penalty based on the circumstances of each case.

The Bill proposes that the new hate crime be an indictable offence that would carry a maximum sentence of life imprisonment.

The creation of a standalone hate crime offence would allow for better data to be collected from courts on charges and prosecutions related to hate crimes across Canada .

Q35. Has the Government of Canada consulted on this topic?

The proposed changes are being made following extensive consultations by the Government of Canada since 2020, including public consultations, an Expert Advisory Group on Online Safety, a Citizens' Assembly on Democratic Expression focussed on online safety, and 22 online and virtual roundtables across Canada.

In addition, the Minister of Justice consulted with various stakeholders in 2020 when he was Parliamentary Secretary to the former Minister of Justice on a number of the amendments proposed to the Criminal Code.

An Act respecting the mandatory reporting of child pornography by persons who provide an Internet Service (Mandatory Reporting Act)

Q36. What are the proposed amendments to the *Mandatory Reporting Act*?

The proposed amendments would enable the government to centralize the mandatory reporting of child pornography offences to police, clarify the application of the Act to any person who provides an Internet service to the public, and enhance transparency by putting in place a requirement that an annual report be presented to the Ministers of Public Safety and Justice.

In addition, proposed changes would increase the *Act's* data preservation requirement for computer data related to the notification to police on child pornography on their services to 12 months, require that Internet service providers include transmission data to police on content that is manifestly child pornography, and change the limitation period (time limit to bring a prosecution) by 3 years (from 2 to 5 years) to allow more time to bring forward a prosecution for an offence under the *Act*. These changes would help ensure law enforcement has the tools required to fully investigate these types of offences and bring perpetrators to justice.

Last Updated: February 26, 2024

Account Executive:

Toronto Star Year-End Interview

December 8 – 10:30-11:00

INTERVIEW:

- With Raisa Patel, a national politics reporter writing for the Toronto Star based in Ottawa's parliamentary bureau
- She covers health policy and has contributed to coverage on COVID-19 during the pandemic for the Toronto Star (since 2021) and before that with the CBC (Politics)

FOCUS:

- The intent is **"to get to know the people behind the faces Canadians have come to recognize over the past couple of years."**
- The reporter **does not want to delve too deep into pandemic issues, political topics, etc. but rather** a more personal piece to get Dr. Tam's thoughts on what it was like **enduring the pressures of the height of the pandemic, what that period was like** for her (for example, dealing with difficult personal attacks and always being under intense scrutiny), and what it has been like since.
- There would be some forward-thinking questions as well, to inquire about **what is occupying Dr. Tam now beyond COVID-19 and as we move forward.**
- Some more personal questions should also be expected, such as questions about Dr. Tam's hobbies, interests and activities that she enjoys in her spare time.

LOGISTICS:

- In-person at 130 Colonnade – the reporter wanted a location that was "meaningful" for Dr. Tam. (Innovation Centre booked for now)
- Request for 45-60 minutes of Dr. Tam's time for interview and photos.
- Professional photographer will also be on site (TBC).

COMMUNICATION OBJECTIVES

The end of year offers a time for Canada's Chief Public Health Officer (CPHO) to reflect on key public health milestones over the past year, highlight major achievements, identify priorities for the coming year, and offer a path forward to address ongoing challenges to the health and safety of people in Canada. Specific objectives for this interview include to:

- Show the person behind the role
- Foster trust through empathetic leadership and transparency
- Provide the big picture on opportunities and challenges ahead for the health of people in Canada
- Offer hope for the future by sharing examples and experiences.

Backdrop – 2023 in review:

This past year marked a record wildfire season in Canada that was felt across the country, and ongoing public health challenges, including a worsening opioids crisis, as well as food and housing insecurity in

many parts of the country. However, it was also a year of important achievements in public health, including a major COVID-19 milestone with the end of the emergency phase of the pandemic, the establishment of a national suicide crisis helpline (9-8-8), and progress in working towards HIV targets with U=U.

Potential questions:

- Your personal experience during the pandemic as a public health leader
- On personal attacks you have faced – particularly as a woman of colour in a leadership position.
- What you do in your spare time / how you unwind?
- What are your key priorities beyond COVID-19 (note: opportunity to highlight breadth of CPHO work, e.g., on climate and health, as not as well known to many Canadians.)
 - You could also be asked about the current state of COVID, decline in life expectancy, and use of masks at fall presser.
- What are some of the key lessons learned from the pandemic?
- Highlights from the past year?
- What are the major opportunities and challenges that lie ahead from a public health perspective?
- What keeps you up at night? What gives you hope?

Key Themes:

Examples/Data	Key messages
1. Historic milestone with the WHO declaring an end to the emergency phase of COVID-19 in May	
Data: <ul style="list-style-type: none"> • COVID-19 is the third leading cause of death in Canada so our work is not done (The Daily — Deaths, 2022 (statcan.gc.ca)) • In recent weeks, national SARS-CoV-2 percent positivity has increased slightly, though trends varied by P/T. The latest weekly percent positivity is at 19.3% (of 42,135 weekly tests reported). (COVID-19 epidemiology update: Current situation — Canada.ca) • Key findings from StatsCan study regarding the long-term symptoms of COVID-19, Dec. 8, 2023 (The Daily — Experiences of Canadians with long-term symptoms following COVID-19 (statcan.gc.ca)): <ul style="list-style-type: none"> ○ Nearly one in five Canadian adults have had more than one known or suspected COVID-19 infection ○ About 1 in 9 of all Canadian adults have experienced long-term symptoms from a COVID-19 infection – (definition: the presence of symptoms 3 or more months 	<ul style="list-style-type: none"> • COVID-19 and flu activity currently vary across the country. • We are seeing lower levels in vaccination which concerns me. • The most important thing is for those at high risk of severe outcomes to get vaccinated. • We know that COVID-19 can have lasting impacts on people, such as Post-COVID Condition. • I'm worried about the health care system and the toll on our health care professionals. This is another great reason for people to get vaccinated as the healthier people are, the less burden they will be on the health care system. • Call to action – it's not too late for people to get vaccinated for COVID-19 and the flu.

<p>after a COVID-19 infection that could not be explained by anything else.)</p> <ul style="list-style-type: none"> ○ Stats Can Mar. 24, 2023, among adults with longer-term symptoms, the most common were: <ul style="list-style-type: none"> ▪ fatigue, tiredness or loss of energy (72%) ▪ coughing (39%) ▪ shortness of breath or difficulty breathing (38.5%) ▪ difficulty thinking or problem solving (33%) ▪ general weakness (31%) ● From HESA document: <ul style="list-style-type: none"> ○ Over the course of the pandemic: <ul style="list-style-type: none"> ▪ PHAC supported Canada's largest mass immunization program in history, with over 99.0 million doses administered (as of 10 September 2023) to over 32 million people. ▪ Purchased 4.1 billion units of medical equipment and supplies (e.g., PPE, vaccine ancillary supplies, biomedical equipment and test kits) ▪ Distributed over 2 billion units of medical equipment and supplies (e.g., personal protective equipment, biomedical equipment and vaccine ancillary supplies) to FPT partners. 	
2. Canada's record-breaking wildfire season – which has “made real” for us all how climate change has multiple and far-reaching impacts on our health	
<p>Data:</p> <ul style="list-style-type: none"> ● Canada is warming at a rate two times faster than the global average, while the north is warming three to four times faster. As the average temperatures increase, the health impacts will become more severe. <p>Example:</p> <ul style="list-style-type: none"> ● How we can improve emergency management for the benefit of all people in Canada and the important role of communities - Lesson from BC's heat dome in 2021 – on importance of checking in on elderly neighbours and family members. 	<ul style="list-style-type: none"> ● Impacts felt across the country with smoke alerts occurring long distances away from wildfires to evacuations in Northern and remote communities, including the largest evacuation in the history of the NWT. ● There are lessons from the COVID-19 pandemic that can be applied to respond to the climate crisis. This includes: <ul style="list-style-type: none"> ○ A focus on equity, to ensure those most at risk of health impacts receive the most support, and to address the root causes of vulnerability (e.g., poverty, lack of safe and affordable housing). ○ The need to simultaneously address immediate health risks while working to prevent and reduce compounding threats down the road.

	<ul style="list-style-type: none"> ○ Building on a One Health approach that recognizes the important connections between the health of people, animals, and ecosystems. ○ The importance of working in partnership across all levels of government, sectors, communities and borders to tackle complex health threats. COVID-19 has clearly demonstrated the power of collaboration and a “whole of society” approach. • Over the past year we have hit some milestones in the area of climate change with the National Adaptation Strategy and the declaration at this week’s UN Climate Change Conference (COP28) of the Day of Health.
3. Importance of building healthier and more resilient communities in the face of increasing emergencies	
<p>Examples:</p> <p>Point-of-Care Community-Based Testing for Northern, Remote, and Isolated Communities</p> <ul style="list-style-type: none"> • Many northern, remote and isolated communities, including First Nations, Métis, and Inuit populations, faced access barriers to COVID-19 testing during the pandemic due to a lack of access to healthcare providers, the need to travel to centralized testing locations, long wait times for results, and concerns about confidentiality. • The communities were able to develop their own community-based rapid point-of-care testing, working directly with the National Microbiology Laboratory and Indigenous Services Canada to acquire the tests, receive training, and build local capacity to perform their own COVID-19 testing. • This initiative allowed these communities to take ownership over their own health care and, over the course of 32 months, provided over 3 million tests at more than 400 sites. <p>Community Mobilization as a Key Element of the MPox Response</p> <ul style="list-style-type: none"> • The successful control of the outbreak was achieved because of the active participation of HIV and LGBTQ+ community organizations in reaching out to their most at-risk members, and 	<ul style="list-style-type: none"> • Some populations disproportionately affected, with inequitable health impacts. • Just as we strengthen our physical infrastructure to prepare for emergencies, we need to strengthen our social infrastructure – including the health of our digital spaces. • This means working across sectors on the foundational conditions that keep our communities healthy and well. • It also means empowering communities to have tailored responses that are better adapted to their needs. • We need to shift in how we think about emergencies. We must work with partners across communities and sectors to reduce health inequities and work on the foundational conditions that keep our communities healthy and strong. • With more resilient communities, we are better equipped to prevent, withstand, and recover from emergencies.

through 30+ years of relationship building between public health and these communities.	
4. Mental health and substance use remain important challenges	
<p>Data:</p> <ul style="list-style-type: none"> Although most people in Canada report positive mental health, this has been decreasing since 2015 and further worsened in 2021. (Mental health during the COVID-19 pandemic: Health of people in Canada dashboard – Canada.ca) Opioid deaths, driven by an illegal and increasingly toxic drug supply, have been at historic highs since the start of the pandemic. According to the latest National Data on Substance-Related Harms released in December 2023 (Opioid- and Stimulant-related Harms — Canada.ca): <ul style="list-style-type: none"> A total of 40,642 apparent opioid toxicity deaths between January 2016 and June 2023 A total of 3,970 apparent opioid toxicity deaths occurred so far in 2023 (January-June). This is an average of 22 deaths per day. The number of total apparent opioid toxicity deaths in Canada reported so far in 2023 (January-June) was 5% higher compared to the same period in 2022. <p>Examples:</p> <ul style="list-style-type: none"> Integrated Youth Services (IYS) aims to build effective, youth-focused and integrated services for mental health and substance-use alongside other youth supports such as, counselling, primary care, work and study supports, or housing. Services at IYS sites vary depending on the needs of individual communities in each province and territory. <ul style="list-style-type: none"> IYS initiatives have taken root across the country. Pioneered by British Columbia's Foundry and Youth Wellness Hubs Ontario (YWHO), Quebec's Aire ouverte (AO) and Manitoba's Huddle. Youth are consulted through all stages; not just on what services are offered, but also how they're delivered. There has been unprecedented success in establishing sites in Inuit and First Nations communities. 	<ul style="list-style-type: none"> The part of this that keeps me up at night is the impact this is having on our youth. Prevention and education for youth needs to be front and centre in our response to this crisis. By addressing risk and building protective factors among Canadian youth, we can help promote health and reduce, prevent, and delay substance use behaviors and the likelihood of harms. Investments in prevention are an important part of the renewed Canadian Drugs and Substances Strategy. The strategy looks at all substances and takes a holistic public health approach to meet people where they are.

<ul style="list-style-type: none"> • Icelandic Prevention Model which is a primary prevention approach designed to strengthen protective factors, reduce risk factors, and build healthy community environments for positive youth development that considers the surroundings affecting youth such as the home, school, and peer environments, rather than focusing on changing individual behaviour. Six communities/jurisdictions in Canada have partnered with Planet Youth to implement the IPM. Planet Youth Calgary taking an Indigenous parallel approach to their program. • 9-8-8: Suicide Crisis Helpline, launched on November 30, provides people across Canada with access to suicide prevention support by phone and text, including youth and those in remote and underserved communities. <ul style="list-style-type: none"> ○ Kids Help Phone will provide specialized support to young people who reach out to 9-8-8. 	
5. What makes me hopeful about public health in Canada	
<p>Examples:</p> <ul style="list-style-type: none"> • Elevate organization in Thunder Bay is an example of integrated care that has a direct impact on individuals with substance use issues. • mRNA vaccine technology that was advanced for the COVID-19 vaccines is now being explored for HIV treatment. 	<ul style="list-style-type: none"> • I have seen great work at the community level throughout the pandemic and the unprecedented wildfire season we had this year, as well as to address the opioid crisis. • I am also hopeful about the interface between science and innovation – we are constantly making scientific breakthroughs that improve detection, prevention and treatments of diseases to improve the overall health of everyone in Canada.

Reactive messages:

Cyber-violence
<p>Data/evidence</p> <ul style="list-style-type: none"> • <u>British Medical Journal</u> recently published a study on workplace violence and harassment against public health professionals in Canada during the pandemic. (Cheryl Regher et al, Oct. 2023) • The qualitative study found that the prolonged and intense harassment, abuse and threats against public health professionals during COVID-19 had significant effects on these professionals, their families, staff and ultimately the safety and health of the public. • Data revealed a pattern that began with mainstream media engagement (by public health professionals), which moved to indirect cyberviolence on social media that fuelled outrage and polarisation of members of the public, followed by direct cyberviolence in the form of email abuse and threats, and finally resulted in physical threats and confrontation—which were then glorified and

amplified on social media. The prolonged nature and intensity of harassment and threats led to negative emotional, professional and social outcomes.

Pandemic Lessons Learned (QP Note October 2023)

- Findings from various reviews and reports on Canada's performance have led us to consider six key areas of cross-cutting and interrelated lessons learned:
 - **Communication, Engagement, and Public Trust:** Transparent and real-time communications and targeted engagement are critical to Canada's response.
 - **Access to quality and timely data to support decision making,** in collaboration with public health partners, is essential.
 - **Science and Technology:** Maintaining a diversity of scientific approaches, as well as the skills necessary to make effective use of them are essential in ensuring proper preparedness and response.
 - **Health Equity:** Future preparedness, response, and recovery must focus on reaching vulnerable populations.
 - **Surge Capacity and Public Health Workforce:** Human and physical (e.g., vaccines) resources are critical to scaling up and sustaining response efforts.
 - **Governance and Collaboration:** Leveraging collaborations across the federal, provincial, and territorial governments, Indigenous organizations, and external partners is essential.
- The Public Health Agency is available to support provinces and territories when a local emergency escalates and further assistance is required at the federal level. Continued collaboration will be important to address the many shared health priorities that we face over the longer term.

Epi data ([COVID-19 epidemiology update: Current situation — Canada.ca](#)):

General trends

- Trends in indicators of COVID-19 activity continue to vary across the P/Ts.
- The latest available data show that COVID-19 Activity Levels ranged from low (BC, YT) to high (ON, QC, PE, NL) among the reporting P/Ts, with most reporting stable trends.
- In recent weeks, national SARS-CoV-2 percent positivity has increased slightly, though trends varied by P/T. The latest weekly percent positivity is at 19.3% (of 42,135 weekly tests reported).
- Following an increase through August and September, overall outbreak incidence decreased in the first half of October.

Hospitalizations and deaths

- COVID-19 hospital occupancy (non-ICU) continues to fluctuate, with overall increases observed in the latest reporting week in ON, PE, and NL
- Nationally, there have been gradual declines in weekly COVID-19 deaths since mid-October, with some fluctuations observed in recent weeks.
- Weekly deaths and the number in ICU remain low.
- The weekly rates of COVID-19 cases hospitalized and admitted to ICU remained highest among the oldest age groups.

