



Veterans Affairs  
Canada

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# ***Mental Health 2020 Ad Campaign: Message and Concept Testing and ACET***

## **Final Report**

### **Prepared for Veterans Affairs Canada**

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**Ce rapport est aussi disponible en français.**



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Final Report**

Prepared for Veterans Affairs Canada by Environics Research

March 2021

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## Executive summary

### A. Background and objectives

Veterans Affairs Canada (VAC) supports the well-being and recognition of Canada's Veterans and their families and caregivers. Budget 2019 highlighted that the Government will continue to recognize its solemn duty to those who have chosen to serve in the Canadian Armed Forces. The Government will build on the \$10 billion previously invested to deliver better outcomes for Canada's Veterans by improving mental health care supports and helping ensure that every homeless Veteran has a place to call home.

Mental health is a key area of focus in the services delivered by Veterans Affairs Canada. VAC's Mental Health Strategy (2015–2020) establishes that "Veterans with a service-related mental health condition, served by Veterans Affairs Canada, will have timely access to evidence-based mental health care." For 2020-21, a newly developed Mental Health Services for Veterans and their Families national advertising campaign will highlight the services and supports available.

This research program required the pretesting of messages and concepts, and the administration of evaluation surveys to test the effectiveness of the campaign (based on the Government of Canada's *Advertising Campaign Evaluation Tool*, or ACET). As this is a large publicity campaign with a budget of over \$1 million, it is critical that VAC ensure it resonates with the intended audiences. By conducting qualitative and quantitative research, the Department will be able to assess the effectiveness of the creative treatments and make adjustments as required based on feedback.

The goal of the concept and message-testing qualitative phase was to determine whether the creative treatments resonate with the target audiences and determine what changes, if any, are needed in the draft creative to meet the advertising campaign objectives.

Pre- and post-campaign evaluation were used to assess and track campaign performance using the advertising campaign evaluation tool (ACET), in accordance with the Communications Policy of the Government of Canada, and mandatory for all advertising campaigns with a media component of \$1 million or more. The ACET testing, in the second phase of this project, were designed to gauge:

- the effectiveness of the campaign to drive traffic to [veterans.gc.ca/mental\\_health](http://veterans.gc.ca/mental_health) and engage on social media sites, or call VAC's 1-866 number.
- Veterans' and Canadians' awareness/knowledge of the campaign (as heard on radio or seen in print, on the web, and in social media).
- personal relevance of the campaign.

### B. Methodology

This research study consisted of two separate but complementary phases, described below.

#### Phase 1: Creative testing

Environics Research conducted a series of twelve online focus groups with Veterans and family members/caregivers of Veterans. Environics recruited participants via a combination of industry-standard

methods to ensure participation in all the sessions across all provinces. Veterans were defined as those who had served in either the Canadian Armed Forces or the RCMP in the past and who had been honourably discharged. Participants were offered a \$100 incentive to thank them for their time. Environics invited 7 participants to each session.

The sessions were hosted using the Zoom conferencing platform. The twelve focus groups were conducted in two phases. The first phase of six focus groups (October 28-31, 2020) was conducted to explore reactions to a series of storyboard concepts and messages on mental health services. The second phase of six focus groups (November 12 – 16, 2020) was conducted to explore reactions to radio concepts and animatized versions of the ad concepts that had been tested in the initial phase. Eight of the twelve sessions were conducted in English and four were conducted in French.

The sessions were distributed as follows:

Location of participants	Dates and times	Composition and language
Prairies/NWT	Wednesday, October 28, 2020; 4:00-5:30pm MST	Veterans (English)
Prairies/NWT	Wednesday, October 28, 2020; 6:00-7:30pm MST	Family members of Veterans (English)
Atlantic provinces	Thursday, October 29, 2020; 4:00- 5:30pm AST	Veterans (English)
Atlantic provinces	Thursday, October 29, 2020; 6:00- 7:30pm AST	Family members of Veterans (English)
Québec/Atlantic	Saturday, October 31, 2020 11:00-12:30pm EST	Veterans (French)
Québec/Atlantic	Saturday, October 31, 2020 1:00-2:30pm EST	Family members of Veterans (French)
B.C./Yukon	Thursday, November 12, 2020; 3:00-4:30pm PST	Veterans (English)
B.C./Yukon	Thursday, November 12, 2020; 5:00-6:30pm PST	Family members of Veterans (English)
Ontario	Saturday, November 14, 2020 11:00-12:30pm EST	Veterans (English)
Ontario	Saturday, November 14, 2020 1:00-2:30pm EST	Family members of Veterans (English)
Québec/rest of Canada (ex. Atlantic)	Monday, November 16, 2020; 4:00-5:30pm MST	Veterans (French)
Québec/rest of Canada (ex. Atlantic)	Monday, November 16, 2020; 6:00-7:30pm MST	Family members of Veterans (French)

**Statement of limitations:** Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as indicative rather than projectable to the population.

More information about the methodology for the creative testing phase is included in Appendix A.

## **Phase 2: Pre- and post-campaign ACET surveys**

EnviroNics conducted bilingual, national, online surveys: one as a baseline, in advance of the campaign, and one following the end of the campaign to measure change in awareness and intent to visit over time, to assess impact of the campaign. The baseline included 2,000 Canadians 18 years of age or older, and the post campaign sample also included 2,000 Canadians, also 18 years of age or older. Each survey instrument was based on the Advertising Campaign Evaluation Tool questions used by the Government of Canada in all of its advertising evaluation research, adding a few campaign-specific questions testing the impact on perceptions and behaviour targeted through the campaign. Each survey instrument included a sample of randomly selected respondents from across the country.

The pre-campaign ACET field period was from December 7-15, 2020 and the post-campaign ACET was undertaken from March 9-18, 2021. Data were weighted by region based on 2016 Census proportions.

Because respondents are recruited from a panel, this is a non-probability survey, and no formal estimates of sampling error can be calculated. Although opt-in panels are not random probability samples, online surveys can be used for general population surveys provided they are well-designed and employ a large, well-maintained panel, as was the case here.

More information about the methodology for these surveys is included in Appendix B.

## **C. Contract value**

The contract value was \$129,957.55 (HST included).

## **D. Report**

This report begins with an executive summary outlining key findings and conclusions of the creative testing qualitative research, followed by a detailed analysis of the creative testing qualitative research and a methodology report for both phases. Provided under separate cover are the detailed ACET “banner tables” presenting the results of the surveys for all questions by population segments as defined by region and demographics. These tables are referenced by survey question in the detailed analysis.

## **E. Use of findings of the research**

This research supports the Government’s and Veterans Affairs Canada’s commitments to continue to improve awareness of mental health services, by ensuring the opinions of the Veteran community are considered. It also supports the continuing Government priority of accountability and performance measurement. The research informed final creative development by determining the potential for effectiveness and the resonance of messages and concepts with target audiences, and the information gathered will support decisions on how to communicate and better inform Veterans, their families and Canadians. In addition, ensuring the messages

resonate with service providers and community stakeholders will help reach those who work with Veterans and their families not currently served by the Department.

Participants provided feedback on specific creative messages and concepts., which helped VAC gauge how they perform in terms of meeting the campaign objectives. The research informed final creative development by determining the potential for effectiveness and the resonance of messages and concepts with target audiences. Additionally, for the campaign launch in mid-December, both baseline and post-testing (ACET) measured aided and unaided recall, message retention, and effectiveness.

