



***Ski Community  
Collaboration***  
***Reducing Transmissions***

**February 9, 2021**

# Background



Ski area safety protocols developed with industry, health authorities, and WorkSafeBC starting spring 2020.

- Millions and thousands of hours invested. Focused on ski operations.
- BC PHO / Premier / Min Dix recognition of effective ski area protocols preventing transmission
- Ski areas to utilize distribution channels and relationships to support collaborative effort in communities

January 2021 PHO suggested mobilising collective efforts to address 3 areas of concern in nearby ski communities

1. Social Gatherings
2. Shared Accommodation
3. Short Term Rental

- Strong collective leadership has been provided by Minister Dix, Mark & Osborne to engage and identify opportunities to reduce transmission.
- Minister Mark has met with ski sector reps multiple times re solutions.
- Objectives:
  - Reduce transmission
  - Complement and align collaboration with stakeholders

# Strategy



Ski Communities with Municipal governments and multiple community structures were identified

- Fernie, Invermere, Revelstoke, Rossland, Sun Peaks, Whistler

## Key Strategies

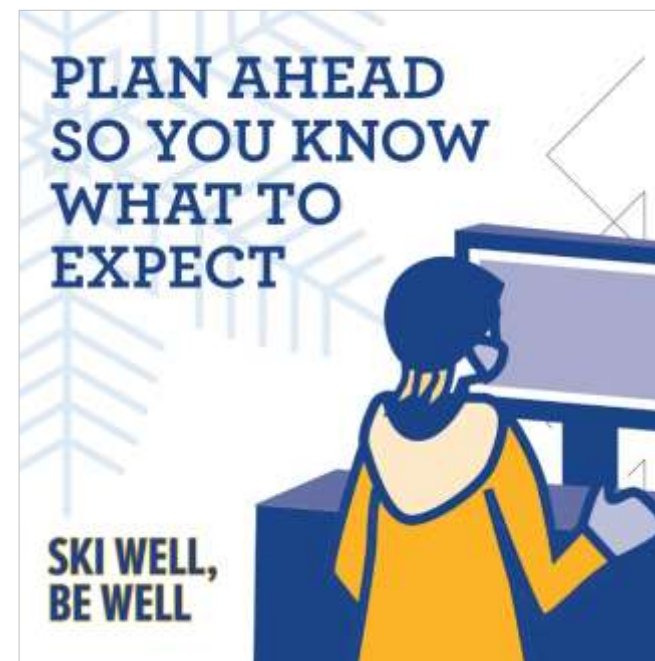
1. **Consumer** province-wide campaign on health protocols.
    - Campaign development and execution
    - Leverage ski and partner distribution channels
  2. **Employee** campaign to “Be the Reason We All Have a Season”
    - Leverage employers to employee base
    - Asset development and distribution
  3. Support partners, communities, health authorities.
    - Infrastructure and services utilisation
    - Work with community stakeholders and health authorities
    - Support and complement existing work group initiatives
- All ski areas promoting campaign assets through distribution channels

# Consumer: Ski Well, Be Well



- North American campaign
- Consumer focus
- Know before you go protocols

<http://skiwellbewell.ca/>





# Consumer: Province-Wide Media

## Global TV




- Message: Follow the rules, no social gatherings and ski local.
- Medium: TV, digital platforms

## Digital Assets



# Employee Base: SkiBCStrong.ca



**SkiBCStrong**  
Be The Reason We Keep The Season.


*Let's work together to be the reason to keep the season.*  
COVID-19 cases are throughout BC and has been showing up in ski resort towns. Our communities are important. We don't want to see locals in ICU or lose the ski season. We must all do our part to keep everyone healthy and safe. Need to know how? Scroll below for all the details and how to find support. #SkiBCStrong

**This is Bill**

**This is Bill**  
Bill is COVID-19 Positive.  
Bill knows he needs to self-isolate for 14 days.  
Bill does not go outside or to the grocery store. He has friends or calls for support to bring him groceries and other items.  
Bill knows this is only for a short period and will protect others from getting COVID-19.  
Bill knows he can apply for federal support to help cover some of his expenses while not being able to work.  
Bill is smart and respectful of the community.  
Be like Bill.

**How to talk to your household about following health orders**  
Housemates and family members can have different levels of comfort and understanding with COVID and the restrictions. Take the time to sit down together and talk about the importance of respecting each other and the importance of following and understanding local health orders.  
Here are some articles to help the conversation, note, most of these are from outside of BC so be sure to know the local [BC COVID Restrictions & Orders](#).

- [Roommate Discussion Guide](#) by Indiana University
- [How to Talk to Your Family about COVID-19 Misinformation](#) by CBC
- [Being a Good Roommate During Coronavirus](#) by NY Times
- [How to Talk to Family about their Risky COVID-19 Behavior](#) by Huffington Post
- [How Can I Ask My Friends to Wear Masks?](#) by JH School of Health



Website: SkiBCStrong.ca

Campaign: Be Like Bill / Jill

Media: digital, employer channels

Audience: employees, residents

Messages:

- No gatherings, No Parties
- Shared housing strategies
- Promote health authorities resources
- Be the reason we keep the season

Adapted from Tourism Fernie's [FernieStrong.com](#)





# Health Authority



## EVERYONE HAS AN IMPACT

Every one of us can make an impact to help slow and stop the spread of COVID-19 in our communities. We're in this together: Help us "speak up and speak out" this season, whether on social media or in-person and share the following messages.

