

Campaign Launch: April 6, 2020

Campaign duration: approx. 8 weeks

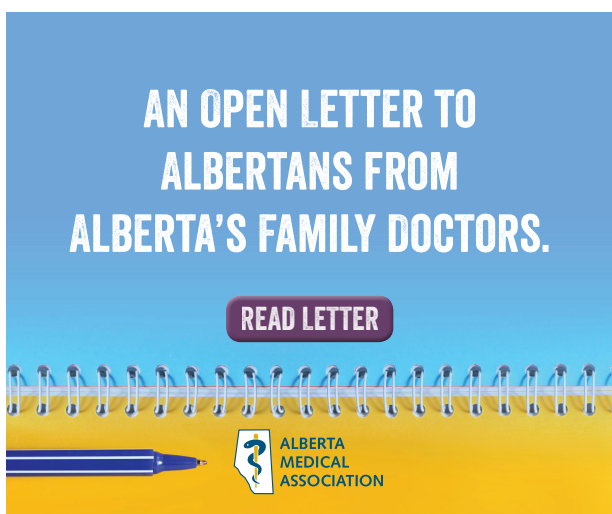
Location: Online

Assets: Display ads, social media, NEW landing page - StayHealthyAB.ca

**3 Themes:**

1. Open Letter To All Albertans From Alberta's Family Doctors
2. Share the Care: a. Healthy Advice From Alberta's Doctors & Health Care Providers  
b. Alberta's Doctors & Health Care Providers Are On The Job For Us.
3. The Doctor Is In: Call your Doctor For Everyday Health Advice & Care

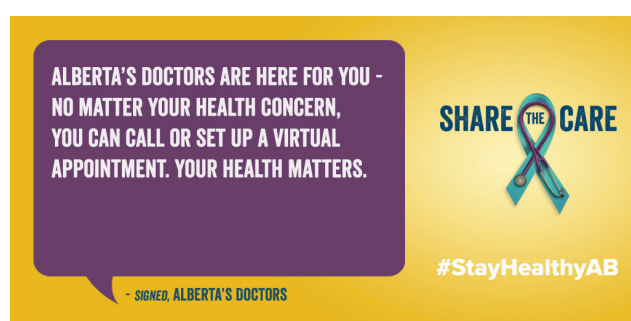
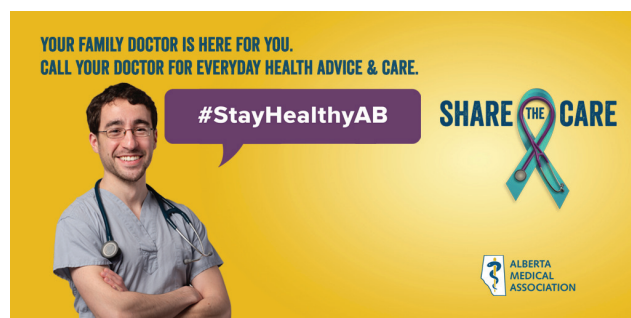
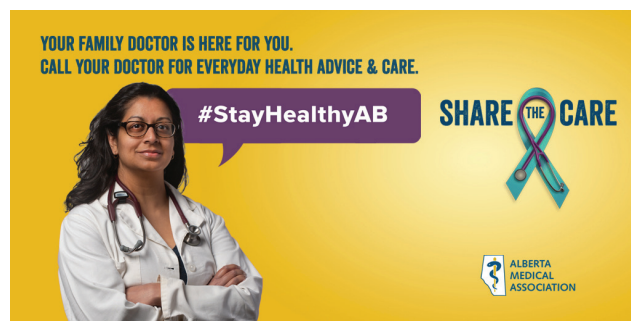
**Launch April 6: Open Letter** online ads on rural  
**AB newspaper websites.**  
Multiple sizes will run.



**Campaign Brand: Share the Care**

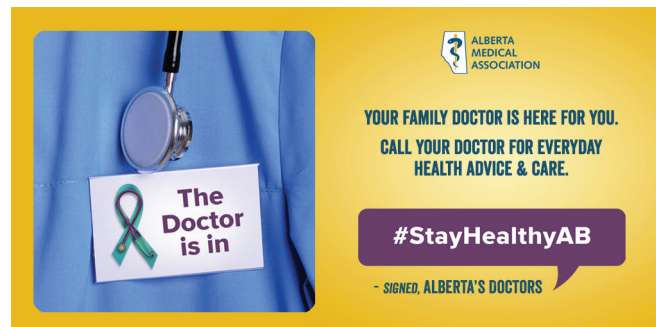
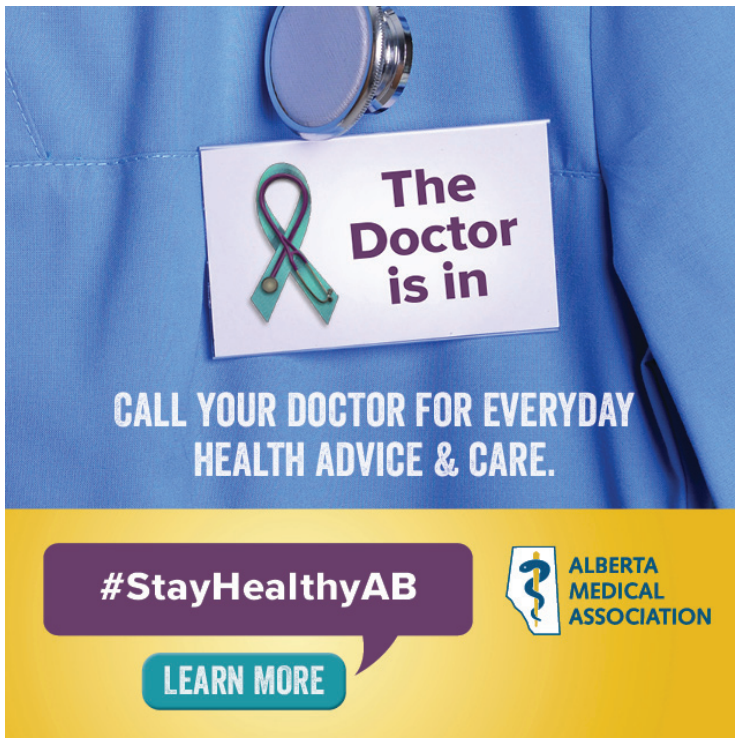