Variants

- Nationally, recombinant XBB sub-lineages continue to be dominant, representing 93% of sequences in the past month.
- BA.2.86 (including JN.1) has now become clearly established in Canada and has been upgraded to a VOI and is the subject of ongoing monitoring

Workplace violence in the COVID-19 era: a qualitative analysis of harassment and threats against public health professionals in Canada

Study Details:

- Focus is on senior public health professionals' experiences with cyberviolence, harassment, and threats during the COVID-19 pandemic
- 12 professionals (not identified) from Canada participated in 1-hour long interviews

Objectives:

- To determine the nature of cyberviolence against public health professionals during the pandemic
- Assess the impact on their lives and organizations
- Evaluate the success of attempts to mitigate harm on individual and organizational levels

Introduction:

- There are reports of increased threats and violence towards health providers during COVID-19
 - o Survey findings show: 26% experience stigma, 12% received threats, 24% faced bullying or harassment among public health workers

Findings: Results of the study are presented in 6 categories

1. Engagement with mainstream media <ul style="list-style-type: none">- Participants felt relentless demand for media engagement, causing stress and exhaustion	4. Impact of COVID-19 workplace violence <ul style="list-style-type: none">- Participants experienced sleeplessness, stress, and restricted daily activities due to security threats- Family members were also affected- Concerns about misinformation affecting public trust
2. Cybercommunication and cyber violence <ul style="list-style-type: none">- Professionals were anxious about social media criticism, especially as public health "heroes"- Highest threats occurred via email	5. Mitigating strategies <ul style="list-style-type: none">- Personal boundaries, focusing on positive feedback and redirecting hateful messages- Creating safe spaces for professionals to share experiences and support each other
3. From onscreen to in-person <ul style="list-style-type: none">- Online abuse extended to in-person situations; personal and professional details circulated online	6. Recommendations for change <ul style="list-style-type: none">- Improve mental health support- Prepare organizations for evolving communication challenges- Regulate social media and reduce anonymity to curb threats

Conclusion

- Cyberviolence impacts public health workers and the public
- Misinformation weakens trust in public health professionals, discouraging them from taking on leadership roles
- Future research potential in training machine learning models to identify bias, misinformation, and hate to detect cyberviolence more inclusively

De: Banks Hart, Kimberly (PHAC/ASPC)
Envoyé: 2024-04-04 17:25
À: OPOCPHO Single Window/Guichet Unique BPBACSP
 (PHAC/ASPC); Karam, Carla (PHAC/ASPC); Pharand, Nathalie
 (PHAC/ASPC); Haddad, Nadine (PHAC/ASPC); MacKay, Jennifer
 (PHAC/ASPC); Tso, Karen (PHAC/ASPC); Telka, Alex (PHAC/ASPC);
Killen, Marita (PHAC/ASPC); Diotte Foster, Guillaume
 (PHAC/ASPC)
Cc: Chisholm, Mariellen (PHAC/ASPC); SPB.VPO / DGPS.BVP
 (PHAC/ASPC); Graham, Barrie (PHAC/ASPC); Fournier, Sarah
 (PHAC/ASPC); engagement (PHAC/ASPC); Pogany, Lisa
 (PHAC/ASPC); Theriault, Joanna (PHAC/ASPC); Bell, Tammy
 (PHAC/ASPC); Diguer, Kerry (PHAC/ASPC); briefing (PHAC/ASPC);
Executive Correspondence (PHAC/ASPC); Mallach, Emma
 (PHAC/ASPC); Ailapperuma, Chamika (PHAC/ASPC); Figiel-
Hickey, Candace (PHAC/ASPC); Forsythe, Allison (PHAC/ASPC);
Lawand, Christina (HC/SC); Gimby, Karla (HC/SC); Goodnough,
Kirsten (PHAC/ASPC)
Objet: Engagement Look Ahead - April 4
Pièces jointes: RPT-Engagement Look Ahead - Stakeholder Invitations - 2024-
 04-04.docx

Hi everyone:

Please find the Engagement Look Ahead for April 4th attached. Please note that there are no new entries in table 1b this week.

Thanks,
 Kim

Kimberly Banks Hart
 (she/her | elle)

Director

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 Strategic Policy Branch | Public Health Agency of Canada | Government of Canada
kimberly.bankshart@phac-aspc.gc.ca | Tel: (343) 543-4028

Directrice

Partenariats et mobilisation | Direction de l'innovation et des partenariats
 Direction générale de la politique stratégique | Agence de la santé publique du Canada |
 Gouvernement du Canada
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Engagement Look Ahead - Stakeholder Invitations to President/EVP/CPHO/DCPHO
As of April 4, 2024

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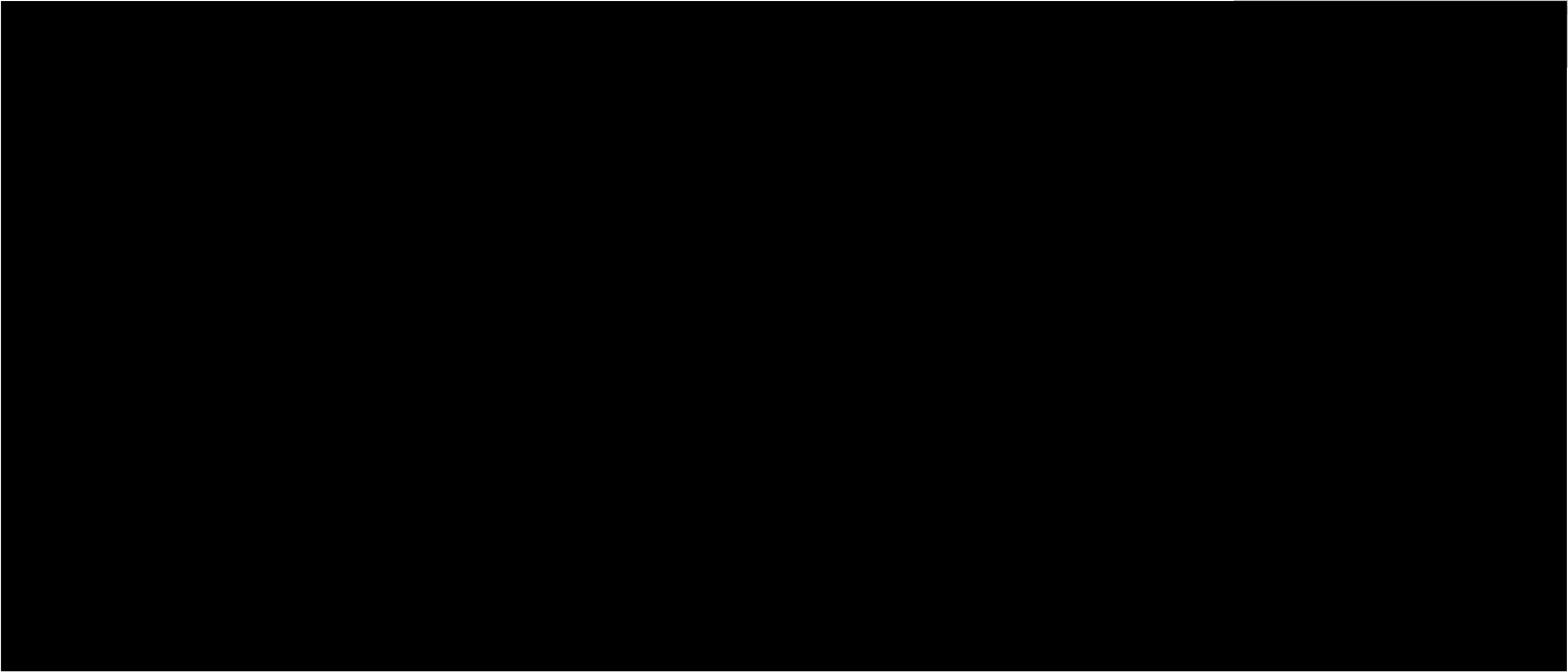


Table 2. a) Confirmed Upcoming Engagements – External Invitations

	Stakeholder	Engagement Type	Engagement Descriptions	Date / Time of Engagement	Attendance	Additional Information	MECS #
1	Office of the Governor General	Symposium	Dr. Tam has been invited to speak on the “lived experiences” panel at a 1-day symposium on “Building a Safe and Respectful Digital World”	April 11, 2024, 10am-3pm	CPHO	Dr. Tam participated in a similar event hosted by the GG last year on	Meting Package: 24-103178-98, tasked to CSB due April 8.

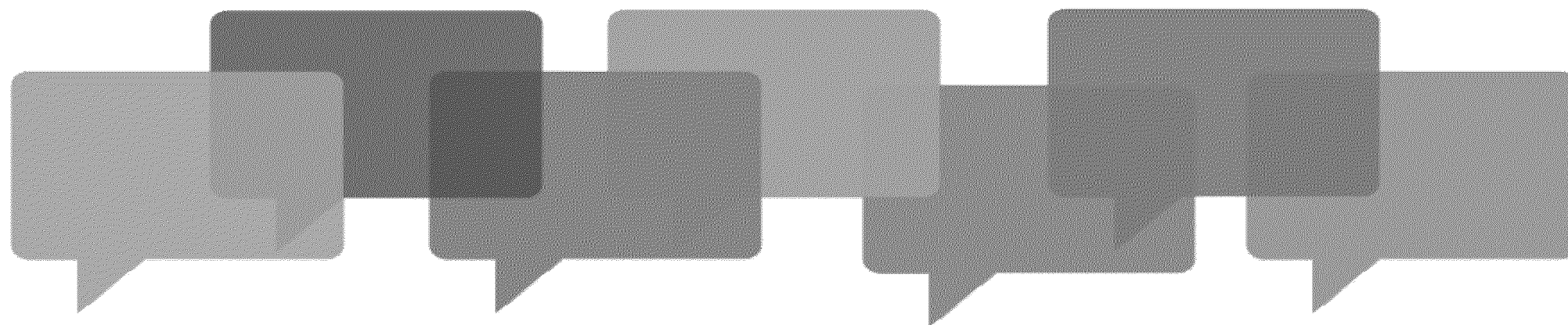
	Stakeholder	Engagement Type	Engagement Descriptions	Date / Time of Engagement	Attendance	Additional Information	MECS #
			<p>It will bring together 200 diverse participants including journalists, advocates, and youth leaders from across the country.</p> <p>The goal of the event is to promote respectful digital dialogue by raising awareness and creating partnership opportunities between participants.</p>			<p>International Women's Day. It addressed the need for safe and inclusive spaces and respectful discourse, for women in leadership positions.</p>	<p>For Reference: Recommendation made directly by OP/OCPHO.</p>
2							
3							
4							
5							

De: Killen, Marita (PHAC/ASPC)
Envoyé: 5 avril 2024 16:57
À: Tam, Dr.Theresa (PHAC/ASPC)
Cc: Pogany, Lisa (PHAC/ASPC); CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC); Lee, Sumin (PHAC/ASPC); Lambert, Brittany (PHAC/ASPC); Lawand, Christina (HC/SC)
Objet: For CPHO review: Draft scenario note for Governor General's Symposium on Building a Safe and Respectful Digital World
Pièces jointes: Digital Strategy Update 2024-03-25.pptx
2024 GG symposium scenario note (002) MK.docx

For CPHO review: Draft scenario note for Governor General's Symposium on *Building a Safe and Respectful Digital World* – Lived Experience Panel – Thursday, April 11 at Rideau Hall

Context: Following our discussion this morning, please find attached the draft remarks (attached) for your consideration. Also, note that Sumin has been added to the guest list.

Other relevant materials for review/information: As requested, please find attached the CPHO Digital Strategy Update, which was implemented in August 2023 to optimize the CPHO's online and social media presence and help reduce negative comments on X. It is summarized in Appendix C of the scenario note.



Chief Public Health Officer of Canada

WHERE ARE WE NOW?

Digital Communications Strategy Update

March 25, 2024

Overview

- Implementing the strategy (update from August 2023)
- CPHO social media analytics
- Takeaways
- CPHO LinkedIn article success
- CPHO Webpage refresh
- The Way Ahead
- Content approvals process



Implementing the Strategy

Digital Communications Strategy (August 2023)

Guiding Principles

- **Safe** – remove content that violates GoC Terms and Conditions for social media
- **Accessible** – follow accessibility guidelines, use plain language and visual aids
- **Thoughtful** – content aligns with CPHO priorities and uses the right message on the right channel
- **Multichannel** – tailor content for channel and use multiple channels
- **Timely** – content is up to date, accurate and responsive
- **Data-driven** – use analytics and other metrics to evaluate content and mediums to make improvements

Objectives

- Inform and educate
- Engage
- Build trust, transparency, and credibility
- Promote health equity



Implementing the Strategy

Digital Communications Strategy (August 2023)

Measures Implemented

- Modifications to CPHO X to minimize negative comments:
 - Depersonalization of account name and photo
 - Language depersonalized, content streamlined and more focused for general public audience
 - Moderating comments, deleting posts or blocking followers as necessary based on standard operating procedures
- Build CPHO presence on PHAC LinkedIn with introduction of “Dr. Tam’s Perspectives”, articles in the CPHO’s voice targeted to health professionals and public health stakeholders.

The Impact

- The drop in followers on CPHO X has been much less following the height of the pandemic numbers than anticipated
- CPHO LinkedIn article was extremely well received
- Noticeable decline in negative comments



Followers

28%

aged 18-24

24%

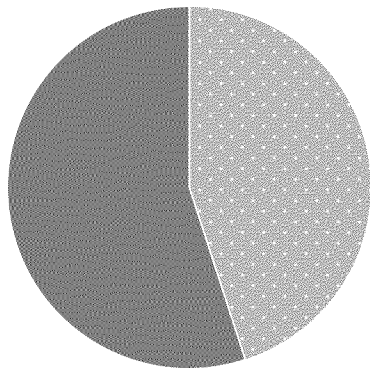
aged 25-34

16%

aged 35-44

Top 3 age groups.

55%
female



Top Audience Segments*

Canadian Mom Health

Healthcare Research

Canadian with strong perspectives

Mentions

34%

aged 25-34

27%

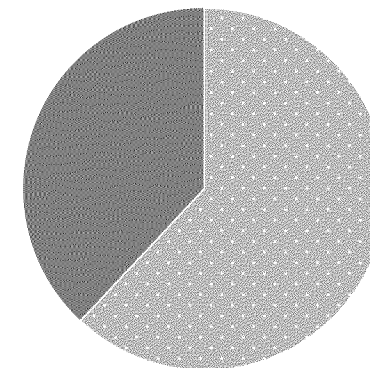
aged 35-44

15%

aged 45-54

Top 3 age groups.

62%
male



Top Audience Segments*

Canadian Conservatism

Health Advocacy

Anti-government views

*Audience segments defined by Meltwater analytics platform.



CPHO X

Activity (As of March 6, 2024)

