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**Focus Testing of Anticipatory Food Safety
Public Notice Creative Templates**

**FINAL REPORT
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Table of Contents

Executive Summary	i
Sommaire de gestion.....	i
1. Introduction	1
Background	1
Research Purpose and Objectives	1
Approach and Methodology	2
2. Assessment of the Three Creative Concepts	5
Option 1: Food Safety Matters.....	5
Option 2: Food Safety	10
Option 3: Food Safety and You.....	13
3. Call to Action, Roles and Responsibilities of the Federal Government and Individuals.....	16
Call to Action is Clear	16
Role of Government and Individuals in the Event of an Outbreak...17	
Communicating to Immunocompromised Individuals – Just Say 'Weakened Immune Systems'	18
4. Conclusions and Recommendations	19
Conclusions	19
Recommendations	21

Appendices

1. Recruiting Screeners (English and French)
2. Moderator's guides (English and French)

Executive Summary

BACKGROUND AND OBJECTIVES

In the spring of 2011, in response to recommendations 37 and 41 of the *Weatherill Report*¹, Public Health Agency of Canada ("the Agency") Marketing developed draft marketing templates for a public notice that could be used to communicate with Canadians in the event of a foodborne illness outbreak. Qualitative research was required to test the concepts to ensure that they resonated with defined target audiences. Specific objectives included determining the effectiveness of the content and language used and their fit and appeal with these target audiences.

The research findings will help to determine the best creative design and language to be used. The research will also provide information to allow the fine tuning of look and feel and language of the Agency's approach to food safety information, in the event of a foodborne illness outbreak.

METHODOLOGY

Six focus groups were conducted in Toronto, Winnipeg, and Montreal (French) on March 12th, 13th, and 15th, respectively. The target population for this research was Canadian adults aged 18 years and older, including high-risk populations such as:

- Older adults 60+
- Pregnant women
- People with weakened immune systems (such as those undergoing chemotherapy, transplant patients, individuals living with HIV/AIDS, diabetes or alcoholism, or other chronic diseases/medical conditions)
- Parents with young children under the age of six

One focus group in each city was conducted with high risk populations as defined above, while the other group consisted of members of the general population, mixed by age, gender, education and income.

Total Study Cost

The total cost of this study, including HST, was \$41,245.90.

Intended Use

Results gathered from this research will help PHAC plan and develop communication products in advance of, and during, foodborne illness

¹ Report of the Independent Investigator into the 2008 Listeriosis Outbreak, July 2009

outbreaks. This research will help ensure Canadians receive the information they need to protect themselves during a food-borne illness outbreak.

Interpretive Note: Although qualitative research (e.g. in depth interviews, focus groups) is highly valuable for providing insight into the needs, attitudes and opinions of an organization's target audience, customers and prospects, the results cannot be deemed to reflect the views of any wider group of individuals than those who participated.

KEY FINDINGS

THE PUBLIC HEALTH AGENCY OF CANADA LOGO AND CANADA WORDMARK

- One clear theme which emerged from all of the focus groups, regarding all of the concepts, is that the **Agency logo and/or Canada wordmark is not considered prominent enough**. A greater prominence for the logo, including possibly repositioning it at the top of any concept, would greatly enhance both the ability of the public notice to attract attention and have the audience read the content. It would also enhance the credibility of the overall message.

Concept Options:

Option 1: "Food Safety Matters/La salubrité des aliments : c'est important "

This concept garnered different reactions in different groups. Some of the consistent findings included:

- The concept was relatively more effective at attracting attention on the newspaper page in colour. Obviously, as in all cases, the colour version greatly enhances attractability.
- The concept also succeeded at attracting the attention of, and resonating with, the higher risk individuals who are targeted directly by the notice.
- The English headline: *Food Safety Matters*, was considered "trite", "obvious", and in extreme cases "insulting". English participants mostly did not appreciate the play on words of "food safety *matters*", and found that in the context of the example content shown (from the Listeriosis

outbreak), the headline did not relay the seriousness of the issue. In French, the headline "*La salubrité des aliments : c'est important*" was met with a neutral response.

- Participants generally felt that the word "danger" in this context was too alarmist, and certainly did not fit with the headline "food safety matters", even when discussing the potential content of the Listeriosis outbreak. "Alert" or "Warning" was considered more indicative, as was "Alerte" or "Avertissement" in French.
- The off-centre positioning of the shadow did serve to attract attention among several participants, but it also detracted from the seriousness and credibility of the message, especially together with the "Food Safety Matters" headline.
- Regardless of whether participants liked or disliked the icons, they served as the key to attracting attention, especially in black and white. Some participants found they clearly communicated that the message was geared to higher risk groups, and some did not.
- Many participants in the groups were not able to recognize all of the at risk groups depicted in the icons. Icons for children and pregnant women were clear, but older adults 60+ (the cane is very subtle) and weakened immune system groups were generally not recognized through the icons. Participants in several groups indicated that a caption associated with the icons would clarify this.
- While most participants (higher risk and general population) did not feel that the icons indicated that the message was directed exclusively at the high risk groups, some participants (even among high risk), did not clearly see themselves as "higher risk" and therefore tended to disregard the message.

Option 2: Food Safety/Info Salubrité

This concept received varied reactions in various groups. Participants either found it very clear and effective (Winnipeg), or completely out of step with the essence of communicating a public notice in the event of a foodborne illness outbreak (Montreal).

- Attractability in black and white was generally weak, as the key strength of this concept was clearly the tri-colour meter; the faded shades in the newspaper caused many participants not to take notice and did not create an incentive to read further.

- While the heavy bold font of the Food Safety headline, which served as a contrast to the small sans-serif fonts of the newspaper articles, attracted attention from some participants, most felt the headline was too general to attract enough interest to read further. However, once participants saw the colour version, attractability increased markedly.
- This concept was the only one which effectively communicated the notion of a risk continuum. While there were issues among some around the size and perceived redundancy of the legend, it was clear to most participants that different situations would have different risk levels.

Option 3: “Food Safety and You/La salubrité et vous”

- This option was easily the strongest in terms of attractability; however, it was also the weakest in terms of both credibility and likeability.

Specifically:

- Most participants associated the graphic design with a restaurant ad, or at best, a warning of food contamination in a restaurant.
- The black on red print was considered very difficult to read, and although some indicated it was better in the black and white version, most indicated that the entire creative design looked more like “a restaurant menu” than a public notice.
- Participants had one of two reactions to the headline *“Food Safety and You”*. For most, it resonated with them personally (“and you”) and they took notice; however, some participants said they felt targeted and slightly offended (as in finger-pointing).

CONCLUSIONS

This research allows us to draw the following conclusions with regard to the three public notices tested.

The Public Health Agency of Canada Logo and Canada Wordmark are not Prominent Enough

The Agency logo and Canada wordmark are the elements in these public notices which most effectively attract attention, enhance the credibility of the messages, communicate the seriousness and sense of urgency, and urge the

target audience to read the copy, yet in all concepts they are small and appear at the bottom of the notice.

None of the Three Concepts Addresses the Communications Objectives in an Ideal Manner as is.

Each of the three concepts tested has strengths and weaknesses in terms of the key factors which determine communication effectiveness, i.e., capability to attract the reader (attractability), ability to resonate with both target audiences (high risk groups and the general population), likeability, credibility and seriousness of the message, and communicating the appropriate level of urgency without being alarmist.

Option 1: Food Safety Matters

This concept is the only one of the three concepts which resonates directly with the higher risk populations; however, while some members of the general population groups felt they were also addressed, others dismissed this concept as not relevant to them, believing they were not reflected in the icons. This poses some risk that they will not pay attention to the message in this concept going forward, if left as is.

In addition, the icons are only partially successful at clearly illustrating which individuals are considered to be at higher risk. They clearly depict children and pregnant women, but are ambiguous with regard to older adults 60+ and individuals with weakened immune systems.

Finally, the headline "Food Safety Matters" and its play on words was considered trite and detracts from the seriousness and credibility of this concept.

Option 2: Food Safety

This concept tested reasonably well in terms of likeability, but this may be because it was the only three colour execution, and used the best liked and most appropriate term to communicate urgency: "warning" (see below).

This concept is the most likely to go unnoticed and tested poorly in terms of attractability in the black and white format; which would result in significantly higher cost to execute in three colour versions, rendering the concept impractical and costly. Finally, the headline "Food Safety", while eye-catching in large font, was considered too generic and ambiguous.

Option 3: Food Safety and You

This concept tested the best of the three in terms of attractability; however, participants felt that it clearly depicted an advertisement for a restaurant or menu, thus seriously detracting from credibility. In addition, the black on red two colour version, while effectively attracting attention, is extremely difficult to read, especially among a key target audience: older adults 60+.

On the other hand, the headline "Food Safety and You" is the most effective of the three tested in terms of attracting attention, piqueing curiosity and the need to read the copy further.

The Term "Warning" is the Most Effective

Of the three terms tested ('Danger', 'Warning', 'Alert'), 'Warning' (Avertissement in French) was clearly seen by most participants as communicating an appropriate sense of urgency, a need to read further, and a call to take action in the event of a foodborne illness outbreak. 'Alert' is also effective, but for less urgent situations or notifications. 'Danger' is considered alarmist and sensational.

Listing the Website Ensures the Call to Action is Understood

All three concepts that were tested were equally effective in communicating the call to action (to visit the website to seek out further information). Merely indicating the website on the concept was sufficient to do this.

RECOMMENDATIONS

Given the importance of communicating with high risk individuals in the event of a foodborne illness outbreak as a key communication objective, combined with the fact that each concept contained elements which were more successful at ensuring the effectiveness of the public notice, **we recommend redesigning a new public notice template based on the key elements of Option 1, targeting high risk individuals.** Specifically, we recommend the following:

- Ensure the Public Health Agency of Canada logo is displayed larger and more prominently on any public notice, preferably at the top or in the masthead;
- Use the headline "Food Safety and You" or suitable alternative incorporating Food Safety, and the term 'Warning'.

- Revisit the icons for individuals with weakened immune systems and older adults 60+; specifically, finding a way to target older adults 60+ who see themselves as active and fit, and not infirm (i.e., through the use of a cane to depict older adults 60+). While the icons should be recognizable on their own by each of the target audiences, consider augmenting the communication effectiveness of the icons through the use of a descriptive caption.
- Use the term "Warning" in place of "Danger" in the concept.

Based on this research, we are confident that implementing the above recommendations will result in a public notice which will effectively warn Canadians to take appropriate action in the event of a foodborne illness outbreak.

Political Neutrality Certification

I hereby certify as Senior Officer of TNS Canadian Facts that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.



Signed _____

Norman Baillie-David, CMRP
Vice President, Qualitative and Public Opinion Research

Sommaire de gestion

CONTEXTE ET OBJECTIFS

Au printemps 2011, en réponse aux recommandations 37 et 41 du *Rapport Weatherill*², L'Agence de la santé publique du Canada (« l'Agence ») a développé des ébauches de modèles de marketing (avis publics) qui pourraient être utilisés pour joindre les Canadiens au cas où une éclosion de maladie d'origine alimentaire survenait. Une recherche qualitative était requise afin d'évaluer les concepts et s'assurer qu'ils avaient une certaine résonance auprès d'auditoires cibles définis. Les objectifs spécifiques consistaient à déterminer l'efficacité du contenu et du langage utilisés, et dans quelle mesure ils convenaient et plaisaient à ces auditoires cibles.

Les résultats de la recherche aideront à déterminer le meilleur design créatif et le langage le plus efficace à utiliser. La recherche fournira aussi de l'information qui permettra de peaufiner la présentation et le langage de l'approche de L'Agence relativement à l'information sur la salubrité des aliments, au cas où une éclosion de maladie d'origine alimentaire se produisait.

MÉTHODOLOGIE

Six groupes de discussion ont eu lieu à Toronto, Winnipeg, et Montréal (en français) les 12, 13 et 15 mars, respectivement. La population cible pour cette recherche était composée d'adultes canadiens de 18 ans et plus, y compris les populations à haut risque comme :

- Les personnes âgées de 60 ans et plus
- Les femmes enceintes
- Les personnes dont le système immunitaire est affaibli (comme celles qui suivent des traitements de chimiothérapie, les patients qui ont subi une transplantation, les personnes souffrant du VIH/SIDA, de diabète ou d'alcoolisme ou autres maladies/conditions médicales chroniques)
- Les parents avec de jeunes enfants de moins de six ans

Un groupe de discussion a eu lieu dans chaque ville auprès de populations à haut risque, telles que définies ci-dessus, alors que l'autre groupe était composé de membres de la population générale, répartis par âge, sexe, scolarité et revenu.

² Rapport de la chercheuse indépendante sur l'éclosion de listériose de 2008, Juillet 2009

Coût total de l'étude

Le coût total de l'étude, y compris la TVH, a été de 41 245,90 \$.

Utilisation prévue

Les données recueillies dans le cadre de cette recherche aideront L'Agence à planifier et à développer des produits de communication avant, et pendant, les éclosions de maladies d'origine alimentaire. Cette recherche aidera à s'assurer que les Canadiens reçoivent l'information dont ils ont besoin pour se protéger pendant les éclosions de maladies d'origine alimentaire.

