



# COVID-19

## Integrating announcements into web content

For discussion  
Theme Management Committee

April 3, 2020



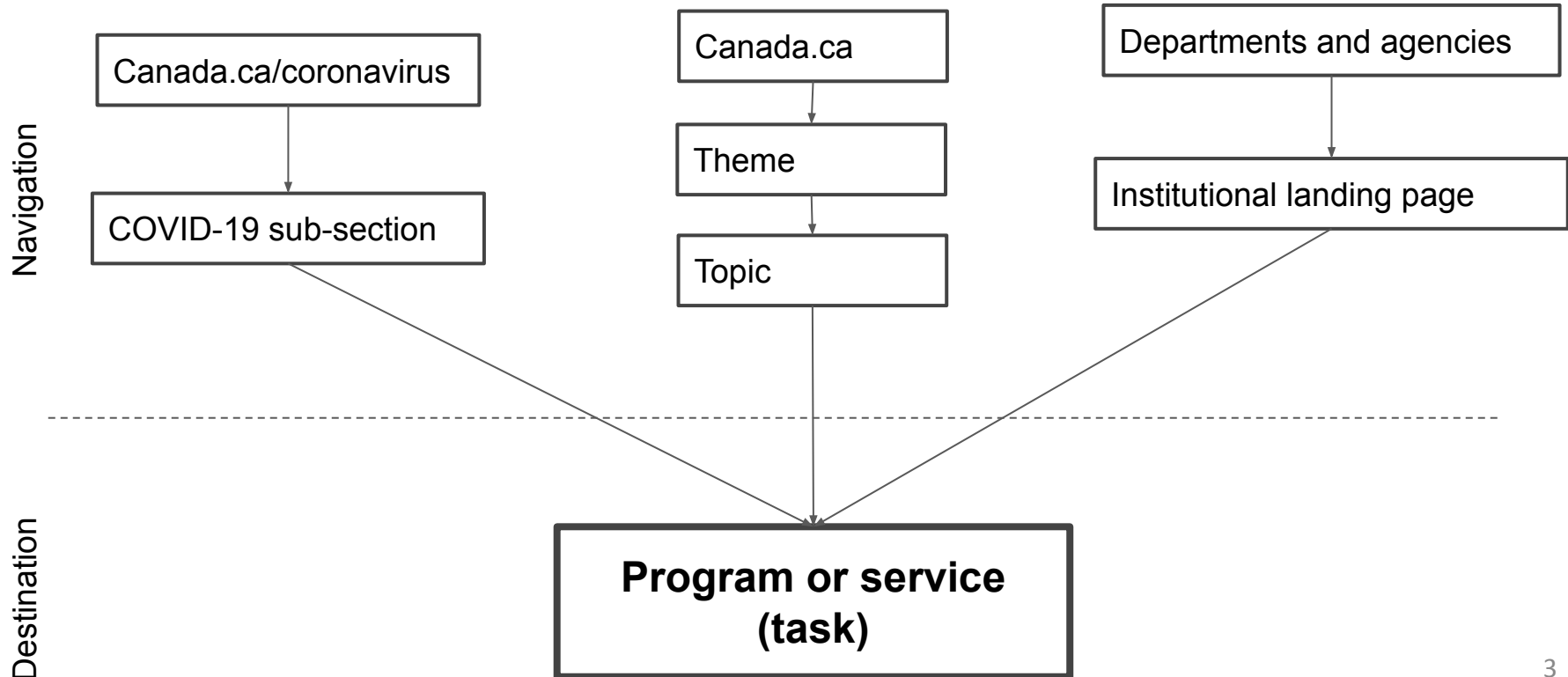


# Multiple navigation paths

People should be able to get to content they need to complete their tasks, whether they start their journey:

- at [Canada.ca/coronavirus](https://Canada.ca/coronavirus)
- at the institutional level
- at the theme or topic level

# Get people to the tasks





## Priority issues to solve

1. No info on specific service pages (e.g.: EI regular benefit, CCB, GSTC, Work-sharing program)
2. Unnecessary duplication of high-level information



# Approach: Sequencing the updates

1. Announcement

2. High-level summary

3. Detailed summary

4. Service update

## Goal:

Progressively get more detailed and task-oriented content available to people

# CERB - Step 1 - News release



## Government introduces Canada Emergency Response Benefit to help workers and businesses

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From: [Department of Finance Canada](#)

### News release

March 25, 2020 - Ottawa, Ontario - Department of Finance Canada

**The Government of Canada continues to take action to help Canadians and businesses facing hardship as a result of the COVID-19 outbreak. Learn more about the latest measures at [Canada's COVID-19 Economic Response Plan](#).**

The Government of Canada is taking strong, immediate and effective action to protect Canadians and the economy from the impacts of the global COVID-19 pandemic. No Canadian should have to choose between protecting their health, putting food on the table, paying for their medication or caring for a family member.

To support workers and help businesses keep their employees, the government has proposed legislation to establish the Canada Emergency Response Benefit (CERB). This taxable benefit would provide \$2,000 a month for up to four months for workers who lose their income as a result of the COVID-19 pandemic. The CERB would be a simpler and more

accessible combination of the previously announced Emergency Care Benefit and Emergency Support Benefit.

# CERB - Step 2 - High-level summary



## The new Canada Emergency Response Benefit

We will provide a taxable benefit of \$2,000 a month for up to 4 months to:

- workers who must stop working due to COVID19 and do not have access to paid leave or other income support.
- workers who are sick, quarantined, or taking care of someone who is sick with COVID-19.
- working parents who must stay home without pay to care for children that are sick or need additional care because of school and daycare closures.
- workers who still have their employment but are not being paid because there is currently not sufficient work and their employer has asked them not to come to work.
- wage earners and self-employed individuals, including contract workers, who would not otherwise be eligible for Employment Insurance.