Followers

309.2k

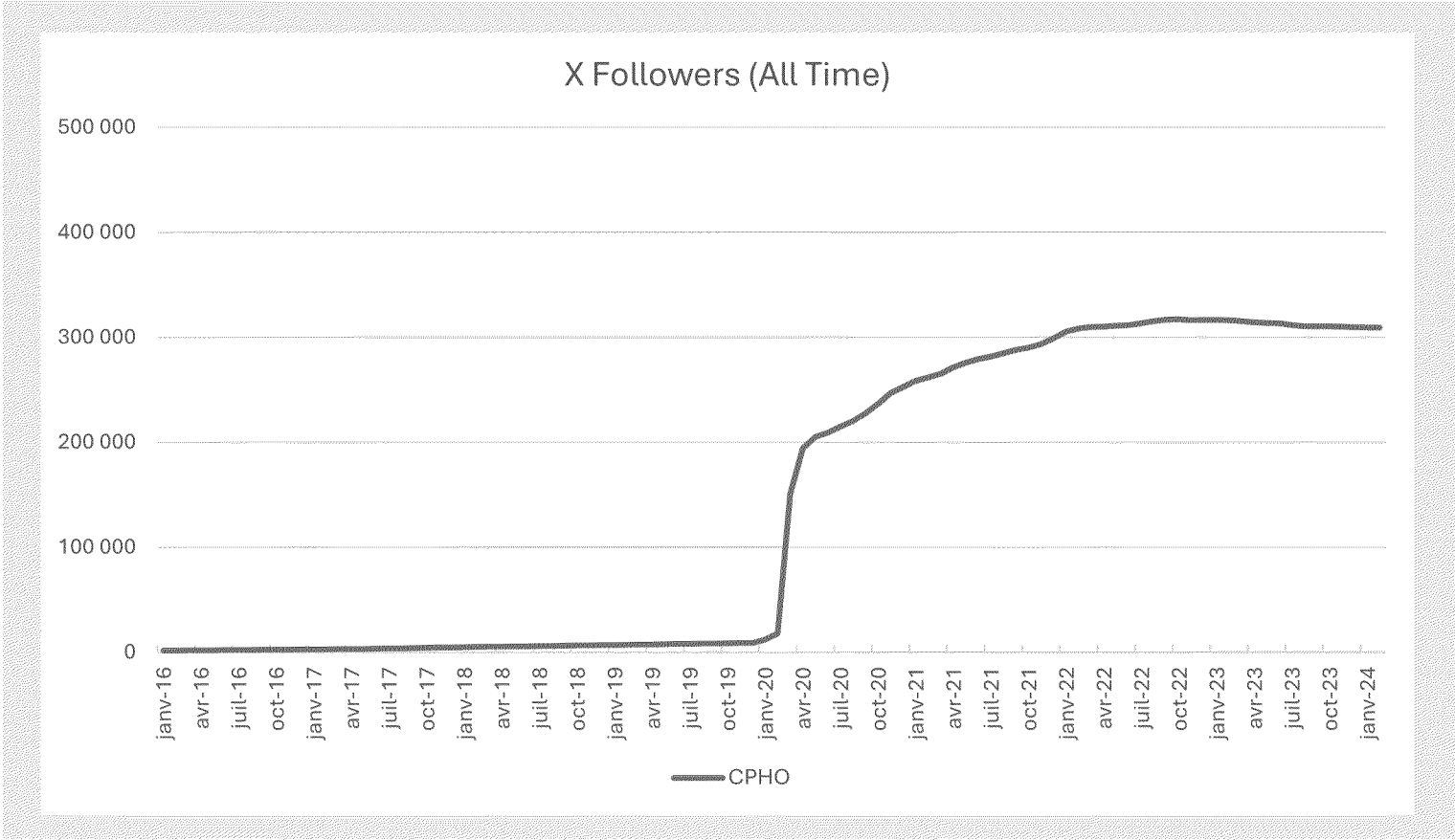
Post Frequency

2/day

Average Engagement

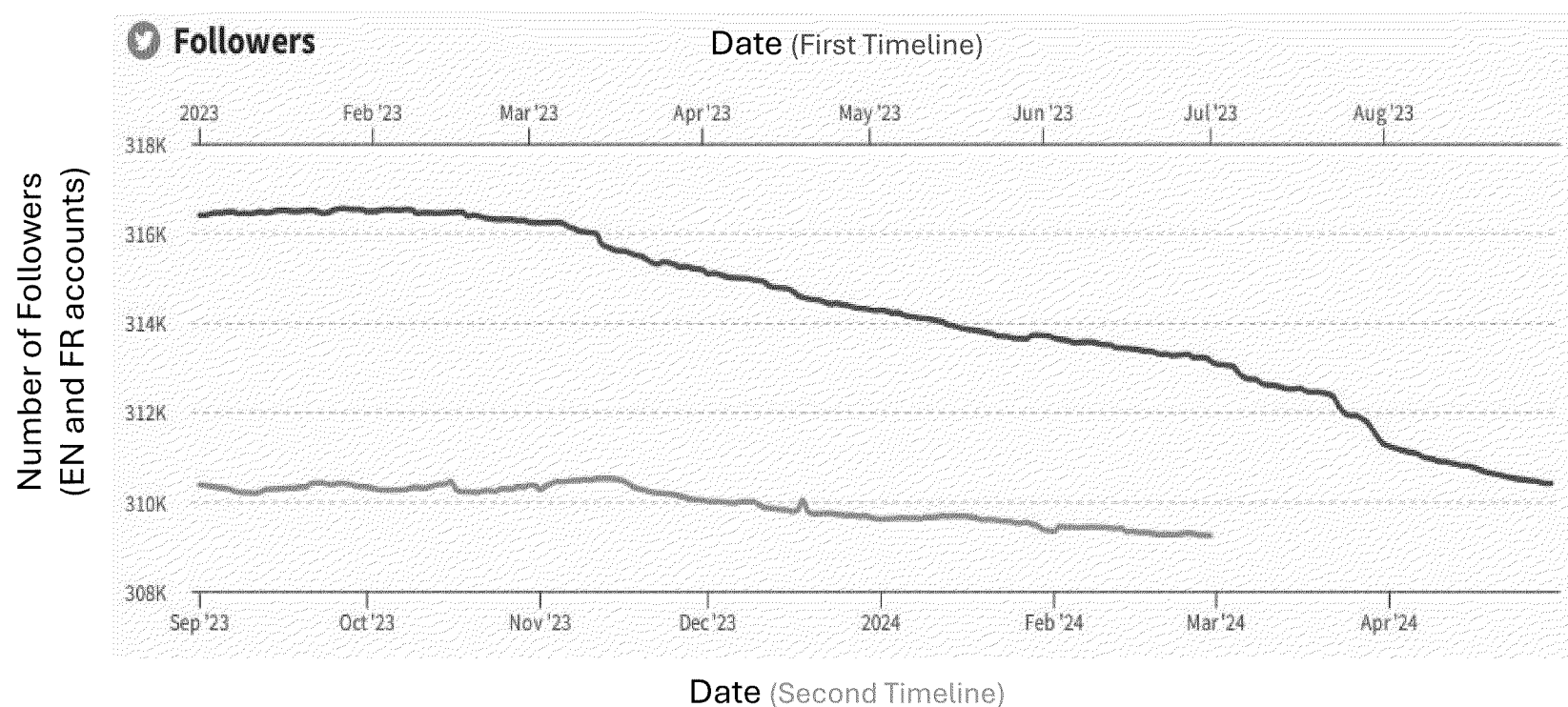
64.05

comments, likes, retweets



CPHO X

Follower Decline (Jan-Aug 2023, Sep 2023-Mar 2024)



Approx. Follower Loss
Jan-Aug 2023

6k

Approx. Follower Loss
Sep 2023-Mar 2024

1k



CPHO X

Best-Performing Posts* (Jan 2023-Aug 2023)

Canada's CPHO
@CPHO_Canada

An additional dose with the latest vaccine formulation this Fall will help bolster protection that has waned over time. This is especially important for anyone at increased risk of severe disease from #COVID19.

Health Canada and PHAC @GovCanHealth · Jul 11, 2023
(1/4) The National Advisory Committee on Immunization (NACI) has released #Covid19 vaccine guidance for the fall of 2023: canada.ca/content/dam/ph...



NACI
National Advisory Committee on Immunization
Vaccines for COVID-19—Update

11:54 AM · Jul 11, 2023 · 275K Views

1.9K 230 225 24

Canada's CPHO
@CPHO_Canada

An important part of public health is collaborating with our counterparts, such as @CDCDirector. Having meetings like these allows us to learn from one another while advancing our shared priorities.



2:16 PM · Jan 24, 2023 · 418.3K Views

268 189 294 17

Canada's CPHO
@CPHO_Canada

The WHO declared that #COVID19 no longer constitutes a Public Health Emergency of International Concern. While this is a key milestone, the virus remains an ongoing public health issue, so it's important to continue using layers of protection. ow.ly/e9xL500jItE

4:01 PM · May 9, 2023 · 113.5K Views

438 251 724 17

*Measured by quantity of engagement actions (liking, commenting, sharing)



CPHO X

Best-Performing Posts* (Sep 2023-Mar 2024)

Canada's CPHO
@CPHO_Canada

It's respiratory virus season - time to get vaccinated against #flu and #COVID19. It is safe for both to be administered at the same time, making for fewer appointments.

For more ways to keep your family healthy this fall: ow.ly/Gzf50Q6vL6



Public Health Agency of Canada / Agence de la santé publique du Canada

3:00 PM · Nov 10, 2023 · 360.7K Views

247 Reposts 107 Quotes 952 Likes 34 Bookmarks

Canada's CPHO
@CPHO_Canada

Canada is committed to support the Pandemic Prevention, Preparedness and Response Political Declaration, a renewed commitment to addressing and preventing future pandemics, adopted at the #UNGA.

Let's make the world safer, more equitable, and resilient.



Public Health Agency of Canada / Agence de la santé publique du Canada

4:35 PM · Sep 20, 2023 · 351.4K Views

222 Reposts 90 Quotes 1,351 Likes 37 Bookmarks

Canada's CPHO
@CPHO_Canada

Today, I released a statement on the global increase in measles and risk to Canada. I strongly advise everyone in Canada to be fully vaccinated against measles, especially before travelling. ow.ly/FIS950QHq9



Public Health Agency of Canada / Agence de la santé publique du Canada

1:40 PM · Feb 23, 2024 · 99K Views

204 Reposts 25 Quotes 268 Likes 26 Bookmarks

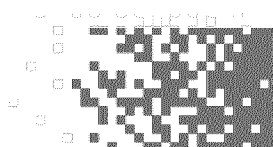
*Measured by quantity of engagement actions (liking, commenting, sharing)



CPHO X

Takeaways

- The CPHO account largely maintained the large increase in followers (+ 3000%) it experienced at the start of COVID-19.
- The loss of followers post-pandemic and after changes to the platform (from Twitter to X) have been much smaller than expected.
 - Any health professional account with more than 300K followers outside of a time of emergency is a success in and of itself.
- Follower demographics (i.e. younger women, interest in health) differ from engagement demographics (i.e. middle-aged men, anti-government sentiment).



PHAC LinkedIn

Best-Performing Posts* (Jan 2023-Aug 2023)



Antimicrobial resistance (AMR) is a growing threat to human and animal health. Currently, approximately 1 in 4 infections in Canada are resistant to first line antibiotics. AMR was also estimated to have caused 5,400 deaths in Canada.

The costs to the healthcare system and Canada's GDP are already significant – an estimated \$1.4 billion and \$2.0 billion, respectively, in 2018.

Through the Pan-Canadian Action Plan (PCAP), Federal, Provincial/Territorial governments have made a 5-year commitment for concerted action to tackle AMR through ten shared priority actions.

Learn more about the action plan <https://ow.ly/B34o500UO3I> #OneHealth #AMR



**Pan-Canadian
Action Plan on
Antimicrobial
Resistance**

CANADA.CA/HEALTH

Canada



À l'issue d'un processus de sélection fondé sur le mérite, le gouvernement du Canada a annoncé une nouvelle nomination au Conseil d'examen du prix des médicaments brevetés.

Le Conseil d'examen du prix des médicaments brevetés protège les intérêts des consommateurs canadiens en s'assurant que le prix des médicaments brevetés vendus au Canada n'est pas excessif.

Pour en savoir plus sur la personne nommée :
<https://ow.ly/EwZS50PWct3>

See translation



CANADA.CA/SANTE

Canada



The Public Health Agency of Canada conducts rapid risk assessments on emerging or re-emerging infectious diseases and other hazards to detect and assess public health risks to Canadians.

These risk assessments may evolve over the course of an event as more information becomes available.

They allow PHAC to make recommendations to public health professionals to help protect the health of Canadians.

Learn more about how and why PHAC conducts rapid risk assessments: <http://ow.ly/uzML50MCrVvk>

*Measured by quantity of engagement actions (liking, commenting, sharing)



PHAC LinkedIn

Best-Performing Posts* (Sept 2023-Mar 2024)


 **Public Health Agency of Canada | ...** 221,839 followers
2mo • 🌐

In the face of more frequent emergencies, a health promotion approach focused on #equity helps to create the conditions for more resilient communities that are better able to prevent, withstand and recover from emergencies. Join us for an international webinar and learn more about how health promotion can be integrated in the emergency management continuum.

Dr. Tam's Perspective:
An article from Canada's Chief Public Health Officer



 **Canada**

 **Public Health Agency of Canada | Agence de la santé publiq...** 221,355 followers
4mo • 🌐

In the face of increasing threats to health from emergencies, we need #ResilientCommunities.

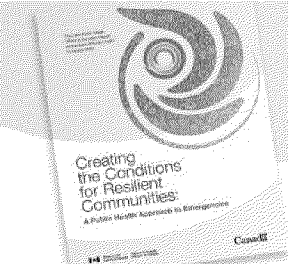

Today, Canada's Chief Public Health Officer, Dr. Theresa Tam, released her 2023 annual report on the state of public health in Canada, *Creating the Conditions for Resilient Communities: A Public Health Approach to Emergencies*.


With emergencies like COVID-19 and extreme weather events becoming a reoccurring part of our lives, this report explores how a public health system can work with partners across sectors to build more resilient communities, by using the tools and approaches of health promotion.

The report identifies the importance of:

- ✔ integrating equity considerations throughout the emergency management continuum;
- ✔ supporting communities to be active partners in emergency preparedness, response and recovery;
- ✔ developing equity-centred research, evidence and tools to guide emergency management efforts.

Share #CPHOREport2023 with your networks today: <https://ow.ly/r4Lq50Q0ijG>

 **Canada**

 **Public Health Agency of Canada | Agence d...** 221,840 followers
2w • 🌐

Due to the increasing #measles activity globally and decreasing vaccination coverage rates in Canada, imported cases are more likely. This could result in transmission in communities ...see more

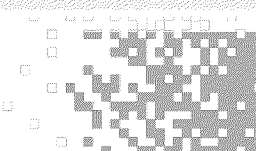
CPHO STATEMENT

Global Increase in Measles and Risk to Canada



CANADA.CA/HEALTH **Canada**

*Measured by quantity of engagement actions (liking, commenting, sharing)

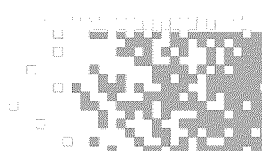


CPHO on LinkedIn

Article Success

- Article on LinkedIn performed very well, specifically with stakeholders and organizations.
 - Viewer demographics:
 - Profession – 6.8% Public Relations; 6.1% Research/Grad Assistant; 5.4% Government Policy; 5.4% Education Administrator; 5.1% University Professor
- LinkedIn posts are driving web engagement; click-through rate (the number of people who followed the link to the article) was extremely high.

	Clicks	Article views	Engagement	CTR	Engagement rate	Impressions
English	386	409	616	2.1%	3.4%	13,573
EN Benchmark				1.09%	0.95%	1,676
French	21	26	26	1.0%	1.3%	1,541
FR Benchmark				0.53%	0.69%	785



CPHO Web Pages

Refresh

Updated content

- Shift from COVID emphasis to new priorities
- More dynamic landing page with photo gallery and latest news
- Updated biography page with links to resources
- New areas of focus and priority placemat

Canada's Chief Public Health Officer (CPHO)

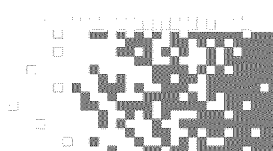


- [Biography](#)
- [CPHO reports](#)
- [Role and mandate](#)
- [Vision and areas of focus](#)
- [CPHO statements and speeches](#)
- [Dr. Tam's Perspective: Articles from the CPHO](#)

Follow @CPHO_Canada

About Canada's CPHO

Canada's Chief Public Health Officer is the federal government's lead public health professional. The CPHO advises the Health Minister and the President of the Public Health Agency of Canada (PHAC). The CPHO also provides guidance for the work of PHAC and plays a leadership role in helping Canada to prepare for and respond to public health emergencies, working with provincial, territorial and international partners. The CPHO works to ensure that all people in Canada have an equal opportunity to be healthy and



The Way Ahead

Recommendations for Next Steps

Audience & Voice

- Narrow content scope on X to curate CPHO's following to a **defined, well-established audience**:
 - Stakeholders and health care professionals (General content)
 - General public and media (Urgent issues)
- Differentiate from **corporate accounts**
 - Highlight CPHO priorities and outreach initiatives
- Show CPHO as a **leader on emerging issues** as well as the **voice for public health professionals**

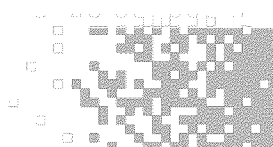


The Way Ahead

Recommendations for Next Steps

Approach

- **Limit awareness day** posts to events that meet CPHO's priorities and angle
- **Continue with approach for articles on LinkedIn** (4x/year) to capitalize on the positive response
- Experiment with use of **photos of CPHO** and less formal, **more conversational language** to discern if these posts perform more positively than others using metadata tagging to gather analytics
- Increased **focus on engagements (likes, comments, reposts)** to build stronger relationships with stakeholders and to avoid duplicating content from the corporate accounts
- Continue moderating comments
- Maintain **1-2** posts per day
- **Continue refreshing CPHO webpage content** to keep it current and informative



Governor General Symposium on Building a Safe and Respectful Digital World

Thursday, April 11, 2024; 8:00am – 1:00 pm EST.

In Person (Rideau Hall, 1 Sussex Drive)

Event Description

- The Governor General of Canada, Her Excellency the Right Honourable Mary Simon, has invited you to attend and speak at a symposium. Its goal is to promote respectful digital dialogue by raising awareness on toxic online discourse. It will bring together people and organizations working to promote digital respect, creating partnership opportunities and amplifying co-operation.
- The symposium is a closed, in-person event. It will be covered by the media.
- You will be participating in the first panel discussion, which is focused on “lived experience”. The second panel will focus on “solutions”. There will be networking opportunities throughout the day.

Logistics

- Paul will be driving you to the event.
- You will be accompanied by Sumin Lee
- The event goes on until 3pm. Dr. Njoo is confirmed to chair PHNC, so you are available to attend for the whole time.

CPHO Strategic Objectives

- To shed light on the impact that online abuse had on you and PHAC staff during the pandemic.
- To make connections between the online abuse experienced during COVID-19 and broader phenomena such as anti-Asian hate.
- To network with other participants that OCPHO could partner with in the future to advance health equity.

Participants

- Approximately 200 participants, including academics, journalists, government officials, gender equality advocates, mental health practitioners, tech industry representatives, and youth leaders from across the country. **The organizers have not yet shared a participant list.**

Tentative Agenda (final agenda TBC by Rideau Hall)

8:00-9:00 am: breakfast with panelists

9:00-10:00: networking breakfast with broader participants. Panelists may be pulled away to prepare and do a sound check

10:00: Welcoming remarks and fireside chat between Governor General and Keynote Speaker

10:30: Panel 1 – Lived experience panel (this is your panel)

12:00-13:00: Networking lunch

13:00: Dr. Tam leaves event. Event continues until 3pm.