Note explicative : Bien que la recherche qualitative (ex. entrevues en profondeur, groupes de discussion) soit très utile lorsqu'il s'agit de fournir une idée des besoins, attitudes et opinions de l'auditoire cible, des clients actuels et potentiels d'une organisation, les résultats ne peuvent être considérés comme étant le reflet des points de vue d'un plus grand nombre de personnes que celui qui a participé à l'étude.

RÉSULTATS CLÉS

LOGO DE L'AGENCE DE LA SANTÉ PUBLIQUE DU CANADA ET MOT-SYMBOLE CANADA

- Un thème précis qui est revenu dans tous les groupes de discussion, et ce, pour tous les concepts, est le fait que le **logo de L'Agence et/ou mot-symbole Canada n'est pas considéré comme étant assez mis en évidence**. Une place plus importante devrait être réservée au logo, y compris possiblement son repositionnement dans la partie supérieure du concept, ce qui rehausserait considérablement la capacité de l'avis public à attirer l'attention et porterait l'auditoire à lire le contenu. Il ajouterait aussi plus de crédibilité au message dans l'ensemble.

Options de concepts :

Option 1 : « Food Safety Matters/La salubrité des aliments : c'est important »

Ce concept a suscité différentes réactions auprès des différents groupes. Voici certaines des constatations les plus fréquentes :

- Le concept a réussi relativement mieux à attirer l'attention lorsqu'il est présenté en couleur sur la page du journal. De toute évidence, comme dans tous les cas, la version couleur augmente considérablement l'attrait.
- Le concept a réussi aussi à attirer l'attention des personnes à haut risque ciblées directement par l'avis puisqu'il a, pour ces personnes, une certaine résonance.
- La manchette en anglais : *Food Safety Matters* a été jugée « banale », « évidente » et, dans les cas extrêmes, « insultante ». Les participants anglophones, pour la plupart, n'ont pas apprécié le jeu de mots « food safety *matters* », et ont trouvé que le contexte du contenu sélectionné comme exemple (celui de l'éclosion de listériose) et que la manchette ne transmettait pas la nature sérieuse du problème. Du côté français, la manchette « *La salubrité des aliments : c'est important* » a été accueillie de façon neutre.
- Les participants, dans l'ensemble, trouvaient que le mot « danger » dans ce contexte était trop alarmiste et qu'il ne convenait certainement pas à la manchette « *La salubrité des aliments : c'est important* » même en discutant d'un contenu potentiel pour une éclosion de listériose. « Alert » ou « Avertissement » en français, tout comme « Alert » ou « Warning » en anglais, ont été considérés comme étant plus pertinents.
- La position décentrée de l'ombre a, de fait, attiré l'attention de plusieurs participants, mais elle a aussi diminué la portée et la crédibilité du message, spécialement jumelée à l'en-tête « *La salubrité des aliments : c'est important* ».
- Indépendamment du fait que les icônes aient plu ou déplu aux participants, elles ont servi à attirer l'attention, spécialement celles en noir et blanc. Certains participants ont trouvé qu'elles communiquaient clairement que le message s'adressait aux groupes à plus haut risque, et d'autres, non.
- Bon nombre de participants dans les groupes n'ont pas été capables de reconnaître tous les groupes à risque représentés dans les icônes. Les icônes pour les enfants et les femmes enceintes étaient claires, mais les participants n'ont pas reconnu généralement celles pour les adultes plus âgés de 60 ans et plus (la canne est très subtile) et les groupes dont le système immunitaire est affaibli. Les participants dans plusieurs des groupes ont indiqué qu'une légende associée aux icônes clarifierait la situation.

- Bien que la plupart des participants (à plus haut risque et la population en général) ne trouvaient pas que les icônes indiquaient que le message s'adressait exclusivement aux groupes à haut risque, certains participants (même ceux à haut risque) ne se sont pas reconnus comme étant « à plus haut risque » et, par conséquent, avaient tendance à ne pas tenir compte du message.

Option 2 : « Food Safety/Info Salubrité »

Ce concept a suscité diverses réactions auprès des différents groupes. Les participants l'ont trouvé soit très clair et efficace (Winnipeg), ou complètement contraire à la raison essentielle de communiquer un avis public dans le cas d'une éclosion de maladie d'origine alimentaire (Montréal).

- L'attractabilité dans la version noir et blanc a été plutôt faible dans l'ensemble, puisque la force majeure de ce concept est clairement le tableau du parcomètre en trois couleurs; les ombres décolorées dans le journal ont détourné l'attention des participants et n'ont pas suscité leur intérêt à continuer à lire.
- Bien que les gros caractères gras de l'en-tête « Info Salubrité », qui contrastaient avec les petits caractères *sans-serif* des articles de journaux, aient attiré l'attention de quelques participants, la plupart ont trouvé que l'en-tête était trop général pour mousser l'intérêt à continuer à lire. Cependant, dès que les participants ont vu la version couleur, leur intérêt a sensiblement augmenté.
- Ce concept est le seul à avoir réussi à communiquer la notion d'un continuum de risque. Bien qu'il y ait eu des remarques selon certains au sujet de la taille et de la redondance de la légende, il est clair, pour la plupart des participants, que différentes situations comportent différents niveaux de risque.

Option 3 : « Food Safety and You/La salubrité et vous »

- Cette option a été, sans aucun doute, la plus forte en termes d'attractabilité; cependant, elle a aussi été la plus faible en termes de crédibilité et de pouvoir de plaisir.

Plus spécifiquement :

- La plupart des participants ont associé la conception graphique avec une publicité de restaurant et, ou du moins, un avertissement de contamination alimentaire dans un restaurant.

- Les participants ont trouvé que le noir sur fond rouge était très difficile à lire et, bien que certains aient indiqué que le concept était plus efficace dans la version noir et blanc, la plupart ont indiqué que l'ensemble du créatif ressemblait davantage à « un menu de restaurant » qu'à un avis public.
- Les participants ont eu une de deux réactions relativement à l'en-tête « La salubrité et vous ». La plupart étaient d'avis que le message les rejoignait (« et vous ») et ils en ont pris note; cependant, certains participants ont eu l'impression d'être interpellés personnellement et ont été un peu vexés (comme s'ils étaient pointés du doigt).

CONCLUSIONS

Cette recherche nous permet de tirer les conclusions suivantes relativement aux trois avis publics testés.

Le logo de l'Agence de la santé publique du Canada et le mot-symbole Canada ne sont pas assez mis en évidence

Le logo de l'Agence et le mot-symbole Canada sont les éléments dans ces avis publics qui attirent le plus l'attention, rehaussent la crédibilité des messages, communiquent l'aspect sérieux ainsi que le sentiment d'urgence, et incitent l'auditoire cible à lire le message, mais, dans tous les concepts, ils sont petits et apparaissent au bas de l'avis.

Aucun des trois concepts parle des objectifs des communications de façon idéale comme telle.

Chacun des trois concepts testés a des forces et des faiblesses en termes de facteurs clés qui déterminent l'efficacité de la communication, c.-à-d. la capacité d'attirer le lecteur (attractabilité), la capacité d'avoir une résonance auprès des deux auditoires cibles (les groupes à haut risque et le grand public), le pouvoir de plaire, la crédibilité et le sérieux du message, et qui communiquent le niveau de sentiment d'urgence approprié sans être alarmiste.

Option 1 : La salubrité des aliments : c'est important

Ce concept est le seul des trois à rejoindre directement les populations à plus haut risque; cependant, bien que certains membres des groupes grand public avaient l'impression que le message s'adressait aussi à eux, d'autres ont rejeté ce concept comme n'ayant aucune pertinence pour eux, puisqu'ils ne

se voyaient pas dans les icônes. Il est fort probable qu'on ne porte pas attention au message véhiculé dans ce concept, si on le laisse tel quel.

De plus, les icônes réussissent seulement partiellement à illustrer clairement quelles sont les personnes qui sont le plus à risque. Ils dépeignent nettement les enfants et les femmes enceintes, mais sont ambiguës lorsqu'il s'agit des adultes plus âgés de 60 ans et plus et des personnes qui ont un système immunitaire affaibli.

Enfin, l'en-tête dans le concept anglais « Food Safety Matters » et le jeu de mots a été jugé banal et les participants trouvent qu'il mine le caractère sérieux et la crédibilité de ce concept.

Option 2 : Info Salubrité

Ce concept a obtenu d'assez bons résultats pour ce qui est de plaire mais c'est peut-être parce qu'il est le seul à arborer trois couleurs et, dans la version anglaise, le seul à avoir le mot le plus aimé et le plus approprié pour ce qui est de communiquer le sentiment d'urgence : « Avertissement » (voir plus bas).

Ce concept est celui qui est le plus susceptible de passer inaperçu; il n'a pas eu beaucoup de succès pour ce qui est de l'attractabilité dans la version noir et blanc; ce qui signifie qu'il en coûterait beaucoup plus cher de réaliser le concept en trois couleurs, le rendant ainsi irréalisable et coûteux. Enfin, l'en-tête « Info Salubrité », tout en attirant le regard avec ses gros caractères gras, a été jugé trop générique et ambigu.

Option 3 : La salubrité et vous

Ce concept est celui qui a obtenu la meilleure évaluation pour ce qui est d'attractabilité; cependant, les participants trouvaient qu'il illustrait plutôt une publicité pour un restaurant ou un menu, ce qui lui enlevait toute crédibilité. De plus, la version couleur noir sur fond rouge, tout en captant l'attention, est extrêmement difficile à lire, spécialement pour l'auditoire cible clé, soit les adultes plus âgés de 60 ans et plus.

Par contre, l'en-tête « La salubrité et vous » est le plus efficace des trois pour ce qui est d'attirer l'attention, de piquer la curiosité et d'inciter à lire le message.

Le mot « Avertissement » est le plus efficace

Des trois mots testés « Danger », « Avertissement », « Alerte », c'est le mot « Avertissement » qui, selon la plupart des participants, communique le

mieux un sentiment d'urgence, un besoin de continuer à lire et un appel à agir dans le cas où une éclosion de maladie d'origine alimentaire survenait. « Alerte » aussi est efficace mais pour les situations où les avis sont moins urgents. Le mot « Danger » est considéré comme étant alarmiste et sensationnel.

La mention du site Web garantit que l'appel à l'action est bien compris

Les trois concepts qui ont été testés sont tous trois efficaces à communiquer l'appel à l'action (à visiter le site Web afin d'obtenir plus d'information). Le simple fait de mentionner le site Web sur le concept suffit.

RECOMMANDATIONS

Étant donné l'importance de communiquer avec des personnes à haut risque dans le cas d'une éclosion de maladie d'origine alimentaire comme principal objectif de communication, sans oublier le fait que chaque concept contenait des éléments qui réussissaient mieux à traduire l'efficacité de l'avis public, **nous recommandons de repenser un nouveau modèle d'avis public en tenant compte des éléments clés de l'Option 1 en ciblant les personnes à haut risque.** Plus spécifiquement, nous recommandons ce qui suit :

- S'assurer que le logo de l'Agence de santé publique du Canada est mis davantage en évidence sur tous les avis publics, préféablement dans la partie supérieure ou dans l'encadré;
- Utiliser l'en-tête « La salubrité et vous » ou une alternative qui convient en incorporant « Salubrité des aliments » et le mot « Avertissement ».
- Revoir les icônes pour les personnes qui ont un système immunitaire affaibli et pour les adultes plus âgés de 60 ans et plus; spécifiquement, trouver une façon de cibler les adultes plus âgés de 60 ans et plus qui se voient comme étant actifs et en bonne forme physique, et non infirmes (c.-à-d. l'utilisation d'une canne pour dépeindre les adultes plus âgés de 60 ans et plus). Bien que les icônes devraient être reconnaissables comme telles par chacun des auditoires ciblés, songer à améliorer l'efficacité de la communication par les icônes en utilisant une légende descriptive.
- Utiliser le mot « Avertissement » plutôt que « Danger » dans le concept.

En se basant sur cette recherche, nous sommes confiants que l'implantation des recommandations ci-dessus permettra d'avoir un avis public qui incitera efficacement les Canadiens à agir de façon appropriée dans le cas où une éclosion de maladie d'origine alimentaire survenait.

Attestation de neutralité politique

Je certifie par la présente, à titre de cadre supérieur chez TNS Canadian Facts que les livrables sont conformes aux exigences du gouvernement du Canada en matière de neutralité politique telles que formulées dans la *Politique de communication* du Gouvernement du Canada et les Procédures de planification et d'attribution de marchés de services de recherche sur l'opinion publique. Plus spécifiquement, les livrables ne contiennent pas d'information sur les intentions de vote, les préférences quant aux partis politiques, les positions des partis en ce qui a trait aux électeurs ou les évaluations du rendement d'un parti politique ou de ses chefs.



Signé _____

Norman Baillie-David, PARM

Vice-président, Recherche qualitative et recherche sur l'opinion publique

1. Introduction

BACKGROUND

The Government of Canada (GoC) views food safety as a top priority and continues to work hard to improve and safeguard Canada's world class food safety system. The GoC works with multiple players in the food safety system to maintain and improve an effective food safety system for the public (producers, processors, other levels of government, consumers, etc.).

Canada has hundreds of foodborne disease outbreaks annually that result in illness, and in rare cases, death. Many of these outbreaks require the mobilization of considerable resources from governments, health sectors, private sectors and individuals to resolve.

