

From severe economic damage to enormous loss of life, all countries have been negatively impacted by the new coronavirus, COVID-19. The coronavirus originated from a wet market in Wuhan, China. Wet markets are known to sell unique and exotic animals for the purposes of consumption. Animals are often kept in cages in the market and butchered only when they are bought. This is to ensure the freshness of the meat. Many health experts have criticized wet markets because of the close contact between these exotic animals and human. The close contact between the two can cause infections to jump between species, such as SARS in 2002 and the new coronavirus [1]. One of the main ways COVID-19 is transmitted is by coughs and sneezes from individuals infected by the virus. Another major method in which the virus is spread is through contact transmission with infected individuals. The CDC has advised individuals to be 6 feet apart to reduce the probability of getting infected. It is also important to note that 25% of individuals infected by the virus may be asymptomatic, making it extremely difficult to limit the spread of the virus [2]. As of April 9th, 2020, we have reached 1.6 million known COVID-19 cases and nearly 100,000 deaths from the virus [3]. Countries that have been hit the hardest have handled the situation differently, Italy and Spain have issued a national lockdowns [4]. Other countries such as USA have not issued a national lockdown, but some individuals states have stay-at-home orders or recommendations [5]. This paper will provide an analysis of the pandemic in Alberta. Based on the content learned in lectures, advise will be given to improve the approach to the pandemic, and how to persuade the Albertian population that these techniques will work.

On March 5th, 2020, the first presumptive case of COVID-19 was delivered by Alberta's chief medical officer. The first official case of COVID-19 was announced the following day. Alberta did not take any proactive measures to limit the spread of the virus until March 12th, where they cancelled gatherings of crowds larger than 250 people. To minimize the amount of deaths from COVID-19 Alberta should have cancelled all large gatherings as soon as possible. They could have also taken other proactive measures sooner, such as no visitations for patients in hospitals and Calgary and Edmonton declaring local state of emergency [6]. They also should only allow essential business to continue working such as grocery stores, pharmacies, banks, and other essential work. Alberta can take a proactive measure and issue a stay-at-home orders in such a way it would be equivalent to a lockdown. Alberta enforcing a measure that is comparable to a lockdown would greatly benefit the healthcare system. A projection in Alberta puts 800,000 COVID-19 cases and up to 6,600 deaths a real possibility [7]. A lockdown will slow the virus down until a vaccine is found. This action will also prevent the healthcare system from being overwhelmed by the huge influx of patients. Other proactive measures include keeping a supply of proper equipment and protection for healthcare workers, special programs for individual that are at the highest risk, and helping citizens who have lost their jobs due to the pandemic. Being proactive and placing new measures before the pandemic gets worse will help minimize the deaths in Alberta.

One of the most important ways to minimize deaths in a pandemic is to plan appropriately. Inadequate planning will cause massive amounts of issues in the future and can

lead to catastrophic results especially for a pandemic. One of the major problems Alberta is facing right now is the lack of foresight for proper medical personnel and equipment. Alberta currently has over 530 adult ventilators but there is a lack of trained personnel to operate it. Alberta's premier, Jason Kenny, has given Alberta Health Services the ability to postpone non-emergency surgeries, but this might not be enough for the worst-case scenario [8]. The goal is to minimize the amount of deaths from the virus and we must prepare for the worst-case scenario. This will include buying appropriate amount of medical equipment that is needed with the worst-case scenario. We will also have to hire more medical professionals. Another important equipment that is needed for the pandemic is N95 masks. 30 nurses in Edmonton refused to swab potential COVID-19 patients because the AHS refused to provide N95 masks [9]. According to Jason Kenny, we have one-month supply of N95 masks for healthcare professionals working with COVID-19 patients [10]. We will need more masks for not only healthcare workers, but all residents in Alberta to limit of the virus. In order to reduce the spread and minimize deaths, we also need to have an abundant reserve of N95 masks. We need to have better planning to tackle the coronavirus and this includes getting proper medical equipment, medical personnel, and N95 masks for the worst-case scenario.