Other panelists on your “lived experience” panel (bios in Appendix A):

- Rachel Gilmore (journalist)
- Kevin Raphael (TV comedian)
- Santee Sioux (Indigenous and trans advocate)
- Fae Johnstone (trans activist)

Roundtable Discussion Questions

Question 1: Dr. Tam, you became a very familiar and visible figure for Canadians during the COVID-19 pandemic. In 2022, you started to open up to the Canadian public about the consequences of that visibility, and the online abuse you experienced as someone from the Asian-Canadian community. **How did this impact you personally and professionally?**

KEY MESSAGES

- Before I begin, I would like to acknowledge that I am located in Ottawa, on the unceded, traditional territory of the Algonquin Anishnaabe People.

Context setting

- The COVID pandemic has been one of the most teachable moments in our lifetime: It showed our best but also shone a light on the cracks and division in our social fabric.
- Overnight I went from being relatively unknown to being thrust in the public spotlight with all my words and actions closely scrutinized.
- We also witnessed the polarization of science over the course of the pandemic. It has put people in public health leadership positions such as myself on the front lines, as the targets of hate.
- In addition to being entrusted with the position of Canada's Chief Public Health Officer, I am also a visibly racialized woman – and an Asian-Canadian woman.
- This has added additional layers and made me a special target of online abuse, particularly in light of the politicization of COVID-19 and its origins.

- **Racist, hateful remarks, are unacceptable in our public discourse, full stop.**
- This is the first pandemic in the modern era: Social media has amplified the spread of misinformation, hampering public health responses, creating confusion and distrust.
 - Huge surge in followers at the start of pandemic on CPHO's Twitter account (from 10K to >316K)
- This is critical context because my leadership position isn't one of power – in fact, I have very little power – but one of convening and influence in decision-making. Because of this, a key responsibility for me is to maintain trust within my networks of influence, and among the public.

Personal Impact

- Online abuse leaves a deep impact on those targeted, and I am not an exception. I am aware that there are hateful comments and mis/disinformation about me that have circulated online since the beginning of the pandemic, due to my intersecting identities being a woman, Asian, immigrant, a public health professional in the era of an unprecedented pandemic.
- Impact on my personal life continues, as I'm sure it does for the other panelists. Personally, I have had to take certain steps, like being extra vigilant and precautionary in public.
- That being said, I have received **many wonderful and uplifting messages of support and solidarity** from my colleagues, friends, and the public, who denounce online abuse. I take these messages to heart because they give me a sense of purpose to do the best job I can. I choose to focus my energy on these types of motivation.

Professional Impact

- I have been and will continue to use my public platform to speak out against racism and hate and lift all people up.
 - Part of my role is to tackle racism, stigma, discrimination, impacts of colonization and ensure our health system isn't a perpetrator. We need to walk the talk. There have been devastating cases of racism in the health system and patients didn't have equal access to health care. There is a lot of work to do; it's a whole-of-society issue. We need to reach communities and engage trusted leaders. We're making steps forward, e.g. recognition of LGBTQ2+ rights and we acknowledge racism.

- Online hate that I received didn't end with me. It impacted the health of our workplace.
- I am fortunate that I have a great team behind me. I have staff who filtered emails and phone calls; who moderated social media channels.
- As an organization, we are learning how to manage our digital presence to minimize online hate and its impact on our people.
- The added attention that the pandemic has brought to the CPHO role has had some positive impacts despite the experiences of online hate.
- There is now more opportunity for me to address hate, stigma, discrimination because of what has happened during the pandemic. It has enabled me to bring issues of health equity to forums that I wasn't previously part of – for example: I'm grateful to be here today talking about my experiences and to give voice to others with similar experiences.

Question 2: The increase of hate crime against Chinese Canadians and Asian Canadians more broadly during the pandemic is well documented. **What feedback or reactions did you receive when you started to speak up? Do you feel your voice gave others courage?**

KEY MESSAGES

- There have been times, especially since the pandemic has shone a spotlight on my position, where I have been publicly criticized for my appearance, my race, my accent and my advice.
- I was thrust into the public eye, which is where many of you recognize me, but I also played an important role as a leader in public health community.
 - There wasn't a system in government set up to support a public servant such as myself and we learned as we went along.

- The majority of hateful comments have come from public facing sources like social media, emails, and phone calls into my professional environment.
 - The comments on my social media come from a vocal minority and it's important to remember that they are not representative of the majority of people in Canada. In my case, the number of commenters are only a very small fraction of number of followers (i.e. less than 1%)
- It is from within my professional environment that I have had the opportunity to speak-up and engage. Like all of us, I have intersecting identifies and my messages and experiences have resonated with our staff and the public health community.
- People see themselves in different parts of our intersecting identities and they have shared with me that my role modelling has provided them the stamina to continue this difficult work.
 - *Could reference retired DM Daniel Quan-Watson and your conversations with him:*
<https://www.canada.ca/en/government/system/digital-government/living-digital/the-only-way-is-forward.html>

Follow-up Question: If there were one thing you wish people understood about online abuse, what would it be?

- Our society is becoming ever more digital, so the time is of the essence when it comes to tackling this issue.
- We all have a role to play.
- I have learned so much over these past 4 years. As an immigrant to Canada, I had much to learn about the history of discrimination against Asian Canadians and the way it continues to play out in present day. I have grown and changed and now think about myself and how my identities can help me to establish trusting relationships.
- Lastly, it's critical that as Canada's CPHO, I **remain a trusted voice** to support people in Canada during times of public health emergencies so that people have the information they need to prevent and protect themselves.

Appendix A: Panelist Biography

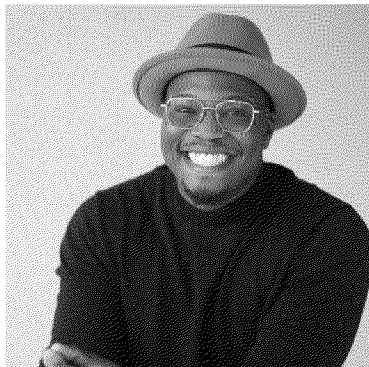
Lived Experience Panel



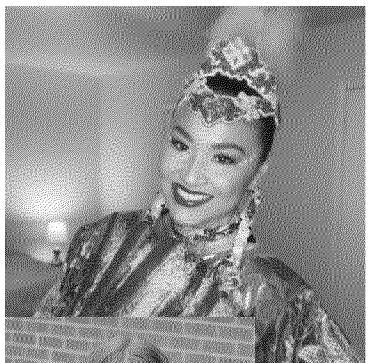
Dr. Theresa Tam was named Canada's Chief Public Health Officer (CPHO) in June 2017. As the federal government's lead public health professional, she provides guidance to help protect the people of Canada against health threats, advance health equity and promote healthier communities, using the best available data and evidence. Dr. Tam has held senior leadership positions at the Public Health Agency of Canada, including as Assistant Deputy Minister of Infectious Disease Prevention. During her over 25 years in public health, Dr. Tam has provided technical expertise and leadership to improve surveillance of communicable diseases and opioid harms, enhance immunization programs, strengthen health emergency management, and augment laboratory biosafety and biosecurity. Dr. Tam has spoken about the impact online toxicity and abuse had on both her personally and those who worked with/for her, particularly during the COVID-19 pandemic.



Rachel Gilmore is a well-known journalist who previously worked for CTV, Global, iPolitics, CPAC and APTN, including previously producing top news show. She is the most high-profile Canadian journalist on the topic of the online harassment of women, and has been a victim herself. She suffered through horrific online abuse and misogynistic comments during the Freedom Convoy. She received the 2023 Tara Singh Hayer Memorial award for fighting against misogyny and online abuse from the Canadian Journalists for Free Expression and was named one of the Hill Times top 100 most influential people in media. She is also involved with the Centre for Media, Technology and Democracy.



Kevin Raphaël is a Quebecois comedian, podcaster, and actor. He is a presenter on the French-language sports specialty channel TVA Sports, a WWE wrestling commentator, and the founder of the Classique KR charity ice hockey game, which features professional athletes and entertainers. Having spoken publicly about the bullying and racism that he faced as a child of Haitian immigrants in Montreal, Raphaël hosts the podcast *Sans Restriction*, in which he chats with athletes and entertainers. He is also contributor to the radio show *Véronique et les Fantastiques*, led by Véronique Cloutier. In addition, Raphaël advocates for women's sports as the President of a professional women's hockey team in Montreal.



Santee Sioux is a content creator, model and Trans advocate who grew up in Dakota Tipi First Nation in Manitoba and Wiikwemikoong Unceded Territory in Ontario. She now resides in Toronto. With over 114,000 followers on TikTok, Sioux wears her regalia and focuses on breaking down negative stereotypes in her videos, but refrains from using her real name as a way to protect her privacy online for herself and her children.



Fae Johnstone is a trans woman, small business owner, a feminist, a writer and an advocate. She is a white settler, from a middle class family. She is an award-winning 2SLGBTQ+ and trans advocate. Fae speaks, works and travels across Canada routinely, helping nonprofits, health organizations and social services scale up their 2SLGBTQ+ inclusion efforts, address GBV, and strengthen community engagement, governance models and strategic directions. She is the Executive Director and Co-Owner of Wisdom2Action, a consulting firm that specializes in 2SLGBTQ+ inclusion, combatting gender-based violence and improving mental health services.

Appendix B: Misinformation & Disinformation broadly leading to a toxic digital environment

- Social media has amplified the spread of misinformation, hampering public health responses, creating confusion and distrust.
 - Throughout COVID-19 pandemic, mis- and disinformation impacted vaccine confidence and put people's lives at risk.
- **Trust** plays central role; Important to **meet people where they are at** & leverage trusted sources.
 - Info needs to be easy to understand, culturally relevant, and tailored to the needs, backgrounds, and experiences of different groups of people.
 - Acknowledging concerns and fears where they exist and alleviating them with evidence-based information and resources will help to empower individuals to make informed decisions.
- Working with community leaders and partners is crucial and can help to build trust, particularly with marginalized communities.
 - The value of community relationships, built over many years to tackle HIV, was demonstrated during the recent Mpox (monkeypox) outbreak in Canada.
- Building up our own capacity to promote science and media and digital literacy is also important given the current information and digital landscape. We should also be encouraging the public to do so as well by directing them to reliable and accessible resources on these topics.
 - Importance of creating strong foundation – build science and public health education in early!

Appendix C: CPHO Digital Strategy Update

- **CPHO Digital Strategy Update:**
- We implemented a new digital strategy for the CPHO in August 2023 to address changes in the social media landscape (i.e. increased polarization from Twitter to X), optimize the CPHO's online and social media presence and help reduce negative comments on X.
- Concrete actions taken (starting last fall) include:
 - Better curation and de-personalization of content on X -> content geared to general audiences (vs. public health stakeholders)
 - Moderating comments, deleting posts or blocking followers as necessary based on standard operating procedures (i.e. posts must be in clear violation of platform safety rules)
 - Building CPHO presence on PHAC LinkedIn with introduction of "Dr. Tam's Perspectives" aimed at health professional and public health audiences
 - Update of CPHO web pages to shift from COVID-19 to new priorities
- What we've learned from data analytics and lessons learned:
 - Huge surge in followers at the start of pandemic on CPHO's Twitter account (from 10K to >316K)
 - Since 2023, the drop in followers on CPHO X has been much less than anticipated, with the account still maintaining close to 310K followers
 - Demographics of followers (younger women with interest in health) differs from demographics of commenters (middle-aged men, anti-government views)
 - Number of commenters only a very small fraction of number of followers (i.e. less than 1%)
 - Noticeable decline in negative comments with new measures introduced last fall (better curation and moderation)
 - The two LinkedIn articles featuring Dr. Tam were among the highest performing on the PHAC LinkedIn platform last year and received almost entirely positive engagement.
 - Posts with pictures of Dr. Tam had better engagement across platforms
- Proposed next steps: *(note: too granular/less relevant for GG discussion)*
 - Continue with approach for articles on LinkedIn (4x/year) to capitalize on the positive response
 - Experiment with use of photos of CPHO and less formal, more conversational language to discern if these posts perform more positively
 - Narrow focus of content on X and differentiate from corporate accounts
 - Increased focus on engagements (likes, comments, reposts) to build stronger relationships with stakeholders

From: Killen, Marita (PHAC/ASPC)
Sent: 2024-04-05 5:07 PM
To: Tam, Dr.Theresa (PHAC/ASPC)
Cc: Njoo, Howard (PHAC/ASPC); Howe, Isaac (PHAC/ASPC); McNulty, Erin R (PHAC/ASPC); Yambao, Kathrina (PHAC/ASPC); Clark, Julia (PHAC/ASPC); Smutylo, Tania (PHAC/ASPC); Pogany, Lisa (PHAC/ASPC); Chia, Marie (PHAC/ASPC); Pharand, Nathalie (PHAC/ASPC); Lee, Sumin (PHAC/ASPC)
Subject: Wrap up - April 5, 2024
Attachments: [REDACTED]

For CPHO review: Draft scenario note for Governor General's Symposium on Building a Safe and Respectful Digital World

Hi Dr. Tam,

Not sure if this "to do" is dealt with, so just ignore if already done - review IOAC WHA report.

For Review:

[REDACTED]

4. Draft scenario note for Governor General's Symposium on *Building a Safe and Respectful Digital World* – Lived Experience Panel – Thursday, April 11 at Rideau Hall (attached)

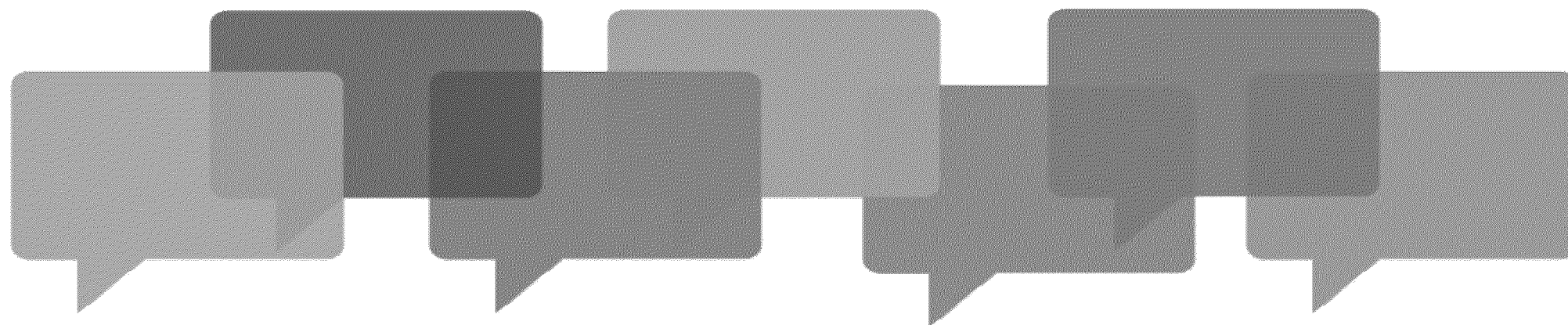
[REDACTED]

From: Killen, Marita (PHAC/ASPC)
Sent: 2024-04-05 4:57 PM
To: Tam, Dr.Theresa (PHAC/ASPC)
Cc: Pogany, Lisa (PHAC/ASPC); CPHO Outreach / Sensibilisation ACSP (PHAC/ASPC); Lee, Sumin (PHAC/ASPC); Lambert, Brittany (PHAC/ASPC); Lawand, Christina (HC/SC)
Subject: For CPHO review: Draft scenario note for Governor General's Symposium on Building a Safe and Respectful Digital World
Attachments: Digital Strategy Update 2024-03-25.pptx
2024 GG symposium scenario note (002) MK.docx

For CPHO review: Draft scenario note for Governor General's Symposium on *Building a Safe and Respectful Digital World* – Lived Experience Panel – Thursday, April 11 at Rideau Hall

Context: Following our discussion this morning, please find attached the draft remarks (attached) for your consideration. Also, note that Sumin has been added to the guest list.

Other relevant materials for review/information: As requested, please find attached the CPHO Digital Strategy Update, which was implemented in August 2023 to optimize the CPHO's online and social media presence and help reduce negative comments on X. It is summarized in Appendix C of the scenario note.



Chief Public Health Officer of Canada

WHERE ARE WE NOW?

Digital Communications Strategy Update

March 25, 2024

Overview

- Implementing the strategy (update from August 2023)
- CPHO social media analytics
- Takeaways
- CPHO LinkedIn article success
- CPHO Webpage refresh
- The Way Ahead
- Content approvals process



Implementing the Strategy

Digital Communications Strategy (August 2023)

Guiding Principles

- **Safe** – remove content that violates GoC Terms and Conditions for social media
- **Accessible** – follow accessibility guidelines, use plain language and visual aids
- **Thoughtful** – content aligns with CPHO priorities and uses the right message on the right channel
- **Multichannel** – tailor content for channel and use multiple channels
- **Timely** – content is up to date, accurate and responsive
- **Data-driven** – use analytics and other metrics to evaluate content and mediums to make improvements

Objectives

- Inform and educate
- Engage
- Build trust, transparency, and credibility
- Promote health equity



Implementing the Strategy

Digital Communications Strategy (August 2023)

Measures Implemented

- Modifications to CPHO X to minimize negative comments:
 - Depersonalization of account name and photo
 - Language depersonalized, content streamlined and more focused for general public audience
 - Moderating comments, deleting posts or blocking followers as necessary based on standard operating procedures
- Build CPHO presence on PHAC LinkedIn with introduction of “Dr. Tam’s Perspectives”, articles in the CPHO’s voice targeted to health professionals and public health stakeholders.

