



# COVID-19 - Using alerts

Developing web content as one government



# Updated alert guidance



**Latest** guidance on alerts for crisis comms:

<https://design.canada.ca/crisis/alerts.html>

# Alerts = content about content



## Alerts - Service initiation

1. [Step / section page name]

2. [Step / section page name]

3. [Step / section page name]

4. [Step / section page name]

5. [Step / section page name]

6. [Step / section page name]

### Limited service availability

This service is affected by the outbreak of coronavirus (COVID-19).

[Check service status updates](#)

## 1. [Step / section page name]

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Et a adipisci nostrum optio dolorum sint ipsa facilis nisi quisquam laboriosam.

- Meant to draw attention to changes in regular content
- Examples: service disruptions, upcoming policy or service changes

# Where are alerts useful?



A doormat on a topic page to point to new content

## Services and information

### [Managing your business during the COVID-19 outbreak](#)

How to support your employees and get prepared. Information on international trade, business travel and events.

### [Maintain your federal corporation](#)

Filing annual returns or making changes to federal corporations electronically.

## Most requested

- [File annual return with Corporations Canada](#)
- [Corporate Social Responsibility Toolkit](#)
- [Phasing out the penny](#)
- [Financial benchmarking tools and ratio calculators](#)

- Alerts are well suited for “service level” pages to highlight things like:
  - Service disruptions
  - Upcoming important changes
  - Recent important changes
- **Might** have use on nav pages - but in many cases a new doormat would serve the same purpose
- Limit use of alerts so that they continue to have impact

# Alerts = short and simple



## Alerts - Contact page

### Limited service availability

Due to the coronavirus (COVID-19) outbreak, you may experience longer than normal wait times on our phone lines. The automated phone lines are available. If possible, use the online self-service options.

[Check service status updates](#)

### Most requested

[Issues with payments to the CRA](#)

[Get in-person tax help](#)

[Change address or details](#)

[Direct deposit and banking](#)

[Report a scam](#)

[Represent a client](#)

- Describe the impact on the user
- If including a link, use only one

# When and for how long



## Seasonal Agricultural Worker Program

If you'll be working in the Seasonal Agricultural Worker Program, you're not eligible to apply for a work permit at a POE.

### **i** Biometrics

Generally, you need to give [biometrics](#) if you apply for a work permit. If you're **eligible** to apply at a Canadian POE you can give your biometrics when you apply at these [POE locations](#).

You must start and finish your application at the same POE.

Next: [How to apply](#) →

This is a note that is being emphasized - not an alert

- Use for temporary situations and significant changes
- Avoid using alert styles just for emphasis

# Minimize the number of alerts on each page



## Travel and tourism

Information on how to have a safe and enjoyable journey whether you are travelling in Canada or abroad.

Follow:



**IMPORTANT**  
Avoid non-essential travel outside Canada

COVID-19: Your safety and security outside Canada

Item 1 of 3

▶ Play

This competes with the alerts

### ! Coronavirus disease (COVID-19)

An official global travel advisory is in effect: Avoid non-essential travel outside Canada until further notice.

Check the [Pandemic COVID-19 travel health notice](#).

Check our [Travel Advice and Advisories](#) for more information.

Check our [COVID-19 safety and security advice for Canadians abroad](#).

If you need financial help to return to Canada, check [COVID-19: Financial help for Canadians outside Canada](#).

! [Avoid all cruise ship travel](#) due to COVID-19.

Services and information

Most requested

# Different types of alerts for different situations



## Which alert to use

**Danger alert (red)** Use only if the service is cancelled or if there's a risk to health or safety to Canadians in completing an activity.

**Warning alert (yellow)** Use for delays, closures at certain locations, and other types of service disruptions.

**Info alert (blue)** Use for the length of time an application method takes, changes in wait times on a phone line, messages that there is no service disruption for a particular service if that is generating inquiries.

**Success alert (green)** Use when a service disruption is resolved.

- **Red and yellow** - makes sense for warnings and danger
- **Blue and green** - might make more sense for policy and service changes as part of the government response



# Alerts that repeat on several pages



If the alert is long, it's no longer an alert

The screenshot shows the Government of Canada website header with the Canadian flag, the text "Government of Canada" and "Gouvernement du Canada", a search bar with "Search Canada.ca", and a "Français" link. Below the header is a "MENU" dropdown. The breadcrumb trail reads "Home > Travel and tourism > Canadian passports". The main content area features a large red alert icon followed by the heading "Passport services at all Service Canada offices are suspended until further notice". Below the heading is a paragraph: "If you need to travel urgently, you can get passport services if you" followed by a bulleted list of criteria. The list includes: "have a serious illness", "must tend to the serious illness or death of someone you know", "will have financial problems from the loss of a job or business" (with a sub-bullet: "If you've made plans to travel that are at risk, this **doesn't count** as a reason for urgent passport services."), and "must travel for humanitarian reasons" (with a sub-bullet: "This must be supported by the organization you work with."). Below the list is another paragraph: "You must wait to submit your passport application if" followed by a final bullet point: "you don't meet the criteria for urgent travel".

- Better to keep alert on each page very short, with a link to a new "Passport services are suspended" page