## **F. Creative testing - key findings**

### **General observations**

- Mentions of the issues Veterans currently face included: mental health problems, including PTSD, not knowing where and how to get help, difficulty submitting and receiving disability claims, feelings of loneliness, and transition to and integration into civilian life. Some also spoke of poverty among Veterans and the inadequacy of pensions and supports.
- When participants were prompted more specifically about mental health issues among Veterans, virtually all of them acknowledged this is a serious issue – particularly PTSD.
- When asked how they would seek help for mental health issues, participants said they would most likely speak to their general physician. Some mentioned seeking help from the Royal Canadian Legion. Others said they would search online for mental health services. Only a few said they would reach out to Veterans Affairs Canada.

### **Ad concept storyboards**

- Participants appreciated all three of the concepts they were shown in storyboard format, in that they virtually all approved of the fact Veterans Affairs Canada was trying to raise awareness of services and programs available to help Veterans deal with mental health issues.
- There were some common key overall observations from the participants applicable to all three concepts: any ads must have a toll-free telephone number as well as a URL; inclusion of a 1-800 number for VAC mental health services may lead to an expectation there will be someone answering that number 24 hours a day who is able to provide counselling; ad content should be inclusive of RCMP Veterans and their families, as they often feel excluded from VAC communications.
- The “Faces” concept tested quite well with most participants. They appreciated the personal touch of facial images they could identify with, the diversity, the inclusion of a phone number and that it was a message intended “for those who have served.” Many participants picked up on the notion that someone can be smiling on the outside but be struggling with mental health issues on the inside. Several participants noted there is a common stereotype that Veterans are all older men who fought in the Second World War, and that it was important to show the reality of Veterans who are much younger and more diverse.

- Some felt the Faces concept recognized mental health “can take on many forms” and “can affect Veterans young and old.” The phrase “you are not alone” also resonated with some people, who noted how the experience of mental challenges can be very lonely and that this can help to destigmatize it.
- The “Awake at 3 a.m.” concept also tested quite well. Many participants noted they could personally relate to being awake at in the middle of the night and feeling depressed or anxious. Some spouses of Veterans noted they have experienced this indirectly through their spouse. The idea of the feeling of solitude and helplessness when awake in the middle of the night touched a chord. However, many felt that “Awake at 3 a.m.” was giving them the impression they could call a 24-hour help line where they could get counselling.
- The word “hope”/“l’espoir” was noted as being a powerful one that added to the effectiveness of the ad, and many appreciated the imagery of the old fashioned alarm clock having its numerals go from red to green and from 3 a.m. to hope.
- The term “struggling” was appreciated when talking about mental health, since part of being in the armed forces or the RCMP involves being challenged and having to struggle.
- Reaction to the “Upside down” concept was initially mixed, at least partly because this concept may not lend itself as well to being a drawing as was the case with the other two concepts. Most appreciated the idea of the upside-down world as a metaphor for mental health challenges. Many family members in particular liked this metaphor and imagery, because it put them in the shoes of the Veteran and made them feel like they could be seeing the world through his or her eyes.
- Some appreciated how this upside-down image was a more subtle and less stigmatizing depiction of mental health challenges. Some wanted more “resolution” at the end, such as adding people to the final right side up screen to make it look like “you’re less alone,” or maybe having the images go from black and white to colour.

### Messages

- When participants were shown a list of eight phrases or messages on the topic of mental health services certain terms such as “if you have a loved one that has served,” “mental health challenges,” and “tailored” resonated with participants across the groups.
- Messages H and F resonated most frequently with participants, as they specifically mentioned the military AND the RCMP and referred to mental health as a “challenge” and not as an “illness.” They also liked that G was inclusive of “any mental health challenge.” In addition, “tailored” resonated with participants because it made them feel counsellors would not take a one-size-fits-all approach. Instead, their unique challenges would be assessed and cared for. H was almost universally appreciated because it spoke to family members directly and not only to Veterans.
- Many were attracted to message G since it specifically addressed to whom the message is directed, and because of its use of the word “tailored.” “Tailored” resonated with participants because it made them feel counsellors would assess and care for their unique challenges as Veterans.



## Radio and digital executions

- The “Faces” concept tested well in both radio and digital formats and was regarded as “relatable”. There was somewhat of a disconnect between the radio and digital concepts, as the diversity represented by the faces was not easily translated to a radio execution. The radio ad was considered relatable because participants said they themselves, or someone they knew, often put up a front, or knew that “sometimes a smile isn’t a smile”. The digital ad was considered relatable because participants felt the diversity of the faces made it easy for them to recognize themselves, or the Veteran in their life, and helped to erase the stereotype of who a Veteran is.
- Reactions to the radio and digital executions of the “Awake at 3 a.m.” concept were more mixed. While some appreciated how it presented a scenario many could relate to – being awake and experiencing anxiety in the middle of the night – others found it to be too specific and repetitive. They also often interpreted the message of both the radio and digital executions to be a promotion of a 24/7 helpline for Veterans in distress. Some felt the messaging was too specific and wasn’t inclusive of the range of mental health issues Veterans face. Others felt that because the ad was focused on “being awake at 3 a.m.,” it was a promotion for insomnia remedies. French participants were more critical of the radio execution for the use of the word “perdu,” as they felt it focused too much on the problem as opposed to the solution.
- The radio and digital executions of the “Upside down” concept had a better reception in this second phase. While some participants found the sight of an upside-down streetscape to be jarring, they also found it drew them in because it was something they don’t usually see. The radio execution of this concept did not always resonate as well as the digital execution, but specific phrases in the radio ad, such as “tailored support for you and your family” and “you know when you’re not yourself” were well received. The “upside down” metaphor and image was generally liked, especially by Veterans’ family participants, as they felt it was situational and therefore relatable. It was also a visual image that would make people curious and want to know more.

## G. Political neutrality statement and contact information

I hereby certify as senior officer of Environics 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.

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## Detailed findings – Creative Testing

### A. Top of mind issues

Participants were asked what issues they felt Veterans most often faced. The issues mentioned most often included: mental health issues, including PTSD, not knowing where and how to get help, difficulty submitting and receiving disability claims, feelings of loneliness, and transition to and integration into civilian life. Some also spoke of poverty among Veterans and the inadequacy of pensions and supports.

Many of the Veterans, in particular, tended to focus on their personal experiences with client service in dealing with VAC and had to be prompted to discuss their perceptions of general problems faced by Veterans as a whole.

When participants were prompted more specifically about mental health issues among Veterans virtually all of them acknowledged this was a serious issue. While PTSD was mentioned most frequently as an example of a mental health issues, other mental health issues were also mentioned such as depression, anxiety, insomnia, and the overall stress of reintegrating into civilian life. The family members of Veterans sometimes also mentioned the stress they personally experience from living with a Veteran who may have mental health challenges.

When asked how they would seek help for their own, or their loved ones' mental health issues, participants said they would most likely speak to their general physician. Some mentioned seeking help from the Royal Canadian Legion. Others said they would search online for mental health services, and a handful noted they would reach out to Veterans Affairs Canada.