The Impact

- The drop in followers on CPHO X has been much less following the height of the pandemic numbers than anticipated
- CPHO LinkedIn article was extremely well received
- Noticeable decline in negative comments



Followers

28%

aged 18-24

24%

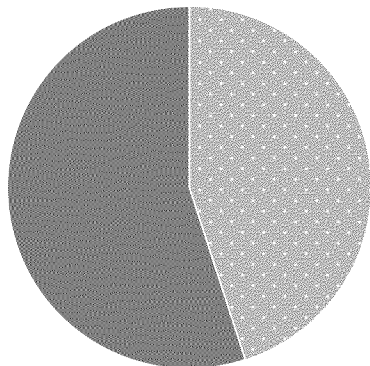
aged 25-34

16%

aged 35-44

Top 3 age groups.

55%
female



Top Audience Segments*

Canadian Mom Health

Healthcare Research

Canadian with strong perspectives

Mentions

34%

aged 25-34

27%

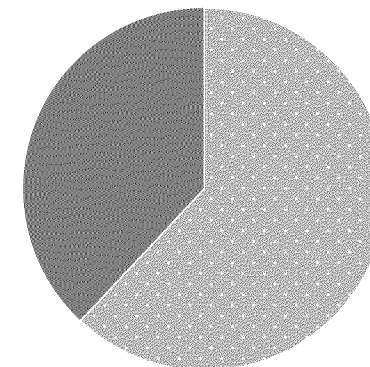
aged 35-44

15%

aged 45-54

Top 3 age groups.

62%
male



Top Audience Segments*

Canadian Conservatism

Health Advocacy

Anti-government views

*Audience segments defined by Meltwater analytics platform.



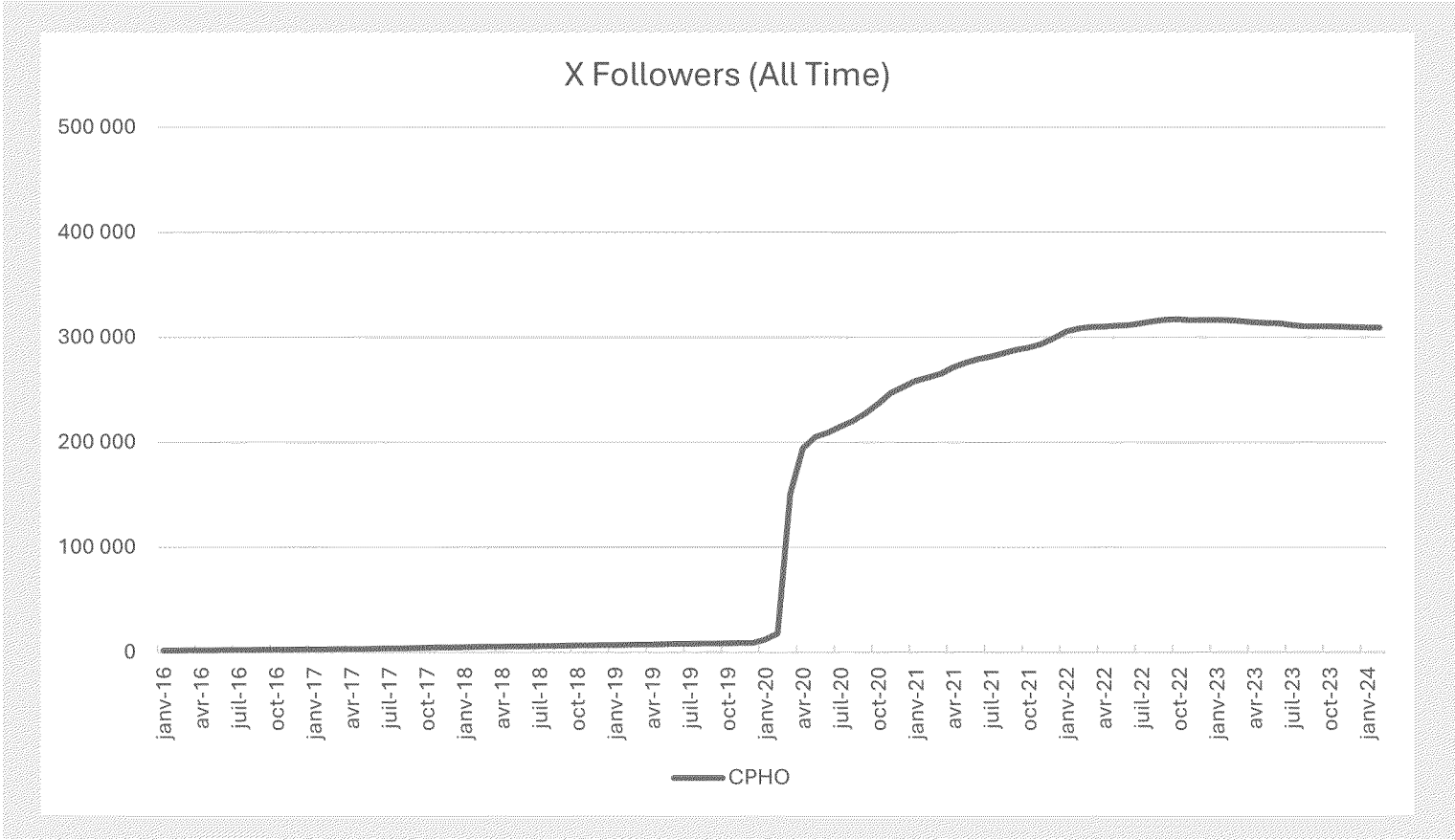
CPHO X

Activity (As of March 6, 2024)

Followers
309.2k

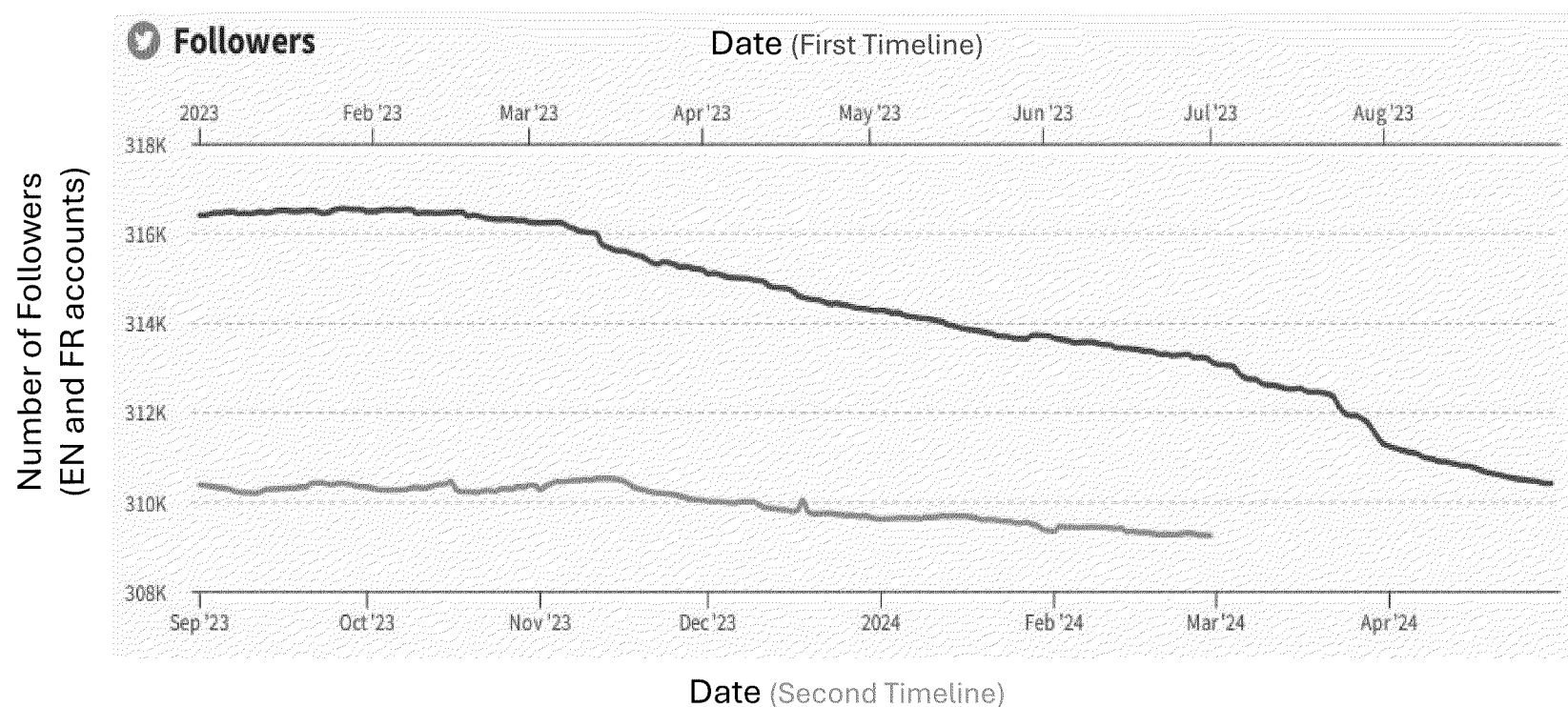
Post Frequency
2/day

Average Engagement
64.05
comments, likes, retweets



CPHO X

Follower Decline (Jan-Aug 2023, Sep 2023-Mar 2024)



**Approx. Follower Loss
Jan-Aug 2023**

6k

**Approx. Follower Loss
Sep 2023-Mar 2024**

1k



CPHO X

Best-Performing Posts* (Jan 2023-Aug 2023)

Canada's CPHO
@CPHO_Canada

An additional dose with the latest vaccine formulation this Fall will help bolster protection that has waned over time. This is especially important for anyone at increased risk of severe disease from #COVID19.

Health Canada and PHAC @GovCanHealth · Jul 11, 2023
(1/4) The National Advisory Committee on Immunization (NACI) has released #Covid19 vaccine guidance for the fall of 2023: canada.ca/content/dam/ph...



NACI
National Advisory Committee on Immunization
Vaccines for COVID-19—Update

11:54 AM · Jul 11, 2023 · 275K Views

1.9K 230 225 24

Canada's CPHO
@CPHO_Canada

An important part of public health is collaborating with our counterparts, such as @CDCDirector. Having meetings like these allows us to learn from one another while advancing our shared priorities.



2:16 PM · Jan 24, 2023 · 418.3K Views

268 189 294 17

Canada's CPHO
@CPHO_Canada

The WHO declared that #COVID19 no longer constitutes a Public Health Emergency of International Concern. While this is a key milestone, the virus remains an ongoing public health issue, so it's important to continue using layers of protection. ow.ly/e9xL50OjTE

4:01 PM · May 9, 2023 · 113.5K Views

438 251 724 17

*Measured by quantity of engagement actions (liking, commenting, sharing)



Best-Performing Posts* (Sep 2023-Mar 2024)

Public Health
Agence de Santé

Canada's CPHO
@CPHO_Canada

Today, I released a statement on the global increase in measles and risk to Canada. I strongly advise everyone in Canada to be fully vaccinated against measles, especially before travelling. [ow.ly/FIS950QHgq9](#)

CPHO STATEMENT

**Global Increase in Measles
and Risk to Canada**



 Public Health
Agence de Santé

Agence de la santé
publique du Canada



1:40 PM · Feb 23, 2024 · 99K Views

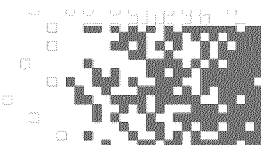
204 Reposts

25 Quotes

268 Likes

26 Bookmarks

*Measured by quantity of engagement actions (liking, commenting, sharing)



CPHO X

Takeaways

- The CPHO account largely maintained the large increase in followers (+ 3000%) it experienced at the start of COVID-19.
- The loss of followers post-pandemic and after changes to the platform (from Twitter to X) have been much smaller than expected.
 - Any health professional account with more than 300K followers outside of a time of emergency is a success in and of itself.
- Follower demographics (i.e. younger women, interest in health) differ from engagement demographics (i.e. middle-aged men, anti-government sentiment).



PHAC LinkedIn

Best-Performing Posts* (Jan 2023-Aug 2023)



Antimicrobial resistance (AMR) is a growing threat to human and animal health. Currently, approximately 1 in 4 infections in Canada are resistant to first line antibiotics. AMR was also estimated to have caused 5,400 deaths in Canada.

The costs to the healthcare system and Canada's GDP are already significant – an estimated \$1.4 billion and \$2.0 billion, respectively, in 2018.

Through the Pan-Canadian Action Plan (PCAP), Federal, Provincial/Territorial governments have made a 5-year commitment for concerted action to tackle AMR through ten shared priority actions.

Learn more about the action plan <https://ow.ly/B34o500UO3I> #OneHealth #AMR



**Pan-Canadian
Action Plan on
Antimicrobial
Resistance**

CANADA.CA/HEALTH

Canada



À l'issue d'un processus de sélection fondé sur le mérite, le gouvernement du Canada a annoncé une nouvelle nomination au Conseil d'examen du prix des médicaments brevetés.

Le Conseil d'examen du prix des médicaments brevetés protège les intérêts des consommateurs canadiens en s'assurant que le prix des médicaments brevetés vendus au Canada n'est pas excessif.

Pour en savoir plus sur la personne nommée : <https://ow.ly/EwZS50PWct3>

See translation



CANADA.CA/SANTE

Canada



The Public Health Agency of Canada conducts rapid risk assessments on emerging or re-emerging infectious diseases and other hazards to detect and assess public health risks to Canadians.

These risk assessments may evolve over the course of an event as more information becomes available.

They allow PHAC to make recommendations to public health professionals to help protect the health of Canadians.

Learn more about how and why PHAC conducts rapid risk assessments: <http://ow.ly/uzML50MCrVvk>

*Measured by quantity of engagement actions (liking, commenting, sharing)



PHAC LinkedIn

Best-Performing Posts* (Sept 2023-Mar 2024)


 **Public Health Agency of Canada | ...** 221,839 followers
2mo • 🌐

In the face of more frequent emergencies, a health promotion approach focused on #equity helps to create the conditions for more resilient communities that are better able to prevent, withstand and recover from emergencies. Join us for an international webinar and learn more about how health promotion can be integrated in the emergency management continuum.

Dr. Tam's Perspective:
An article from Canada's Chief Public Health Officer



 **Public Health Agency of Canada | Agence de la santé publiq...** 221,355 followers
4mo • 🌐

In the face of increasing threats to health from emergencies, we need #ResilientCommunities.

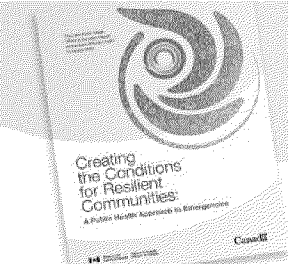

Today, Canada's Chief Public Health Officer, Dr. Theresa Tam, released her 2023 annual report on the state of public health in Canada, *Creating the Conditions for Resilient Communities: A Public Health Approach to Emergencies*.




With emergencies like COVID-19 and extreme weather events becoming a reoccurring part of our lives, this report explores how a public health system can work with partners across sectors to build more resilient communities, by using the tools and approaches of health promotion.

The report identifies the importance of:

- ✔ integrating equity considerations throughout the emergency management continuum;
- ✔ supporting communities to be active partners in emergency preparedness, response and recovery;
- ✔ developing equity-centred research, evidence and tools to guide emergency management efforts.

Share #CPHOREport2023 with your networks today: <https://ow.ly/r4Lq50Q0ijG>

 **Public Health Agency of Canada | Agence d...** 221,840 followers
2w • 🌐

Due to the increasing #measles activity globally and decreasing vaccination coverage rates in Canada, imported cases are more likely. This could result in transmission in communities ...see more

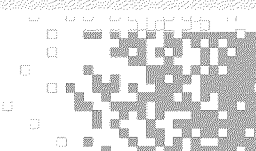
CPHO STATEMENT

Global Increase in Measles and Risk to Canada



CANADA.CA/HEALTH 

*Measured by quantity of engagement actions (liking, commenting, sharing)

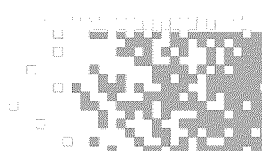


CPHO on LinkedIn

Article Success

- Article on LinkedIn performed very well, specifically with stakeholders and organizations.
 - Viewer demographics:
 - Profession – 6.8% Public Relations; 6.1% Research/Grad Assistant; 5.4% Government Policy; 5.4% Education Administrator; 5.1% University Professor
- LinkedIn posts are driving web engagement; click-through rate (the number of people who followed the link to the article) was extremely high.