**Application details will be available through [My CRA](#) and [My Service Canada](#), early April.**

[Learn more](#)

# CERB - Step 3 - Detailed summary



## Revised high-level summary

### ▼ [Canada Emergency Response Benefit \(CERB\)](#)

We will provide a taxable benefit of \$2,000 a month for up to 4 months to eligible workers who have lost their income due to COVID-19.

A portal with a simple questions will help us direct you to the service option that best fits your situation (i.e. eligibility for Employment Insurance benefits or not).

[Apply for the CERB](#)



## Detailed summary

### Canada Emergency Response Benefit

#### Coronavirus disease (COVID-19)

#### What is the Canada Emergency Response Benefit

If you have lost income because of COVID-19, the Canada Emergency Response Benefit (CERB) will provide you with temporary income support.

The CERB will provide you with \$500 a week for up to 16 weeks.

#### How to apply

We will start accepting applications on April 6.

Prior to April 6, individuals who are without work and are eligible for EI can continue to [apply for Employment Insurance](#).



# CERB - Step 4 (draft) - Service initiation template



Draft / prototype

[Home](#) > [Benefits](#) > [Employment insurance and leave](#) > [Canada Emergency Response Benefit](#)

## Canada Emergency Response Benefit (CERB)

### How to apply

Answer a few questions to determine whether to apply for the Canada Emergency Response Benefit with EI or through a CRA My Account.

**Thinking about your main source of employment income in the last year - were you an employee or self-employed?**

- ☐ I was self-employed
- ☐ I was an employee

Report a problem on this  
page

[Share this page](#)

#### Sections

- ☐ [Who can apply](#)
- ☐ [How much you can get](#)
- ☒ How to apply
  - ☐ [How to apply through CRA](#)
  - ☐ [How to apply through EI](#)
- ☐ [How we send the payment to you](#)
- ☐ [Contact the CRA](#)



## Example: the new CERB

- CRA and ESDC launched what constitutes a “detailed summary” yesterday - not yet a fully integrated, task-based content
- The high-level summary on the COVID-19 page was reduced, and is now linking to the detailed summary
- Next step: integrate the content into a task-based set of pages, ideally using the service initiation template

# Step 1 - Announcement



## 1. Announcement

2. High-level summary

3. Detailed summary

4. Service update

Navigation

Canada.ca/coronavirus

Canada.ca

Departments and agencies

Theme

COVID-19 sub-section

Topic

Institutional landing page

Destination

**Task or service**  
Add alert linking to news release



# Step 1: Announcement

- News release
- Alert added to the service page ASAP, pointing to the news release (only until high level summary content is available)
- **Timing:** immediately, at announcement

Make the alert contextual, specific and direct - not a general notice about covid

**Do:** Covid-19: Proposed changes to the Canada Child Benefit

**Don't:** Please read our latest notice on Coronavirus

\*Only link to the news release if you are unable to get a high level summary in time for the announcement. Direction to heads of comms is to prioritize getting that content developed ahead of time to avoid linking to the news release.

# Step 2 - High-level summary



1. Announcement

**2. High-level summary**

3. Detailed summary

4. Service update

Navigation

Canada.ca/coronavirus

Canada.ca

Departments and agencies

Theme

COVID-19 sub-section  
**Add high-level summary**

Topic

Institutional landing page

**Program or service**  
**Point alert to high level summary**

Destination



## Step 2: High-level summary

- High-level summary: added to the covid-19 pages, with a link to the specific service
- Replace links in the alerts to point to the high-level summaries (not the news release)
- If needed: departments can point to the high-level summaries - Don't duplicate
- If needed: high-level summary can link to News release
- **Timing:** as soon as possible

# Step 3 - Detailed summary



1. Announcement

2. High-level summary

**3. Detailed summary**

4. Service update

Navigation

Canada.ca/coronavirus

Canada.ca

Departments and agencies

Theme

Topic

COVID-19 sub-section  
**Reduce summary**  
**Link to detailed summary**

Institutional landing page

Destination

**Program or service**  
**Add detailed summary**  
**Point alert to detailed summary**



## Step 3: Detailed summary

- Detailed summary: added to the service/program pages
- Replace links in the alerts to point to the detailed summaries (not the high-level summaries)
- Reduce content in the main covid pages to the bare minimum, and point to detailed summaries in the tasks pages
- **Timing:** as soon as enough details are available



# Step 4 - Service update or launch



1. Announcement

2. High-level summary

3. Detailed summary

4. **Service update**

Canada.ca/coronavirus

COVID-19 sub-section  
**Point to service page**

Canada.ca

Theme

Topic

Departments and agencies

Institutional landing page

**Program or service**  
**Add/Launch updated content**  
**Remove alert**



## Step 4: Service update or launch

- Stable, task-focused content added to the service/program pages
- Use the [service initiation template](#)
- Remove alerts in service pages
- **Timing:** as soon as the policy details are stable



## Responsibilities of departments

- Don't duplicate announcements and high-level information - link to it
- Update impacted services **ASAP**: link to high-level summary until you can flesh out a detailed summary
- When details are known: update your service pages with task-based content

\* **Service disruptions:** if service level is impacted, update the relevant service pages - consider a departmental page if there are many service disruptions



## Some content doesn't fit in that model

- Some supporting content doesn't fit in this model, especially when it's not a “measure” or an announcement
- This supporting content may need to be connected to:
  - the topic tree
  - the main COVID-19 area, where it makes sense
- **Work with your theme lead** to determine where it belongs

Overall IA diagram



Questions?