



Covid-19 Communications Report for the 2020-2021 School Year

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August 3, 2021

INTRODUCTION

This report provides information regarding the communication efforts supporting the Covid-19 pandemic in the Anglophone West School District for the 2020-2021 school year. For the purpose of this report, communications encompass a variety of platforms, including the district-wide messaging system (School Messenger), Outlook email, website, social media and news media. Our primary audiences for these messages were families and school and district leadership. Key stakeholders such as the Department of Education and Early Childhood Development (EECD), the District Education Council, First Nations chiefs, community leaders, and Public Health were also provided with updates as situations changed.

EXECUTIVE SUMMARY

- In ASD-W, **14 schools had confirmed cases**, with three schools being affected more than once and three schools with potential exposure alerts.
- There were **16 Zone Change alerts**.
- From November 2020 to August 2021, a total of **80 emails were sent from School Messenger**. A breakdown of the type of messages is as follows:
 - Confirmed Case – 46%
 - Zone Change – 26%
 - Informational – 16%
 - Vaccinations – 8%
 - Potential Exposure – 4%
- The highest number of communications occurred in **January** and **May** due to confirmed cases and zone change alerts. In May, there were five schools with confirmed cases (out of 14 in total for the school year.)
- From August 2020 to July 2021, **335 Covid-19-related emails were sent from asdwinfo@nbed.nb.ca**, representing 30% of the total sent during that time.
- From November 2020 to July 2021, **1025 Covid-19-related emails were sent from the Director of Communications email address**, representing 21% of the total during that time.
- There were **85 website updates** made to the NEWS section of the ASD-W site.
- There were **55 social media updates** posted to the ASD-W Twitter account.
- There were **55 media inquires** from a variety of local and provincial reporters.



SCHOOLS WITH CONFIRMED CASES

There were 14 schools affected by confirmed Covid-19 cases, with New Maryland Elementary School, Townsview and Leo Hayes High School being affected more than once.

Eighteen confirmed case communications were sent in total, with more than half being sent in the last three months of school.

COVID-19 CONFIRMED CASE COMMUNICATIONS	DATE
Townsview Confirmed Case	October 30, 2020
Montgomery Street Confirmed Case	November 23, 2020
Centreville Confirmed Case	November 23, 2020
Fredericton High School Confirmed Case	December 7, 2020
Saint Mary's Academy Confirmed Case	December 10, 2020
Southern Victoria High School Confirmed Case	December 16, 2020
Woodstock High School Confirmed Cases	January 9, 2021
Townsview High School Confirmed Case	January 9, 2021
New Maryland Confirmed Case	January 11, 2021
George Street Confirmed Case	April 26, 2021
Nashwaaksis Middle School Confirmed Case	May 12, 2021
Leo Hayes High School Confirmed Cases	May 12, 2021
Leo Hayes High School Another Confirmed Case	May 16, 2021
New Maryland Another Confirmed Case	May 17, 2021
Connaught Street Confirmed Case	May 23, 2021
Priestman Street Confirmed Cases	May 24, 2021
Nackawic Senior High School Confirmed Case	June 1, 2021
Leo Hayes High School Another Confirmed Case	June 8, 2021

POTENTIAL EXPOSURES

Three schools had Potential Exposure alerts.

COVID-19 POTENTIAL EXPOSURE COMMUNICATIONS	DATE
Fredericton High School Potential Exposure	April 27, 2021
New Maryland Potential Exposure	May 12, 2021
FHS and George Street Potential Bus Exposure	May 25, 2021



ZONE CHANGES

There were 16 Zone Change alerts.

COVID-19 ZONE CHANGE COMMUNICATIONS	DATE
Zone 2 Move to Orange	November 22, 2020
Zone 3 Move to Orange	November 26, 2020
Zone 3 Back to Yellow	December 6, 2020
Zone 4 Moves to Orange	December 13, 2020
Province Moves to Orange	January 5, 2021
Zone 4 Moves to Red	January 17, 2021
Zone 3 Moves to Red	January 19, 2021
Zone 4 Moves to Lockdown	January 22, 2021
Zone 3 Moves to Orange	January 26, 2021
Zone 4 Moves Back to Red - Back to In-person Learning	February 8, 2021
Province moves Back to Yellow	March 7, 2021
Edmundston Moves to Red (Saint Mary's)	March 25, 2021
Expanded Edmundston Red Alert Level (John Caldwell)	March 29, 2021
Grand Falls Moves to Orange (John Caldwell)	April 15, 2021
Health Zone 4 Moves Back to Orange (Saint Mary's Moves to In-person Learning)	April 27, 2021
Edmundston Moves Back to Yellow (Saint Mary's Academy Update)	May 10, 2021

