

# MANDATORY MASKS IN YORK REGION

COMMUNICATION AND AWARENESS CAMPAIGN



  
*York Region*

# BACKGROUND

At the July 9, 2020 Special Council meeting York Regional Council unanimously endorsed a recommendation from York Region's Medical Officer of Health to issue instruction requiring the mandatory wearing of face masks or coverings in enclosed spaces.

July 10, 2020

## TO: BUSINESSES AND ORGANIZATIONS IN YORK REGION

Re: The Regional Municipality of York Medical Officer of Health Instructions to Businesses and Organizations Currently Operating (under the Emergency Management and Civil Protection Act (EMCPA), R.S.O. 1990 and related Regulations)

I am writing to notify all persons responsible for operating businesses and organizations permitted to operate under *EMCPA Ontario Regulation 263/20 – Stage 2 Closures* of your responsibilities. These responsibilities are important to help reduce the spread of COVID-19 in York Region, particularly as we move to reopening Ontario to mitigate the impact of any potential "second wave" of the virus. I also wish to sincerely thank business owners and residents for their past efforts and continued support in protecting our communities from COVID-19.

EMCPA, O.Reg. 263/20, requires that:

4. (1) The person responsible for a business or organization that is open shall ensure that the business or organization operates in accordance with all applicable laws, including the *Occupational Health and Safety Act* and the regulations made under it.
- (2) The person responsible for a business or organization that is open shall operate the business or organization in compliance with the advice, recommendations and instructions of public health officials, including any advice, recommendations or instructions on physical distancing, cleaning or disinfecting.
- (3) The person responsible for a business that is open to the public, or an organization responsible for a facility that is open to the public, shall ensure that the place of business or facility is operated to enable members of the public in the place of business or facility to the fullest extent possible, maintain a physical distance of at least two metres from other persons.

Under my authority as the York Region Medical Officer of Health, the following are my instructions, pursuant to O. Reg. 263/20, s. 4.(2), to all businesses and organizations during Stage 2 within York Region, effective 12:01 p.m., July -10, 2020 and continuing until 11:59 p.m. November 30, 2020:

1. To the fullest extent possible, ensure effective public health measures are in place to prevent the spread of COVID-19.
2. Public health measures include, but are not limited to, ensuring physical distancing, recommending excellent hygiene practices including hand hygiene (handwashing or the use of alcohol-based hand sanitizer), and practicing cough and sneeze etiquette.

Effective 12:01 a.m. July 17, 2020 and continuing until 11:59 p.m. November 30, 2020, my instructions to all business and organizations which operate Enclosed Public Spaces during Stage 2 within York Region are:

1. Have a policy in place to prohibit Persons<sup>4</sup> from entering the premises of the establishment that is permitted to open under the EMCPA O. Reg. 263/20 – Stage 2 Closures or remaining in the premises if the Person is not wearing a Face Covering<sup>5</sup>. Best Efforts<sup>6</sup> shall be made to only allow entry to Persons wearing a Face Covering.
2. A Person shall be exempt from wearing a Face Covering on the premises if:
  - a. The Person is a child under five (5) years of age;
  - b. The Person is compromised by wearing a face covering because of a medical condition;
  - c. The Person is unable to place or remove a face covering without assistance;
  - d. The Person requires accommodation under the Human Rights Code.
3. No Person shall be asked for proof or be required to provide information regarding their exemption.
4. The Face Covering may be removed temporarily for the following purposes:
  - a. receiving services that would require the temporary removal;
  - b. consuming food or drink;
  - c. for any emergency or medical purpose;
  - d. while actively engaging in an athletic or fitness activity including water-based activities.
5. The policy shall be applied in good faith and is intended to provide education about Face Covering use in premises where physical distancing may be difficult.
6. Post appropriate visible signage indicating that Face Coverings are required inside the premises.
7. Ensure all employees are aware of the policy and are trained on your establishment's requirements.
8. Upon request, provide a copy of the policy to a Public Health Inspector or other person authorized to enforce the provisions of the EMCPA.