**Launch April 7: "Share the Care" and "Doctor Is In" messaging on digital display and paid social:**  
Multiple sizes will run.





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Multiple sizes will run.



**Launch April 7: Social media:** Includes posts, messages, videos featuring doctors, and graphics will remind Albertans that doctors and health care providers are here for them, and there are several ways Albertans can stay healthy (tips)

- Social content will also focus on inviting Albertans to “Join the #StayHealthyAB Challenge” by sharing photos and videos or using campaign stickers or picture frames to share how they are staying healthy.
- The intent is to then re-share user-generated “#StayHealthyAB” content
- Influential Albertans as well as doctors will be asked to support / share AMA messaging and create their own video versions of healthy tips in order to increase reach of content
- “live engagements” are being planned including a Twitter Live Poll Quiz and reddit Ask a Doctor questions about staying healthy to help reinforce campaign messaging
- Social posts will drive to the campaign site <http://stayhealthyAB.ca>



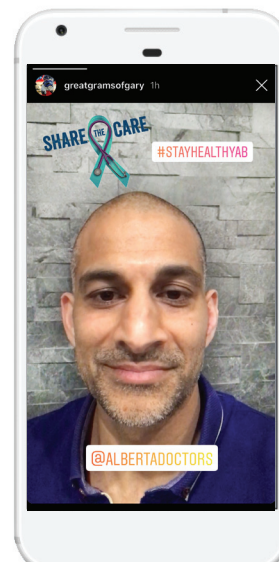
TikTok videos and graphics



Doctor video - healthy tips



Doctor video - healthy tips



Instagram story stickers



Facebook bio graphic

## Launch April 7: “StayHealthyAB.ca website

If you think you may have COVID-19, please visit [alberta.ca/coronavirus](https://alberta.ca/coronavirus) for more information



HEALTHY ADVICE FROM  
ALBERTA'S DOCTORS  
& HEALTH CARE PROVIDERS



#StayHealthyAB

SHARE THE CARE



### CALL YOUR DOCTOR FIRST

Your doctor is here for you—for any health issue. There are many ways you can connect.



**CALL IN**

We're here for you.



**VIRTUAL**

Check which Virtual options are offered by your physician.  
Your privacy is guaranteed.



**VISIT IN PERSON**

When necessary for ongoing issues.  
Be sure to call first.

#### STAYING HEALTHY IS IN YOUR HANDS

Many dedicated health professionals are going above and beyond to care for Albertans at this time. Doing our part, Alberta's physicians are here for you too. Contact your family doctor for more information. There are different ways you can stay connected—by phone, visiting or virtual options if it's necessary that you stay in isolation or quarantine. All offered by your physician—no app or download required. And this is about whatever ails you, not just COVID-19. If you need help for your continuing or new health care needs, if care or tests are needed, don't wait—call now.

#### LIVE YOUR LIFE—JUST A LITTLE DIFFERENTLY RIGHT NOW

What's happening in the world is scary. You are not alone in feeling that.

In fact, you're not alone—period. But you do have a job to do. And it's important. Ours is to be here for you if you need us. Your job is to stay healthy.

We'll help with that too.

*Your health care is as important as it's ever been.*



#### KEEPING OTHERS HEALTHY

If you are under mandatory self isolation, please stay home. Go on your deck, in your yard or on your balcony—but please no visitors or visits out until your self isolation lifts. It's difficult but this will save lives. Click or tap to expand tips.



WHAT TO DO  
IF YOU  
FEEL SICK



CONNECT  
WITH YOUR  
FAMILY  
DOCTOR



10-DAY  
SICK RULE



TIPS FOR  
WHEN YOU'RE  
OUT FOR  
ESSENTIALS



STAY  
DISTANT  
TOGETHER



WASH YOUR  
FACE



YOUR JOB  
IS TO STAY  
HEALTHY



HOW TO  
WASH YOUR  
HANDS

### The #StayHealthyAB Challenge

SHARE THE CARE » To accept this challenge, choose on of our doctor-prescribed tips listed above and share your version.



Maybe you sing a rousing rendition of Happy Birthday while you suds up your hands.  
**Show it off.**



Maybe you carry a tape measure with you to keep a safe distance from others when you go out for a neighbourhood walk. Okay.  
**Show that off too.**



Maybe you started a jazzercise club with your kids. Well, don your leopard print apparel and sweat to the oldies.  
**Work it! Share it!**

Sharing how you stay healthy helps us all connect and stay healthy together.

#StayHealthyAB