SCHOOL MESSENGER COMMUNICATIONS

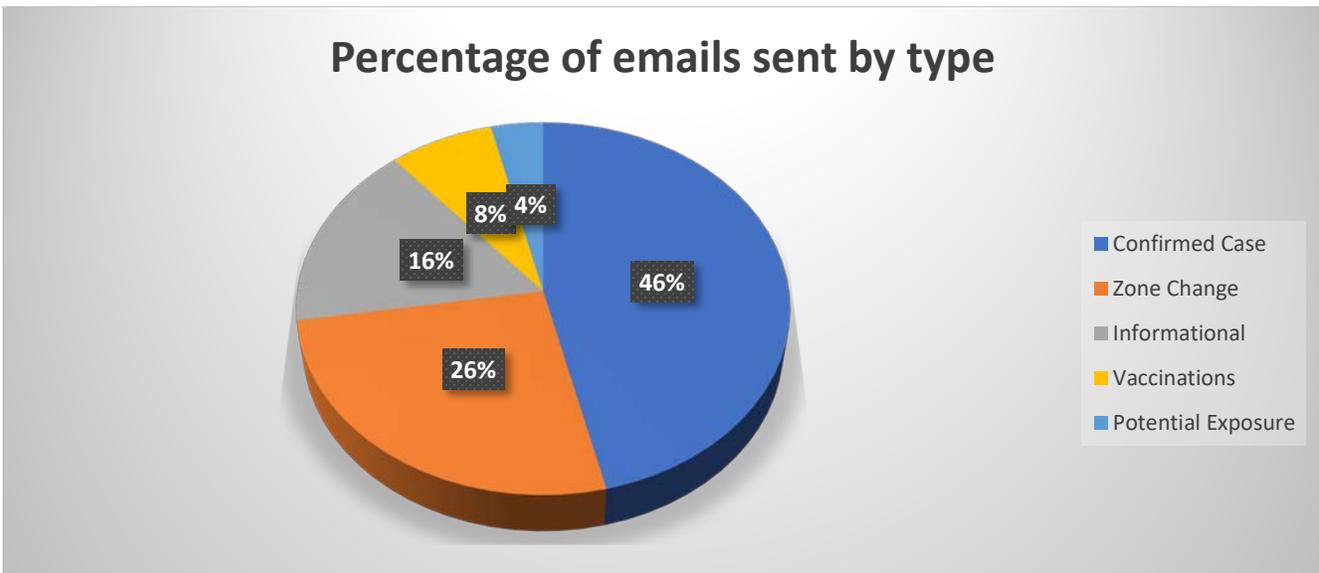
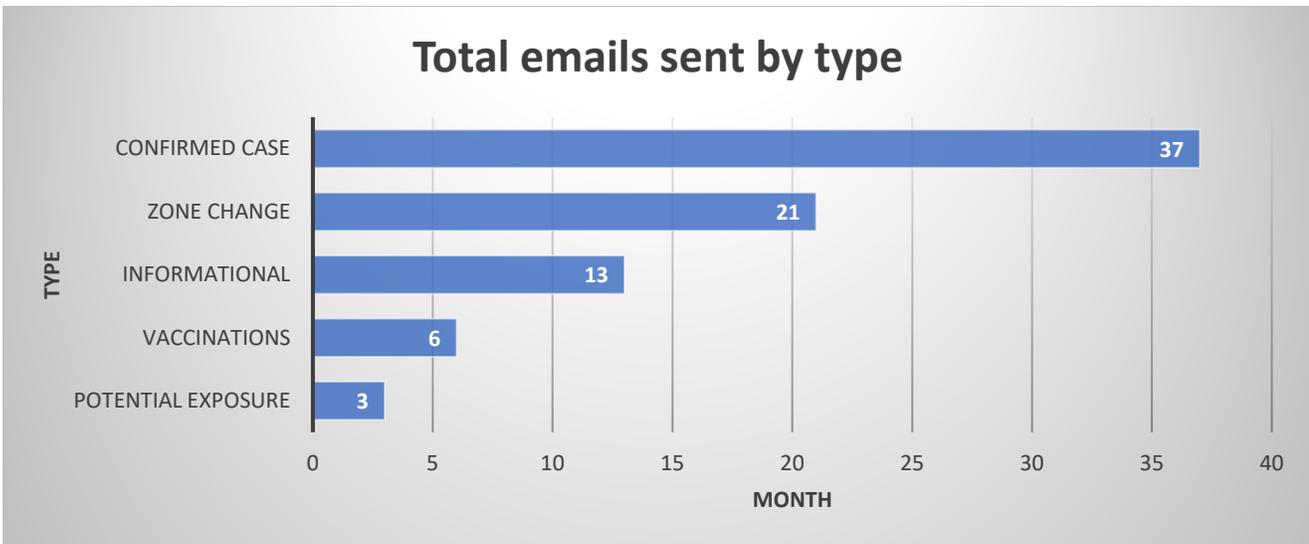
School Messenger communications can be grouped into five categories based on their subject matter: Confirmed Case, Zone Change, Informational, Vaccinations, Potential Exposure. All categories are self-explanatory, with the exception of the Informational category. Informational emails pertained to the following:

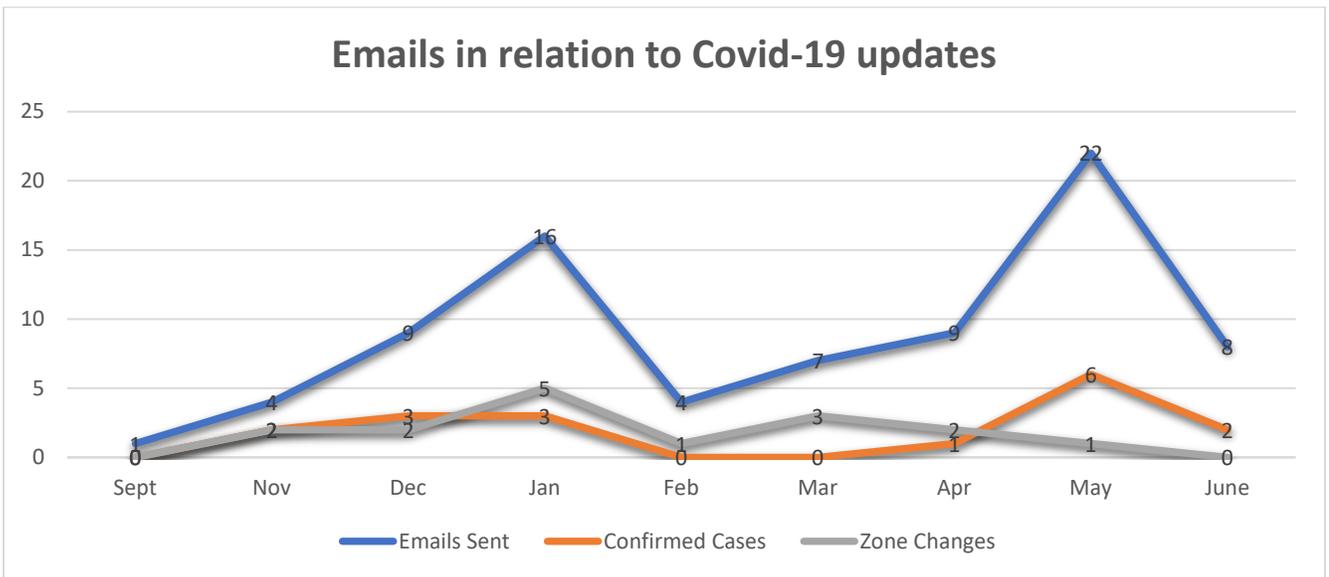
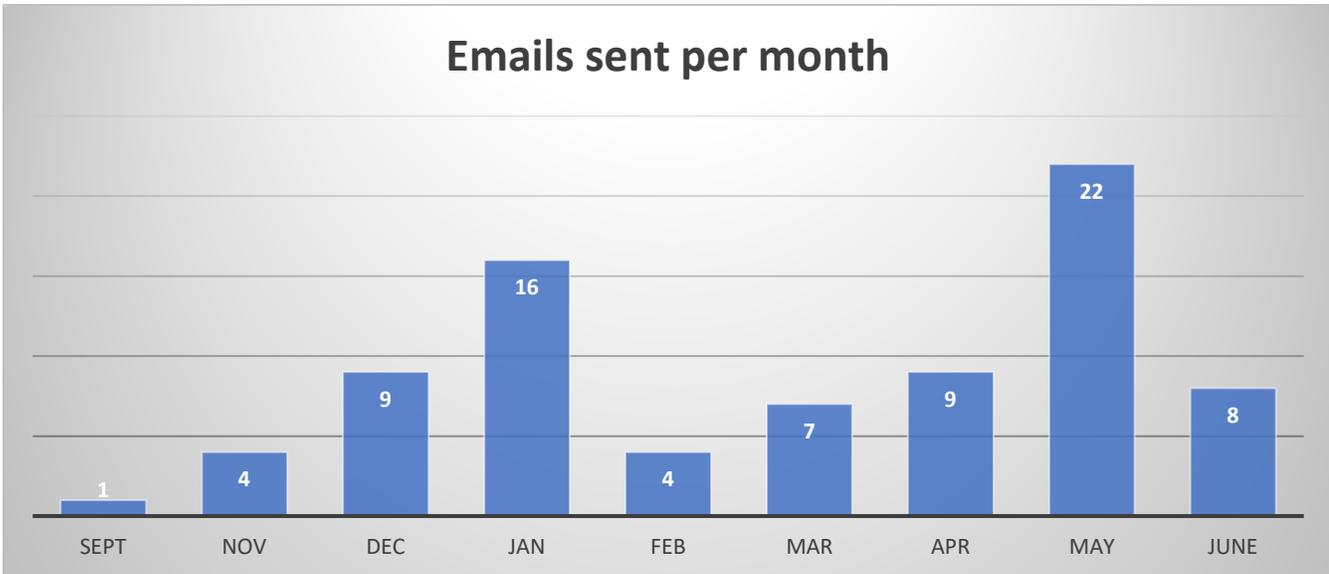
COVID-19 INFORMATIONAL COMMUNICATIONS	DATE
Return to School Documents	September 3, 2020
Holiday Guidelines	December 3, 2020
Mask Up Campaign from EECD	December 18, 2020
How to Self-Isolate Check List	January 9, 2021
Health Questions and Answers - Covid 19	January 20, 2021
Tips for Online Learning and Online Class Participation	February 10, 2021
Graduation Ceremonies Update	February 22, 2021
Move to Full-time In-person Learning	March 19, 2021