	Clicks	Article views	Engagement	CTR	Engagement rate	Impressions
English	386	409	616	2.1%	3.4%	13,573
EN Benchmark				1.09%	0.95%	1,676
French	21	26	26	1.0%	1.3%	1,541
FR Benchmark				0.53%	0.69%	785



CPHO Web Pages

Refresh

Updated content

- Shift from COVID emphasis to new priorities
- More dynamic landing page with photo gallery and latest news
- Updated biography page with links to resources
- New areas of focus and priority placemat

Canada's Chief Public Health Officer (CPHO)

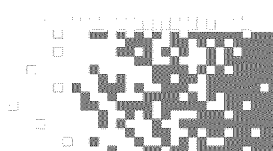


- [Biography](#)
- [CPHO reports](#)
- [Role and mandate](#)
- [Vision and areas of focus](#)
- [CPHO statements and speeches](#)
- [Dr. Tam's Perspective: Articles from the CPHO](#)

Follow @CPHO_Canada

About Canada's CPHO

Canada's Chief Public Health Officer is the federal government's lead public health professional. The CPHO advises the Health Minister and the President of the Public Health Agency of Canada (PHAC). The CPHO also provides guidance for the work of PHAC and plays a leadership role in helping Canada to prepare for and respond to public health emergencies, working with provincial, territorial and international partners. The CPHO works to ensure that all people in Canada have an equal opportunity to be healthy and



The Way Ahead

Recommendations for Next Steps

Audience & Voice

- Narrow content scope on X to curate CPHO's following to a **defined, well-established audience**:
 - Stakeholders and health care professionals (General content)
 - General public and media (Urgent issues)
- Differentiate from **corporate accounts**
 - Highlight CPHO priorities and outreach initiatives
- Show CPHO as a **leader on emerging issues** as well as the **voice for public health professionals**

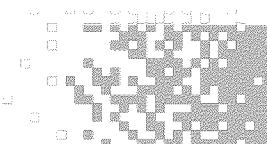


The Way Ahead

Recommendations for Next Steps

Approach

- **Limit awareness day** posts to events that meet CPHO's priorities and angle
- **Continue with approach for articles on LinkedIn** (4x/year) to capitalize on the positive response
- Experiment with use of **photos of CPHO** and less formal, **more conversational language** to discern if these posts perform more positively than others using metadata tagging to gather analytics
- Increased **focus on engagements (likes, comments, reposts)** to build stronger relationships with stakeholders and to avoid duplicating content from the corporate accounts
- Continue moderating comments
- Maintain **1-2** posts per day
- **Continue refreshing CPHO webpage content** to keep it current and informative



Governor General Symposium on Building a Safe and Respectful Digital World

Thursday, April 11, 2024; 8:00am – 1:00 pm EST.

In Person (Rideau Hall, 1 Sussex Drive)

Event Description

- The Governor General of Canada, Her Excellency the Right Honourable Mary Simon, has invited you to attend and speak at a symposium. Its goal is to promote respectful digital dialogue by raising awareness on toxic online discourse. It will bring together people and organizations working to promote digital respect, creating partnership opportunities and amplifying co-operation.
- The symposium is a closed, in-person event. It will be covered by the media.
- You will be participating in the first panel discussion, which is focused on “lived experience”. The second panel will focus on “solutions”. There will be networking opportunities throughout the day.

Logistics

- Paul will be driving you to the event.
- You will be accompanied by Sumin Lee
- The event goes on until 3pm. Dr. Njoo is confirmed to chair PHNC, so you are available to attend for the whole time.

CPHO Strategic Objectives

- To shed light on the impact that online abuse had on you and PHAC staff during the pandemic.
- To make connections between the online abuse experienced during COVID-19 and broader phenomena such as anti-Asian hate.
- To network with other participants that OCPHO could partner with in the future to advance health equity.

Participants

- Approximately 200 participants, including academics, journalists, government officials, gender equality advocates, mental health practitioners, tech industry representatives, and youth leaders from across the country. **The organizers have not yet shared a participant list.**

Tentative Agenda (final agenda TBC by Rideau Hall)

8:00-9:00 am: breakfast with panelists

9:00-10:00: networking breakfast with broader participants. Panelists may be pulled away to prepare and do a sound check

10:00: Welcoming remarks and fireside chat between Governor General and Keynote Speaker

10:30: Panel 1 – Lived experience panel (this is your panel)

12:00-13:00: Networking lunch

13:00: Dr. Tam leaves event. Event continues until 3pm.

Other panelists on your “lived experience” panel (bios in Appendix A):

- Rachel Gilmore (journalist)
- Kevin Raphael (TV comedian)
- Santee Sioux (Indigenous and trans advocate)
- Fae Johnstone (trans activist)

Roundtable Discussion Questions

Question 1: Dr. Tam, you became a very familiar and visible figure for Canadians during the COVID-19 pandemic. In 2022, you started to open up to the Canadian public about the consequences of that visibility, and the online abuse you experienced as someone from the Asian-Canadian community. **How did this impact you personally and professionally?**

KEY MESSAGES

- Before I begin, I would like to acknowledge that I am located in Ottawa, on the unceded, traditional territory of the Algonquin Anishnaabe People.

Context setting

- The COVID pandemic has been one of the most teachable moments in our lifetime: It showed our best but also shone a light on the cracks and division in our social fabric.
- Overnight I went from being relatively unknown to being thrust in the public spotlight with all my words and actions closely scrutinized.
- We also witnessed the polarization of science over the course of the pandemic. It has put people in public health leadership positions such as myself on the front lines, as the targets of hate.
- In addition to being entrusted with the position of Canada's Chief Public Health Officer, I am also a visibly racialized woman – and an Asian-Canadian woman.
- This has added additional layers and made me a special target of online abuse, particularly in light of the politicization of COVID-19 and its origins.

- **Racist, hateful remarks, are unacceptable in our public discourse, full stop.**
- This is the first pandemic in the modern era: Social media has amplified the spread of misinformation, hampering public health responses, creating confusion and distrust.
 - Huge surge in followers at the start of pandemic on CPHO's Twitter account (from 10K to >316K)
- This is critical context because my leadership position isn't one of power – in fact, I have very little power – but one of convening and influence in decision-making. Because of this, a key responsibility for me is to maintain trust within my networks of influence, and among the public.

Personal Impact

- Online abuse leaves a deep impact on those targeted, and I am not an exception. I am aware that there are hateful comments and mis/disinformation about me that have circulated online since the beginning of the pandemic, due to my intersecting identities being a woman, Asian, immigrant, a public health professional in the era of an unprecedented pandemic.
- Impact on my personal life continues, as I'm sure it does for the other panelists. Personally, I have had to take certain steps, like being extra vigilant and precautionary in public.
- That being said, I have received **many wonderful and uplifting messages of support and solidarity** from my colleagues, friends, and the public, who denounce online abuse. I take these messages to heart because they give me a sense of purpose to do the best job I can. I choose to focus my energy on these types of motivation.

Professional Impact

- I have been and will continue to use my public platform to speak out against racism and hate and lift all people up.
 - Part of my role is to tackle racism, stigma, discrimination, impacts of colonization and ensure our health system isn't a perpetrator. We need to walk the talk. There have been devastating cases of racism in the health system and patients didn't have equal access to health care. There is a lot of work to do; it's a whole-of-society issue. We need to reach communities and engage trusted leaders. We're making steps forward, e.g. recognition of LGBTQ2+ rights and we acknowledge racism.

- Online hate that I received didn't end with me. It impacted the health of our workplace.
- I am fortunate that I have a great team behind me. I have staff who filtered emails and phone calls; who moderated social media channels.
- As an organization, we are learning how to manage our digital presence to minimize online hate and its impact on our people.
- The added attention that the pandemic has brought to the CPHO role has had some positive impacts despite the experiences of online hate.
- There is now more opportunity for me to address hate, stigma, discrimination because of what has happened during the pandemic. It has enabled me to bring issues of health equity to forums that I wasn't previously part of – for example: I'm grateful to be here today talking about my experiences and to give voice to others with similar experiences.

Question 2: The increase of hate crime against Chinese Canadians and Asian Canadians more broadly during the pandemic is well documented. **What feedback or reactions did you receive when you started to speak up? Do you feel your voice gave others courage?**

KEY MESSAGES

- There have been times, especially since the pandemic has shone a spotlight on my position, where I have been publicly criticized for my appearance, my race, my accent and my advice.
- I was thrust into the public eye, which is where many of you recognize me, but I also played an important role as a leader in public health community.
 - There wasn't a system in government set up to support a public servant such as myself and we learned as we went along.

- The majority of hateful comments have come from public facing sources like social media, emails, and phone calls into my professional environment.
 - The comments on my social media come from a vocal minority and it's important to remember that they are not representative of the majority of people in Canada. In my case, the number of commenters are only a very small fraction of number of followers (i.e. less than 1%)
- It is from within my professional environment that I have had the opportunity to speak-up and engage. Like all of us, I have intersecting identifies and my messages and experiences have resonated with our staff and the public health community.
- People see themselves in different parts of our intersecting identities and they have shared with me that my role modelling has provided them the stamina to continue this difficult work.
 - *Could reference retired DM Daniel Quan-Watson and your conversations with him:*
<https://www.canada.ca/en/government/system/digital-government/living-digital/the-only-way-is-forward.html>

Follow-up Question: If there were one thing you wish people understood about online abuse, what would it be?

- Our society is becoming ever more digital, so the time is of the essence when it comes to tackling this issue.
- We all have a role to play.
- I have learned so much over these past 4 years. As an immigrant to Canada, I had much to learn about the history of discrimination against Asian Canadians and the way it continues to play out in present day. I have grown and changed and now think about myself and how my identities can help me to establish trusting relationships.
- Lastly, it's critical that as Canada's CPHO, I **remain a trusted voice** to support people in Canada during times of public health emergencies so that people have the information they need to prevent and protect themselves.

Appendix A: Panelist Biography

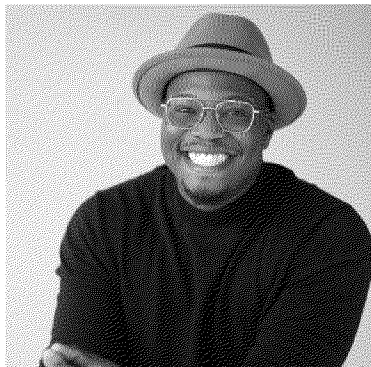
Lived Experience Panel



Dr. Theresa Tam was named Canada's Chief Public Health Officer (CPHO) in June 2017. As the federal government's lead public health professional, she provides guidance to help protect the people of Canada against health threats, advance health equity and promote healthier communities, using the best available data and evidence. Dr. Tam has held senior leadership positions at the Public Health Agency of Canada, including as Assistant Deputy Minister of Infectious Disease Prevention. During her over 25 years in public health, Dr. Tam has provided technical expertise and leadership to improve surveillance of communicable diseases and opioid harms, enhance immunization programs, strengthen health emergency management, and augment laboratory biosafety and biosecurity. Dr. Tam has spoken about the impact online toxicity and abuse had on both her personally and those who worked with/for her, particularly during the COVID-19 pandemic.



Rachel Gilmore is a well-known journalist who previously worked for CTV, Global, iPolitics, CPAC and APTN, including previously producing top news show. She is the most high-profile Canadian journalist on the topic of the online harassment of women, and has been a victim herself. She suffered through horrific online abuse and misogynistic comments during the Freedom Convoy. She received the 2023 Tara Singh Hayer Memorial award for fighting against misogyny and online abuse from the Canadian Journalists for Free Expression and was named one of the Hill Times top 100 most influential people in media. She is also involved with the Centre for Media, Technology and Democracy.



Kevin Raphaël is a Quebecois comedian, podcaster, and actor. He is a presenter on the French-language sports specialty channel TVA Sports, a WWE wrestling commentator, and the founder of the Classique KR charity ice hockey game, which features professional athletes and entertainers. Having spoken publicly about the bullying and racism that he faced as a child of Haitian immigrants in Montreal, Raphaël hosts the podcast *Sans Restriction*, in which he chats with athletes and entertainers. He is also contributor to the radio show *Véronique et les Fantastiques*, led by Véronique Cloutier. In addition, Raphaël advocates for women's sports as the President of a professional women's hockey team in Montreal.



Santee Sioux is a content creator, model and Trans advocate who grew up in Dakota Tipi First Nation in Manitoba and Wiikwemikoong Unceded Territory in Ontario. She now resides in Toronto. With over 114,000 followers on TikTok, Sioux wears her regalia and focuses on breaking down negative stereotypes in her videos, but refrains from using her real name as a way to protect her privacy online for herself and her children.



Fae Johnstone is a trans woman, small business owner, a feminist, a writer and an advocate. She is a white settler, from a middle class family. She is an award-winning 2SLGBTQ+ and trans advocate. Fae speaks, works and travels across Canada routinely, helping nonprofits, health organizations and social services scale up their 2SLGBTQ+ inclusion efforts, address GBV, and strengthen community engagement, governance models and strategic directions. She is the Executive Director and Co-Owner of Wisdom2Action, a consulting firm that specializes in 2SLGBTQ+ inclusion, combatting gender-based violence and improving mental health services.

Appendix B: Misinformation & Disinformation broadly leading to a toxic digital environment

- Social media has amplified the spread of misinformation, hampering public health responses, creating confusion and distrust.
 - Throughout COVID-19 pandemic, mis- and disinformation impacted vaccine confidence and put people's lives at risk.
- **Trust** plays central role; Important to **meet people where they are at** & leverage trusted sources.
 - Info needs to be easy to understand, culturally relevant, and tailored to the needs, backgrounds, and experiences of different groups of people.
 - Acknowledging concerns and fears where they exist and alleviating them with evidence-based information and resources will help to empower individuals to make informed decisions.
- Working with community leaders and partners is crucial and can help to build trust, particularly with marginalized communities.
 - The value of community relationships, built over many years to tackle HIV, was demonstrated during the recent Mpox (monkeypox) outbreak in Canada.
- Building up our own capacity to promote science and media and digital literacy is also important given the current information and digital landscape. We should also be encouraging the public to do so as well by directing them to reliable and accessible resources on these topics.
 - Importance of creating strong foundation – build science and public health education in early!

Appendix C: CPHO Digital Strategy Update

- **CPHO Digital Strategy Update:**
- We implemented a new digital strategy for the CPHO in August 2023 to address changes in the social media landscape (i.e. increased polarization from Twitter to X), optimize the CPHO's online and social media presence and help reduce negative comments on X.
- Concrete actions taken (starting last fall) include:
 - Better curation and de-personalization of content on X -> content geared to general audiences (vs. public health stakeholders)
 - Moderating comments, deleting posts or blocking followers as necessary based on standard operating procedures (i.e. posts must be in clear violation of platform safety rules)
 - Building CPHO presence on PHAC LinkedIn with introduction of "Dr. Tam's Perspectives" aimed at health professional and public health audiences
 - Update of CPHO web pages to shift from COVID-19 to new priorities
- What we've learned from data analytics and lessons learned:
 - Huge surge in followers at the start of pandemic on CPHO's Twitter account (from 10K to >316K)
 - Since 2023, the drop in followers on CPHO X has been much less than anticipated, with the account still maintaining close to 310K followers
 - Demographics of followers (younger women with interest in health) differs from demographics of commenters (middle-aged men, anti-government views)
 - Number of commenters only a very small fraction of number of followers (i.e. less than 1%)
 - Noticeable decline in negative comments with new measures introduced last fall (better curation and moderation)
 - The two LinkedIn articles featuring Dr. Tam were among the highest performing on the PHAC LinkedIn platform last year and received almost entirely positive engagement.
 - Posts with pictures of Dr. Tam had better engagement across platforms
- Proposed next steps: *(note: too granular/less relevant for GG discussion)*
 - Continue with approach for articles on LinkedIn (4x/year) to capitalize on the positive response
 - Experiment with use of photos of CPHO and less formal, more conversational language to discern if these posts perform more positively
 - Narrow focus of content on X and differentiate from corporate accounts
 - Increased focus on engagements (likes, comments, reposts) to build stronger relationships with stakeholders

De: [Renaud, Elise \(HC/SC\)](#)
Envoyé: 2024-04-05 17:56
À: [Beatson, Andrew \(HC/SC\)](#); [Andrades, Ashley \(HC/SC\)](#)
Cc: [Mcallister, Ken \(HC/SC\)](#); [Voghel-Pilon, Dominique \(HC/SC\)](#); [Franco, Paola \(HC/SC\)](#); [Kiruluta, Suna \(HC/SC\)](#)
Objet: FW: For Action: Minister Saks attending The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024
Pièces jointes: APPENDIX A_Points to Register v2 revised_clean.docx
 M2MMHA_Symposium on Building a Safe and Respectful Digital World_v5_clean.docx
 ,,23-009832-451_APPROVAL SLIP.docx

Hi Andrew and Ashley,

Sorry for sending this directly to you (I'm not sure of the normal tasking procedure for these).