### B. Part One: Concept testing – sketches and story boards

In the initial set of six online focus groups, participants were shown sketches and story boards for three distinct ad concepts to promote the fact Veterans Affairs Canada offers many programs and services for members of the Veteran community experiencing mental health challenges. The order in which these concepts were tested was rotated in each session. It was explained to participants that these were drawings of ad concepts and to use their imaginations and think of what each concept might look like if it was professionally produced and filmed. The three concepts are referred to as follows:

*Concept A – “Faces”*

*Concept B - “Awake at 3 a.m.”*

*Concept C – “Upside down”*

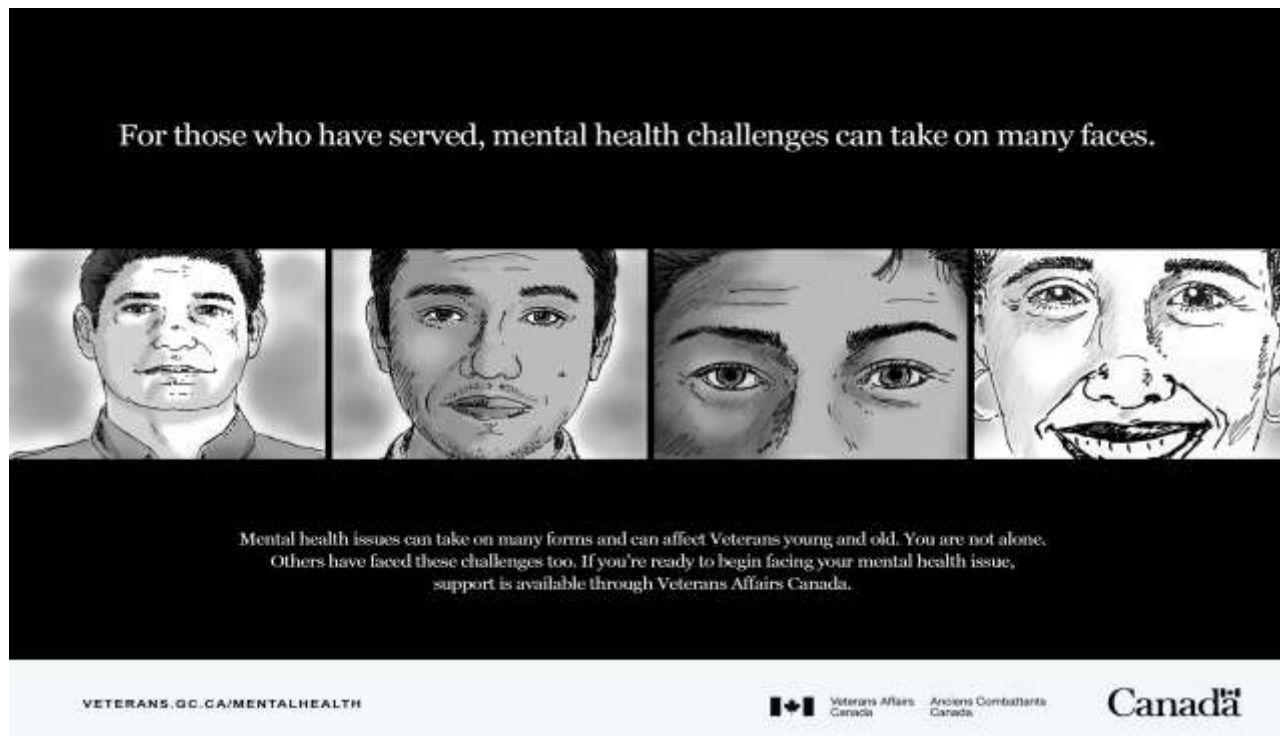
#### General observations

Participants appreciated all three of the concepts they were shown in that they virtually all approved of the fact Veterans Affairs Canada was trying to raise awareness of services and programs available to help Veterans deal with mental health issues. Some people liked some concepts more than others, but there were no clear winners or losers.

All in all, Concepts A (Faces) and B (Awake at 3 a.m.) resonated most strongly with participants. Concept C (Upside down) tended to resonate less, though this may have been partly because the nature of the image was harder for people to imagine as a filmed image. Participants felt it was important that Veterans Affairs Canada promote their mental health services. There were some common key overall observations from the participants applicable to all three concepts:

- There was a very strong sentiment that any advertisements must have a toll-free telephone number as well as a URL. Participants noted many people in the Veteran community are older and may or may not be comfortable with always accessing services online. Also, it was noted that when people finally decide to seek help for mental health issues, they need to feel like they will be able to talk to someone.
- It was noted that inclusion of a 1-800 number for VAC mental health services may lead to an expectation there will be someone answering this number 24 hours a day and be able to provide counselling.
- Veterans of the RCMP often feel excluded from generic VAC messaging and therefore ad content should be inclusive of RCMP Veterans and their families (i.e. picture frame in Concept B or in the text in message H).
- Referring to mental health as a “challenge” (problème) rather than an “illness” resonates as it is seen as something to overcome, and Veterans are used to being challenged.

### Concept A “Faces”





For those who have served,



mental health challenges can take on many faces.



With available support,



Visit [veterans.gc.ca/mentalhealth](https://veterans.gc.ca/mentalhealth)  
1-866-522-2122

face today for a brighter tomorrow.



A message from the Government  
of Canada

This concept tested quite well with most participants. They appreciated the personal touch of facial images they could identify with, the diversity, the inclusion of a phone number and that it was a message intended “for those who have served”. Many participants picked up on the notion that someone can be smiling on the outside but be struggling on the inside. The play on the word “faces” and “facing up to challenges” was not always grasped. Other observations made by participants included:

- When choosing the models, it would be important to ensure a representation of all Veterans – in terms of age, gender, race – and it could be helpful to know the photos of people in the ad are actual Veterans.
- Several participants noted there is a common stereotype that Veterans are all older men who fought in the Second World War, and that it is important to show the reality of Veterans who are much younger and more diverse.
- Showing a range of emotions in the faces would be a possible improvement; it was noted mental health doesn’t look like any one emotion. Showing diverse genders/races was also deemed important, but avoid making female faces always be the happy ones.
- A few participants noted they liked that the advertisement recognized mental health “can take on many forms” and “can affect Veterans young and old.” The phrase “you are not alone” also resonated with some people who noted how having mental challenges can be a very lonely experience and that this can help to destigmatize it.
- While most Veterans and their families appreciated seeing a range of faces of Veterans, there were some participants who found the faces to be almost too powerful. They felt if they saw

this ad online the faces could distract them from the fact that the ad is actually about mental health services.

- The expression “for those who have served” was clear to most participants, but some RCMP Veterans noted the terminology of having “served” is more associated with military Veterans and less with the RCMP.

### Concept B, “Awake at 3 a.m.”



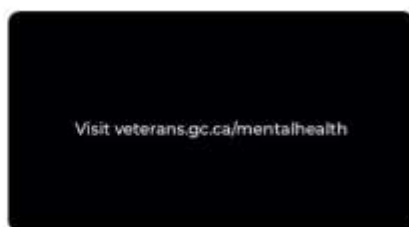
If you've served and are struggling,



turn 'wide awake at 3 am'



into hope



with available support.



A message from the Government of Canada

This concept also tested quite well with participants and was seen as being very effective. Many participants noted they could personally relate to being awake at in the middle of the night, feeling

depressed or anxious. Some spouses of Veterans noted they experienced this indirectly through their spouse. The idea of the feeling solitude and helplessness when awake in the middle of the night touched a chord. The word “hope”/”l’espoir” was noted as being a powerful one, adding to the effectiveness of the ad.