 York Region



# COMMUNICATION APPROACH



Corporate Communication led the development of an education and awareness campaign targeted at York Region residents to encourage the safe use of face masks and coverings when inside public spaces, and to reinforce general public health measures to prevent the spread of COVID-19

The campaign ran from **August 4 to September 15**

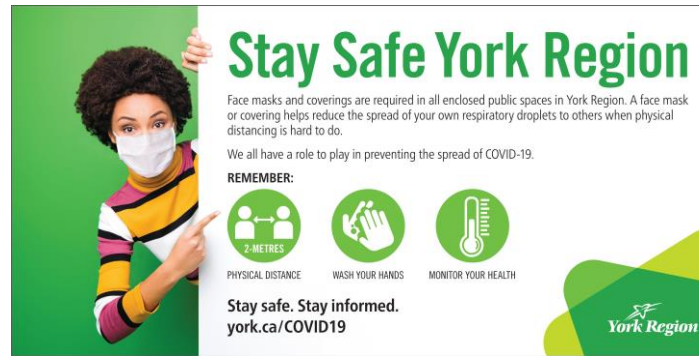
The total cost of the campaign came in at **\$175,004.02**

# IMPLEMENTATION AND RESULTS

## PRINT ADVERTISING

Reached **604,000 residents** through targeted print media

- Ads in 10 York Region media group publications, King Sentinel, Auroran and York Region Matters
- Full-page ad in King Sentinel
- Full-page ad in The Auroran






**Stay Safe York Region**

Face masks and coverings are required in all enclosed public spaces in York Region. A face mask or covering helps reduce the spread of your own respiratory droplets to others when physical distancing is hard to do.

We all have a role to play in preventing the spread of COVID-19.

**REMEMBER:**

-  2-METRES  
PHYSICAL DISTANCE
-  WASH YOUR HANDS
-  MONITOR YOUR HEALTH

Stay safe. Stay informed.  
[york.ca/COVID19](http://york.ca/COVID19)

York Region



*Wearing a mask is good for everyone!*

**STAY SAFE KING**

**JUST BECAUSE IT'S BLUE DOESN'T MEAN IT GOES IN THE BLUE BOX**

Single-use masks and gloves go in the garbage

We all have a role to play in preventing the spread of COVID-19.

Wearing a mask or face covering is NOT a replacement for

-  2-METRES  
PHYSICAL DISTANCING
-  HAND WASHING
-  MONITORING YOUR HEALTH

Learn more at [york.ca/mandatorymasks](http://york.ca/mandatorymasks)

GARBAGE

York Region



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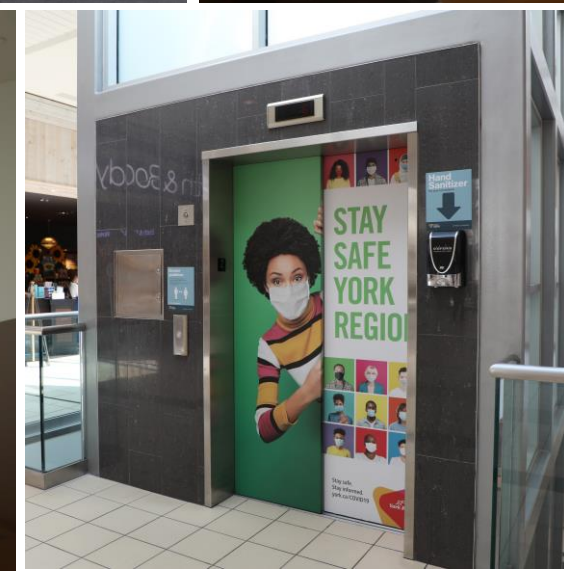


# IMPLEMENTATION AND RESULTS

## IN-MALL ADVERTISING

More than **2 million shoppers** visiting York Region malls in Newmarket, Richmond Hill, Markham and Vaughan

- Door decals, elevator wraps and digital screens at Upper Canada Mall, Hillcrest Mall and Vaughan Mill for one-month period
- Digital directory ads for one week at Markville Mall



