



# COVID-19 Across Canada —Case study

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# Converso Case Study

## COVID-19 Across Canada

Canada was hit by the first wave of COVID-19 in March 2020. Life came to a standstill as public health emergencies were declared in every province and territory. Public gatherings were banned, non-essential businesses closed, and the federal government invoked the Quarantine Act, banning non-essential travel. Those returning to the country had to self-isolate for 14-days.

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### The Challenge

Converso's clients needed to engage with stakeholders, public employees, and citizens to provide vital health and safety information that was changing hourly. Residents had numerous questions and concerns that needed to be addressed, rumours dispelled and misinformation mitigated in real time. Many clients wanted to avoid streaming platforms, which present security concerns, as well as accessibility challenges for rural and indigenous communities with limited internet access and older residents.

### The Solution

Converso was retained by government bodies and elected officials across Canada to facilitate critical conversations. With the Government of Alberta, Converso conducted over 50 sessions, including calls with senior political leaders and health officials. Converso also worked with the Alberta Emergency Management Agency to update emergency managers across the province.

The Regional Municipality of Wood-Buffalo, encompassing Fort McMurray and much of northerneastern Alberta, held 9 stakeholder sessions. Amid COVID, the Municipality was also hit by a catastrophic flood for which Converso facilitated additional events with local officials and disaster relief agencies to assist affected communities.

Converso held other COVID-related town halls for several other clients across Canada.

### The Results

Over 100 COVID-related virtual town halls reaching hundreds of thousands of Canadians.

The numbers are impressive:



100+ TTHs since March 2020



Over 1 million phone calls made



15,000+ raised hands

65 Mins.



Average Participant on for 65 min