In addition, the photo on the table helped family members identify with this advertisement. Some participants also noted mental health is often stigmatized, meaning that someone is “crazy” (sic.) or “dangerous” and that by showing someone feeling anxious in the middle of the night, the ad concept helped communicate mental health challenges are not always like that. Some other frequent observations included:

- Some felt the alarm clock in the image was dated and “retro” since nowadays most people use their mobile phone and not a clock as their alarm. However, most agreed the clock was a universal enough image that it was still effective and made the point. Using a smartphone instead could be an option, but likely not necessary.
- The photo of the Veterans on the table helped this advertisement resonate more with family members, and some suggested adding family members into the photo could further drive this connection. The figurine of a Mountie also made this ad concept relevant to RCMP Veterans.
- While some didn’t understand the connotation of the clock turning from red to green, others felt the colour change further symbolized hope and would like to see “hope”/”espoir” coloured green as well.
- The need for a phone number was noted here. Many felt anyone feeling anxious at 3 a.m. would want to know they could talk to someone and make human contact.
- Some participants noted this advertisement led them to believe a 24-hour help line where someone will always answer would be available if. Others understood the idea of waking up at 3 a.m. and calling for help with a mental health issues was not meant to be taken literally and it was just a metaphor for the mental health challenges Veterans commonly face.
- It was noted by some family members that the references to “those who have served” could make this ad seem relevant to them, and any issues they may personally experience by virtue of being the caregiver of a Veteran.
- The term “struggling” was appreciated when talking about mental health, since part of being in the armed forces or the RCMP involves being challenged and having to struggle.



Concept C, "Upside down"



The world can feel upside down when you're struggling with a mental health challenge. But there are services and benefits available through Veterans Affairs Canada that can support you to turn things back around.

[VETERANS.GC.CA/MENTALHEALTH](http://VETERANS.GC.CA/MENTALHEALTH)

 Veterans Affairs Canada Anciens Combattants Canada





A mental health challenge can make your world feel upside down.



If you've served and are struggling,



there is support to



turn things around.



A message from the Government of Canada

Reaction to Concept C "Upside down" was more mixed, which may be partly because this concept may not lend itself as well to being a drawing as is the case with the other two concepts. That being said, while some participants may have preferred the other concepts, most still appreciated some elements of this one. The upside-down world as a metaphor for mental health challenges resonated for some people. Other people could not relate to this metaphor at all because their own experience of mental health challenges did not feature a feeling of the world being "upside down." Some of the more common observations about this concept were as follows:

- Many family members in particular liked this metaphor and imagery because it put them in the shoes of the Veteran and made them feel like they could be seeing the world through his or her eyes.
- Some liked how this image helped to depict mental health challenges as often being more subtle, as opposed to someone necessarily being “crazy” or “suicidal.” This is less stigmatizing. However, some Veterans took the opposite message from this and felt depicting the world as “upside down” in the eyes of someone with mental health challenges actually made the challenges look even more drastic than they maybe are.
- The photo on the wall in the story boards made it evident this advertisement was speaking to/for military Veterans. It was noted that this image could be a family picture, to be more inclusive of families and caregivers.
- RCMP Veterans noted that the imagery in these story boards could be construed as being exclusive to military Veterans, and they wondered if some sort of RCMP symbol or images could be incorporated.
- Some thought having an apparently white male Veteran at the door could be too exclusive of Veterans who were women, racialized, etc.
- Some wanted more “resolution” at the end, such as people in the final right side up screen to make it look like “you’re less alone,” or maybe having the images go from black and white to colour.

### Evaluation of messages

Participants were then shown a list of eight phrases or messages on the topic of mental health services and asked to identify which of them resonated with them the most.

- A. Let’s get back on track. The right support can make all the difference.*
- B. You know when you’re not yourself. There comes a point when you might want support.*
- C. The first step is calling for backup. Tailored support is available for you and your family.*
- D. For those that have served in the military or RCMP, mental health challenges can turn your world upside down.*
- E. When you’re ready to take the first step towards a new tomorrow, support is available for you and your family.*
- F. You are not alone if you are experiencing mental health challenges. Support is available.*
- G. If you have served in the military or RCMP there are tailored supports available for any mental health challenges you may face as a result of your service.*
- H. If you have a loved one that has served Canada in the military or RCMP and they are experiencing mental health challenges, support is available to you and your family.*

Terms such as “if you have a loved one that has served,” “mental health challenges,” and “tailored” resonated with participants across the groups. The messages are discussed below in order from those resonating the most strongly to those seen to be the weakest.



*H: If you have a loved one that has served Canada in the military or RCMP and they are experiencing mental health challenges, support is available to you and your family.*

*F: You are not alone if you are experiencing mental health challenges. Support is available*

Messages H and F resonated most frequently with participants. They liked that the messages specifically mentioned the military AND the RCMP, and referred to mental health as a “challenge” and not as an “illness.” They also liked that G was inclusive of “any mental health challenge.” In addition, “tailored” resonated with participants because it made them feel counsellors wouldn’t take a one-size-fits-all approach. Instead, their unique challenges would be assessed and cared for. H was almost universally appreciated because it spoke to family members directly and not only to Veterans.

*G: If you have served in the military or RCMP there are tailored supports available for any mental health challenges you may face as a result of your service.*

Participants were attracted to message G for two reasons. The first was that it specifically addressed to whom the message is directed, and the second was because of the word “tailored.” “Tailored” resonated with participants because it made them feel counsellors would take a unique approach to assessing and caring for each Veteran.

*E: When you’re ready to take the first step towards a new tomorrow, support is available for you and your family.*

Message E resonated with some participants because they felt it let Veterans know someone will be waiting to help them when they’re ready. Family members appreciated the reference to family.

*B: You know when you’re not yourself. There comes a point when you might want support.*

Message B received mixed reactions. Some liked that it said “when you’re not feeling like yourself,” because they felt some people may be able to recognize they’re feeling “off” but may not label it as a mental health issue, therefore it is all-encompassing. Others felt someone suffering may not recognize they’re not feeling themselves, and therefore wouldn’t reach out for help.

*C: The first step is calling for backup. Tailored support is available for you and your family.*

Some family members liked message C, “calling for backup” if it followed another message. Some felt “calling for backup” was a bit of a cliché for anyone with a military background. One Veteran noted the phrase “calling for backup” could be triggering as he associated it with a violent episode.

*A: Let’s get back on track. The right support can make all the difference.*

Message A was seldom identified as one of the most effective messages. A few even rejected the reference to “get back on track” as they felt it insinuated the Veteran had done something wrong, “they’d fallen off the wagon.”

*D: For those that have served in the military or RCMP, mental health challenges can turn your world upside down.*

Message D did not resonate with participants when de-contextualized and lacking any call to action.

## C. Part Two: Concept testing – radio ads and digital animatics

In this second round of six online focus groups, participants were shown new iterations of the concepts tested in Part One. In this case, for each of the three concepts participants heard a radio ad and were shown the associated script, and were then shown a 15-second animatic of the digital ad and associated script for the same thematic concept.

### General observations:

- While some participants worried these ads might stigmatize Veterans as being more likely to have mental health issues, most appreciated the attempt to normalize mental health challenges and encourage Veterans and their families to seek help.
- Participants very much appreciated the fact that all the ads featured a phone number as well as a website, though some suggested VAC create a mnemonic number or phrased URL that would be easier to remember if someone were hearing the information on the radio.
- In general, participants were quite favourable towards all the stimulus they were shown in this research phase and while some had critiques of some materials, few went so far as to wholly reject any of the concepts they saw. However, they tended to favour Concept A (Faces) and Concept C (Upside-down) more so than Concept B (3 a.m.). In some cases, they favoured particular components from each concept suite (e.g. radio ad and script from Concept A, and the digital video from Concept C.)
- Many participants again gravitated towards Concept A's digital animatic because of its use of a diversity of faces and therefore its ability to breakdown the stereotype of what a Veteran looks like in Canada. The radio script for Concept A was well also received, as participants found the line, "sometimes a smile isn't a smile" relatable and easy to grasp and to remember.
- There was a more mixed reaction to Concept B and, as a result, it tended to test less well than the other two concepts. While some participants liked the relatable scenario of being awake at 3 a.m. that Concept B presented, others wondered whether, because of its specificity, if it would not connect with those who have mental health challenges that do not include insomnia or nightmares. The radio ad for Concept B was often viewed as being too repetitive, and a distraction from the overall message.
- As was the case in the initial qualitative research phase, one issue with Concept B was the fact that so many participants were under the impression this concept was meant to promote a 24/7 helpline for Veterans in distress.
- Reaction to the digital animatic for Concept C was more positive than had been the case in phase one. Participants noted the upside down imagery in Concept C's digital ad was jarring and therefore powerful, in that it drew them in and left them "wanting to know more." Concept C's radio ad was less liked because of the loud music and tone of the voiceover; however, components of the script were well liked. As in phase two, phrases such as "mental health challenges," "tailored," and mentions of families of Veterans were well received.
- There were particular concerns around word choice and terminology in the French sessions. The use of the term "armée" was seen as specifically referring to the army only and potentially excluding people in the navy and air force. The word "militaire" could be more inclusive. The word "perdu" appeared in several executions and French speaking participants had a negative reaction to its use in this context.

