

**Correctional Service of Canada
MEDIA LINES**

To be used by authorized CSC spokespersons

VIRTUAL TOUR

ISSUE

CSC is launching a Virtual Tour of a federal institution on April 16, 2015 at the Blueprint 2020 Innovation Fair. This online tour showcases various elements of maximum-, medium-, and minimum-security facilities.

KEY MESSAGES

- The Correctional Service of Canada (CSC) has developed a Virtual Tour of a correctional institution to allow all Canadians to better learn about federal corrections.
- CSC recognizes the importance of an informed public and is dedicated to increasing awareness about the criminal justice system.
- Engaging Canadians is essential to enhancing the effectiveness of the correctional system.
- The Virtual Tour consists of 360-degree panoramic scenes of various areas of both Collins Bay Institution and Bath Institution showcasing elements of a clustered site with maximum-, medium-, and minimum-security facilities as well as various other areas of the institutions, including the chapel, workshop, programs room and health care centre.

QUESTIONS AND ANSWERS

Q1. Why did CSC decide to create a virtual tour?

Following the closure of Kingston Penitentiary in 2013, approximately 20,000 people visited the facility as part of fundraisers for United Way and Habitat for humanity.

As these tours sold out quickly and generated significant interest from the public, CSC wanted to give the opportunity to all Canadians to see inside a federal institution.

Q2. Given the economic situation (i.e cut to CoSA funding, use of powdered milk), why was the making of this Virtual Tour a priority for CSC?

CSC is legislatively mandated to inform and education Canadians about the Canadian correctional system. The Corrections and Conditional Release Act requires CSC to “maintain a program of public education about the operations of the Service.”

CSC believes it to be important to inform and engage communities in the correctional process as an informed public helps CSC in its priority of maintaining the safety and security of the public, staff and inmates.

Q3. What outcome did you hope to receive from this initiative?

Given that federal correctional institutions are not easily accessible to the public, CSC wanted to give Canadians the unique opportunity to see inside a federal institution from any device with Internet access and provide them with a better understanding of federal corrections.

Q4. Why does the Virtual Tour not showcase a woman's institution?

It was not possible to create separate tours for Women's and Men's institutions within the scope and timeline of the project to create the tour.

The standard of care for women offenders is the same as for male offenders. There are some differences in terms of layout and organization in women's institutions compared with those for men, making it not possible to create a "combined" tour of a men's and women's institution.

A combined tour would have also resulted in a lessened virtual experience, given the amount of information required to explain the differences between a men's and a women's institution.

Q5. Why were Collins Bay and Bath institutions chosen for the making of this tour? Are they representative of the country's other facilities?

Collins Bay Institution and Bath Institution were chosen for several reasons. Collins Bay Institution is a clustered site with all three levels of security (minimum, medium and maximum) available in one location. This resulted in fewer travel requirements and logistical arrangements.

In addition, the maximum-security area at Collins Bay Institutions was recently built and vacant at the time of video shooting, making the project easy to complete without the possibility of disruption to the day-to-day operations of a correctional unit.

Bath Institution was chosen due to the proximity to Collins Bay Institution to photograph additional elements of the tour. A few areas were photographed at Bath Institution because they were better representative of institutional environments across Canada generally. These elements included the Aboriginal Cultural Center and the Chapel.

Q6. How many views is CSC expecting the Virtual Tour to generate nationwide?

The success of the Virtual Tour will not be determined solely on tracking the number of views. It is CSC's hope that every Canadian interested in seeing inside of a federal correctional institution will have the opportunity to do so. Anyone visiting a family member or friend for the first time will have an idea of what to expect before they enter an institution. Victims of crime will also be able to experience this tour and see what CSC is doing to keep our communities safe.

Q7. Why is there so little focus on segregation in the Virtual Tour? Is CSC trying to avoid this issue?

CSC believes it to be important to inform and engage communities in the correctional process as an informed public helps CSC in its priority of maintaining the safety and security of the public, staff and inmates.

That being said, not all aspects of a federal correctional environment could be included as the scope of the contract to create the Virtual Tour did not permit including everything.

Q8. How will the virtual tour support the needs of victims of crime?

Many victims groups have expressed interest in being able to see inside an institution for safety and security reasons. The virtual tour will provide victims of crime an opportunity to experience and learn about an offender's surroundings while incarcerated.

If pressed

Q1. How much is this costing to create and launch the Virtual Tour?

The contract for the virtual tour with Procom Consulting Ltd was in the amount of \$80,000.

If you would like more information, or possibly photo images of other aspects of federal corrections, please inform CSC Media Relations. They will review your request and determine whether or not they are able to assist you.

Prepared by: Media Relations	In collaboration with: e-Communications	Approved by:
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