



AFMNB

Association francophone
des municipalités du Nouveau-Brunswick

COVID-19 Operational Plan and Campaign Guide
for the May 10, 2021 Municipal Elections

Guide et gabarit

Ta campagne municipale

10.05.21

#PENSESY

Table of Contents

Background Information..... 3
Risk Assessment..... 4
Best Practices and General Guidelines for COVID-19..... 5
Campaigning under COVID-19 6
Make a Plan : Risk Assessments and Recommendations 7
Checklist 9
Appendices 10
Other resources 10
COVID-19 Screening Poster..... 15

Background Information

Municipal elections will be held on May 10, 2021 in New Brunswick. Given the context of the COVID-19 pandemic, candidates are required to develop and implement an operational plan to limit the risk of virus spread.

Candidates are required to develop an operational plan that describes how risks will be addressed to protect themselves and their communities. This plan applies to campaign offices, activities undertaken during a campaign, and individual events. This guide is intended to help candidates develop this plan, understand its scope and importance, and adapt their campaign activities based on recognized best practices.

In the appendix, candidates can find a sample operational plan, which can be modified to fit their campaign activities. The sample operational plan is shared for information purposes, to provide examples of guidelines for a wide range of activities. It is not intended to suggest that all of these activities must be incorporated into every candidate's campaign.

On the other hand, other types of activities may have been planned by a candidate and not included in the example. In that case, the tips and guidelines in this guide, as well as the tips and guidelines from New Brunswick Public Health, can be applied to determine what precautions are needed.

This tool is provided by the Association francophone des municipalités du Nouveau-Brunswick (AFMNB) to simplify the process for candidates, and to promote best practices in public health. In the event of a discrepancy between this document and the health guidelines issued by Public Health, candidates and their campaign team members must follow the guidelines provided by New Brunswick Public Health. This tool is translated with permission by the Union of the Municipalities of New Brunswick (UMNB).

AFMNB and UMNB are not responsible for public health or WorkSafe New Brunswick guidelines. However, in consultation with the appropriate authorities, the following provides suggestions of known best practices in times of pandemic.

In particular, candidates and their candidate campaign team must commit to following all recommendations from [Health Canada](#), [New Brunswick Public Health](#), [WorkSafeNB](#) and [Elections NB](#).

Risk Assessment

Public Health guidelines can change rapidly in response to a pandemic. It is essential that candidates are aware of the phase of recovery that applies to the area in which they live, work and visit. The measures suggested should be taken together to provide a layered approach to protection. Even if a candidate has been immunized against COVID-19, or has recovered from the virus, it is essential that all of these measures be implemented.

Operational plans are subject to inspection upon request from the appropriate authorities, and failure to comply with the mandatory order could result in fines.

COVID-19 is a highly contagious virus that spreads easily from person to person. In New Brunswick, the Department of Public Health has organized the threat levels into coloured phases of green, yellow, orange, red and lockdown.

Municipal elections present several risks to candidates, volunteers and citizens. The greatest risk is the close physical contact that candidates and their volunteers have with the public. Candidates and volunteers are at greater risk of being exposed to the virus. It is everyone's responsibility to protect themselves and the public from the virus.

Elections are traditionally an opportunity for candidates to communicate face-to-face and in groups about their election platform. The pandemic is forcing candidates and their supporters to adapt and find safer ways to interact with the electorate.

Best Practices and General Guidelines for COVID19

(Source: Elections Canada)

- Stay at least two metres away from other people.
- Avoid handshakes or other physical contact when meeting citizens and other candidates
- Wear a mask when interacting with people, especially when physical distance cannot be maintained.
- Stay home if you are ill or have been in contact with a confirmed or probable case of COVID-19.
- Avoid touching doorbells, doorknobs and other surfaces.
- Wash your hands frequently and thoroughly whenever possible. Use hand sanitizer frequently if you do not have access to a sink.
- Avoid handing out flyers, pins, or other materials in person.
- Regularly disinfect common surfaces and areas, such as tables, chairs and meeting rooms.
- Avoid carpooling to campaign events, or if you do carpool, reduce the risk of infection by wearing a mask, and don't have more than two people in the same vehicle.
- Keep a record of your campaign activities (canvasser's name and contact information, locations and times of canvassing, etc.) to facilitate contact tracing by local health authorities.
- Download and activate the Government of Canada's COVID-19 exposure notification application, *COVID Alert*.

Campaigning Under COVID-19

Tips

(Source : Réseau des tables régionales de groupes des femmes du Québec)

COVID-19 has changed the way we interact and operate. How do you run an election campaign in light of the health crisis? Creative leadership will be required. Think about new communication strategies and tools to reach your constituency and get your message out. You have the skills and the know-how to adapt to this situation. Be confident!

Be Informed

- Know the public health recommendations in effect and obtain the necessary protective equipment for yourself and for your supporters (e.g., campaign team, volunteers);
- Learn about the impacts of the pandemic in your municipality and include some proposals to address the situation in your operational plan;
- Plan your election strategy and communication tools in context.