## Concept A: Faces

Overall, the Faces concept tested quite well in both radio and digital formats and was regarded as “relatable” for different reasons. Concept A had the largest disconnect between the radio and digital concepts, as the diversity represented by the faces is not easily translated to a radio execution. The radio ad was considered relatable because participants said they themselves, or someone they knew, often put up a front, or knew that “sometimes a smile isn’t a smile.” The digital ad was considered relatable because participants felt the diversity of the faces made it easy to recognize yourself, or the Veteran within your life, and helped to erase the stereotype of who a Veteran is.

### Radio execution:

**“Faces” radio script:** *Sometimes a smile isn’t a smile. Sometimes it’s a shield that hides the struggle. For some who have served in the military or RCMP, mental health challenges can take on many faces. If you are struggling, support for you and your family is available. Visit [Veterans.gc.ca/mentalhealth](https://www.veterans.gc.ca/mentalhealth) or call 1-866-522-2122. A message from the Government of Canada.*

The radio script for Faces resonated with many participants. The script was described as memorable and participants were able to spontaneously recall specific lines after hearing the ad twice. The first line “sometimes a smile isn’t a smile,” in particular was often spontaneously mentioned and recalled by many participants, as they felt it was relatable, because they noted that Veterans they know who suffer from mental health challenges often “put up a front.” The fact that this radio script was explicitly inclusive of military and RCMP Veterans, as well as family members, was also well received.

While the radio execution of this concept was generally appreciated by participants there were a few who did not relate to it, as the references to smiles reminded them of a dentist or toothpaste promotion. However, most participants agreed they liked the tone of this concept, they liked the pace as they found it quick and to the point, and liked the calming voice and music. It was also noted the central message of how sometimes a smile isn’t a smile and can be a front to hide feelings of anxiety is a very universal message and could also be meaningful to people outside the Veteran community who would inevitably hear the ad as well.

### Digital execution:

**“Faces” digital script:** *For some who have served, mental health challenges can take on many faces. With tailored support, face today for a brighter tomorrow. A message from the Government of Canada.*

As in phase one, the digital version of the Faces concept was very well-received. Both Veterans and family members liked how this ad highlighted the diversity of Canada’s Veterans; they felt it helps to breakdown the stereotype of what a Veteran looks like. Several noted they felt that many people have a stereotypical image of Veterans as being mostly old men who fought in the Second World War. They liked the idea that a digital ad like this would help broaden the image of “who is a Veteran” and show young and old, male and female, and people of colour.

Several participants noted the power that faces, specifically eyes, have in emoting the pain individuals may hide when dealing with mental health challenges. However, some did mention the sight of all the faces in this concept could distract viewers from the message about mental health, as the focus may be too much on the visual depiction of the diversity of Veterans. English participants noted that the ad should say “for those who have served in the military or RCMP...” as they felt “for those who have served” was not specific enough to grab

the attention of Veterans or their families. Some participants mentioned it may be helpful to clearly identify the faces shown in the ad as being actual Veterans, whether that be a subscript or symbols such as a poppy, uniform, etc.

### **Concept B: Awake at 3 a.m.**

Overall reactions to this “Awake at 3 a.m.” concept were mixed. While some appreciated how it presented a scenario many could relate to – being awake and experiencing anxiety in the middle of the night – others found it to be too specific and repetitive. Furthermore, participants often interpreted the message of both the radio and digital executions of this concept to be a promotion of a 24/7 helpline for Veterans in distress.

#### **Radio execution:**

**“Awake at 3 a.m.” radio script:** *3 a.m. You’re wide awake. 3 a.m. Another nightmare. 3 a.m. All you want to do is sleep. If you’ve served in the military or RCMP and are struggling, turn ‘wide awake at 3 a.m.’ into hope. There’s support for you and your family. Visit Veterans.gc.ca/mentalhealth or call 1-866-522-2122 to learn more. A message from the Government of Canada.*

While many participants were quick to grasp the messaging in the radio concept, it was often noted as repetitive and even irritating. The acknowledgement of “being awake at 3 a.m.” was appreciated as it spoke to a direct experience many Veterans and their family members were familiar with, however, they felt the tone of the audio was harsh and that it may take away from the overall message. Some felt the messaging was too specific and wasn’t inclusive of the range of mental health issues Veterans face. Others felt that because the ad was focused on “being awake at 3 a.m.,” some may interpret it as a promotion for insomnia remedies.

French participants were more critical of the radio execution for the use of the word “perdu” as they felt it focused too much on the problem as opposed to the solution. And, once again, this ad was very much understood to be a promotion for a 24/7 helpline because of the 3 a.m. messaging. Several participants noted that if they dialled the 1-800 number featured in the ad, they would expect a person would answer and be able to offer counselling.

#### **Digital execution:**

**“Awake at 3 a.m.” digital script:** *If you’ve served and are struggling, turn “wide awake at 3 a.m.” into hope with available support. A message from the Government of Canada.*

Participants felt Concept B’s digital ad delivered a clear and concise message, however participants felt it wasn’t memorable or didn’t “draw them in.” This concept was praised for its positive tone, as it ended on an upbeat note by utilizing the words “hope” or “l’espoir.” The photographs on the table were noted as a nice touch, as it helped illustrate who the advertisements were speaking to, and while some younger participants noted they no longer used a clock radio and would be more likely to check the time on a smartphone, they acknowledged the clock radio was a universal enough symbol that all generations could recognize it.

As in phase one, the notion of “3 a.m.” led participants to believe this was a promotion for a 24/7 helpline and there would be a representative to speak to on the other end of the phone. Some also noted that seeing a clock showing 3 a.m. would not be an intuitive link to mental health services and that, again, they might think it was about insomnia.

## Concept C: Upside Down

The Concept C digital ad “Upside down” had a better reception in this second phase than had been the case in the first phase. While some participants found the sight of an upside-down streetscape to be jarring, they also found it drew them in because it was something they don’t usually see. The radio execution of this concept did not always resonate as well as the digital execution, but specific phrases in the radio ad, such as “tailored support for you and your family” and “you know when you’re not yourself,” were well received. The “upside down” metaphor and image was generally liked, especially by Veterans’ family participants, as they felt it was situational and therefore relatable. It was also a visual image that would make people curious and want to know more.