Information on Return to Full-time In-person Learning	April 8, 2021
Changes to Bus Travel Info Related to Full-time In-person Learning	April 9, 2021
Full-time In-person Learning Delayed	April 10, 2021
Full-time In-person Learning Cancelled	April 23, 2021
Early Dismissal - Tuesday, June 7 (Heat)	June 7, 2021

From November 2020 to August 2021, a total of 80 emails were sent from SchoolMessenger, with the highest percentage of emails pertaining to a confirmed case (37 emails or 46%).





As cases increased and zones changed, communications followed the same rise and fall pattern.

In January, there was a spike when zones moved into red and lockdown, and confirmed cases increased to three schools. In April and May, communications increased due to a rise in confirmed cases and zone change alerts. In May, we experienced the highest number of confirmed cases for the school year, which correlates with the highest number of communications sent out.



SOCIAL MEDIA

There were **55 Twitter posts** made by ASD-W and multiple responses to inquires regarding the posts. For example:

 **ASD-West**
@ASD_West

Zone 4 on Lockdown - Saint Mary's Academy and John Caldwell impacted. Schools will be closed and students will move to distance learning on Monday. Full details here: bit.ly/2YillbD

5:28pm · 22 Jan 2021 · TweetDeck

View Tweet Activity

1 Reply 5 Retweets 7 Likes

Reply to @ASD_West

 **kiks79** @sara66235579 Jan 22
Replying to @ASD_West @DominicCardy Are students that live in zone 4 still allowed to attend school in zone 3?