The Public Health Agency of Canada (The Agency) engages in public health surveillance, and leads foodborne illness outbreak investigations with provincial and territorial public health officials. In the event of a national foodborne illness outbreak, when an outbreak occurs in more than one province or territory, The Agency leads communications to Canadians about risks, response and how to protect themselves.

In the spring of 2011, in response to recommendations 37 and 41 of the *Weatherill Report*³ (recommending that a series of communication measures that will contribute to an acceptable level of preparedness should be identified and put in place and that the Agency assume the lead role in communicating to the public for a national foodborne emergency), the Agency developed draft marketing (advertising) templates that could be used to communicate with Canadians in the event of a foodborne illness outbreak.

RESEARCH PURPOSE AND OBJECTIVES

This public opinion research will help to determine the best creative design and language to be used and evaluate three different concepts for public notices which would inform Canadians about a national foodborne illness outbreak. The research will also provide information to allow the fine tuning of look and feel and language of the Agency marketing approach to food safety information.

³ Report of the Independent Investigator into the 2008 Listeriosis Outbreak, July 2009

Specific objectives of the research as indicated in the Statement of Work were:

- To evaluate each of the overall creative designs for:
 - ability to capture participants' attention, i.e., to be noticed;
 - initial emotional impact;
 - resonance;
 - ability to motivate call to action (i.e., go to the website); and
 - ability to increase knowledge and/or change behaviour (i.e., improved safe food handling practices).
- To evaluate each of the print advertisements for:
 - clarity (i.e., are statements/wording interpreted as intended?);
 - credibility;
 - use of correct tone and level;
 - visual appeal;
 - usefulness, relevance and value to the audience; and
 - applicability to other mediums such as brochures, web banner ads, other print ads, etc.
- To rank and rate each concept and determine overall creative design preferences; and,
- To identify other information needs and best approaches to reach Canadians.

APPROACH AND METHODOLOGY

Six focus groups were conducted in Toronto, Winnipeg, and Montreal (French) on March 12th, 13th, and 15th, respectively. The target population for this research was Canadian adults aged 18 years and older, including high-risk populations such as:

- Older adults 60+
- Pregnant women
- Individuals with weakened immune systems (such as those undergoing chemotherapy, transplant patients, individuals living with HIV/AIDS, diabetes or alcoholism, or other chronic diseases/medical conditions)
- Parents with young children under the age of six

One focus group in each city was conducted with high risk populations as defined above, while the other group consisted of members of the general population, mixed by age, gender, education and income. The gender disposition of each of the six groups is presented in the table below.

Focus Group Gender Disposition

Date	City	Type	Number of participants	Women	Men
March 12	Toronto	High Risk	6	3	3
March 12	Toronto	Gen Pop	8	4	4
March 13	Winnipeg	High Risk	8	5	3
March 13	Winnipeg	Gen pop	8	4	4
March 15	Montreal (French)	High Risk	5	3	2
March 15	Montreal (French)	Gen pop	8	4	4

Please note that the number of participants in any one focus group was maximized at eight, even though ten participants were recruited for each group.

As per the MRIA code of conduct, the moderator ensured that the following measures to protect participants' privacy and confidentiality were implemented by explaining:

- The presence and purpose of the one-way mirror;
- The presence and purpose of the audio and video recording, as well as in this case, live webstreaming (in Montreal and Toronto);
- How the confidentiality of the respondents' identities will be maintained; and
- That the proceedings are confidential.

The recruiting screeners and moderator's discussion guides, which were approved by the Agency and Health Canada, are presented in both official languages in Appendices 1 and 2 respectively.

Total Study Cost

The total cost of this study, including HST, was \$41,245.90.

Intended Use

Results gathered from this research will help the Agency plan and develop communication products in advance of, and during, foodborne illness outbreaks. This research will help ensure Canadians receive the information they need to protect themselves during a food-borne illness outbreak.

Political Neutrality Certification

I hereby certify as Senior Officer of TNS Canadian Facts that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.



Signed _____

Norman Baillie-David, CMRP
Vice President, Qualitative and Public Opinion Research

Interpretive Note: Although qualitative research (e.g. in depth interviews, focus groups) is highly valuable for providing insight into the needs, attitudes and opinions of an organization's target audience, customers and prospects, the results cannot be deemed to reflect the views of any wider group of individuals than those who participated.

2. Assessment of the Three Creative Concepts

OPTION 1: FOOD SAFETY MATTERS

Attractability

When viewing the notice for the first time in a newspaper setting, most participants' attention was eventually drawn to the notice, although not necessarily instantly. When observing participants, one could see that they read the paper from top to bottom, left to right as is common behaviour. For most participants, the eye was eventually drawn to the notice by one or a combination of:

- the word *danger*, augmented by the sonic echo;
- the icons; and/or
- the title *Food Safety Matters*.

"It says food safety matters and it has Public Health Agency of Canada. I would read it." – Toronto, High Risk

"To me, it was danger and icons, and then food safety." – Toronto, Gen. Pop.

The Agency Logo and Canada Wordmark Not Prominent Enough

Several participants indicated that they scanned the notice and only became interested in reading its content once they had seen the Agency logo and the Canada wordmark at the bottom of the page. In fact, participants in all of the groups clearly stated (and in some cases quite forcefully), that they felt that the Agency logo and Canada wordmark were not prominent enough, the result being that they almost would have skipped over the notice if they had not seen these logos. It is only once they saw these logos that they felt that

THE GLOBE AND MAIL • THURSDAY, JANUARY 19, 2012

REPORT ON BUSINESS • B5

OSC: 'Name-and-shame list' posted on regulator's website

ONLINE TO THIS PAGE

The OSC has released a list of violators who had failed to pay fees or costs to the securities regulator, as of Dec. 31, 2011. A sampling of cases:

Peter Salovitz, Salovitz and Sun Inc., Salovitz and Sun Management Corp., Salovitz Group of Companies Inc., Cameron Trading Inc., and Salovitz Financial Services Inc.

Settled with the OSC after engaging in the "pump and dump" scheme, where it was able to profit by issuing shares at inflated prices.

Amount unpaid: \$5.84-million since June 2011

Solja Bres, Building Supplies Ltd., Peter Vodickov, Kore Investments Inc., and Michael DeVries Inc. and Andrew DeVries Inc.

The OSC ruled that this case was a "pump and dump" scheme, where it was able to profit by issuing shares at inflated prices.

Amount unpaid: \$5.84-million since June 2011

Ernest Andrus and Golden Gate Funds LP

Settled with the OSC after engaging in the "pump and dump" scheme, where it was able to profit by issuing shares at inflated prices.

Amount unpaid: \$4.06-million since October, 2009

Light Entertainment Inc., Carlos A. Da Silva, David C. Caron, and others

The OSC ruled that the respondents "profited on investments that lacked resources and failed to ever sell 'sold' shares without proper registration, and used 'high-pressure sales tactics.'

Jeff Gray

Victims: "They're stealing from us. They're robbing us. They're orphans, anyone that's within their group," Mr. Atkinson said.

FOOD SAFETY MATTERS

((DANGER))

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For more information:
www.foodsafety.gc.ca

Canada

they should read the text in the body of the notice. It is in that instant that they saw the Government of Canada logos that the public notice took on a whole new and different level of importance.

"I read from the top corner and didn't really pay attention. If it (the Agency logo) was on the top it would catch my eye and I would pay attention." -
Toronto, High Risk

"If they want someone to read this it has to have the masthead of the Government of Canada. If it says food safety alert or warning and I know right away it's from the Government, then I would want to read it." -
Toronto, High Risk

Offset Page Attracts Attention– but Detracts from Credibility

When probed, most participants indicated that they noticed that the page was offset of centre; however, while they noticed it, most participants indicated that they thought it was odd that the Government of Canada would *"stoop to a cheap trick to grab attention"*, especially in a matter of such importance as food safety. Generally speaking, participants were of the view that while it may not be as flashy or as attention grabbing, a public notice should be serious and the content in and of itself will be important enough to get people to read it.

Icons have Limited Effectiveness on their Own

Those in the high-risk groups, and the pregnant women in particular, were quick to spot both the pregnant woman icon, as well as the one for children. However, apart from this, most participants in the high-risk group either did not see themselves represented by the icons, or did not understand what the icons meant. When asked specifically to name the four icons, participants (in all groups) had no difficulty identifying the one depicting children or pregnant women, but were confused by the other two.

The icon meant to identify individuals with weakened immune systems (pictured at right) was the most confusing, with most participants *guessing* that this represented "sick" or "hospitalized" individuals. Particularly noteworthy was that none of the participants who would classify themselves as having weakened immune system (upon further discussion) recognized this as a depiction meant to capture *their* attention:



Moderator to individuals with weakened immune systems: "Do you feel this notice is addressing you personally?"

Male participant: "No. If you go based on the icon, my daughter is 18 years old and lives with her mother. I'm not pregnant. The couple is married (I'm not) and elderly."

When asked directly by the moderator as to how to better communicate directly with the high risk groups represented in the room, participants in most of the groups suggested simply **adding a small caption to the bottom of the icon**, and/or identifying the risk groups in the body of the text (as was done with the Listeriosis notice which had been distributed to participants as part of the discussion – see Discussion Guide in Appendix 2 for details on the process used in the discussion).

Concept Tends to Exclude Non-High Risk Participants

"It only pertains to people who are vulnerable. I'm not in that category anyway. So, if it's for everyone, this doesn't work." - Toronto, High Risk (Diabetic)

"I would dismiss it. The four pictures – the person in bed is not a good thing. I would like to see it generalized." – Winnipeg, Gen. Pop.

"This is misleading, because it doesn't just affect these groups (even though it may affect them more. Food safety affects everybody." - Winnipeg, High Risk (Senior)

While this concept tended to be more effective at attracting high risk participants, many participants in the general population group, and even participants in the high risk group, didn't see themselves addressed by the concept as is, and therefore claimed they would dismiss it and not read further. Ironically, several high risk participants in all of the three cities also did not necessarily see themselves in this concept, particularly the older adults 60+ and those who were recruited on the basis of a weakened immune system. Specifically, the icon for individuals with weakened immune systems is interpreted as someone who is very sick or hospitalized, while the icon for older adults 60+ uses a cane. Several older

FOOD SAFETY MATTERS



((DANGER))

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Public Health
Agency of Canada

Canada

adults 60+ in the group did not identify with the older adults 60+ icon as they are fit and active, and they felt that the individuals depicted were frail and infirm (i.e., not them).

The Word 'Danger' Considered Alarmist, or Sensationalist

Participants clearly indicated that 'danger', together with the sonic echo (parentheses) symbol attracted their attention; however, some also felt that this was too alarmist. Using the content from the Listeriosis public notice as a benchmark, participants largely felt that "danger" provoked attention, but could also induce some fear and panic:

"If the government is yelling out 'danger', as they are here, some people, especially the elderly, are likely to panic and start phoning everybody". – Winnipeg, Gen. Pop.

On the other hand, other participants had the polar opposite view, saying they see the word "danger" so often that they have become desensitized:

"Danger...you see the word too often, it's on everything. Danger electric shock this, don't eat that... it's too much and it will get lost".

"Warning tends to make me read further to read what the warning is about. I like warning better (than danger)." – Toronto, High Risk

"Warning is stronger than alert, the same urgency as danger or close, but not as sensationalist." – Toronto, Gen. Pop.

"Alert means beware – take into consideration. Warning means warning, and danger means I'm going to fall." – Winnipeg, High Risk

"The degree of warning...alert is the proper warning." Winnipeg, Gen. Pop.

« Avertissement – je trouverais ça mieux, sans être trop alarmist. »
(Warning – I would find that better, without being too alarmist.) *Montreal, Gen. Pop.*

« Danger – c'est pas loin de la panique. Moi, je paniquerais. » (Danger, that's not far from panic. Me, I would panic).
Montreal, High Risk

Warning - Alert – Notice: 1-2-3 in terms of Sense of Urgency

Overall, participants felt that in contrast to the term “danger”, the word “warning”, especially in a public notice from the Government, communicated the appropriate level of urgency. Together with the colour red, “warning” meant that participants should read the notice and take some immediate action.

Next in line to “Warning” was “Alert”. “Alert” was equally successful at attracting attention and not being overly alarmist, nor sensationalist. “Alert” indicated to participants that they should pay attention to the information and consider it, but it didn’t necessarily indicate that action was warranted.

“Notice” or “Important Notice” (from Option 2) indicated that there was little to no urgency.

OPTION 2: FOOD SAFETY

Attractability

This option had very mixed results in terms of its ability to attract the eye and draw participants into reading it. Some participants were attracted by the white space (in contrast to the dense newspaper copy), the needle pointing to warning, and particularly the large bold "Food Safety" heading. However, many participants indicated that the lack of colour contrast in the graphic image⁴ tended to make them lose interest in reading the all important copy which would inform them of the foodborne illness outbreak:

« J'ai passé à côté complètement, aucun intérêt. Je n'ai même pas remarqué une autre langue. »

(I passed over it completely – no interest. I didn't even notice it was in another language.) – Montreal, Gen. Pop.