### Radio execution:

**“Upside down” radio script:** *You know when you’re not yourself. Everything starts to feel off. You can’t sleep. It’s like the world’s been turned upside down. If you’ve served, there’s tailored support to help you and your family turn things around. Visit [Veterans.gc.ca/mentalhealth](https://Veterans.gc.ca/mentalhealth) or call 1-866-522-2122 to learn more. A message from the Government of Canada.*

While many participants liked some of the specific lines and components of this radio ad script, the radio ad itself was sometimes criticized for other reasons. Some participants found the tone to be too loud and some did not like the voiceover. Participants liked that this radio ad was quick to acknowledge the subject was mental health. Some found the lines about “you know when you’re not yourself” etc. really hit home, and several picked on the line about “tailored support” and “if you’re not feeling yourself.” It was felt this alluded to a wider range of mental health challenges.

French participants did not relate as much to “vous savez quand vous n’êtes pas vous même” and noted sometimes only the family can see when something is “off.” In addition, participants liked that the ad spoke directly to Veterans and their families, but did suggest the script be revised to say “if you’ve served in the military or RCMP,” instead of just “if you’ve served” as they felt this phrase is too general.

### Digital execution:

**“Upside down” digital script:** *A mental health challenge can make your world feel upside down. If you’ve served and are struggling, there is support to turn things around. A message from the Government of Canada.*

Participants expressed stronger emotions when describing their reaction to watching the digital execution of Concept C; some said the image of an upside-down street made them feel uncomfortable, but this was also seen as a positive thing because it made them want to know more and to see what comes next. However, a few participants found the upside-down image disturbing and felt it depicted a more extreme manifestation of mental problems requiring a more drastic intervention. Some suggested the image could also play with more than just upside down and right side up; it could also go from blurry to sharp or from black and white to colour.

Some participants pointed out the person opening the door appeared to be a white male and wondered if more diversity could be incorporated into the advertisement. As in the radio ad, participants appreciated that the digital ad clearly stated this was a promotion for “mental health,” but would like it to be more specific in that it is for those who have served in the military or RCMP.

## Appendix A: Phase 1 Creative testing methodology

The qualitative focus group phase of this study tested messaging and concepts for an extensive advertising campaign on the mental health services and supports offered by Veterans Affairs Canada. Products for testing included images, storyboards, scripts and animatics for a digital ad campaign, key messages, radio ads and their associated scripts as well as digital ad animatics and their scripts.

### Target audience

Environics Research conducted a series of twelve online focus groups with Veterans and family members of Veterans. Veterans were defined as those who had served in either the Canadian Armed Forces or the RCMP in the past and who had been honourably discharged. Family members were defined as spouses, children or parents of Veterans.

### Recruitment

Environics developed the recruitment screener and provided it to Veterans Affairs Canada for review prior to finalizing. While qualitative research does not give every member of the target population a chance to participate, and its results are not intended to be statistically representative of the broader target population (i.e., Veterans and their families), it does aim to collect information that is broadly reflective of the target population. Potential participants were screened to reflect a distribution of factors to ensure a wide variety of perspectives. Factors included gender, age, Veteran type (CAF, RCMP or family of these), ability to attend the online focus group session, and willingness to read, assess and share feedback on the creative materials. Participants were screened to ensure all exclusions and specifications required by the Government of Canada were followed. All participants were offered a \$100 honorarium to encourage participation and thank them for their commitment.

Environics subcontracted Trend Research to recruit the focus group participants. In total, there were 84 participants invited to take part in the 12 focus groups, 78 of whom participated.

Environics recruited participants via a combination of industry-standard methods to ensure participation in all the sessions across all provinces. Participants were offered a \$100 incentive to thank them for their time. Environics invited 7 participants to each session. The sessions were hosted using the Zoom conferencing platform.

### Moderation and conduct

Derek Leebosh, Vice President – Public Affairs at Environics Research, moderated all twelve sessions. Each focus group session lasted approximately 90 minutes and was conducted according to a discussion guide developed in consultation with VAC. All qualitative research work was conducted in accordance with professional standards and applicable government legislation (e.g., PIPEDA).

All groups were video- and audio-recorded for use in subsequent analysis by the research team. During the recruitment process, participants provided consent to such recording and were given assurances of anonymity. Environics arranged for the screener and discussion guide to be translated into French. Industry and Government of Canada standards for qualitative research were followed.

## Group composition

The twelve focus groups were conducted in two phases. The first phase of six focus groups (October 28-31, 2020) was conducted to explore reactions to a series of storyboard concepts and messages on mental health services. The second phase of six focus groups (November 12 – 16, 2020) was conducted to explore reactions to radio concepts and animatized versions of the ad concepts that had been tested in the initial phase. Eight of the twelve sessions were conducted in English and four were conducted in French. The sessions were distributed as follows:

Location of participants	Dates and times	Composition and language
Prairies/NWT	Wednesday, October 28, 2020; 4:00-5:30pm MST	Veterans (English)
Prairies/NWT	Wednesday, October 28, 2020; 6:00-7:30pm MST	Family members of Veterans (English)
Atlantic provinces	Thursday, October 29, 2020; 4:00- 5:30pm AST	Veterans (English)
Atlantic provinces	Thursday, October 29, 2020; 6:00- 7:30pm AST	Family members of Veterans (English)
Québec/Atlantic	Saturday, October 31, 2020 11:00-12:30pm EST	Veterans (French)
Québec/Atlantic	Saturday, October 31, 2020 1:00-2:30pm EST	Family members of Veterans (French)
B.C./Yukon	Thursday, November 12, 2020; 3:00-4:30pm PST	Veterans (English)
B.C./Yukon	Thursday, November 12, 2020; 5:00-6:30pm PST	Family members of Veterans (English)
Ontario	Saturday, November 14, 2020 11:00-12:30pm EST	Veterans (English)
Ontario	Saturday, November 14, 2020 1:00-2:30pm EST	Family members of Veterans (English)
Québec/rest of Canada (ex. Atlantic)	Monday, November 16, 2020; 4:00-5:30pm MST	Veterans (French)
Québec/rest of Canada (ex. Atlantic)	Monday, November 16, 2020; 6:00-7:30pm MST	Family members of Veterans (French)



## Appendix B: Phase 2 ACET methodology

The ACET was conducted in two phases: a benchmarking phase prior to the campaign, and a post-campaign phase. Each survey instrument consisted of the Advertising Campaign Evaluation Tool questions used by the Government of Canada for evaluating campaigns over \$1,000,000. The post-campaign survey added questions testing recall of specific aspects of the campaign, along with questions testing the impact on perceptions and behaviour.

### Sample design and weighting

In each case, respondents to the online survey were 18 years of age and older, and were randomly selected. The sample included all provinces and territories, and the survey was administered in English and French, as well as with an accessible link for those using a mobile phone or screen reading technology.

Because respondents are recruited from a panel, this is a non-probability survey and no formal estimates of sampling error can be calculated. Although opt-in panels are not random probability samples, online surveys can be used for general population surveys provided they are well-designed and employ a large, well-maintained panel.

The surveys obtained the following regional distributions:

Region	Actual share of population (Census 2016)	Unweighted Sample Wave 1	Unweighted Sample Wave 2
Atlantic Canada	7%	150	150
Quebec	23%	490	490
Ontario	38%	765	765
Prairies	19%	330	332
B.C.	13%	267	265
CANADA	100%	2,002	2,002

### Questionnaire design

The survey used the standard Government of Canada ACET survey questionnaire, with additional questions approved by Veterans Affairs Canada to accommodate specific analysis objectives.

Environics' data analysts programmed the questionnaires, then performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the surveys' basic logic. The data collection system handles sampling invitations, quotas and questionnaire completion (skip patterns, branching and valid ranges).