# IMPLEMENTATION AND RESULTS

## ETHNIC MEDIA ADVERTISING

Reached **1.26 million people** through a mix of digital and print media in ethnic publications, including a **53 per cent penetration into the Chinese Canadian market**

- Digital banner ad on 51.ca
- 15-second digital ad on Fairchild TV
- 1/2 page printed ad in Sin Tao



A vertical poster with a green background. At the top left is a woman wearing a white face mask. The main title '保持约克区安全' (Keep York Region Safe) is in large green characters. Below it is a paragraph of Chinese text: '在约克区所有封闭的公共场所均需佩戴口罩和面罩。当很难做到与他人保持物理距离时，口罩或面罩有助于减少您自身的呼吸道飞沫向他人传播。' and '阻止 COVID-19 传播，我们均应从自身做起。'. Below this is the heading '谨记:' (Remember:). There are three circular icons: 1. Two people with a double-headed arrow between them and '2米' (2 meters) below, labeled '物理距离' (Physical Distance). 2. A hand being washed with water droplets, labeled '洗手' (Wash Hands). 3. A thermometer, labeled '监测您的健康状况' (Monitor Your Health Status). At the bottom left is another image of the woman in the mask. At the bottom right, the text '注意安全。随时了解信息。' (Stay safe. Get information anytime.) is followed by the URL 'york.ca/COVID19'. The York Region logo is in the bottom right corner.

# IMPLEMENTATION AND RESULTS

## SOCIAL MEDIA PLACEMENTS

Reached **1.6 million people** through the Region's owned social channels with **7.71% engagement rate**

- 61 organic social media posts on Facebook, Instagram and Twitter
- 7 paid social ads on Facebook, Instagram and Twitter



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York Region**

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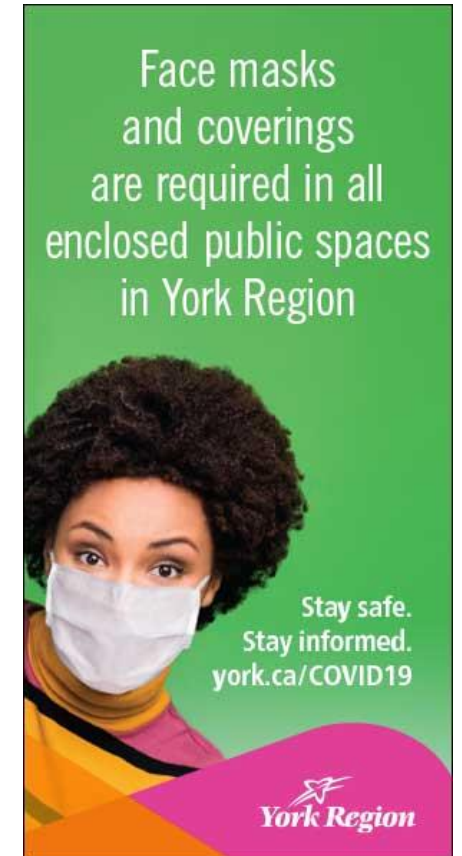


# IMPLEMENTATION AND RESULTS

## DIGITAL PLACEMENTS

Reached **953,000** people through digital placements

- 4-week digital ads through Metroland Media (yorkregion.com & the star.com)
- Geo-location targeted digital ads through Metroland Media
- Digital ad on Newmarkettoday.ca
- Promotion in #yrmatters





# IMPLEMENTATION AND RESULTS

## FILM PLACEMENTS

Reached 33,750 people through 182 showings

- 30-second ad at Stardust Drive-in Theatre
- Ad runs between August 1 — 31
- Ad also shared with Municipal partners for showings at municipal drive-in events



# IMPLEMENTATION AND RESULTS

## OUT-OF-HOME ADVERTISING

On-street exposure for the 1.2 million residents living in York Region's communities

- 33 Curbex signs throughout York Region
- 109 transit shelter displays throughout Aurora, Newmarket, Markham, Richmond Hill and Vaughan