Be Positive

- Adapt to new situations and expect the unexpected;
- Communicate your ideas and objectives and ensure that they are understood;
- Be creative and open-minded;
- Demonstrate empathy and listening skills towards people in the public space.

Make a Plan

Taking into consideration Public Health guidelines and the resources available, make a plan of action for your campaign that will safely get the word out to people in your community.

Campaign Activities – Risk Assessments and Recommendations

Press conference and/or community events

Many platforms allow for live streaming an event, such as Skype, Zoom and Facebook. Invite members of your community as well as the local press. It is legal to invest in advertising your campaign online.

If health regulations permit and you wish to hold the event in person, be sure to include it in your operational plan and follow all public health recommendations in effect.

Embrace the online option; in person, take advantage of outdoor gathering spaces, wear your mask, plan hand sanitizing stations, and keep two metres between you and others.

Door-to-door

Assess the health and communication risks, and follow the recommendations of the appropriate authorities. By going door-to-door, you risk making people uncomfortable. In times of pandemic, it can be surprising and even frustrating to open the door to a possible carrier of the COVID virus. Be aware that some people may be very supportive of your campaign, but do not want to be solicited at their home during a pandemic.

If this still seems like the right approach, be sure to include it in your operational plan and follow all Public Health recommendations in effect at the time of the event. Consider using social media to notify the community of your door-to-door schedule and route.

Embrace phone solicitation and social media. If you choose to go door-to-door, wear a mask and after knocking or ringing, take two steps back. Respect the citizen's reaction, they may not be comfortable opening up and welcoming your presence. Protect yourself and the other person. Wear your mask and invite the person to talk with you outside. Keep a distance of two metres between you. Carry hand sanitizer with you and use it between visits. Keep a record of encounters to help trace contacts in the event of an outbreak.

Leaflet distribution

When distributing flyers, consider your options. To limit contact, you could use Canada Post's direct mail service for neighbourhood mail.

You or your volunteers can also deliver leaflets directly to homes without contact by leaving them in mailboxes or at the door. If you choose this approach, be sure to include it in your operational plan.

Putting up posters

Putting up posters does not involve interaction with the public, but be sure to include appropriate measures to limit the risks to the volunteers who put up the posters. The operational plan should include consideration for wearing masks and maintaining distance between volunteers when carrying signs. Cleaning and disinfecting shared tools and frequent contact surfaces should be considered.

Fundraising

It is common for candidates running for municipal office to receive financial contributions from individuals or businesses as part of their election campaign. Although monetary transactions and cash exchanges do not appear to be a route of contamination, preventive measures can be taken to limit a potential risk. (Source: Institut national de Santé publique du Québec)

Limit hand-to-hand exchanges of bills, coins and cheques: favour contactless payment such as bank transfer. If cash transactions take place, wear your mask, try to limit the time of the interaction and keep a distance of 2 meters from your contributor. Be vigilant about hand hygiene after the transaction.

Volunteer training

Several online platforms, such as Skype, Zoom and Facebook, can be used to allow for remote volunteer training.

If you choose to train your volunteers in person, it is important to consider the capacity of the room you are using in order to respect the social distance of two meters. Wearing a mask and disinfecting surfaces will also be important.

Transportation Service

If you offer a transportation service for citizens who need a ride to the polls, consider actively screening people who request the service for COVID-19 symptoms. Limit the number of people in the car, require masks to be worn and ensure that the vehicle is disinfected between trips.

Campaign Office

For larger municipal campaigns, it may be useful to have a headquarters from which to coordinate all campaign activities, and some may even hire staff. If this is the case, a more detailed operational plan, consistent with WorkSafe New Brunswick requirements, would be in order.

Election Night Rally

While Election Night usually means a big rally for candidates, their teams and supporters, this year will be different.

Any rally must comply with the current alert phase restrictions, and must respect the capacity of the room as well as social distancing and the wearing of masks inside and outside. So, if you choose to hold a gathering, be sure to limit invitations.

Checklist

- o Write the campaign operational plan
- o Identify the person responsible for updating the plan and implementing it
- o Share the plan with your campaign team
- o Appendix A – Sample Operational Plan: Madame Fictive
- o Appendix B – Sign-in Sheet for Contact Tracing
- o Appendix C – Transportation Service Sign-in Sheet, to be used if the service is offered
- o Appendix D – COVID-19 Active Symptom Screening, to be printed and provided to each team member, also available in digital format
- o If headquarters - print and display COVID19 posters
- o Purchase personal protective equipment for the campaign team
 - Masks
 - Hand sanitizer
 - Disinfectant wipes

Appendices

Appendix A – Sample COVID-19 Operational Plan, ‘Madame Fictive’

Appendix B – Sign-in Sheet for Contact Tracing

Appendix C – Transportation Service Sign-in Sheet for Contact Tracing

Appendix D – COVID-19 Active Symptom Screening Poster

Other Resources

[Élections municipales 2021 – Parcours de la candidate – Réseau Table des femmes](#)

[Guidelines for Campaigning during COVID19 – Elections BC](#)

[Campaign Guidance for canvassing during COVID-19 – Elections Canada](#)

[COVID-19 Operational Plan Template – WorkSafe NB](#)



APPENDIX A : SAMPLE COVID-19 OPERATIONAL PLAN

Candidate : Madame Fictive **Tel.** : 506-555-5555 **Email** : mmefictive@courriel.ca

Press Conference

Preventive measures:

- Will be held on candidate's Facebook page.

