

February 8, 2021

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Re: Joint COVID-19 Communications Campaign

The following recommendation of the Committee of Council Meeting of January 20, 2021 was approved by Council on January 27, 2021:

CW005-2021

Whereas, Peel Public Health's latest Weekly Epidemiological Update states that there are 44,652 confirmed and probable cases of COVID-19 that have been reported in Peel Region

Whereas, there have been 475 deaths among these confirmed cases that reflects the serious nature of this virus.

Whereas, the Provincial Government has declared a 2nd State of Emergency, and implemented related stay-at-home orders due to increasing case counts province-wide.

Whereas, Peel Region's weekly incidence rate is higher than the ones being reported by all 34 of Ontario's public health units.

Whereas, Peel area hospitals have already transferred patients hours away for care in a bid to free up capacity to treat people suffering from COVID-19 but remain on the brink of catastrophe.

Therefore be it resolved, that Peel Region, the City of Brampton, the City of Mississauga, and Town of Caledon, partner, in alignment with advice from Peel Public Health, and invest in a significant joint communications campaign to residents of Peel Region, of no less than \$1,000,000 equally shared, and no less than a period of 6 weeks, with the express goals of:

1. Reducing the rapid increase of Peel Region's case counts
2. Directing Residents to Stay Home based on new Provincial Orders
3. Pivot in messaging with a call to action to NGO's, local influencers and News agencies.
4. Delivering opportunities and options to engage relevant Town, City, and Regional services, arts/religious/culture/cuisine and engagement opportunities from the safety of home
5. Start a Regional tele-town hall with the heads of the four municipalities, all five Chief's, medical officer of health, and representatives from Trillium and Osler health units, for the purpose to reach a wider audience with an emphasis on spreading the word not the virus.

Yours truly,

Sonya Pacheco

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(CW – 6.2)

cc: D. Barrick, Chief Administrative Officer
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