« Ça m'a attirée, mais pas assez pour le lire. » (It attracted my eye, but not enough to read it.) Montreal, High Risk

Food Safety Headline: Bold but Too General

As stated above, many participants did notice the headline: Food Safety; however, it also left them scratching their head – *what about it?* Many found it too general and it didn't create the curiosity necessary to pursue further. Although the needle pointing to warning in the chart eventually induced most

FOOD SAFETY AND RISK - FEDERATION LABELLED (F-000)

Consumer Information

FROM PAGE 1

OSC: 'Name-and-shame list' posted on regulator's website

Demanding disclosure has become a key element of the Canadian food safety system, and the Ontario Securities Commission (OSC) has taken a lead. Over 100 firms in food and beverage sectors have been named on its website.

The OSC's initiative, public disclosure of enforcement actions against food and beverage companies, has been recognized as a model by other regulators and governments around the world. The OSC's approach has been adopted by the U.S. Food and Drug Administration, the European Union, and the World Health Organization.

The OSC's website, *FoodSafety.ca*, features a "Name-and-Shame" section where food and beverage companies receive a letter grade based on their performance in the previous year.

The OSC's website also features a "Food Safety Scorecard," which tracks the performance of food and beverage companies across Canada. The scorecard includes information on food safety, food quality, and food safety management systems.

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REGULATORY & FOOD SAFETY

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Alberta Alberta's food safety and nutrition regulator, the Alberta Ministry of Health, has issued a list of enforcement actions taken against food and beverage companies in 2010, including 100 food and beverage companies.

The Alberta Ministry of Health's website, *FoodSafety.ca*, features a "Name-and-Shame" section where food and beverage companies receive a letter grade based on their performance in the previous year.

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Quebec Quebec's food safety and nutrition regulator, the Quebec Ministry of Health, has issued a list of enforcement actions taken against food and beverage companies in 2010, including 100 food and beverage companies.

The Quebec Ministry of Health's website, *FoodSafety.ca*, features a "Name-and-Shame" section where food and beverage companies receive a letter grade based on their performance in the previous year.

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Manitoba Manitoba's food safety and nutrition regulator, the Manitoba Ministry of Health, has issued a list of enforcement actions taken against food and beverage companies in 2010, including 100 food and beverage companies.

The Manitoba Ministry of Health's website, *FoodSafety.ca*, features a "Name-and-Shame" section where food and beverage companies receive a letter grade based on their performance in the previous year.

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FOOD SAFETY

Notice/Important Notice/Warning

Consecutive self-deprecating site, which discloses numerous nibbulated incident of hazard, does magno-decim et volet, itt hess erat ad primis nuntiis, quis noctred ex-ec-tatio sicutem per rascis fabicis hess erat ad primis nuntiis.

Notice and warning after header:

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Ut self-deprecating after header:

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For more information:

www.foodsafety.gc.ca

II Public Health Agency of Canada

Canada

ENCLOSURE 2009

⁴ Note that the version shown above provides significantly more colour contrast than was apparent on the newsprint version which was shown to participants.

participants into taking more interest in the public notice, this particular visual had a host of other issues, which we describe below.

The Visual: Forest Fire? Speedometer?

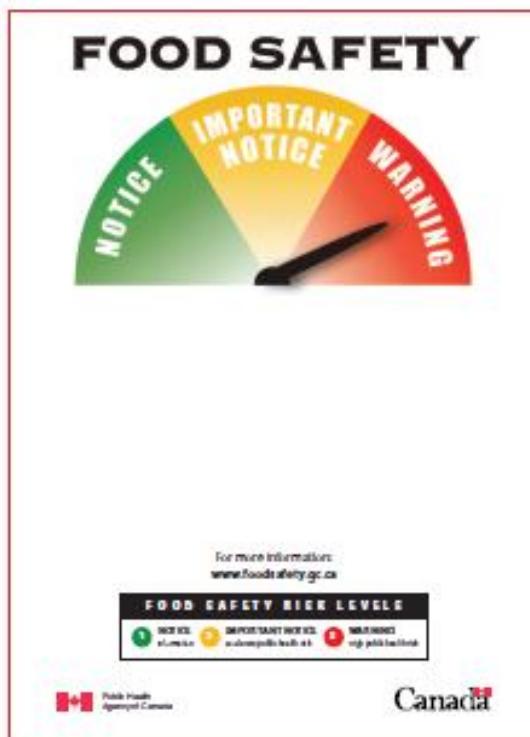
When shown the tricolour version of the notice (see next page), participants tended to appreciate the concept much more. Among the three concepts, it was clearly superior in terms of communicating the notion of a risk continuum and the fact that different notices may appear at different risk levels. In addition, it was the only concept of the three which uses three distinct colours (green, yellow, red), and this augmented its visual appeal with participants.

"This is an ongoing campaign. Sometimes you'll have notices, like the food safety tip of the day; and sometimes warnings that there is a dangerous outbreak like Listeriosis."
– Toronto, High Risk

"It also gives an explanation of the safety level. You have no question about severity. You know how serious it is. The legend is very good." Toronto, Gen. Pop.

The visual of a "risk meter", while communicating a risk continuum, also served to detract from the seriousness of the notice itself among many participants. Ironically, while the three colours are very eye-catching (in the colour version only), the three colours also served to lessen the public notice's overall seriousness and credibility:

"It doesn't look like the government style. It's a visceral thing. It's not as serious." – Winnipeg, Gen. Pop.



The Word "Warning" Makes the Concept More Likeable

This concept tended to be one of the more likeable among the three concepts. Upon deeper analysis, the reasons for participants liking the concept more than the others have little to do with the objective of the concept itself (communicating a risk continuum). First of all, each of the

three concepts was presented with a different term to communicate the risk: Option 1: 'Danger', Option 2: 'Warning', and Option 3: 'Alert'. Many participants gravitated to this concept, not necessarily because of its central theme of a risk continuum (this was well communicated, but neutral in terms of likeability), but rather, because they felt that the word 'Warning' was a better headline in comparison to 'Danger' or 'Alert' in order to communicate the appropriate sense of urgency of a foodborne illness outbreak. Option 2 uses the term 'Warning', and hence, this alone improved its likeability, despite issues around the tricolour risk meter.

Secondly, many participants who tended to like this particular concept liked it for the three colours, which aren't at all visible in the black and white version shown previously.

Green Means Go

Another common reaction to this concept was the fact that the colour green was considered inconsistent with the concepts of risk and urgency:

"If the needle was pointing to the green notice, I would just skip over it. Green means everything is OK, and I have no need to be concerned." – Several participants

As a result, participants in several groups suggested that the colour continuum shouldn't resemble a traffic light, as above, but rather use yellow, amber, and red, where all three colours signify differing, but at least some, level of risk and urgency.

All Inclusive

Finally, in contrast to the preceding option where icons depict high risk individuals, this concept addressed everyone equally. Both high risk and general population groups felt that this notice addressed them. A few of the high risk participants were aware that they are at higher risk for contracting foodborne illness, but there is nothing in this particular concept that addressed them directly on this issue. If they were aware, it was because they had attained this knowledge through some other means, and not through this concept directly. On the other hand, this concept did nothing to communicate that one should *not* pay attention because they were not addressed by the concept, as is the case with Option 1: Food Safety Matters.

OPTION 3: FOOD SAFETY AND YOU

Attractability

This concept was, by far, the best concept at attracting attention, and this is true for both the black and white newspaper versions, and the colour version. However, for many participants it attracted their attention only briefly.

THE GLOBE AND MAIL • THURSDAY, JANUARY 18, 2018

REPORT ON BUSINESS ■ B8

FROM PAGE 1

OSC: 'Name-and-shame list' posted on regulator's website

» The top regulator has sent letters to food producers again by mail, and will start a list holding certain companies responsible for food safety violations, a right. Over all, close to half of the 1,000 food safety complaints received last year were from consumers.

"We're doing more, and first and foremost we want to make sure that consumers are safe and aware about the quality of the food they eat," says the OSC's director of enforcement, said as he announced the new consumer portal on the OSC website.

"Consumers have a right to know what's in their food, how it was produced and where it came from, and may people don't know that," he says. "When we're doing everything we can to keep them safe, and this is just one more way."

The OSC has been working to get better at collecting this information for food safety when enforcement is done, whether in public or private actions. It also wants to make sure that consumers are told in its annual report.

For the first time, the top deputy director of the OSC's enforcement branch, Michael Lefebvre, responded to a query from *The Globe and Mail*.

FOOD INSPECTOR

Mr. Lefebvre, 39, says, "we've invested a lot more staff and they allowed us to move forward with the initiative." At any point, consumers could have concerns.

Oppenheimer Legal Counsel Daniel O'Neil, who has been involved in the OSC's work for nearly two million as a consumer advocate, says the portal is "a positive development."

"The 'Food Safety Alert' page" is "a model out of the best in class," he says. "It's a great effort to date, it was done in collaboration with the government."

However, Mr. Lefebvre says, the portal is "not yet fully up to date" in its consumer-friendly language and design. "It's a beta version, the type designed to put into play."

"This portal, when it would be launched, will be a great addition to TD Bank's efforts," Mr. O'Neil adds. "It's another step forward, reflecting on the Model of the Month," he says.

A spokesman for TD, which has used the portal since last fall, declined to comment on the portal's design, "and is continuing to evaluate it."

"We still think there are a few things that could be improved," he says. "But I think that it's a great tool and that it was built thoughtfully and with care, reflecting the needs of consumers."

"We will continue to follow the latest updates, refine our approach, and work with the vendor," he says.

In a statement, TD said it "is on behalf of the bank's clients, it is pleased to see the portal's launch, and that it is committed to making this innovative resource available to as many people as possible in a few simple steps."

"This is a key objective that firms were mandated to accomplish, and TD is pleased to have met this commitment," says Gregoire Tremblay, TD's chief executive officer of business banking.

In its complaint, Oppenheimer said that the OSC had failed to take action in the scheme and that consumers were being "cheated" by having their choices restricted to a limited number of regular grocery stores.

With the opening of the bank, Mr. Oppenheimer says, the OSC has been able to take action in a number of cases, such as those dealing with food safety.

OWNER'S TO THE RESCUE

Peter Schatzberg, founder and CEO of the Ontario-based food safety advocacy group Food Safety Watch, says a list holding certain companies responsible for food safety violations, a right. Over all, close to half of the 1,000 food safety complaints received last year were from consumers.

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"We will continue to follow the latest updates, refine our approach, and work with the vendor," he says.

In a statement, TD said it "is on behalf of the bank's clients, it is pleased to see the portal's launch, and that it is committed to making this innovative resource available to as many people as possible in a few simple steps."

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For more information:

www.foodsafety.gc.ca

Canada

Browsing Note

A Restaurant Ad or Menu

The principal issue with this concept is that most participants, even the ones who claimed they liked it (and even preferred it), said that this concept appeared to be either a restaurant menu or an advertisement for a restaurant:

"LOL. It looks like a new restaurant called 'Alert'." - Toronto, Gen. Pop.

"It looks like there's a food safety problem at a restaurant. I would look at it if I go to restaurants or dine out a lot, but otherwise, no."

Winnipeg, Gen. Pop.

The knife, fork and place setting at the top of the concept clearly communicate the association of dining or dining out, which immediately detracts from both the seriousness of the message, and the consistency with the Government of Canada/Public Health Agency of Canada brand. Therefore, even though this notice would be very effective in catching the eye and participants' attention, many participants indicated that they would dismiss the notice and not read the copy – defeating the objectives of the notice.

The Headline '*Food Safety and You*' – It Works

Apart from its attractability, the headline "Food Safety and You" was the most effective of the three headlines in terms of its ability to resonate with participants; to address them directly and make them feel that the notice needs to be read. "Food Safety and You" makes the connection between a food safety issue and individual concern and action. While a few isolated participants in the Toronto general population group complained that this headline was an attempt by the Government to deflect its responsibility onto individual citizens, the prevailing view was that this headline piqued curiosity and attention to read further, without being overly alarmist.

"It means a discussion is coming up. It might be of importance to you." – Toronto, High Risk"



« La salubrité et vous. Ça, ça nous concerne. C'est beaucoup plus orienté vers moi personnellement. » (Food Safety and You. That! That concerns us. It's much more directed at me personally.) – Montreal, Gen. Pop.

Black on Red is Not Readable

Most participants also indicated that the black print on red is virtually unreadable, and especially renders the Agency logo and Canada wordmark almost invisible. Also, as stated early on, participants take the greatest interest in the notice upon seeing the government logos.



3. Call to Action, Roles and Responsibilities of the Federal Government and Individuals

CALL TO ACTION IS CLEAR

Notwithstanding the fact that the website is not seen as very prominent on the page, participants indicated that if they wanted more information, that they would go to www.foodsafety.gc.ca, as presented in each of the concepts. In addition, participants in several groups called for the addition of a 1-800 telephone number (which would be mandatory in any communication anyway). None of the concepts was any better or worse at communicating the call to action.

However, many participants, particularly older participants, stated that for a food safety public notice, they would want to see all of the pertinent information, including the products (and product codes) affected, the level of risk and appropriate actions to take, all explained clearly in the body of the notice.

"I don't want to have to go to a website to get more information. If I see this notice in the newspaper, I want all the information I need right there and then." - Several

The Listeriosis public notice and the information contained within it was generally considered an appropriate model moving forward.

What would you do?