Please find attached a/DG approved materials for this tasking.
 Thanks, and have a great weekend!

Élise
 (she/her | elle)

From: Andrades, Ashley (HC/SC) <ashley.andrades@hc-sc.gc.ca> **On Behalf Of** SPB Briefing / Informations DGPS (HC/SC)
Sent: Wednesday, April 3, 2024 3:38 PM
To: Wong, Suki (HC/SC) <Suki.Wong@hc-sc.gc.ca>; Voghel-Pilon, Dominique (HC/SC) <Dominique.Voghel-Pilon@hc-sc.gc.ca>; Franco, Paola (HC/SC) <paola.franco@hc-sc.gc.ca>; Kiruluta, Suna (HC/SC) <Suna.Kiruluta@hc-sc.gc.ca>
Cc: SPB Briefing / Informations DGPS (HC/SC) <spb.briefing-informations.dgps@hc-sc.gc.ca>; Beatson, Andrew (HC/SC) <andrew.beatson@hc-sc.gc.ca>; Boudreau, Michelle (HC/SC) <michelle.boudreau@hc-sc.gc.ca>; Harris, Natasha (HC/SC) <natasha.harris@hc-sc.gc.ca>
Subject: For Action: Minister Saks attending The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024

Hi MHD,

Please see action request below and provide input to **SPB Briefing by April 5th 4pm.**

Thank you,
 Ashley

Ashley Andrades
Briefing Analyst
Strategic Policy Branch, Health Canada
Assistant Deputy Minister Office
ashley.andrades@hc-sc.gc.ca
613-851-4065

From: Coyle, Frederick (HC/SC) <frederick.coyle@hc-sc.gc.ca>
Sent: Wednesday, April 3, 2024 3:22 PM
To: SPB Briefing / Informations DGPS (HC/SC) <spb.briefing-informations.dgps@hc-sc.gc.ca>;
briefing (PHAC/ASPC) <briefing@phac-aspc.gc.ca>
Cc: MBU Services / UIM (HC/SC) <mbu.services-uim@hc-sc.gc.ca>
Subject: Minister Saks attending The Governor General’s Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024

Status: Open/Ouvert

Docket No.: 24-103258 - 616

Branch: SPB-ADMO

cc :PHAC

ACTION REQUEST - DEMANDE D’ACTION

REQUESTOR'S NAME - NOM DU DEMANDEUR Frederick Coyle	DATE 2024-04-03	NUMBER - NUMÉRO MECS#24-103258-616
REQUEST ORIGIN - ORIGINE DE LA DEMANDE Ministerial Meeting/Réunion Ministérielle		
SUBJECT - OBJET Minister Saks attending The Governor General’s Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024		
REQUEST - DEMANDE (YYYY-MM-DD) (1)Date: 2024-04-03 SPB lead with input from PHAC PHAC please provide a point of contact for input that can be shared with SPB Minister Saks has been invited to attend “Building a Safe and Respectful Digital World” Hosted by the Governor General of Canada on April 11th. Additional context is attached. o Summary: Building a Safe and Respectful Digital World, which will seek to build public awareness of the impacts and prevalence of online abuse, and convene victims, subject matter experts and other		

stakeholders from across the country. We hope to shed a light on individuals' lived experiences, and support experts' efforts to identify and implement solutions to help people deal with online abuse.

The Minister's office requested materials to support Minister Saks attendance that would touch upon her mandate.

Please provide the requested materials (templates attached) to MBU by 12PM on April 9, 2024.

(2)Date:

(3)Date:

English/Anglais

REQUIRED ON - REQUIS LE Date: 2024-04-09	AT - À Time: 12:00 PM
DEPARTMENTAL CONTACT - AGENT DE LIAISON DU MINISTÈRE Frederick Coyle	TELEPHONE NUMBER - NUMÉRO DE TÉLÉPHONE

APPENDIX A**POINTS TO REGISTER**

- Acknowledge the recent rise in harms resulting from toxic online spaces and the need for a healthy discussion on solutions to address this issue.
- Note the detrimental mental health impact of the rise in online hate and social media use on all Canadians, including vulnerable populations such as women and children.
- Share that young people, particularly between the ages of 18-24, are the largest adopters of social media and, more than ever before, it is a central focus in their lives.
- Note that we know from research that there is a significant relationship between problematic social media use and its negative impacts on youth mental health, particularly in terms of higher depression and anxiety, greater stress, and a greater likelihood of self-harming behaviours.
- You may want to ask for further details related to the initiatives presented at the symposium designed to prevent online abuse, including:
 - How are these initiatives tailoring messaging to children and youth to raise awareness of the online harms?
 - How were they developed – for example, in partnership with people with lived and living experience, and families impacted by online abuse?
- You may wish to highlight Integrated Youth Services as an effective model for the delivery of youth-focused and integrated services to address mental health, substance use, and related concerns among youth aged 12 to 25 years.
 - Some IYS sites across the country, for example in Alberta, provide a range of information, such as the impact of social media on mental health, including information on topics such as excessive screen use, cyberbullying and provides strategies to use social media in a positive way.
- Share that the Government of Canada also continues to undertake actions and investments to ensure that the mental health needs of Canadians, including that of children and youth are supported, including through transfers to

provinces/territories and funding to community-based organizations. The Government of Canada is also interested in engaging with stakeholders on other discussions such as these on reducing online harms and making the internet safe for everyone.



Health
Canada

Santé
Canada

Deputy Minister

Sous-ministre

Ottawa, Canada
K1A 0K9

FOR A MEETING

Your file Votre référence

24-103258 - 616

Our file Notre référence

**MEMORANDUM TO THE MINISTER OF MENTAL HEALTH AND ADDICTIONS
AND ASSOCIATE MINISTER OF HEALTH**

***The Governor General's Symposium: Building a Safe and Respectful Digital
World***

***Symposium de la gouverneure générale : Construire un monde numérique sain et
respectueux***

SUMMARY

- You are attending the Governor General's Symposium *Building a Safe and Respectful Digital World*.
- The Government of Canada is committed to combatting harmful online content and addressing the rise in mental health challenges among children and youth, including those resulting from social media use.

BACKGROUND:

You have been invited to attend The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024, at Rideau Hall (see Appendix A for Points to Register).

The goal of the symposium is to discuss how to create a Safe and Respectful Digital World to build public awareness of the impacts and prevalence of online abuse and to identify and implement solutions to help address this issue.

A [news release](#) from the Governor General's office notes that "this one-day symposium aims to promote respectful digital dialogue by raising awareness of toxic online discourse, bringing together people and organizations working to promote digital respect, creating partnership opportunities and amplifying co-operation. Participants will hear directly from individuals affected by online abuse to demonstrate the gravity and impact of this disturbing trend. Participants will also learn about existing initiatives against online abuse, and take part in discussions focused on building a safer, more respectful digital world."

A diverse group of individuals such as academics, journalists, government officials, gender equality advocates, mental health practitioners, tech industry representatives,

- 2 -

and youth leaders from across the country are expected to participate in these discussions.

CONSIDERATIONS:

With the advancements in technology, increased internet accessibility, and use of social media, there has been a rise in online child sexual exploitation with a three fold increase in the rate of police-reported incidents between 2014 and 2022 based on a recent report from Statistics Canada. Similarly, another Statistics Canada report revealed that the overall number of cyber-related hate crimes, directed at any age group doubled between 2018 and 2022 and 71% of youth aged 15 to 24 were exposed to hateful content online. A 2024 report by Mental health Research Canada found that between 32-35% of youth between the ages of 16-34 reported that social media has a greater negative impact on their mental health since during the pandemic. A recent lawsuit by four of Ontario's largest school boards against four of the biggest social media companies reflects similar concerns noting that excessive use of these apps have led to mental health crises including distraction, social withdrawal, cyberbullying and a rapid escalation of aggression.

The Government of Canada is committed to combatting serious forms of harmful online content and the December 2021 mandate letter to the Minister of Canadian Heritage mandated him to continue to work with the Minister of Justice and the Attorney General of Canada to introduce legislation as soon as possible to combat serious forms of harmful online content, while reflecting feedback received during a 2021 public consultation on the subject. To this end, Bill C-63, *An Act to enact the Online Harms Act*, to amend the to amend the *Criminal Code*, the *Canadian Human Rights Act* and *An Act respecting the mandatory reporting of Internet child pornography by persons who provide an Internet service* underwent its First reading in the Parliament on February 26, 2024. The objective of this Act is to promote online safety and reduce harms to Canadians from harmful content online including its impact on children and youth.

Through the Public Health Agency of Canada, the Government of Canada provides funding to the Canadian component of the Health Behaviour in School-aged Children (HBSC), a World Health Organization collaborative, cross-national research study of youth aged 11 to 15 years that collects data every four years and aims to provide insight on their health, well-being and social contexts, including mental health and social media use. Results from the HBSC contribute to the Government of Canada's research, surveillance and monitoring to inform evidence-based policies and programs to improve the health of Canadian youth. For example, the most recent HBSC national report identified that the mental health and relationships of older adolescent girls are of great concern and that social media use is a growing public health issue among young people. Specifically, the report found that problematic social media use increased with age from grades 6 to 10 with girls showing a higher tendency towards problematic

- 3 -

social media use than boys as well as a higher preference to talk about their inner feelings online as they got to higher grades (15% of grade 6 girls vs 39% of those in grade 9).

Federal government actions and investments are also supporting the mental health and substance use needs of children and youth, including through transfers to provinces/territories and funding to community-based organizations. An example of a shared priority for federal, provincial and territorial governments is the development and expansion of integrated youth services (IYS) models. This is part of the broader priority of building mental health and wellbeing through prevention, promotion and services for children, youth and their families.

IYS models of care provide locally relevant, effective, youth-focused, and integrated services for mental health/substance use within the community. All thirteen provinces and territories have developed or are developing an IYS network, with a pan-Canadian Indigenous IYS network in progress. As of 2024, there are approximately 90 active IYS sites in Canada, and another 50 under development.

In addition to providing general mental health and substance use support to youth, a few IYS sites also address the impact of social media on mental health and online harms. For example, the IYS site Kickstand that is based in Alberta provides information on the impact of social media on mental health, including information on topics such as excessive screen use, cyberbullying and provides strategies to use social media in a positive way. Similarly, the IYS site Foundry in BC provides tips to stay safe online as well as ways to avoid online scams and fraud.

NEXT STEPS:

Health Portfolio officials are available to follow up on any issues raised at the symposium.

Associate Deputy Minister
Health Canada

Date

Deputy Minister
Health Canada

Date

Branch Head: Michelle Boudreau, Associate ADM, Strategic Policy Branch
Telephone: 613-710-7663

Attachments:

- 4 -

Appendix A: Points to Register



LEAD BRANCH: SPB

Prepared by: Madhavi Basu Date: 2024-04-05

Telephone:

Manager: Amel Loza-Fanous Date : 2024-04-05

Telephone: 343-548-6159

A/Director: Ken McAllister Date: 2024-04-05

Telephone: 613-218-5875

A/Director General: Élise Renaud Date: 2024-03-15

Telephone: 343-292-9271

Ministerial Briefing Unit

Deputy Minister's Office

Proactive Disclosure (for Memoranda to the Minister, and, Memoranda to the Deputy Minister ONLY)

Can this **title** be released to the public/ Est-ce que ce **titre** peut être divulgué au public:
Yes/Oui No/Non Not applicable/N'est pas applicable

If no, please identify sensitivities / Si la réponse est non, veuillez préciser les enjeux:

☐ Advice/
Conseil

☐ Cabinet confidence/
Document confidentiel du Cabinet

☐ Solicitor Client/
Secret professionnel

☐ Other / Autre

Assistant Deputy Minister
(Print name)

Signature

Date

Signed-off by (if applicable)

☐ Communications

Date

☐ Finance

Date

☐ HR

Date

☐ Legal Services

Date

☐ Other

Remarks:

De: Renaud, Elise (HC/SC)
Envoyé: 2024-04-05 18:01
À: Beatson, Andrew (HC/SC); Andrades, Ashley (HC/SC); SPB Briefing / Informations DGPS (HC/SC)
Cc: Mcallister, Ken (HC/SC); Voghel-Pilon, Dominique (HC/SC); Franco, Paola (HC/SC); Kiruluta, Suna (HC/SC)
Objet: RE: For Action: Minister Saks attending The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024
Pièces jointes: 24-103258-616 APPROVAL SLIP.docx

Paola just noticed I sent you the wrong routing slip. Here is the correct one.
 So sorry about that!

Élise
 (she/her | elle)

From: Beatson, Andrew (HC/SC) <andrew.beatson@hc-sc.gc.ca>
Sent: Friday, April 5, 2024 5:58 PM
To: Renaud, Elise (HC/SC) <Elise.Renaud@hc-sc.gc.ca>; Andrades, Ashley (HC/SC) <ashley.andrades@hc-sc.gc.ca>; SPB Briefing / Informations DGPS (HC/SC) <spb.briefing-informations.dgps@hc-sc.gc.ca>
Cc: Mcallister, Ken (HC/SC) <ken.mcallister@hc-sc.gc.ca>; Voghel-Pilon, Dominique (HC/SC) <Dominique.Voghel-Pilon@hc-sc.gc.ca>; Franco, Paola (HC/SC) <paola.franco@hc-sc.gc.ca>; Kiruluta, Suna (HC/SC) <Suna.Kiruluta@hc-sc.gc.ca>
Subject: RE: For Action: Minister Saks attending The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024

Thanks Elise!

Adding in the @SPB Briefing / Informations DGPS (HC/SC) for routing first thing next week.

Cheers,
 Andrew

From: Renaud, Elise (HC/SC) <Elise.Renaud@hc-sc.gc.ca>
Sent: Friday, April 5, 2024 5:56 PM
To: Beatson, Andrew (HC/SC) <andrew.beatson@hc-sc.gc.ca>; Andrades, Ashley (HC/SC) <ashley.andrades@hc-sc.gc.ca>
Cc: Mcallister, Ken (HC/SC) <ken.mcallister@hc-sc.gc.ca>; Voghel-Pilon, Dominique (HC/SC) <Dominique.Voghel-Pilon@hc-sc.gc.ca>; Franco, Paola (HC/SC) <paola.franco@hc-sc.gc.ca>; Kiruluta, Suna (HC/SC) <Suna.Kiruluta@hc-sc.gc.ca>
Subject: FW: For Action: Minister Saks attending The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024

Hi Andrew and Ashley,

Sorry for sending this directly to you (I'm not sure of the normal tasking procedure for these).

Please find attached a/DG approved materials for this tasking.

Thanks, and have a great weekend!

