

# Partner Onboarding Package

Thank you so much for joining the “We are Allies” campaign. The project team at Trans Care BC (TCBC) is excited that your organization has decided to partner with the campaign. Your contributions are invaluable. Below are the six key steps to get onboarded to the campaign.

## **Background**

**Why:** The Information Project was created in response to the increased spread of misinformation targeting gender-affirming care for trans, Two-Spirit, and non-binary (TTNB) youth. This 14-month Health Canada funded project uses a co-design and evidence-based approach to address misinformation aimed at care for TTNB youth, based on available evidence and an expertly crafted social marketing communications campaign.

**What:** Trans Care BC has partnered with community leaders and organizations across Canada to guide this project, including researchers from the University of British Columbia. Learning from transgender, Two-Spirit and non-binary youth, their families, and healthcare providers, we will use co-created resources that dispel harmful narratives and disrupt misinformation. The project will highlight trans, Two-Spirit and non-binary joy and storytelling, and share knowledge and research related to best practices in youth gender health.

**How:** Resources will be shared through allied organizations and messengers in a coordinated way to amplify the content. The campaign messages will reach the general public through media dissemination. Materials will be hosted on a website and will support healthcare providers, families, and TTNB youth to identify and address misinformation.

## **1. Watch the Show n’ Tell Video**

To begin the onboarding process, please watch this 1-hour recording of a [recent show n’ tell](#) (Password: !T6^U63A) of the video assets and website of the campaign. This recording will help you and your colleagues get familiarized with the purpose, how the campaign was shaped, key messages, and how the information is organized.

## **2. Read Frequently Asked Questions**

Please review [this FAQ](#) with common questions we have received from organizations considering partnering with the campaign. If you have any additional questions or clarification needs, please feel free to reach out to us ([tcbcpartners@phsa.ca](mailto:tcbcpartners@phsa.ca)).

## **3. Sign the Partner Agreement**

Once you have reviewed the recording and FAQ and your organization has decided to join the campaign, please email us at [tcbcpartners@phsa.ca](mailto:tcbcpartners@phsa.ca) and we will send you an agreement (via DocuSign) for you to review and sign with the following key points and expectations:

- Endorse project messages by sharing your organization’s logo on the website’s coalition page to show support AND/OR sharing project materials through your social media or other communications networks.
- To support this collaboration, Trans Care BC will:

- Commit to sharing content and release dates in advance and incorporate feedback in a timely way.
- Provide organizational support through its umbrella organization, the Provincial Health Services Authority (of British Columbia) as the backbone organization for this initiative.
- Let the level and duration of participation be at the discretion of each partner.
- Through the campaign activities, Trans Care BC will offer partners:
  - Orientation materials and sessions to prepare for the launch and access materials.
  - Support meetings during and after the launch so that allies can discuss successes and challenges associated with sharing the materials.

#### **4. Send logo(s)**

Once your organization has signed the partnership agreement, please send your organization's logo(s) and social media details using [this form](#).

#### **5. Watch the Onboarding Video**

Once we have received your agreement and logo, we will send you access to OneHub, the content storage platform being used for the campaign. To learn more about the posting schedule and how to access and use the campaign materials on OneHub, please watch [this 1-hour tutorial video](#) (Password: 2hR6%UKY).

#### **6. Attend Support Meetings (as needed)**

TCBC has set-up weekly, virtual support spaces for partners to attend to discuss good news, challenges, and backlash. This will be a collaborative space for TCBC to provide input and suggestions and for peer sharing learnings among partners. There will be two streams as part of these sessions, including:

- Communications staff needing guidance and support with key messages and responses to social media, especially with any backlash; and
- TTNB people impacted by the campaign needing support.

As part of being a partner, we will send you access to these sessions on MS Teams. If you did not receive these links with your OneHub log in, please reach out to us [tcbcpartners@phsa.ca](mailto:tcbcpartners@phsa.ca).

#### **Closing**

Thank you again for your key contribution to make this campaign a success. We look forward to sharing many successes along the way. And we welcome your feedback to strengthen our work together. Please feel free to reach out and share your ideas or needs ([tcbcpartners@phsa.ca](mailto:tcbcpartners@phsa.ca)). We will try our best to help.