Participants were asked what they did (if they remembered the Listeriosis outbreak), and more importantly, what they would do in the event they saw one of the public notices indicating that another foodborne illness outbreak was underway. Participants in all groups were pretty clear about the course of action they would take:

- **Check their fridge** if they suspected that they had purchased a product which had been identified as the source of an outbreak, and discard those products;
- **Talk to other family members and friends** to ensure they were aware of the outbreak; especially those who participants thought may be at higher risk of contracting a foodborne illness. While participants tended to think of older relatives as higher risk, and perhaps pregnant

women, they were definitely not aware of all of the different types of people who could be high risk, e.g. individuals with weakened immune systems. Thus, they referred back to the icons and discussion around Option 1 – which in turn indicates the importance of communicating to (or about) high risk individuals in any public notice going forward;

- **Seek out more information** as to actions to take. While some participants indicated they would go to the Foodsafety.gc.ca website, mass media such as television and radio (news) were also considered important sources of information to which participants would turn in the event of a foodborne illness outbreak:

"If it's a big enough deal that I would see it on the TV news, I would definitely read the notice in the newspaper, and I would know it's serious" – Winnipeg, Gen. Pop.

ROLE OF GOVERNMENT AND INDIVIDUALS IN THE EVENT OF AN OUTBREAK

The Federal Government: Notify People and Get Products off the Shelf

When asked what they perceived the role of the federal government to be in the event of a foodborne illness outbreak, the response was unanimous:

- Ensure people are notified through public notices and the media; and,
- Ensure that any dangerous products are removed from circulation.

Individuals: Be Vigilant. Clean the Fridge. Spread the Word.

As mentioned above, participants indicated that they felt their role as individuals would be largely to pay attention to warnings in the information, become more informed by going to the website if necessary to get all the information to protect oneself, to discard any dangerous products, and most importantly to ensure all of their friends and family, especially the elderly, are informed and adequately protected.

Participants in all of the groups were clear that they believe that staying protected in the event of a foodborne illness outbreak is a dual responsibility, and the individual bears as much responsibility for protecting themselves and their families as government does in terms of communication and transparency of information.

Participants were asked if the Government should release partial information as it is received in the event of an outbreak, or if it should wait until it "knows all the facts". The knee-jerk reaction of most participants is that government should be as transparent as possible, releasing information as it comes in and that concerns for safety should trump other concerns (such as protecting manufacturers' reputations). That being said, the view evolved with the discussion. While government should release confirmed facts, it must also be cognizant of the possibility of inducing unnecessary fear or panic, and must act prudently.

COMMUNICATING TO IMMUNOCOMPROMISED INDIVIDUALS – JUST SAY 'WEAKENED IMMUNE SYSTEMS'

Participants, including high risk individuals, were asked whether they were familiar with the term "immunocompromised". As overall familiarity with the term was low, participants were asked to provide other wording that would be useful in describing "immunocompromised" individuals. In response, most participants indicated that the best wording would be to simply: "say: *people with weakened immune systems such as...*".

Participants were also asked about the difference, if any, between the terms "elderly" and "frail elderly"; overall, the two terms were considered interchangeable, with participants seeing no difference.

4. Conclusions and Recommendations

CONCLUSIONS

This research allows us to draw the following conclusions with regard to the three public notices tested.

The Public Health Agency of Canada logo and Canada Wordmark are not Prominent Enough

The Agency logo and Canada wordmark are the elements in these public notices which most effectively attract attention, enhance the credibility of the messages, communicate the seriousness and sense of urgency, and urge the target audience to read the copy, yet in all concepts they are small and at the bottom.

No Single Concept Addresses the Communications Objectives in an Ideal Manner

Each of the three concepts tested has strengths and weaknesses in terms of the key factors which determine communication effectiveness, i.e., capability to attract the reader (attractability), ability to target and resonate with both target audiences (high risk groups and the general population), likeability, credibility and seriousness of the message, and communicating the appropriate level of urgency without being alarmist.

Option 1: Food Safety Matters

This concept is the only one of the three concepts which resonates directly with the higher risk populations; however, while some members of the general population groups felt they are also addressed, others dismissed this concept as not relevant to them, believing they were not reflected in the icons. This poses some risk that they will not pay attention to the message in this concept going forward, if left as is.

In addition, the icons are only partially successful at clearly illustrating which individuals are at higher risk. They clearly depict children and pregnant women, but are ambiguous with regard to older adults 60+ and the individuals with weakened immune systems.

Finally, the headline “Food Safety Matters” and the play on words was considered trite and detracts from the seriousness and credibility of this concept.

Option 2: Food Safety

This concept tested reasonably well in terms of likeability, but this is likely due to the fact that it was the only three colour execution, as well as the fact that it used the best liked and most appropriate term to communicate urgency: “warning”. This concept is the most likely to go unnoticed and tested poorly in terms of attractability in the black and white format, which would result in significantly higher cost to execute in four colour versions, rendering the concept impractical and costly. Finally, the headline “Food Safety” while eye-catching in large font, was considered too generic and ambiguous.

Option 3: Food Safety and You

This concept tested the best of the three in terms of attractability; however, participants confirmed that it clearly depicts an advertisement for a restaurant or menu, thus severely detracting from credibility. In addition, the black on red two colour version, while effectively attracting attention, is extremely difficult to read, especially among a key target audience: older adults 60+.

On the other hand, the headline “Food Safety and You” is the most effective of the three tested in terms of attracting attention, piqueing curiosity and the need to read the copy further.

The Term “Warning” is the Most Effective

Of the three terms tested ('Danger', 'Warning', 'Alert'), 'Warning' (Avertissement in French) was clearly seen by most participants as communicating an appropriate sense of urgency, a need to read further, and a call to take action in the event of a foodborne illness outbreak. 'Alert' is also effective, but for less urgent situations or notifications. 'Danger' is considered alarmist and sensational.

Listing the Website Ensures the Call to Action is Understood

All of the three concepts tested were equally effective in communicating the call to action (to visit the website to seek out further information). Merely indicating the website on the concept was sufficient to do this.

RECOMMENDATIONS

Given the importance of communicating with high risk individuals in the event of an outbreak of foodborne illness as a key communication objective, combined with the fact that each concept contained elements which were more successful at ensuring the effectiveness of the public notice, **we recommend redesigning a new public notice concept based on the key elements of Option 1, targeting high risk individuals.** Specifically, we recommend the following:

- Ensure the Agency logo is displayed larger and more prominently on any public notice, preferably at the top or in the masthead;
- Use the headline "Food Safety and You" or suitable alternative incorporating Food Safety and the term 'Warning';
- Revisit the icons for individuals with weakened immune systems and older adults 60+. Specifically, finding a way to target older adults 60+ who see themselves as active and fit, and not infirm (i.e. through the use of a cane to depict older adults 60+). While the icons should be recognizable on their own by each of the target audiences, consider augmenting the communication effectiveness of the icons through the use of a descriptive caption.
- Use the term "Warning" in place of "Danger" in the concept.

Based on this research, we are confident that implementing the above recommendations will result in a public notice which will effectively warn Canadians to take appropriate action in the event of an outbreak of foodborne illness.

Appendix 1

Recruiting Screener

English Version

Version française

17747 – FOOD SAFETY

Respondent Name:

Home Phone #:

Business Phone #:

E-Mail:

Group #: _____

Recruiter: _____

Recruit 10 per group

Group 1
MONDAY
MARCH 12TH
5:30 PM
HIGH RISK
TORONTO

Group 2
MONDAY
MARCH 12TH
7:30 PM
GEN POP
TORONTO

Group 3
TUESDAY
MARCH 13TH
5:30 PM
HIGH RISK
WINNIPEG

Group 4
TUESDAY
MARCH 13TH
7:30 PM
GEN POP
WINNIPEG

Group 5
THURSDAY
MARCH 15TH
5:30 PM
HIGH RISK
MONTREAL

Group 6
THURSDAY
MARCH 15TH
7:30 PM
GEN POP
MONTREAL

Hello, my name is _____ from Research House Inc. We are conducting public opinion research on behalf of the Government of Canada, and we are calling today to invite you to a focus group discussion scheduled for (DATE). Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with Research House Inc. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. You will also be asked to sign a waiver to acknowledge that you may be audio and/or video taped during the session and will also participate in Qualitative Central. The session will last a maximum of **2 hours** and you will receive a cash honorarium as a thank you for attending the session. May we have your permission to ask you some further questions to see if you fit in our study?

Yes.....1
No.....2 – **THANK AND TERMINATE**

INDICATE: Male.....1 – **ENSURE A MIX**
 Female.....2

1. Are you or is any member of your household or immediate family employed in, or ever been employed in/by:

	1			Ever
	No	Yes	No	Yes
Market Research	()	()	()	()
Marketing	()	()	()	()
Public Relations	()	()	()	()
Any media (Print, Radio, TV)	()	()	()	()

A member of ACTRA	()	()	()	()
Advertising	()	()	()	()
A food manufacturer	()	()	()	()

IF YES TO ANY OF THE ABOVE – THANK AND TERMINATE

2. May I have your age, please?

_____ SPECIFY

Under 25 years.....	1	– ENSURE A MIX IN GROUPS 2, 4, 6
26 – 34 years.....	2	
35 – 44 years.....	3	
45 – 59 years.....	4	
60 years or older	5	– MIN (2) IN GROUPS 1, 3, 5 / GROUPS 2, 4, 6

CANNOT MENTION

3. What is your marital status?

Married / Common – Law.....	1
Single / Div. / Wid. / Sep.....	2

4. What is your current employment status?

Full Time Employed	()
Part Time Employed	()
Homemaker	()
Student	() – MAX (1) IN GROUPS 2, 4, 6
Retired	()
Unemployed	()

5. What is your occupation? –IF RETIRED – ASK PRIOR OCCUPATION

3

OF COMPANY

JOB TITLE

TYPE / NAME

IF MARRIED / COMMON – LAW ASK – WHAT IS YOUR SPOUSE'S OCCUPATION?

OF COMPANY

JOB TITLE

TYPE / NAME

***IF ANY CONNECTION TO STANDARD OR PROJECT RELATED
OCCUPATION – THANK AND TERMINATE***

6. As we need to speak with people from all walks of life, could you please tell me into which category I may place your total annual household income? Would that be...

Under \$40,000.....	1I – ENSURE A MIX IN GROUPS 2, 4, 6
\$40,001 - \$60,000.....	2I
\$60,001 - \$80,000.....	3I
Over \$80,000.....	4I

7. Could you please tell me, what is the last level of education that you have completed?

Some High School.....	1I – ENSURE A MIX IN GROUPS 2, 4, 6
High School.....	2I
Some College / University.....	3I
Completed College / University.....	4I

8. Do you have any children under the age of 6 living at home full time?

Yes.....	1 – MIN (2) IN GROUPS 1, 3, 5
No.....	2 – GROUPS 2, 4, 6 MUST MENTION

9. Do you have any of the following health conditions or chronic diseases diagnosed by a health professional, or other conditions or disease that make your immune system weak? Please note that this information will remain confidential and will not be discussed during the focus group. [RECORD ALL MENTIONS]

Cancer	1I – MIN (3) IN GROUPS 1, 3, 5 MUST MENTION
CODES 1-5	
Diabetes	2I
Other chronic diseases (those including lung, heart, blood, muscular system or nervous system)	3
Alcoholism	4I
Another condition or disease that makes your immune system weak (SPECIFY) _____	5I
None	6 – GROUPS 2, 4, 6 MUST MENTION

ASK FEMALES ONLY

10. Are you currently pregnant?

Yes.....	1 – MIN (3) IN GROUPS 1, 3, 5
No.....	2 – GROUPS 2, 4, 6 CANNOT MENTION

ASK ALL

11. Are you handling or preparing food for yourself or those around you at least a few times a week?

Yes	1
No	2 – THANK AND

TERMINATE

The next couple of questions deal with your imagination. Have a little fun with these questions and feel free to answer in any way, as there are no incorrect answers.

- 12a. What would be the first thing you would do, if you had just won one million dollars?

- 12b. If you were a book in a library, what book would you be and WHY?

ANSWERS SPONTANEOUSLY
VERY ENTHUSIASTIC
VERY SURE OF HIMSELF/ HERSELF
CARRIES ON A GOOD CONVERSATION

NOTE: PAY EXTRA ATTENTION TO RESPONDENT ANSWERS – LOOK FOR COMPLEX, CREATIVE ANSWERS AND NOT JUST MEANINGLESS ANSWERS. LOOK FOR IMAGINATION AND A SENSE OF CREATIVITY / PARTICIPATION.

13. Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you, in voicing your opinions in front of others? Are you....

Very Comfortable.....	1 – MIN 50% PER GROUP
Comfortable.....	3
Fairly Comfortable.....	3
Not Very Comfortable.....	4 – THANK AND TERMINATE
Very Uncomfortable.....	5 – THANK AND TERMINATE

- 14a. Have you ever attended a focus group or one to one discussion for which you have received a sum of money, here or elsewhere?

Yes.....	1 – MAX (50%) PER GROUP
No.....	2 – SKIP TO Q. 15

- 14b. When did you last attend one of these discussions?

TERMINATE IF IN THE PAST 6 MONTHS

14c. How many focus group or one –to-one discussions have you attended in the past 5 years?