Prior to finalizing the survey for field in each wave, Environics conducted a pre-test (soft launch) in English and French. There was a pretesting phase conducted for each survey, on December 7, 2020 (baseline) and March 9, 2021 (post-campaign) to ensure each questionnaire was working well. This entailed completing cases with 29 English and 19 French (baseline), and 50 English and 20 French (post-campaign). The results of each pretest survey were reviewed for programming and logic errors. The final survey questionnaires are included in Appendix D.



**Fieldwork**

The surveys were conducted by Environics using a secure, fully featured web-based survey environment located in Canada. The precampaign ACET survey field period was from December 7-15, 2020 (average length 5.5 minutes) and the post-campaign ACET survey was undertaken from March 9-18, 2021 (average length 11.2 minutes).

All respondents were offered the opportunity to complete the surveys in their official language of choice. Each survey was registered with the Canadian Research Insights Council’s Research Verification Service, so respondents validate its authenticity. Survey data collection adhered to Government of Canada standard for public opinion research as well as all applicable industry standards as set out by the Canadian Research Insights Council, of which Environics is a founding member. Environics informed respondents of their rights under the *Privacy Act* and the *Access to Information Act*, and ensured that those rights were protected throughout the research process. This included: informing respondents of the purpose of the research; identifying both the sponsoring department and the research supplier; informing respondents that their participation in the study is voluntary, and that the information provided would be administered according to the requirements of the *Privacy Act*.

The data from this survey are statistically weighted to ensure the sample is as representative of this population as possible, according to the most recently available Census information.

**Completion results**

The completion results are presented in the following table.

**Contact disposition**

<b>Disposition</b>		<b>Pre-campaign ACET (N)</b>	<b>Post-campaign ACET (N)</b>
Total invitations	(c)	30,000	17,614
Total completes	(d)	2,002	2,002
Qualified break-offs	(e)	485	302
Disqualified	(f)	1,121	202
Not responded	(g)	24,516	14,311
Quota filled	(h)	1,876	797
Contact rate = (d+e+f+h)/c		18%	19%
Participation rate = (d+f+h)/c		17%	17%

**Non-response bias analysis**

The table below presents a profile of the final samples, compared to the actual population of Canada (2016 Census information). As is the case with most surveys, the final sample underrepresents those with high school or less education, which is a typical pattern for public opinion surveys in Canada (e.g., those with more education are more likely to respond to surveys).

**Sample profile**

Sample type	Wave 1*	Wave 2*	Canada (2016 Census)
<b>Gender (18+)</b>			
Male	50%	50%	49%
Female	49%	50%	51%
<b>Age</b>			
18-34	27%	27%	29%
35-49	24%	25%	24%
50-64	28%	27%	26%
65+	22%	22%	21%
<b>Education level<sup>α</sup></b>			
High school diploma or less	17%	16%	35%
Trades/college/post-sec no degree	32%	36%	36%
University degree	50%	48%	29%

\* Data are unweighted and percentaged on those giving a response to each demographic question

<sup>α</sup> Actual Census categories differ from those used in this survey and have been recalculated to correspond. Statistics Canada figures for education are for Canadians aged 25 to 64 years

## Appendix C: Qualitative research instruments

November 2, 2020

**Environics Research Group**  
**Focus Groups on Mental Health Communications**  
**Veterans Affairs Canada**  
**PN10942**  
**Recruitment for Phone Group Discussion**

Respondent Name: \_\_\_\_\_

Home #: \_\_\_\_\_

Business #: \_\_\_\_\_

Group #: \_\_\_\_\_

Recruiter: \_\_\_\_\_

GROUP 1 Veterans (English) Prairies/NWT Wednesday, Oct. 28 4-5:30pm MST (6-7:30pm EST)	GROUP 2 Families (English) Prairies/NWT Wednesday, Oct. 28 6-7:30pm MST (8-9:30pm EST)	GROUP 3 Veterans (English) Atlantic Thursday, Oct. 29 4-5:30pm AST (3-4:30pm EST)	GROUP 4 Families (English) Atlantic Thursday, Oct. 29 6-7:30pm AST (5-6:30pm EST)
GROUP 5 Veterans (French) QC/Atlantic Saturday, Oct. 31 11am-12:30pm EST	GROUP 6 Families (French) QC/Atlantic Saturday, Oct. 31 1-2:30pm EST	GROUP 7 Veterans (English) BC/Yukon Thursday, Nov. 12 3-4:30pm PST (6-7:30pm EST)	GROUP 8 Families (English) BC/Yukon Thursday, Nov. 12 5-6:30pm PST (8-9:30pm EST)
GROUP 9 Veterans (English) Ontario/Quebec Saturday, November 14 11am-12:30pm EST	GROUP 10 Families (English) Ontario/Quebec Saturday, November 14 1-2:30pm EST	GROUP 11 Veterans (French) QC/ON/West Monday, November 16 4pm-5:30pm EST	GROUP 12 Families (French) QC/ON/West Monday, November 16 6-7:30pm EST

Seven recruits per in session. Groups 1, 3, 5, 7, 9 and 11 must be Veterans of the Canadian Armed Forces/RCMP. Groups 2, 4, 6, 8, 10 and 12 must be immediate family of Veterans. **\$100 incentive. At least 2 women per Veterans group and at least 2 men per family of Veterans group.**

Hello/Bonjour, my name is \_\_\_\_\_ from Trend Research, calling on behalf of Environics Research. Would you like to continue this discussion in English? / Voulez-vous continuer cette conversation en français?

We are conducting a series of online video-conference focus group discussions on behalf of Veterans Affairs Canada to look at communications materials and explore issues of interest to people who have served in the Canadian Armed Forces or the RCMP and also of interest to the families of those who have served. This study is a research project, not an attempt to sell or market anything. Your participation in the research is completely voluntary, confidential and your decision to participate or not will not affect any dealings you may have with Veterans Affairs Canada or any other part of the government

The format will be a video-conference call discussion using the Zoom platform led by a research professional from Environics that will involve you and some other members of the Veteran Community. May we have your permission to ask you or someone else in your household some further question to see if you/they fit in our study? This will take about 5 minutes.

The session will last a maximum of 1.5 hours and you will receive a cash gift of \$100 as a thanks for attending the session.

A recording of the session will be produced for research purposes. The recording will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. Environics Research has a privacy policy which can be consulted at <https://environicsresearch.com/privacy-policy/>

If you have questions about the legitimacy of the research you can e-mail Veterans Affairs Canada [vac.marketing-marketing.acc@canada.ca](mailto:vac.marketing-marketing.acc@canada.ca) or call the Veterans Affairs call centre at 1-866-522-2122 (English) or 1-866-522-2022 (French). Environics is a member of the Canadian Research Insights Council (CRIC) and adheres to all its standards; the project is registered with the CRIC with the number 20201028-EN004.

NB: If a participant asks for information on the research company conducting the research they can be told: Environics Research is located at 33 Bloor Street East, Suite 900, Toronto Ontario and can be reached at 416-920-9010.

**For the purposes of this study a Veteran is anyone who has served in the Canadian Forces (CAF) or the RCMP, completed basic training and who has been honourably discharged.**

1. Are you a Veteran of the Canadian Forces or the RCMP?

- |                                   |                     |
|-----------------------------------|---------------------|
| 01 – Yes, Canadian Forces Veteran | <b>SKIP TO Q. 3</b> |
| 02 – Yes, RCMP veteran            | <b>SKIP TO Q. 3</b> |
| 03 – No                           | <b>ASK Q. 2</b>     |

2. Are you an immediate family member (i.e., a spouse or adult child) of a **living** Veteran of the Canadian Forces or the RCMP?