 **ASD-West** @ASD_West Jan 23
Replying to @sara66235579 @DominicCar... Hi Sara. Students in Zone 4 should not be travelling to a Zone 3 school. They will be supported remotely or online.

 **ASD-West**
@ASD_West

Confirmed Covid-19 cases at Townsview School and Woodstock High School. Public Health is requiring that all students and staff from these schools self-isolate Saturday January 9th and Sunday January 10th. More information here: bit.ly/38wqwM6

 **ASD-West**
@ASD_West

Zone 4 Moves to Red Alert level as of Midnight. John Caldwell School and Saint Mary's Academy affected. Both Schools asked to follow new red alert level directives. More on the ASD-W website: bit.ly/3oVGC7s

7:03pm · 17 Jan 2021 · TweetDeck



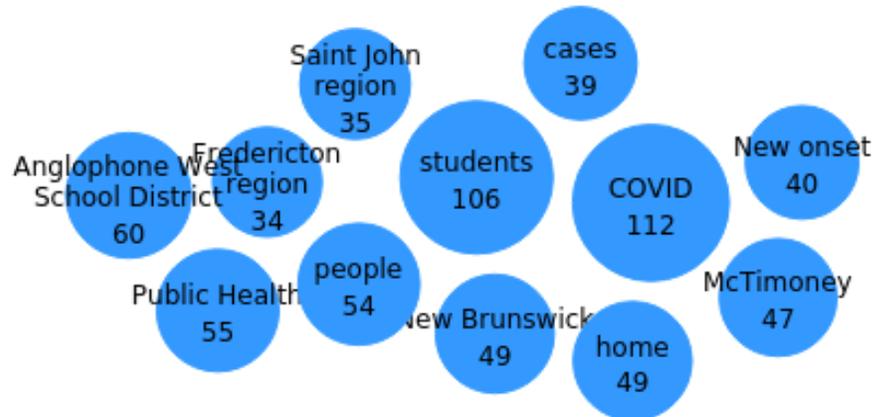
WEBSITE

There were **85 Covid-19 messages** and updates posted in the NEWS section of the ASD-W website, which pertained to confirmed cases, zone changes, vaccinations and information updates.

NEWS MEDIA

There were **55 Covid-19-related media inquiries** for newspapers, radio and TV.