(SPECIFY) IF MORE THAN 5 – THANK AND TERMINATE

14d. Would you please tell me the topics discussed?

IF HEALTH THANK AND TERMINATE

15. Have you yourself lived in Canada:

Less than 2 years 1 – **THANK AND TERMINATE**
Between 2 – 5 years..... 2
More than 5 years..... 3

16. Have you been invited to another of these focus groups or interviews in the near future?

Yes..... 1 – **THANK AND TERMINATE**
No..... 2

17. Sometimes participants are asked to write out their answers on a questionnaire or watch a TV commercial during the discussion. Is there any reason why you could not participate?

Yes..... 1 – **THANK AND TERMINATE**
No..... 2

NOTE: IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY – THANK AND TERMINATE

IMPORTANT:

The session is **2 hours** in length, but we are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

Yes..... 1
No..... 2 – TERMINATE

All participants in this study are asked to bring to the group PICTURE IDENTIFICATION. If you do not bring your personal identification then you will not be able to participate in the session and you will not receive the incentive fee. Are you going to bring along your ID?

Yes..... 1
No..... 2 – TERMINATE

The group discussion will last approximately **2 hours** and we offer each participant a **\$75.00** cash gift as a token of our appreciation. I should also tell you that the groups will be audio and video taped for research

purposes and members of the research team will be observing the discussion from an adjoining room.
Everything you say will be kept confidential.

[] CHECK TO INDICATE YOU HAVE READ THE STATEMENT TO THE RESPONDENT.

DATE AND TIME:

Group 1
MONDAY
MARCH 12TH
5:30 PM
HIGH RISK
TORONTO

Group 2
MONDAY
MARCH 12TH
7:30 PM
GEN POP
TORONTO

Group 3
TUESDAY
MARCH 13TH
5:30 PM
HIGH RISK
WINNIPEG

Group 4
TUESDAY
MARCH 13TH
7:30 PM
GEN POP
WINNIPEG

Group 5
THURSDAY
MARCH 15TH
5:30 PM
HIGH RISK
MONTREAL

Group 6
THURSDAY
MARCH 15TH
7:30 PM
GEN POP
MONTREAL

INCENTIVE: \$75.00

LENGTH OF GROUP: 2 HOURS

LOCATIONS:

Toronto
Research House
1867 Yonge Street
2nd Floor
416.488.2328
Fax: 488.2368

Winnipeg
View Points
115 Banatyne Avenue
Suite 404
204.988.9253
Fax: 947.9262

Montréal
MBA Recherche
1470 Peel St
Suite 800
514.284.9644
Fax: 514.248.0668

17747 – PUBLIC HEALTH Nom du répondant :

N° de téléphone résidentiel :

N° de téléphone d'affaires

Courriel

Groupe n° : _____ Recruteur
: _____

Recruter 10 par groupe

Groupe 5

JEUDI
15 MARS
17H30
RISQUE ÉLEVÉ
MONTRÉAL

Groupe 6

JEUDI
15 MARS
19H30
POPULATION GÉNÉRALE
MONTRÉAL

Bonjour/Bonsoir, mon nom est _____ de Research House Inc. Nous menons une recherche d'opinion publique au nom du gouvernement du Canada et nous téléphonons aujourd'hui pour vous inviter à un groupe de discussion qui aura lieu (DATE). Votre participation à cette recherche est entièrement volontaire et votre décision d'y participer ou non n'affectera en rien les interactions que vous pourriez avoir avec Research House Inc. Toute information recueillie, utilisée et/ou dévoilée sera utilisée qu'à des fins de recherche seulement et sera traitée conformément aux exigences de la Loi sur la protection des renseignements personnels. Vous devrez signer une renonciation à l'effet que vous savez que vous serez peut-être enregistré et / ou filmé pendant la session et que vous participerez aussi au Registre central de la recherche qualitative. La session durera un maximum de **2 heures** et vous recevrez une somme en argent comptant en guise de remerciement pour votre participation. Est-ce que vous nous permettez de vous poser quelques questions additionnelles afin de voir si vous qualifiez pour notre étude?

Oui..... 1
Non..... 2 – **REMERCIER ET TERMINER**

INDIQUER:
RÉPARTITION

Homme..... 1 – **ASSURER UNE BONNE**
Femme..... 2

1. Est-ce que vous, une personne de votre foyer ou de votre famille immédiate travaille ou a déjà travaillé dans/par:

Oui	1		Déjà
	Non	Oui	
Étude de marché ()	()	()	()
Marketing ()	()	()	()
Relations publiques ()	()	()	()
Un média (imprimé, radio, télé) ()	()	()	()

Un membre de l'ACTRA / l'UDA	()	()	()
()			
Publicité	()	()	()
()			
Manufacturier d'aliments	()	()	()
()			

SI OUI À L'UN CI-DESSUS – REMERCIER ET TERMINER

2. Puis-je avoir votre âge, s.v.p.?

_____ PRÉCISER

Moins de 25 ans.....1I – ASSURER UNE BONNE RÉPARTITION DANS LE
GROUPE 6

26 – 34 ans.....2I

35 – 44 ans.....3I

45 – 59 ans.....4I

60 ans ou plus.....5 – MIN (2) DANS LE GROUPE 5 / GROUPE 6 NE PEUT
PAS MENTIONNER

3. Quel est votre état matrimonial?

Marié / conjoint de fait.....1
Célibataire / Divorcé / Veuf / Séparé.....2

4. Quelle est votre situation d'emploi actuelle?

Employé à temps plein ()

Employé à temps partiel ()

Femme au foyer ()

Étudiant () – MAX (1) DANS LE GROUPE 6

Retraité ()

Sans emploi ()

5. Quelle est votre occupation? SI RETRAITÉ(E) – DEMANDER L'OCCUPATION ANTÉRIEURE

_____ TITRE DE L'EMPLOI _____ TYPE / NOM DE
COMPAGNIE

SI MARIÉ(E) / CONJOINT(E) DE FAIT DEMANDER – QUELLE EST L'OCCUPATION DE VOTRE
CONJOINT(E)?

_____ TITRE DE L'EMPLOI _____ TYPE / NOM DE
COMPAGNIE

**SI LES OCCUPATIONS ENTRE EN CONFLIT AVEC LES OCCUPATIONS LISTÉES À LA Q.1 OU
RELIÉES AU PROJET - REMERCIER ET TERMINER**

6. Comme nous devons parler à des personnes de toutes conditions sociales, pourriez-vous me dire dans laquelle des catégories suivantes se situe le revenu annuel total de votre foyer? Est-il de...?

Moins de 40 000 \$.....1I – ASSURER UNE BONNE RÉPARTITION DANS
LE GROUPE 6

40 001 \$ à 60 000 \$.....	2I
60 001 \$ à 80 000 \$.....	3I
Plus de 80 000 \$	4I

7. Pourriez-vous me dire quel est le plus haut niveau de scolarité que vous avez terminé?

Secondaire en partie.....1 – **ASSURER UNE BONNE RÉPARTITION DANS
LE GROUPE 6**

Secondaire terminé.....	2I
Cégep ou université en partie.....	3I
Cégep ou université terminé.....	4I

8. Avez-vous des enfants de moins de 6 ans vivant à la maison à temps plein?

Oui 1I – **MIN (2) DANS LE GROUPE 5**
Non 2I – **GROUPE 6 DOIT MENTIONNER**

9. Avez-vous l'une des conditions de santé ou une des maladies chroniques suivantes diagnostiquées par un professionnel de la santé ou d'autres conditions ou une maladie qui rendent votre système immunitaire faible? Veuillez noter que cette information demeurera confidentielle et ne sera pas discutée pendant le groupe de discussion. **[ENREGISTRER TOUTES LES MENTIONS]**

Cancer 1I – **MIN (3) DANS LE GROUPE 5 DOIVENT
MENTIONNER CODES 1 À 5**

Diabète.....	2I
Autres maladies chroniques (incluant poumon, cœur, sang, système musculaire ou le système nerveux)	3
Alcoolisme	4I
Une autre condition ou maladie qui rend votre système immunitaire faible.(PRÉCISER).....	5I
Aucune	6 – GROUPE 6 DOIT MENTIONNER

DEMANDER AUX FEMMES SEULEMENT

10. Êtes-vous actuellement enceinte?

Oui..... 1 – **MIN (3) DANS LE GROUPE 5**
Non..... 2 – **GROUPE 6 NE PEUT PAS MENTIONNER**

DEMANDER À TOUS

11. Est-ce que vous manipulez ou préparez la nourriture pour vous-même ou ceux autour de vous au moins quelques fois par semaine ?

Oui 1
Non 2 – **REMERCIER ET TERMINER**

Les prochaines questions font appel à votre imagination. Amusez-vous avec ces questions et sentez-vous à l'aise de répondre ce que vous voulez, car il n'y a pas de mauvaises réponses.

12a. Quelle serait la première chose que vous feriez si vous veniez de gagner un million de dollars?

12b. Si vous étiez un livre dans une bibliothèque, quel livre seriez-vous et POURQUOI?

RÉPOND SPONTANÉMENT
TRÈS ENTHOUSIASTE
TRÈS SÛR DE LUI-MÊME/ELLE-MÊME
TIENT UNE BONNE CONVERSATION

NOTE: FAIRE EXTRÊMEMENT ATTENTION AUX RÉPONSES DES RÉPONDANTS – RECHERCHER DES RÉPONSES COMPLEXES ET CRÉATIVES ET NON PAS SEULEMENT DES RÉPONSES DÉNUÉS DE SENS. RECHERCHER DES PERSONNES QUI ONT DE L'IMAGINATION ET UN SENS DE LA CRÉATIVITÉ / PARTICIPATION.

13. On demande aux personnes qui participent à des groupes de discussion d'émettre leurs opinions et commentaires. Dans quelle mesure vous sentez-vous à l'aise d'émettre vos opinions devant d'autres personnes? Vous sentez-vous....?

Très à l'aise.....1 – **MIN 50 % PAR GROUPE**
À l'aise.....2
Assez à l'aise.....3
Pas très à l'aise.....4 – **REMERCIER ET TERMINER**
Très mal à l'aise.....5 – **REMERCIER ET TERMINER**

14a. Avez-vous déjà participé à un groupe de discussion ou un entretien face à face où l'on vous a remis une somme d'argent, ici ou ailleurs?

Oui.....1 – **MAX (50%) PAR GROUPE**
Non.....2 – **PASSEZ À Q. 15**

14b. À quand remonte la dernière fois que vous avez participé à une de ces discussions?

TERMINER SI AU COURS DES 6 DERNIERS MOIS

14c. À combien de groupes ou d'entretiens face-à-face avez-vous participé au cours des 5 dernières années?

(PRÉCISER) SI PLUS DE 5 – REMERCIER ET TERMINER

14d. Pourriez-vous me dire quels ont été les sujets de discussion?

SI SANTÉ, REMERCIER ET TERMINER

15. Vous-même, vous vivez au Canada depuis...?

- Moins de 2 ans 1 – **REMERCIER ET TERMINER**
Entre 2 à 5 ans 2
Plus de 5 ans 3

16. Avez-vous été invité à participer, dans un avenir rapproché, à un autre de ces groupes de discussion ou d'entretiens face à face?

- Oui..... 1 – **REMERCIER ET TERMINER**
Non..... 2

17. On demande parfois aux participants d'inscrire leurs réponses dans un questionnaire ou de regarder une annonce à la télé pendant la discussion. Y a-t-il une raison pour laquelle vous ne pourriez pas participer?

- Oui..... 1 – **REMERCIER ET TERMINER**
Non..... 2

NOTE : SI LE RÉPONDANT DIT QU'IL A UN PROBLÈME DE VUE OU D'AUDITION, UN PROBLÈME DE LANGUE ÉCRITE OU VERBALE, UNE INQUIÉTUDE À NE PAS POUVOIR COMMUNIQUER EFFICACEMENT – REMERCIER ET TERMINER

IMPORTANT:

La session dure **2 heures**, mais nous demandons à toutes les participants d'arriver 10 minutes avant le début de la session. Pouvez-vous vous rendre à notre emplacement 10 minutes avant le début de la session?

- Oui.....1
Non.....2 – TERMINER

On demande à tous les participants à cette étude d'apporter une PIÈCE D'IDENTIFICATION AVEC PHOTO. Si vous n'apportez pas une pièce d'identification avec photo, vous ne pourrez pas participer à la session et ne recevrez pas la rémunération en argent comptant. Allez-vous pouvoir apporter votre pièce d'identification?

- Oui.....1
Non.....2 – TERMINER

Le groupe de discussion durera environ **2 heures** et nous offrons un cadeau en argent comptant de **75.00 \$** à chacun des participants en guise de reconnaissance. Je dois aussi vous dire que les groupes seront enregistrés et filmés à des fins de recherche et que des membres de l'équipe de recherche suivront la discussion dans une salle attenante. Tout ce que vous direz demeurera confidentiel.

[] COCHER POUR INDICHER QUE VOUS AVEZ LU L'ÉNONCÉ AU RÉPONDANT.