Door-to-Door

Prevention measures :

- Wear a mask at all times;
- Use hand sanitizer between each location visited;
- Respect the physical distance of 2 meters;
- Keep a register of people visited with address, date and time;
- Installation of the COVID Alert application.

Campaign stops/gatherings

Prevention measures :

- Wear a mask at all times;
- Use hand sanitizer;
- Respect the physical distance of 2 m;
- Respect the capacity of the room;
- Keep a register of those present.

Flyers / Handouts

Prevention Measures :

- Campaign flyers will be mailed using Canada Post's Neighbourhood Mail service; and/or
- Flyers will be distributed to citizens' mailboxes by volunteers, without direct contact.
- Volunteers will frequently use hand sanitizer when preparing and distributing flyers.

Posters

Prevention measures:

- Volunteers will wear masks at all times, carry hand sanitizer and respect the physical distance of 2 m;
- Keep a record of who has been in contact during the distribution/installation
- There will be no carpooling unless the Steady 15 list is followed;
- Shared tools will be disinfected between uses.

Fundraising

Preventative Measures:

- Supporters are encouraged to use bank transfers.
- Where possible, cheques will be mailed.
- Masks will be worn at all times during face-to-face transactions, hand washing or disinfection will take place and the physical distance of 2 meters will be respected.
- Keeping a record of who has been in contact.

Training of volunteers

Preventive measures:

- Will take place online via video conferencing.

Transportation Service

Prevention Measures:

- Citizens who want to use the service will be actively screened for COVID symptoms.
- Each vehicle can carry one driver and one passenger, with the passenger in the back seat furthest from the driver.
- Masks and hand sanitization will be mandatory.
- The driver will disinfect the vehicle between each trip, ensuring that the high contact areas of the vehicle are thoroughly cleaned using disinfecting wipes.
- Keep a logbook.

Rally – Election Night

Preventive Measures:

- Will only take place during yellow or orange phase, and in accordance with restrictions on May 10, 2021.
- Participation is by invitation only and participants must complete the COVID active screening questionnaire.
- Mask wearing, hand sanitization and physical distancing are mandatory.
- Attendance record kept.

Appendix B – Sign-in Sheet for Contact Tracing

Date :	Activity :
Address :	
Registrar :	Telephone :

	Date	Time	First Name	Last Name	Tel.
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

Appendix C – Transportation Service Sign-in Sheet for Contact Tracing

Date :	Municipality and candidate :
Driver :	Tel :

	Address	Time	First Name	Last Name	Tel
1		Leave :			
		Return :			
Active Screening (initial) :					
			Vehicle Disinfection (initial) :		
2		Leave :			
		Return :			
Active Screening (initial) :					
			Vehicle Disinfection (initial) :		
3		Leave :			
		Return :			
Active Screening (initial) :					
			Vehicle Disinfection (initial) :		
4		Leave :			
		Return :			
Active Screening (initial) :					
			Vehicle Disinfection (initial) :		

ATTENTION



If you answer **'YES'** to any of the following questions, **DO NOT ENTER** this building. Please return home and self-isolate.

- Do you have **TWO (2)** of the following symptoms that are not related to a known pre-existing health condition (i.e., seasonal allergies)? If **YES**, you should be tested for COVID-19.



Fever



Cough (or worsening cough)



Diarrhea



Loss of sense of smell and taste



In children, purple markings on the fingers and toes



Runny nose



Sore throat



Muscle pain



Headache



Fatigue/ exhaustion

- Have you been advised by Public Health, a health-care provider or a peace officer that you are currently required to self-isolate?
- Are you waiting for a COVID-19 test or COVID-19 test results AND have been told you need to self-isolate?
- Have you travelled outside of New Brunswick in the past 14 days (unless exempt from self-isolation)?
- Has an individual in your household returned from outside of New Brunswick in the past 14 days for any reason, and now someone within the household has developed one or more symptoms of COVID-19 as listed above?

If you answered **'NO'** to the above questions, **YOU MAY ENTER** the facility.

If you are experiencing any symptoms, you should get tested. You can register for a test online by clicking 'Get tested' on the GNB Coronavirus website, calling Tele-Care 811 or by contacting your primary health-care provider.