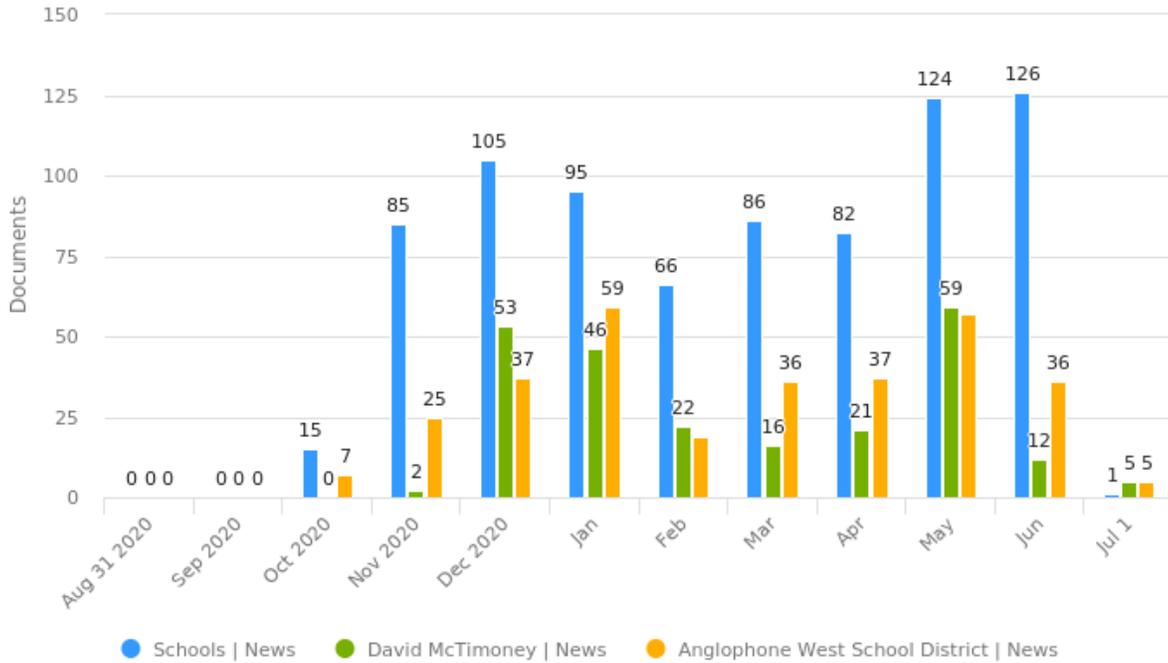
Trending Themes in News



An analysis of trending themes, using the district's media monitoring tool (Meltwater), shows that "Covid" was the dominant theme across news media associated with the topic "David McTimoney".



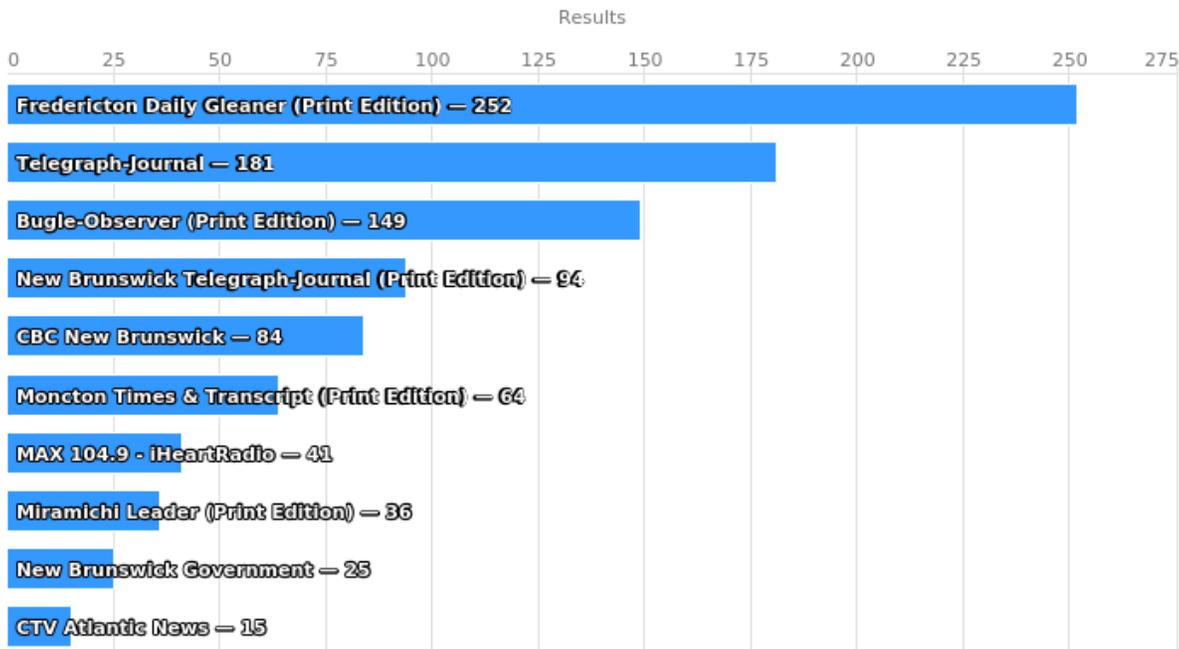
Media Exposure



Meltwater's analysis of media exposure for ASD-W, the 69 district schools and David McTimoney show that the rise and fall of media activity closely mirror the Covid-19 situation throughout the school year. For example, you can see spikes in activity around the new year when there were red and lockdown zone changes and again in May and June when we experienced our highest number of confirmed cases in schools.



Top Sources



Based on Meltwater's analysis of news coverage from September 2020 – June 2021, the Fredericton Daily Gleaner top source for the district and schools, followed by the Telegraph-Journal, Bugle Observer and CBC News.

SOURCES

Sources for this report include:

- ASD-W Media Log 2021
- ASD-W Covid-19 Communications Log 2021
- ASD-W Twitter Account
- Meltwater
- SchoolMessenger