DATE ET HEURE:

Groupe 5

JEUDI

15 MARS

17H30

RISQUE ÉLEVÉ

MONTRÉAL

Groupe 6

JEUDI

15 MARS

19H30

POPULATION GÉNÉRALE

MONTRÉAL

INCITATIF: 75.00 \$

DURÉE DU GROUPE: 2 HEURES

LIEU:

Montréal

MBA Recherche

1470, rue Peel

Bureau 800

514.284.9644

Télécopieur: 514.248.0668

Appendix 2

Moderator's Guide

English Version
Version française

**Public Health Agency of Canada
Food Safety Public Notice Creative Pretest**

Moderator's Guide

N.B. This document serves as a guide for Moderator and Client to ensure a common understanding of the nature of information to be gathered through the focus group session. This is not a questionnaire and questions will not necessarily be asked verbatim by the moderator. At the end of the focus groups, all of the questions posed in this guide will have been answered satisfactorily.

ROTATION ORDER

	Toronto	Winnipeg	Montreal
5:30 – 7:30 (High Risk)	Option: 1,2,3	Option: 3,1,2	Option: 2,3,1
7:30 – 9:30 (Gen Pop)	Option: 1,2,3	Option: 3,1,2	Option: 2,3,1

1. INTRODUCTION (10 minutes)

- Welcome participants
- Description of focus groups
- Specialized facilities (videotaping, one-way mirror and observers, etc.)
- Anonymity / Confidentiality
- No right or wrong answer – different opinions are what counts
- Independence of moderator
- Objectives of the focus group – review public notices for food safety
- Roundtable introduction (first name only, any children at home and what ages, occupation).
- Honorarium to be provided at the end of the groups

2. EVALUATION OF FOOD SAFETY NOTICES (80 minutes)

- **Moderator instructions to group:** I'm going to show you a newspaper, then I'd like you to answer the questions on the handout in front of you (Handout Part 1).

Turnover the newspaper and allow 1 minute for participants to complete Handout Part 1.

Please put Handout Part 1 aside.

Now I would like you to focus on the public notice in the newspaper. It is a preliminary concept for a public notice or advisory which will appear in daily and community newspapers, as well as on websites in the event of a foodborne illness outbreak. A foodborne illness outbreak is, when people are getting sick (or in some cases, may even have died) after eating contaminated food. Please have another look at the public notice for a minute and write down the answers to the questions on your second handout (Handout Part 2). At this point, we're not looking at the text of the public notice, just the headlines and graphics. Jibberish is written in just to give you a feel of what the text will look like. Please don't try to read or make sense of this.

Allow 1 minute for participants to complete Handout Part 2.

Please refer back to your Handout Part 1. With a show of hands, who noticed the public notice when first looking at the newspaper? Who did not? What stood out for you about the public notice? Why didn't the public notice get your attention?

Now please have another look at the public notice in the newspaper. What does the word Danger – Option 1; Warning – Option 2; Alert - Option 3 mean to you? Can you suggest another word that would be more likely to capture your attention? **Probe for whether they think the following words are more appropriate: Alert, Danger, Warning (whichever words are not in that Option).**

Of all these words, which word would be most likely to grab your attention? Which of the words is strongest or conveys the most serious situation? Let's rank them together on the flipchart.

What do the words Notice, Important Notice and Advisory mean to you? How would you rank these words in terms of seriousness? Let's rank them on the flipchart.

Now let's look at the overall public notice in greater depth. Please look at the answers you wrote down on Handout Part 2 as we continue with our discussion.

Attractability:

- Does the public notice grab your attention? What specifically in the public notice catches your attention?
- Would the creative design prompt you to stop and read the full text?
- Do you have a sense of the subject matter of the public notice?
- Does this public notice have *personal* meaning to you? Does it "speak to you"? How? Why? Why not? **Probe.**

Overall impression and relevance:

- Does this public notice appeal to you in a positive or negative way? Why do you like or dislike this notice?
- Is it clear to you from the creative design who or what organization placed the public notice in the newspaper?

Repeat the above questions with the other two newspaper public notices.

Now we will look at the public notice as a whole. In order for us to do this, you need to understand what type of information will be made available to you in the section of the public notice where you see the “jibberish”, or in this case, in the white space.

Background for this section:

- You may remember a few years ago (2008) when there was an outbreak of Listeriosis in Canada.
 - At that time the federal government published a public notice (advertisement) to tell Canadians (moderator will pass out copies of the 2008 Listeriosis Public Notice):
 - there was an outbreak
 - for most people the risk of contracting the food-borne illness was low
 - however, people at risk (seniors, pregnant women, young children and people with weakened immune systems) were at higher risk
 - the outbreak was causing illnesses across Canada and there were, sadly, some deaths associated with this outbreak
 - the measures Canadians could take (personally) to protect themselves
 - The federal government, the Public Health Agency of Canada specifically, has a responsibility to communicate with Canadians in the event of a foodborne illness that is affecting people in more than one province (illnesses and/or deaths).

While the content of the public notice that you will see may differ slightly (depending on the severity of the outbreak and the type of food contamination), the goal of the public notice is to provide Canadians with the information they need (or how to find the information they need) to protect themselves and their families from a food-borne illness outbreak. Here is an example of a public notice.

Hand out Listeria public notices and allow time for people to review.

**GENERAL PROBES ON EACH CONCEPT
SHOW EACH PUBLIC NOTICE COLOUR CONCEPT OPTION ALONG WITH WEB
VERSION ON SCREEN ONE BY ONE,**

Keeping this in mind, and now that you have more context around the creative designs we've shown you:

- Is this creative design striking enough/noticeable enough to prompt you to want to read the text that will be included? Would you feel the same way, if the public notice was in black and white, as shown in the newspaper?

- Does the creative design help to convey a sense of emergency or seriousness.
- Based on this public notice, are you personally at risk?
- Is it clear - from the creative design - who placed the ad in the newspaper (i.e. federal government)?
- What is the feeling you get when you see this public notice? Is it a different feeling when you see it in colour and in a web banner version? What emotions does it prompt?

Probe on well-being, risk, fear, alarm, others.

- Does the public notice entice you to take personal action to protect yourself and your family? Is there an urgency to do so? Would you know what to do? What would you do? What else? Would you look for more information? How?
- Would you go to the website? If the public notice does not entice you to take any further action, why not?
- How does the web version complement (or not) the public notice in the newspaper? What do you think of it? Would you notice it? Would you click on it? Where should it be positioned?

SPECIFIC OPTION PROBES

Option 1 : Icons and Sound Waves

- **What does “Food Safety Matters” mean to you?** How does this headline fit with the icons?
- Can you identify the target audience in each pictogram/icon? Do you see yourself in any of the icons? **Probe among high risk individuals to see if they recognize themselves.**
- How effective (or not) are these icons at attracting your attention? Why are they there?
- How do these icons make you react to the public notice? **Probe for potential reaction (do not read or mention unless necessary to elicit response based on non-verbal cues)**

Appropriate, “that’s me they’re talking about, I need to read on”

Alarmist: “this is over the top”?

Trite, “this ticks me off”.

- Does the word “Danger” fit with the icons and the headline?
- Did you notice the sound waves associated with “Danger”? Why do you think they are there?

Option 2 : “Forest Fire” Warning Scale

- What does the headline “Food Safety” mean to you? How does the headline fit with the graphic? What does the warning scale say to you?
- How appropriate is it for the type of information being communicated?
- What do you think it means when the needle is in the green? Yellow? Red? If it was on the green, what would you expect to see in the blank space? What if it was yellow? What if it was red? Would you read the public notice if it was in the green? In the yellow? In the red?
- What is the purpose of the Food Safety Risk Levels at the bottom of the page?
- How clear is the notice-important notice-warning continuum? Any suggestions for making the warning scale clearer?

Option 3: “Red on White”

What does Food Safety and You mean to you? What does the plate and fork and knife say to you? Is it effective in the black and white version?

- What do you think of the red on white colour scheme? How does it make you feel? How would you react?
- Did you notice the sound waves?

REPEAT FOR OTHER OPTIONS BASED ON PAGE 1 GRID.

4. OPTION COMPARISON (15 minutes)

- I’d like you to write down which of the three options is most effective at a) attracting your attention b) getting you to read it, and c) take personal action. First, let’s think about the newspaper version. **Poll room and Probe**. Now, which of the colour public notices is most effective?

5. FOOD SAFETY COMMUNICATIONS (15 MINUTES)

- If you heard there was a food product that was causing people to become sick, would you be prompted to seek out more information? If so, who would you ask or where would you go to get this information (looking for media type such as Internet, TV, radio, email, Twitter, etc...)
- If you heard that there was a food product was causing a lot of people to become sick and had also caused some deaths, would you be prompted to seek our more information? If so, who would you ask or where would you go to this information?
- What do you think is the role of the government (federal) in a national food-borne illness outbreak? Does the federal government have a role in providing you with information?

- If the federal government has a role in providing you with information, what is the best way to get this information to the public? (mail-out, newspapers, radio, tv, internet etc.)
- If the federal government had a system which would send you (directly) electronic notices (text messages or emails) of serious national food-borne illness outbreaks, would you subscribe to this service (assuming it protects your privacy etc.)
- What is your role (personal) in the case of a food-borne illness outbreak? What actions should you take?
- Can you think of any recent food safety issues where you felt you needed to be informed about a contaminated food product or food product recall?
- What is the last foodborne illness outbreak you recall?
- Were you personally affected (did you have the product in question), or did you become ill?
- Do you remember the Listeriosis outbreak in 2008? How did you first hear about it?
- Would you want to be informed about a current outbreak, even if complete information was not available?
- Would you consider your information source to be more or less reliable or reputable if their information changes as the investigation or the outbreak evolved?
- How do consumers you interpret the terms "elderly" versus "frail elderly" when thinking about who is at risk for foodborne disease? (want to get an understanding of who they perceive to be in these groups - - if there is a difference)
- Are you familiar with the term "immunocompromised"? What sort of examples/wording would you like to see in describing people who are "immunocompromised". For example NZ uses the following wording: whose immune systems may be weak due to some types of prolonged illness, medication or an operation.

6. OBSERVERS' QUESTIONS (5 minutes)

Moderator will return to the back room during the preceding exercise.

Observers will have the opportunity to have the moderator ask any remaining questions prior to the close of the group. The Moderator will also return to the observation room as participants undertake their exercises and **debrief**.

Thank and Close Group

Total duration: Approx. 120 minutes.

HANDOUT

Option #_

Part 1

1. What stood out for you in the newspaper?
 2. **On separate page:** Did you notice any advertisements or public notices? What do you remember about them?

1. Did this public notice grab your attention?
2. Would you stop and read it?
3. What do you think the public notice is about?

Agence de la santé publique du Canada
Prétest créatif sur les avis publics en matière de salubrité des aliments

Guide du modérateur

N.B. Ce document sert de guide au modérateur et au client afin que les deux parties aient une compréhension commune de la nature de l'information qui sera recueillie au cours du groupe de discussion. Il ne s'agit pas d'un questionnaire et les questions ne seront pas nécessairement posées intégralement. À la fin des groupes de discussion, une réponse satisfaisante aura été donnée à chacune des questions posées dans ce guide.

ORDRE DE ROTATION

	Toronto	Winnipeg	Montréal
17h30 – 19h30 (Risque élevé)	Option : 1,2,3	Option : 3,1,2	Option : 2,3,1
19h30 – 21h30 (Population générale)	Option : 1,2,3	Option : 3,1,2	Option : 2,3,1

3. INTRODUCTION (10 minutes)

- Bienvenue aux participants
- Description des groupes de discussion
- Installations spécialisées (ordinateurs, enregistrement vidéo, miroir d'observation et observateurs, etc.)
- Anonymat / Confidentialité
- Pas de bonnes ou de mauvaises réponses – ce qui compte est de recueillir des opinions différentes
- Impartialité du modérateur
- Objectifs du groupe de discussion – revoir les avis publics relatifs à la salubrité des aliments
- Tour de table pour les présentations (prénoms seulement, ont-ils des enfants à la maison et quel âge ont-ils, occupation).
- Rémunération remise à la fin des groupes de discussion

4. ÉVALUATION DES AVIS EN MATIÈRE DE SALUBRITÉ DES ALIMENTS (80 minutes)

- **Instructions du modérateur au groupe.** Je vais vous montrer un journal et j'aimerais ensuite que vous répondiez aux questions qui se trouvent sur la feuille devant vous (Feuille – Partie 1).

Tournez le journal et allouez 1 minute aux participants pour répondre aux questions sur la Feuille – Partie 1.

Veuillez mettre votre feuille de côté.

Maintenant, j'aimerais que vous vous concentriez sur l'avis public dans le journal. Il s'agit d'un concept préliminaire pour un avis public ou une mise en garde qui paraîtra dans les quotidiens et les journaux de quartier ainsi que sur les sites Web en cas d'élosion d'intoxication alimentaire. Une élosion d'intoxication alimentaire se produit lorsque des personnes se sentent malades (ou, dans certains cas, sont peut-être décédées) après avoir consommé des aliments contaminés. Veuillez prendre une minute de plus pour jeter un autre coup d'œil sur l'avis public et inscrire vos réponses aux questions sur votre deuxième feuille (Feuille - Partie 2). À ce stade-ci, nous ne regardons pas le texte de l'avis public mais bien la manchette et les graphiques. Le jargon que vous pouvez voir est simplement là pour vous donner une idée de ce que le texte aurait l'air. N'essayez pas de lire ce qui est écrit ou encore moins de le comprendre.