We must all work together in order to minimize the deaths from the virus, this includes both Albertans residents and the provincial government. In order to develop synergy, we must be able to understand each other. Albertans have been ignoring health official orders, forcing Jason Kenney to bring fines to any person not complying with the public health orders [11]. Albertans must understand that ignoring public health orders puts other citizens in harms way. The provincial government is trying to limit the spread of the coronavirus and they will only succeed if we all play our role. Likewise, provincial government must also understand the position of a civilian. Individuals need to go outside everyday to achieve a healthy lifestyle. It is important to exercise and get some fresh air not only for our physical well-being, but also our mental health. Albertans should be able to go outside, but we do not have to be in groups to do so. We can work with the provincial government to limit the damage of coronavirus while going outside. A synergy between the provincial government Albertans will minimize the deaths from the COVID-19.

In order for the masses to be convinced of these concepts, these ideas must be presented as a win-win. Displaying ideas as a win-win situation will incentivize both parties to work together and achieve this goal. The two parties in this case would be the provincial government and Albertans. Both parties want to minimize the amount of deaths from COVID-19. Being proactive and implementing a lockdown would be an approach that most Canadians favour. A recent poll that was conducted from March 27-29 showed that 90% of Canadians are in support for "keeping things locked down as much as possible" [12]. A lockdown might seem a bit excessive to the provincial government, but with the support of Albertans and to limit the spread of coronavirus, the government will be able to see the merits. A Calgary group was able to raise 41,000 for protective equipment for medical staff [13]. Most Albertans want to help the healthcare workers as much as possible. With the provincial governments goal to minimize

deaths from the virus and Albertans backing, investing into new medical equipment, personnel, and N95 masks will not be a problem. Since Albertans want to stop the coronavirus spread, they will be able to see the benefit of going outdoors by themselves. By conveying the benefits of each concept as a win-win to Albertans and the provincial government, they can be convinced of the validity of implementing these ideas.

Assertiveness is another technique that can persuade Albertans of these ideas. Assertiveness is extremely important in communication; it allows the leader to convey their position and needs. It also allows the team members an “opportunity to modify their behaviour or respond with their own needs and ideas” [14]. Our assertive rights seem harsh if said out loud, but we can use a diplomatic approach to convey these ideas. Persistence is an assertive technique used to convince people. We need to repeatedly announce these ideas to all members of Alberta while not offering any justification. If persistence does not work on Albertans, we can use a workable compromise. This will allow us to partially implement the ideas discussed. Another assertive techniques are conversations. This will allow both parties to convey information to one another and also emphasize our feelings on the matter. Coping with criticism is another assertive skill. Methods to cope with criticism include fogging, negative assertion, and negative inquiry. The last assertive skill is just to convince someone. Often starting with your emotions will help someone understand your position and persuade individuals. Understanding our assertive rights and using these five skills can help convince Albertans of the ideas previously discussed.

The emergence of COVID-19 has caused many countries to be impacted in different ways. From economic damage to deterioration of mental health while being quarantined. Countries, states, and provinces have all handled the pandemic differently. Alberta has done a good job to minimize the amount of deaths from COVID-19, but some improvements could be made. Alberta needs to take more proactive measures such as a lockdown. The leaders of Alberta need to improve their planning. They need to order medical equipment, purchase N95 masks, and hire medical personnel for the worst-case scenario. Both the Albertans and the provincial government need to build synergy. Doing this action will allow both parties minimize the deaths from COVID-19, without jeopardizing Albertans health. Ways to convince the masses of these ideas involve presenting the ideas discussed as win-win situations. Displaying these ideas as win-win will help Albertans, and the provincial government understand and implement these concepts. Another way to persuade Albertans is by being assertive. Using a diplomatic approach while being assertive will help individuals see the reasoning behind these ideas. Adopting these new ideas and methods to persuade Albertans will minimize the deaths from COVID-19.

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