

Outreach will help Albertans connect to COVID-related resources

December 15, 2020 [Media inquiries](#)

Alberta's government is stepping up with new outreach programs and supports specifically for communities with very high rates of COVID-19 infection and transmission.

Alberta Health has identified 11 such communities in Edmonton and Calgary.

Starting Dec. 15, a number of new programs and supports will be available to residents in these communities. They include:

- Self-isolation hotels and financial aid
 - Individuals in these areas who test positive for COVID-19 will be eligible for a free-of-charge hotel room stay of 14 days, complete with culturally appropriate food.
 - These individuals will also be eligible for temporary financial aid in the amount of \$625 when they have completed their self-isolation.
- COVID Care Teams
 - These community-led outreach teams will provide on-the-ground supports and interventions to limit the spread of the virus.
 - Care packages with masks, sanitizer, and information in multiple languages will be delivered in these areas.
 - Safe transportation to COVID-19 assessment and testing facilities will be available.
 - Outreach will be led and supported by community leaders and local faith and settlement organizations. Translators will also provide support if necessary.
- Public awareness campaign

- The Government of Alberta has developed an outreach campaign to communicate important public health information directly to Albertans who may have English language barriers through expanded access to translated materials and other supports.
- Messages will be delivered in 10 languages through radio, television and print advertising, as well as through various social media channels and web platforms.

“This pandemic has had a profound impact across the province, touching all our communities and all sectors of our economy – but for some, this impact has been even more severe. Alberta’s government will provide extra help to protect families in communities dealing with high rates of spread. We need to meet people where they are and help them to stay safe.”

Jason Kenney, Premier

“We want to take a supportive and collaborative approach to helping those communities who are feeling the greatest impact. Through compassionate efforts we will reach across barriers and provide our neighbours with the information and supports they need to keep their families safe.”

Tracy Allard, Minister of Municipal Affairs

“Albertans from all backgrounds have been impacted by the pandemic. The Government of Alberta recognizes that bold ideas are needed to protect the safety of all Albertans. I want to thank community leaders for helping Alberta’s government develop a caring and compassionate strategy that addresses the needs of their respective communities. We will overcome the challenge of this pandemic, and we will do it together.”

Kaycee Madu, Minister of Justice and Solicitor General

“We are working in partnership with leaders of cultural and community based organizations to provide information and supports for those in need. These organizations best understand the needs of communities and we thank them for their dedication and commitment to helping deliver these services.”

Rajan Sawhney, Minister of Community and Social Services

“Working in partnership brings communities together and makes our efforts stronger. Many of us grew up hearing Vasudev kutumbakam (the world is one big family). Thank you to Premier Kenney and his government for bringing us all together as one big family, through this combined effort. I am confident that by sharing resources, best practices and leveraging mutual supports and expertise we will create awareness and come out stronger together as a community.”

Rekha Gadhia, BAPS Swaminarayan Mandir-Calgary

“As an organization focused on supporting immigrants and newcomers, we know firsthand the devastating impacts COVID-19 can have on communities already facing multiple barriers. This announcement is a first step towards utilizing and maximizing existing and new data. We commend the government for creating such targeted programs informed by evidence to support these communities in responding and limiting the spread of COVID-19.”

Sharif Haji, executive director, Africa Centre

Alberta’s government is responding to the COVID-19 pandemic by protecting lives and livelihoods with precise measures to bend the curve, sustain small businesses and protect Alberta’s health-care system.

Background

The 11 communities experiencing the highest rates of spread face some barriers that are more prevalent in their communities, including:

- Employment in public-facing, higher risk jobs – e.g. front-line health care, maintenance, transportation.
- Higher density living arrangements driven by below average incomes, often with multi-family or multi-generational homes.
- More newcomers to Alberta who may not have supports in place.
- Higher proportion of individuals with English language barriers.

Multimedia

- [Watch the news conference](#)
- [View photos from the news conference](#) *(will be added after the event)*

- [B-roll footage of COVID care packages](#)