Allouez 1 minute aux participants pour remplir la Feuille - Partie 2.

Veuillez vous référer à votre Feuille – Partie 1. Levez la main tous ceux et celles qui ont remarqué l'avis public lorsque vous avez d'abord regardé le journal? Qui ne l'a pas vu? Qu'est-ce qui a attiré votre attention dans l'avis public? Pourquoi l'avis public n'a-t-il pas retenu votre attention?

Maintenant, jetez un autre coup d'œil sur l'avis public dans le journal. Qu'est-ce que le mot Danger – Option 1; Mise en garde – Option 2; Alerte - Option 3 signifie pour vous? Pouvez-vous suggérer un autre mot qui serait plus susceptible d'attirer votre attention?

**Sondez pour voir s'ils pensent que les mots suivants sont plus appropriés :
Alerte, Danger, Avertissement (choisissez les mots qui ne sont pas dans l'option).**

De tous ces mots, lequel serait le plus susceptible de retenir votre attention? Lequel des mots est le plus fort ou lequel transmet le mieux l'urgence de la situation? Classons-les sur le tableau-papier.

Que veulent dire les mots Avis, Avis important et Mise en garde pour vous?

Comment évalueriez-vous ces mots quant à leur gravité? Classons-les sur le tableau-papier.

Maintenant, regardons de plus près l'avis public dans l'ensemble. Veuillez regarder les réponses que vous avez données sur la Feuille – Partie 2 pendant que nous poursuivons notre discussion.

Attractabilité :

- L'avis public retient-il votre attention? Qu'y a-t-il spécifiquement dans l'avis public qui capte votre attention?
- Est-ce que le design créatif vous porterait à vous arrêter pour lire le texte au complet?
- Avez-vous une bonne idée du contenu de l'avis public?
- Est-ce que cet avis public a une connotation personnelle pour vous? Est-ce qu'il « vous parle »? Comment? Pourquoi? Pourquoi pas? **Sondez.**

Impression et pertinence dans l'ensemble :

- Est-ce que cet avis public vous rejoint d'une façon positive ou négative? Pourquoi cet avis vous plaît-il ou vous déplaît-il?
- Est-ce que le design créatif vous permet de déterminer qui ou quelle organisation a fait paraître l'avis public dans le journal?

Répétez les questions ci-dessus pour les deux autres avis publics dans les journaux.

Maintenant, nous allons regarder l'avis public dans l'ensemble. Pour ce faire, vous devez comprendre le type d'information qui vous sera présenté dans la section de l'avis public où vous pouvez voir le « jargon » ou, dans ce cas, dans l'espace en blanc.

Contexte relative à cette section :

- Vous vous souviendrez peut-être qu'il y a quelques années (en 2008) il y a eu une élosion de listériose au Canada.
 - À ce moment-là, le gouvernement fédéral a publié un avis public (une mise en garde) pour dire aux Canadiens (le modérateur distribuera les copies de l'avis public de 2008 sur la listériose) :
 - qu'il y avait une élosion de listériose
 - que, pour la plupart des gens, le risque de contracter la maladie liée à la consommation d'aliments contaminés était faible
 - que, cependant, les personnes à risque (les personnes âgées, les femmes enceintes, les jeunes enfants et les personnes ayant un système immunitaire affaibli) couraient un plus grand danger
 - que l'élosion de listériose causait des maladies partout au Canada et que, malheureusement, certaines personnes en étaient mortes
 - qu'il y avait des mesures à prendre (personnellement) pour se protéger
 - Le gouvernement fédéral, et plus spécifiquement l'Agence de santé publique du Canada, a la responsabilité de communiquer avec les Canadiens en cas de maladie liée à la consommation d'aliments qui affecte les citoyens dans plus d'une province (malades et/ou morts).

Bien que le contenu de l'avis public que vous verrez puisse être légèrement différent (selon la gravité de l'élosion et le type de contamination alimentaire), le but de l'avis public est de fournir aux Canadiens l'information dont ils ont besoin pour se protéger eux-mêmes et protéger leurs familles contre une élosion d'intoxication alimentaire. Voici un exemple d'avis public.

Remettez les avis publics sur la listériose et allouez suffisamment de temps aux participants pour les lire.

SONDEZ POUR CHAQUE CONCEPT EN GÉNÉRAL

MONTREZ, UNE PAR UNE, CHAQUE OPTION DE CONCEPT EN COULEUR POUR L'AVIS PUBLIC AINSI QUE LA VERSION WEB À L'ÉCRAN.

Avec cela en tête, et maintenant que vous êtes plus au courant du contexte qui entoure les designs créatifs que nous vous avons montrés :

- Est-ce que ce design créatif est suffisamment frappant/visible pour vous inciter à vouloir lire de texte qu'on y ajoutera? Auriez-vous la même réaction si l'avis public était en noir et blanc, tel que vous le voyez dans le journal?
- Est-ce que le design créatif aide à transmettre un sentiment d'urgence ou de gravité?
- En vous basant sur cet avis public, vous sentez-vous personnellement à risque?
- Est-ce clair – d'après le design créatif – qui ou quelle organisation a fait paraître l'annonce dans le journal (c.-à-d. le gouvernement fédéral)?
- Que ressentez-vous lorsque vous voyez cet avis public? Avez-vous le même sentiment lorsque vous le voyez en couleur et dans une bannière dans la version sur le Web? Quelles émotions provoque-t-il?

Sondez pour le bien-être, le risque, la peur, l'inquiétude, autres.

- Est-ce que l'avis public vous incite à vouloir agir personnellement pour vous protéger vous-même et protéger votre famille? Y a-t-il une urgence à le faire? Sauriez-vous quoi faire? Que feriez-vous? Essaieriez-vous d'obtenir plus d'information? Comment?
- Iriez-vous sur le site Web? Si l'avis public ne vous incite pas à agir, pourquoi pas?
- Dans quelle mesure la version Web complémente-t-elle (ou non) l'avis public dans le journal? Qu'en pensez-vous? Remarqueriez-vous l'avis sur le Web? Cliqueriez-vous sur l'avis? Où devrait-on le placer?

OPTIONS SPÉCIFIQUES POUR SONDER

Option 1 : Pictogrammes et ondes sonores

- **Qu'est-ce que l'en-tête « La salubrité des aliments, c'est important » signifie pour vous?** Comment cet en-tête convient-il aux pictogrammes?
- Pouvez-vous identifier l'auditoire cible dans chaque pictogramme/icône? Vous voyez-vous dans un des pictogrammes? **Sondez parmi les personnes à haut risque afin de déterminer s'ils se reconnaissent.**
- Dans quelle mesure ces pictogrammes attirent-ils (ou non) votre attention? Pourquoi sont-ils là?
- Comment ces pictogrammes vous font-ils réagir face à l'avis public? **Sondez pour une réaction potentielle (ne pas lire ou mentionner à moins que ce ne soit nécessaire pour susciter des réponses fondées sur des signes non verbaux)**

Approprié, « c'est de moi qu'on parle, je dois continuer à lire »

Alarmiste, « c'est exagéré »?

Banal, « ça m'ennuie »

- Est-ce que le mot « Danger » convient aux pictogrammes et à l'en-tête?
- Avez-vous remarqué les ondes sonores associées au mot « Danger »? Pourquoi pensez-vous qu'elles sont là?

Option 2 : Échelle d'avertissement « Feu de forêt »

- Qu'est-ce que l'en-tête « Info salubrité » signifie pour vous? Comment l'en-tête convient-il au graphique? Qu'est-ce que l'échelle d'avertissement signifie pour vous?
- Dans quelle mesure cette échelle convient-elle au type d'information qu'on veut communiquer?
- Selon vous, qu'est-ce que cela veut dire lorsque l'aiguille est dans le vert? Le jaune? Le rouge? Si elle était sur le vert, que vous attendriez-vous à voir dans l'espace en blanc? Et si elle était sur le jaune? Et si elle était sur le rouge? Liriez-vous l'avis public si l'aiguille était dans le vert? Dans le jaune? Dans le rouge?
- Quel est le but des niveaux de risque relatifs à la salubrité des aliments au bas de la page?
- Dans quelle mesure le continuum Avis – Avis important – Mise en garde est-il clair? Auriez-vous des suggestions pour rendre l'échelle de mise en garde plus claire?

Option 3 : « Rouge sur blanc »

Qu'est-ce que « La salubrité et vous » signifie pour vous? Qu'est-ce que l'assiette, la fourchette et le couteau évoquent pour vous? Le message est-il efficace dans la version noir et blanc?

- Que pensez-vous de l'agencement de couleurs rouge sur blanc? Qu'est-ce que ces couleurs évoquent pour vous? Comment réagiriez-vous?
- Avez-vous remarqué les ondes sonores?

RÉPÉTEZ POUR LES AUTRES OPTIONS EN VOUS BASANT SUR LE TABLEAU À LA PAGE 1.

4. COMPARAISON DES OPTIONS (15 minutes)

- J'aimerais que vous écriviez laquelle des trois options réussit le mieux à : a) retenir votre attention; b) vous inciter à lire l'avis, et c) agir personnellement. Tout d'abord, penchons-nous sur la version journal. **Évaluez les réponses et sondez.** Maintenant, lequel des avis publics en couleur est le plus efficace?

6. COMMUNICATIONS SUR LA SALUBRITÉ DES ALIMENTS (15 MINUTES)

- Si vous entendiez dire qu'un produit alimentaire rendait les gens malades, seriez-vous porté(e) à vouloir obtenir plus d'information? Si oui, à qui vous adresseriez-vous ou

- quelle source consulteriez-vous pour obtenir cette information (quel type de média : Internet, la télé, la radio, les courriels, Twitter, etc.)
- Si vous entendiez dire qu'un produit alimentaire rendait beaucoup de gens malades et même que certaines personnes étaient mortes après l'avoir consommé, seriez-vous porté(e) à vouloir obtenir plus d'information? Si oui, à qui vous adresseriez-vous ou quelle source consulteriez-vous pour obtenir cette information?
 - Quel est le rôle du gouvernement (fédéral) selon vous, lorsque survient une éclosion d'intoxication alimentaire? Le gouvernement fédéral se doit-il de vous donner de l'information?
 - Si le gouvernement fédéral a un rôle à jouer pour ce qui est de vous donner de l'information, quel est le meilleur moyen de transmettre cette information à la population? (publipostages, journaux, radio, télé, Internet, etc.)
 - Si le gouvernement fédéral avait un système grâce auquel on vous enverrait (directement) des avis électroniques (messages texte ou courriels) lorsque surviendraient de sérieuses éclosions d'intoxication alimentaire, vous abonneriez-vous à ce service (en supposant qu'il soit conforme à la Loi sur la protection des renseignements personnels, etc.)?
 - Quel est votre rôle (personnel) en cas d'éclosion d'intoxication alimentaire? Quelles actions devriez-vous entreprendre?
 - Pouvez-vous penser à des incidents récents liés à la salubrité des aliments où vous avez senti que vous aviez besoin d'information au sujet d'un produit alimentaire contaminé ou d'un rappel de produit alimentaire?
 - Quel est le dernier cas d'éclosion d'intoxication alimentaire dont vous vous souvenez?
 - Avez-vous été personnellement touché(e) (avez-vous le produit en question), ou avez-vous été malade?
 - Vous souvenez-vous de l'éclosion de listériose en 2008? Comment en avez-vous entendu parler pour la première fois?
 - Voudriez-vous être informé(e) au sujet d'une éclosion courante, même si on ne pouvait vous donner toute l'information à son sujet?
 - Considéreriez-vous votre source d'information comme étant plus ou moins fiable ou réputée si l'information changeait à mesure que l'enquête ou l'éclosion progressait?
 - Comment des consommateurs comme vous interprètent-ils les termes « aînés » par opposition à « aînés frêles » lorsque vous pensez aux personnes qui sont à risque de contracter une maladie liée à la contamination alimentaire? (on veut avoir une idée des personnes que les participants perçoivent comme faisant partie de ces groupes - - s'il y a une différence)
 - Connaissez-vous le terme « immunodéficient »? Quelle sorte d'exemples/de mots aimeriez-vous retrouver dans une description de gens qui sont « immunodéficients »? Par exemple, la Nouvelle-Zélande utilise les mots suivants ... dont le système immunitaire est affaibli à cause de certains types de maladies prolongées, de médicaments ou d'une opération.

6. QUESTIONS DE L'OBSERVATEUR (5 minutes)

Le modérateur retournera au fond de la salle pendant l'exercice précédent.

Les observateurs auront l'occasion d'entendre le modérateur poser les questions qui restent avant de mettre fin à la discussion. Le modérateur retournera aussi à la salle d'observation pendant que les participants procèderont à leurs exercices et **fera le compte rendu.**

Remerciez et mettez fin à la discussion

Durée totale : Environ 120 minutes.

FEUILLE

Option n°

Partie 1

1. Qu'est-ce qui a attiré votre attention dans le journal?
 2. **Sur une page séparée** : Avez-vous remarqué des publicités ou des avis publics? Quelles sont les choses dont vous vous souvenez à leur sujet?

Partie 2

1. Cet avis public a-t-il retenu votre attention?

2. Vous arrêteriez-vous pour le lire?

3. Sur quoi porte l'avis public, selon vous?