Élise

(she/her | elle)

From: Andrades, Ashley (HC/SC) <ashley.andrades@hc-sc.gc.ca> **On Behalf Of** SPB Briefing / Informations DGPS (HC/SC)

Sent: Wednesday, April 3, 2024 3:38 PM

To: Wong, Suki (HC/SC) <Suki.Wong@hc-sc.gc.ca>; Voghel-Pilon, Dominique (HC/SC) <Dominique.Voghel-Pilon@hc-sc.gc.ca>; Franco, Paola (HC/SC) <paola.franco@hc-sc.gc.ca>; Kiruluta, Suna (HC/SC) <Suna.Kiruluta@hc-sc.gc.ca>

Cc: SPB Briefing / Informations DGPS (HC/SC) <spb.briefing-informations.dgps@hc-sc.gc.ca>; Beatson, Andrew (HC/SC) <andrew.beatson@hc-sc.gc.ca>; Boudreau, Michelle (HC/SC) <michelle.boudreau@hc-sc.gc.ca>; Harris, Natasha (HC/SC) <natasha.harris@hc-sc.gc.ca>

Subject: For Action: Minister Saks attending The Governor General's Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024

Hi MHD,

Please see action request below and provide input to **SPB Briefing by April 5th 4pm.**

Thank you,
Ashley

Ashley Andrades
Briefing Analyst
Strategic Policy Branch, Health Canada
Assistant Deputy Minister Office
ashley.andrades@hc-sc.gc.ca
613-851-4065

From: Coyle, Frederick (HC/SC) <frederick.coyle@hc-sc.gc.ca>

Sent: Wednesday, April 3, 2024 3:22 PM

To: SPB Briefing / Informations DGPS (HC/SC) <spb.briefing-informations.dgps@hc-sc.gc.ca>; briefing (PHAC/ASPC) <briefing@phac-aspc.gc.ca>

Cc: MBU Services / UIM (HC/SC) <mbu.services-uim@hc-sc.gc.ca>
Subject: Minister Saks attending The Governor General’s Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024

Status: Open/Ouvert

Docket No.: 24-103258 - 616

Branch: SPB-ADMO

cc :PHAC

ACTION REQUEST - DEMANDE D’ACTION

REQUESTOR'S NAME - NOM DU DEMANDEUR Frederick Coyle	DATE 2024-04-03	NUMBER - NUMÉRO MECS#24-103258-616
REQUEST ORIGIN - ORIGINE DE LA DEMANDE Ministerial Meeting/Réunion Ministérielle		
SUBJECT - OBJET Minister Saks attending The Governor General’s Symposium : Building a Safe and Respectful Digital World on Thursday, April 11, 2024		
REQUEST - DEMANDE (YYYY-MM-DD) (1)Date: 2024-04-03 SPB lead with input from PHAC PHAC please provide a point of contact for input that can be shared with SPB Minister Saks has been invited to attend “Building a Safe and Respectful Digital World” Hosted by the Governor General of Canada on April 11th. Additional context is attached. o Summary: Building a Safe and Respectful Digital World, which will seek to build public awareness of the impacts and prevalence of online abuse, and convene victims, subject matter experts and other stakeholders from across the country. We hope to shed a light on individuals’ lived experiences, and support experts’ efforts to identify and implement solutions to help people deal with online abuse. The Minister’s office requested materials to support Minister Saks attendance that would touch upon her mandate. Please provide the requested materials (templates attached) to MBU by 12PM on April 9, 2024. (2)Date: (3)Date:		
English/Anglais		
REQUIRED ON - REQUIS LE Date: 2024-04-09	AT - À Time: 12:00 PM	
DEPARTMENTAL CONTACT - AGENT DE LIAISON DU	TELEPHONE NUMBER - NUMÉRO DE TÉLÉPHONE	

MINISTÈRE Frederick Coyle	
-------------------------------------	--

**LEAD BRANCH: SPB**

Prepared by: Madhavi Basu Date: 2024-04-05

Telephone:

Manager: Amel Loza-Fanous Date : 2024-04-05

Telephone: 343-548-6159

A/Director: Ken McAllister Date: 2024-04-05

Telephone: 613-218-5875

A/Director General: Élise Renaud Date: 2024-03-15

Telephone: 343-292-9271

Ministerial Briefing Unit

Deputy Minister's Office

Proactive Disclosure (for Memoranda to the Minister, and, Memoranda to the Deputy Minister ONLY)

Can this **title** be released to the public/ Est-ce que ce **titre** peut être divulgué au public:
Yes/Oui No/Non Not applicable/N'est pas applicable

If no, please identify sensitivities / Si la réponse est non, veuillez préciser les enjeux:

☐ Advice/
Conseil

☐ Cabinet confidence/
Document confidentiel du Cabinet

☐ Solicitor Client/
Secret professionnel

☐ Other / Autre

Assistant Deputy Minister
(Print name)

Signature

Date

Signed-off by (if applicable)

☐ Communications

Date

☐ Finance

Date

☐ HR

Date

☐ Legal Services

Date

☐ Other

Remarks:

De: [REDACTED]
Envoyé: 2024-04-09 08:57
À: Tam, Dr.Theresa (PHAC/ASPC); Pharand, Nathalie (PHAC/ASPC); Killen, Marita (PHAC/ASPC)
Objet: Dr. Theresa Tam : FINAL DETAILS -Governor General's Symposium (April 11)
Pièces jointes: Session 1 - Lived Experience Panel -Panel des expériences de vie.pdf
TheresaTam.pdf

Catégories: Actioned

Warning: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.
Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Hello Dr. Tam,

We are looking forward to welcoming you to Rideau Hall. On behalf of Her Excellency the Right Honourable Mary Simon, I am pleased to attach your official electronic invitation for The Governor General's Symposium : Building a Safe and Respectful Digital World.

To facilitate your arrival at Rideau Hall, please have a copy of your electronic invitation with you.

The **dress** for the symposium is smart casual.

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I've also attached the questions that will be asked to you and that you've received during our planning meeting. A reminder that your answers should be no more than 7 minutes.

A kind reminder that the symposium will be held in English and in French. Simultaneous interpretation will be offered throughout the event. Guests are encouraged to speak in the language of their choice.

Media will be present during the two panel discussions and the other speaking portions, but networking opportunities are closed to media coverage.

Free parking is available on the grounds and is accessible via the Sussex Gate.

If you have any questions, please do not hesitate to get in touch.

Kind regards,

[REDACTED]

[REDACTED]

Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile [REDACTED]
[REDACTED]

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QUESTIONS: Session 1 - Lived Experience Panel

Moderator: Emilie Nicolas

Panelists: Dr. Theresa Tam, Rachel Gilmore, Kevin Raphael, Santee Sioux and Fae Johnstone

- 1) **Dr. Tam**, you became a very familiar and visible figure to Canadians during the COVID-19 pandemic. In 2022, you started to open up to the Canadian public about the consequences of that visibility, and the online abuse you experienced as someone from the Asian-Canadian community. How did this impact you personally and professionally?
- 2) (Dr. Tam) The increase of hate crime against Chinese Canadians and Asian Canadians more broadly during the pandemic is well documented. What feedback or reactions did you receive when you started to speak up? Do you feel your voice gave others courage?
- 3) **Rachel**, when you spoke out about the abuse you were receiving as a young female reporter, were you concerned about the potential reputational damage?
- 4) (Rachel) What could be improved in the workplace to support employees facing online hate? What support did you receive from other journalists?
- 5) **Kevin**, you've spoken out on several occasions against the racism you yourself experienced as a hockey player before embarking on a career in journalism. Today, you're still one of the few racialized sports journalists commentating on Canadian hockey. What does this solitude, so to speak, mean for your work? You've mentioned that there were times when you considered giving up your profession given the attacks you suffered; can you tell us more about the consequences (personal and financial) this choice might have had on your life?
- 6) (Kevin) What obstacles do you think need to be overcome to make sports journalism more inclusive? What advice would you give to racialized young people who are interested in pursuing a career in media?

- 7) **Santee** Sioux, you have been using TikTok as a tool to share your culture with people from around the world. Yet, you've also had to refrain from using your real name in public, as a way to protect yourself and your family from online abuse.
- 8) (Santee) Could you speak to both the very positive *and* very negative aspects of social media? Do you have advice for young Indigenous influencers who are trying to make a living in social media?
- 9) **Fae**, we are witnessing a rise in transphobia right across the country. Could you speak to the consequences of that hate, online and offline, for yourself as well as others in the trans community?
- 10) (Fae) How is the current public environment affecting the ability of trans and gender-diverse people to exist online?

To all panellists:

- 11) If there was one thing you wish people understood about online abuse, what would it be? (2-3 minutes each)

QUESTIONS: Session 1 - Lived Experience Panel

Animatrice : Emilie Nicolas

Panélistes : D^{re} Theresa Tam, Rachel Gilmore, Kevin Raphael, Santee Siouxx et Fae Johnstone

- 1) **D^{re} Tam**, Dre Tam, vous êtes devenue une figure très familière et emblématique pour la population canadienne pendant la pandémie de COVID-19. En 2022, vous avez commencé à vous confier au public canadien sur les conséquences de cette visibilité et sur les abus en ligne dont vous avez été victime en tant que membre de la communauté canado-asiatique. Quels en ont été les impacts pour vous sur le plan personnel et professionnel?
- 2) (D^{re} Tam) On a constaté une augmentation des crimes haineux envers les Canadiens d'origine chinoise et les Canadiens d'origine asiatique en général pendant la pandémie. Quels commentaires ou réactions avez-vous reçus lorsque vous avez commencé à vous exprimer? Pensez-vous que votre prise de parole a donné du courage à d'autres personnes?
- 3) **Rachel**, Rachel, lorsque vous avez parlé des insultes que vous receviez alors que vous étiez une jeune journaliste, étiez-vous préoccupée par le risque d'atteinte à votre réputation?
- 4) (Rachel) Que pourrait-on améliorer dans les milieux de travail pour soutenir les employés confrontés à la haine en ligne? Quel soutien avez-vous reçu de la part d'autres journalistes?
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conséquences (personnelles et financières) que ce choix aurait pu avoir sur votre vie?

- 6) (Kevin) Quels obstacles faudrait-il surmonter, selon vous, pour rendre le journalisme sportif plus inclusif? Quels conseils donneriez-vous à des jeunes racisés qui aimeraient faire carrière dans les médias?
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Dr. Theresa Tam

*to the Governor General's Symposium :
Building a Safe and
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on Thursday, April 11, 2024 at 10 a.m.
at Rideau Hall, 1 Sussex Drive, Ottawa*

*au symposium de la gouverneure générale :
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le jeudi 11 avril 2024 à 10 heures
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Petit déjeuner léger sera servi à partir de 9 h

(Please arrive no later than 9:40 a.m.)

(Prière d'arriver au plus tard à 9 h 40)

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Information

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rsvp@gg.ca

PLEASE PRESENT THIS INVITATION AT THE ENTRANCE / PRIÈRE DE PRÉSENTER CETTE INVITATION À L'ENTRÉE

De: [Pharand, Nathalie \(PHAC/ASPC\)](#)
Envoyé: 2024-04-09 09:52
À: [Pogany, Lisa \(PHAC/ASPC\)](#)
Cc: [CPHQ Outreach / Sensibilisation ACSP \(PHAC/ASPC\)](#); [Lee, Sumin \(PHAC/ASPC\)](#)
Objet: FW: Dr. Theresa Tam : FINAL DETAILS -Governor General's Symposium (April 11)
Pièces jointes: Session 1 - Lived Experience Panel -Panel des expériences de vie.pdf
TheresaTam.pdf

Good morning,

Apologize if you have already received this. I have added the PDF to her DOCS. She now has 4 documents and Start interview as part of her docs. I will await your direction on which documents should remain in her calendar 😊.

Thank you,

Nathalie

From: [REDACTED]
Sent: Tuesday, April 9, 2024 8:57 AM
To: Tam, Dr.Theresa (PHAC/ASPC); [REDACTED]; Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>; Killen, Marita (PHAC/ASPC) <marita.killen@phac-aspc.gc.ca>
Subject: Dr. Theresa Tam : FINAL DETAILS -Governor General's Symposium (April 11)

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Kind regards,

[REDACTED]

[REDACTED]

Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
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Panelists: Dr. Theresa Tam, Rachel Gilmore, Kevin Raphael, Santee Sioux and Fae Johnstone

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Information

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PLEASE PRESENT THIS INVITATION AT THE ENTRANCE / PRIÈRE DE PRÉSENTER CETTE INVITATION À L'ENTRÉE

De: Tam, Dr.Theresa (PHAC/ASPC)
Envoyé: 2024-04-10 08:46
À: [REDACTED] Pharand, Nathalie (PHAC/ASPC); Killen, Marita (PHAC/ASPC)
Objet: RE: Dietary restrictions

[REDACTED]

Thanks for checking.

[REDACTED]

TT

From: [REDACTED]
Sent: Wednesday, April 10, 2024 6:22 AM
To: Tam, Dr.Theresa (PHAC/ASPC) [REDACTED]; Pharand, Nathalie (PHAC/ASPC) <nathalie.pharand@phac-aspc.gc.ca>; Killen, Marita (PHAC/ASPC) <marita.killen@phac-aspc.gc.ca>
Subject: Dietary restrictions
Importance: High

Warning: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.
Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Hello Dr. Tam,

I would be grateful if you could kindly confirm if you have any dietary restrictions.

Kind regards,

[REDACTED]

[REDACTED]

Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile [REDACTED]
[REDACTED]

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De: [REDACTED]
Envoyé: 2024-04-10 16:26
À: [REDACTED]
Cc: [REDACTED]; Media; Gimby, Karla (HC/SC); Lambert, Brittany (PHAC/ASPC); Pharand, Nathalie (PHAC/ASPC); [REDACTED]
Objet: From Rideau Hall Press Office: Announcement of your participation in the digital respect symposium | Du service de presse de Rideau Hall : Annonce de votre participation au symposium sur le respect numérique

Warning: This message is from an EXTERNAL SENDER - be CAUTIOUS, particularly with links and attachments.
Attention: Ce message provient d'un EXPÉDITEUR EXTERNE - soyez PRUDENT, en particulier avec les liens et les pièces jointes.

Un message en français suit

Good afternoon panellists

This is [REDACTED] from the Communications team at Rideau Hall. We are all very much looking forward to welcoming you to Rideau Hall tomorrow. I just wanted to share the latest communications information, for your awareness.

Here is our **Media Advisory** which mentions your involvement in the event:
EN: [Canadian experts to come together at Rideau Hall and join forces to create a safer and more respectful digital world | The Governor General of Canada \(gg.ca\)](#)

We previously published a **News Release** as well:
EN: [Her Excellency to host The Governor General's Symposium: Building a Safe and Respectful Digital World | The Governor General of Canada \(gg.ca\)](#)

Speaker biographies can be found on our event website:
EN: [The Governor General's Symposium: Building a Safe and Respectful Digital World | The Governor General of Canada \(gg.ca\)](#)

To facilitate the ongoing dialogue on digital respect, **we will launch a social media campaign around #WeDeserveBetter on April 11**. We encourage you to contribute to the conversation by using the hashtag throughout the day and afterwards. We thank you for keeping this information confidential until the launch of our campaign on April 11.

For any communications or media questions, I will be your point of contact on-site. I am here to help, so please do not hesitate to reach out.

Kind regards,

*

Bonjour à tous les participants

Je suis [REDACTED] de l'équipe de communication de Rideau Hall. Nous sommes tous impatients de vous accueillir à Rideau Hall demain. Je voulais simplement partager avec vous les dernières informations en matière de communication.

Voici notre **avis aux médias** qui mentionne votre participation à l'événement :
FR: <https://www.gg.ca/fr/media/nouvelles/2024/espace-sain-respectueux>

Nous avons également publié un **communiqué de presse** :
FR: [Son Excellence sera l'hôte du Symposium de la gouverneure générale : Construire un monde numérique sain et respectueux | La gouverneure générale du Canada \(gg.ca\)](#)

Les **biographies** des intervenants sont disponibles sur le site web de l'événement :
FR: [Symposium de la gouverneure générale : Construire un monde numérique sain et respectueux | La gouverneure générale du Canada \(gg.ca\)](#)

Pour faciliter ce discours continu sur le respect numérique, **nous lancerons une campagne sur les médias sociaux autour du mot-clic #NousMéritonsMieux le 11 avril**. Nous vous encourageons à contribuer à la conversation en utilisant le mot-clic au courant de la journée et par la suite. Nous vous remercions de garder cette information confidentielle jusqu'au lancement de notre campagne le 11 avril.

Pour toute question relative à la communication ou aux médias, je serai votre point de contact sur place. Je suis là pour vous aider, alors n'hésitez pas à me contacter.

Cordialement,

[REDACTED]
Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Mobile | Mobile [REDACTED]
www.gg.ca

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De: [RSVP](#)
Envoyé: 2024-04-10 20:30
À: [RSVP](#)
Objet: ADDITIONAL INFO -Symposium, April 11, 2024 / INFO ADDITIONNELLE -Symposium, 11 avril 2024

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(un texte en français suit)

I'm pleased to share with you more information about The Governor General's Symposium: Building a Safe and Respectful Digital World

The information is found on our website: <https://www.gg.ca/en/media/news/2024/respectful-digital-world>

Follow us on [X](#), [Facebook](#) and/or [Instagram](#) and join us in saying [#WeDeserveBetter!](#)

Here are five ways that you can participate:

1. **Share Our Content:** Help us spread the word by sharing our posts and updates with your audience.
2. **Share Your Story:** Use [#WeDeserveBetter](#) to share your own experiences of online abuse.
3. **Engage Respectfully:** Use [#WeDeserveBetter](#) as a respectful way to respond to negative comments.
4. **Share Resources and Facts:** Use [#WeDeserveBetter](#) to share useful resources and educational content.
5. **Spread the Word:** Encourage others to join the campaign by using [#WeDeserveBetter](#) in their posts.

Kind regards,

Events Team

+++++

Il me fait plaisir de partager avec vous plus d'information à propos du Symposium de la gouverneure générale : Construire un monde numérique sain et respectueux.

L'information se trouve sur notre site Web : <https://www.gg.ca/fr/media/nouvelles/2024/espace-sain-respectueux>

Suivez-nous sur [X](#), [Facebook](#) ou [Instagram](#) et joignez-vous à nous pour dire : [#NousMéritonsMieux](#).

Voici cinq façons de participer à la campagne :

1. **Partagez notre contenu :** Aidez-nous à faire passer le message en partageant nos publications et nos mises à jour auprès de vos contacts.
2. **Racontez vos expériences :** Utilisez le mot-clic [#NousMéritonsMieux](#) pour raconter vos propres expériences concernant les abus en ligne.
3. **Intervenez de manière respectueuse :** Utilisez le mot-clic [#NousMéritonsMieux](#) pour répondre de manière respectueuse aux commentaires négatifs.
4. **Diffusez des ressources et des faits :** Utilisez le mot-clic [#NousMéritonsMieux](#) pour faire connaître des ressources utiles et des contenus éducatifs.
5. **Amplifiez le message :** Encouragez les autres à participer à la campagne en utilisant le mot-clic [#NousMéritonsMieux](#) dans leurs messages.

Salutations cordiales,

L'équipe des événements

Events Team | L'équipe des événements
Office of the Secretary to the Governor General | Bureau du secrétaire du gouverneur général
Rideau Hall, 1 Sussex Drive | 1, prom. Sussex
Ottawa ON K1A 0A1
Mobile | Mobile [REDACTED]
rsvp@gg.ca

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