- Keep in person interactions to your household only. This should be the people you live with and that's it.
- If you live alone, keep interactions to your close contacts. Your core bubble could be a relative, friend, or co-parent who lives in another household to a maximum of two people.
- Masks are mandatory for indoor public spaces, chairlift line-ups and on chairlifts.
- No parties or gatherings of any size outside of your household. Connect virtually instead.
- Stay local – avoid any non-essential travel. Ski this winter at your local mountain only. When we travel, we bring that risk with us and home from where we've been. For example, commutes from Revelstoke to Kamloops for work or medical appointments can continue, but should not occur for social or recreational reasons.
- Do a health check every day. Do a daily health check before you go out, stay home if you have symptoms, and know [When to Get Tested for COVID-19](#).
- If you need a test in the Interior Health region, [book online here](#).
- [Self-isolate](#) if you have symptoms of COVID-19, have COVID-19, are a [close contact of someone with COVID-19](#), or you are in a household with someone who has COVID-19.
- For the latest COVID-19 guidance and public health orders visit: [www.gov.bc.ca/covid19](http://www.gov.bc.ca/covid19)

## Resources to Share

Share, print, and link to these resources:

- News@IH article with links to Olympic skier Kelsey Serwa Instagram videos: [Olympic skier Kelsey Serwa's Tips on Staying COVID Safe](#)
- Links to IH Facebook posts on Kelsey Serwa messages:
  - [Thanks to ski hill operators](#)
  - [Stay local, don't party, and wear a mask](#)
- How COVID-19 Spreads Poster: [The Impact of One](#)
- Testing Poster: [When to Get Tested for COVID-19 \(QR Code\)](#)

February 5, 2021

## Interior Health

- Working with Interior Health to develop and share tools for ski communities
- Sharing IH tools & resources with ski areas and communities



## How COVID-19 Spreads Poster: The Impact of One

<https://news.interiorhealth.ca/wp-content/uploads/2020/12/COVID-party-infographic-FINAL.pdf>



## Testing Poster: When to Get Tested for COVID-19

[https://news.interiorhealth.ca/wp-content/uploads/2021/02/IH-PRCC-When-to-Get-Tested-Poster\\_1Feb2021.pdf](https://news.interiorhealth.ca/wp-content/uploads/2021/02/IH-PRCC-When-to-Get-Tested-Poster_1Feb2021.pdf)

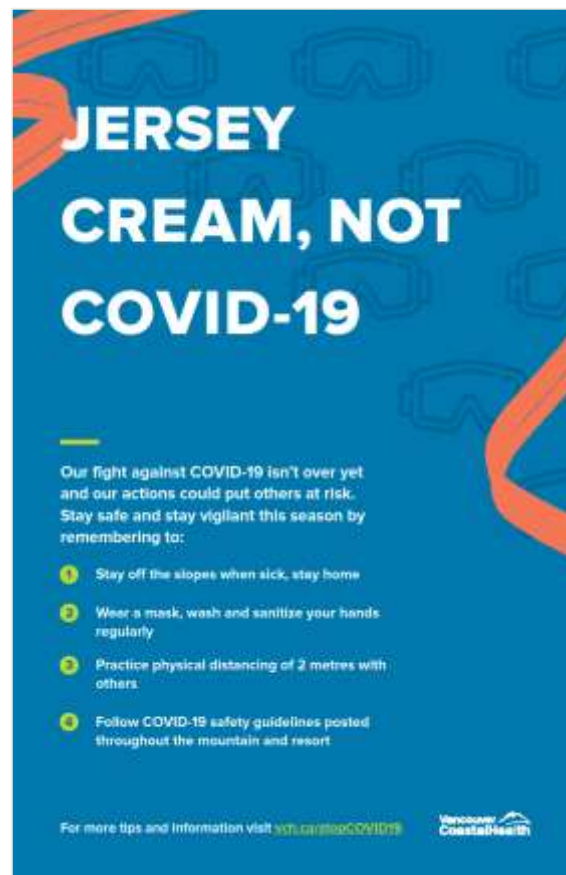


## Olympic skier Kelsey Serwa Instagram videos: Olympic skier Kelsey Serwa's Tips on Staying COVID Safe

[https://www.instagram.com/p/CJrsuB\\_HFi8/](https://www.instagram.com/p/CJrsuB_HFi8/)



## Vancouver Coastal Health



[http://www.vch.ca/Documents/COVID-19\\_streetposters\\_11x17\\_FINAL.pdf](http://www.vch.ca/Documents/COVID-19_streetposters_11x17_FINAL.pdf)



[http://www.vch.ca/Documents/COVID-19\\_wildposter\\_getaways\\_11x17\\_print.pdf](http://www.vch.ca/Documents/COVID-19_wildposter_getaways_11x17_print.pdf)



[https://www.whistler.ca/sites/default/files/2020/Jul/news/files/26988/covid-19\\_poster\\_covid19\\_is\\_not\\_on\\_vacation\\_no\\_bleed.pdf](https://www.whistler.ca/sites/default/files/2020/Jul/news/files/26988/covid-19_poster_covid19_is_not_on_vacation_no_bleed.pdf)



## Social Gatherings

Province wide consumer province-wide media campaign

Employee base education campaign. [SkiBCStrong.ca](https://www.skiBCStrong.ca)

- Leverage employer distribution channels to distribute messages

Increased inspection and enforcement of health protocols (WorkSafe, Health, local bylaw, police)

## Shared Accommodation

Employee base education campaign. [SkiBCStrong.ca](https://www.skiBCStrong.ca)

- circulate health authority resources to employees through employers

Liaise with regional health authority to identify available isolation accommodation and transport

Increase testing to identify positive cases and immediately isolate

## Short Term Rental

Hotel and rental manager booking policies (eg: no mixed households).

Advise short term accommodation owners re health orders and enforcement