- |  |                            |
|--|----------------------------|
| 01 – Yes, I am the spouse of a Veteran | (SPECIFY IF CF OR RCMP)    |
| 02 – Yes, I am the child of a Veteran  | (SPECIFY IF CF OR RCMP)    |
| 03 – Yes, I am the parent of a Veteran | (SPECIFY IF CF OR RCMP)    |
| 04 – No                                | <b>THANK AND TERMINATE</b> |

**ASK ALL**

3. How long ago were [you/the veteran in your family] discharged from the CF/RCMP?

\_\_\_\_ YEARS AGO – **NB: IF THE VETERAN HAS NOT BEEN DISCHARGED AND IS STILL SERVING – THE PERSON DOES NOT QUALIFY**

4. Are you or is any member of your household or your immediate family employed in:

Type	No	Yes
A market research, communications or public relations firm, or an advertising agency	1	2
Media (Radio, Television, Newspapers, Magazines, etc.)	1	2
Veterans Affairs Canada	1	2
Department of National Defence	1	2
A political party	1	2

**IF YES TO ANY OF THE ABOVE – THANK AND TERMINATE**

5. Which language do you speak most often at home?

- English                      1 **GROUP 1, 2, 3, 4, 7, 8, 9, 10**
- French                        2 **GROUP 5, 6, 11, 12**

6. INDICATE: **AT LEAST 2 WOMEN PER VETERANS GROUP AND AT LEAST 2 MEN PER FAMILY GROUP**

- Male                            1
- Female                        2

7. We have been asked to speak to participants from all different ages. So that we may do this accurately, may I have your exact age please? **(GET MIX)**

\_\_\_\_\_. WRITE IN

- Under 18                      0 **TERMINATE**
- 18-24 years of age            1
- 25-34 years of age            2
- 35-44 years of age            3
- 45-54 years of age            4
- 55-64 years of age            5
- 65-74 years of age            6
- 75 years or more              7 **TERMINATE**

8. What province and city do you currently live in?

**SEE REGIONAL BREAKS FOR GROUPS AND TRY TO GET MIX OF PROVINCES WITHIN EACH REGION (E.G. PRAIRIES/NWT GROUPS SHOULD BE A MIX OF ALBERTA, SASK, MANITOBA AND NWT ETC.)**

9. Could you please tell me what is the last level of education that you completed? **(GET MIX)**

- Some High School only 1
- Completed High School 2
- Trade School certificate 3
- Some Post-secondary 4
- Completed Post-secondary 5
- Graduate degree 6

10. 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... **(READ LIST)**

- Very comfortable 1- **MIN 5 PER GROUP**
- Fairly comfortable 2
- Not very comfortable 3 - **TERMINATE**
- Very uncomfortable 4 - **TERMINATE**

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

- Yes 1 **MAXIMUM 4 PER GROUP**
- No 2 -> **(SKIP TO Q.14)**

**IF Q11 YES ASK:**

12. When did you last attend one of these discussions?

\_\_\_\_\_

**(TERMINATE IF IN THE PAST 6 MONTHS)**

13. How many focus groups or one-to-one discussions have you attended in the past 5 years?  
\_\_\_\_\_(SPECIFY)

**IF 5 OR MORE, TERMINATE**

**ASK ALL**

14. This focus group will require to join a video-conference using the Zoom platform using a desktop or laptop computer or a tablet. You will need internet access in a private and quiet location to take part in the study. We cannot provide this technology for you. Will you be able to access the Internet for a 1.5-hour discussion using a desktop or laptop computer or tablet?

- Yes 1
- No 2 **TERMINATE**

**NOTE: A MOBILE PHONE WILL NOT WORK FOR THIS EXERCISE**

15. The interview will take place via a conference platform called Zoom. If you are not already a user, Zoom may request you to install some software. You can delete it after the interview if you wish. Would you agree to this?

- Yes 1
- No 2 **TERMINATE**

16. Sometimes participants in the online focus group are also asked to type their responses to questions in the “chat” function. Is there any reason why you could not participate? If you need glasses to read or a hearing aid, please remember to have them handy.

- Yes 1 **TERMINATE**
- No 2

17. I would like to invite you to attend the focus group session where you will exchange your opinions in a moderated discussion with other people from the Veteran Community. The session will be recorded, and some other members of the research team may also observe the session, but your participation will be confidential. If you attend the session you will receive \$100 to thank you for your time. It will be sent to you electronically. Do you consent to take part in the focus group? By agreeing to participate you are giving your consent to these procedures

- Yes 1
- No 2 **TERMINATE**

18. We will contact you again before the date of the session to confirm your attendance. Do you consent to this?

- Yes 1
- No 2 **TERMINATE**

19. The session is about an hour and a half (i.e., 90-minutes), but we are asking that all participants log into the Zoom online meeting 5 minutes prior to the start of the session. Are you able to log-in about 5 minutes prior to the start time?

- Yes 1
- No 2 **TERMINATE**

20. Can you please provide me with your email address, so I can send you login details for the Zoom web conference application, as well as dial-in details for the conference line.

E-mail address: \_\_\_\_\_

**PLEASE RE-READ THE FULL ADDRESS BACK TO CONFIRM CORRECT SPELLING.**

(NB: We will send the links to you early next week)

**PLEASE ENSURE PARTICIPANTS ARE TOLD THE TIME OF SESSION IN THEIR TIME ZONE.**



SEE TIMES AND DATES ON PAGE 1

**INTERVIEWERS:** Tell respondent that it is a small group and anyone who does not show or cancels at the last minute will compromise the project. Make sure they know we feel their opinions are valuable and we are serious about finding out what they have to offer.

**NOTE:** PLEASE TELL ALL RESPONDENTS THEY WILL RECEIVE A CONFIRMATION CALL THE DAY PRIOR TO THE SESSION. IF FOR SOME REASON THEY HAVE NOT HEARD FROM US THEY SHOULD CONTACT US AT \_\_\_\_\_. IF THEIR NAME IS NOT ON THE ATTENDANCE FORM THEY WILL NOT BE ADMITTED TO THE GROUP. IF A RESPONDENT HAS ANY OTHER QUESTIONS ABOUT THE RESEARCH, THEY SHOULD ALSO CONTACT US AT THIS NUMBER.

**Environics Research**  
**Focus Groups on Mental Health Communications**  
**Veterans Affairs Canada – Discussion Agenda**  
**PN10942**

**1.0 Introduction to procedures (10 minutes)**

Hello everyone, my name is [NAME] and I work for Environics Research, a public opinion research company. Welcome to this online focus group. I will be moderating the session. This is one of a series of online focus groups we are conducting on behalf of Veterans Affairs Canada with people from across the country. The session should last no more than 90 minutes.

We want to hear your opinions so please feel free to agree or disagree with one another. Even if you are just one person among seven who holds a certain point of view, you could represent thousands of people in your community who feel the same way as you do. You don't have to direct all your comments to me; you can exchange ideas and arguments with each other too.

We are also recording this session to help me write my report. The recording will only be used internally to analyse the research and will not be released to anyone else. There are also some observers who are observing the session as well and they are part of the research team. I would also like to remind you that anything you say here will remain confidential and anonymous and any comments you make will not be linked to you by name in any reporting we do on this project. **MODERATOR TO PRESS "RECORD" ON ZOOM SCREEN**

I'm sure most of you are quite familiar with how Zoom works – especially over the last few months! For the most part we will be video chatting, but we will also use the "chat" function from time to time. Before we get started, I'd like to ask everyone to scroll over their screen until the command bar appears at the bottom.

There you will notice a function called "chat". Please click on that now. It will open a chat screen to the far right of your screen. I'd like to ask you to use that function throughout our discussion tonight. If you have an answer to a question and I don't get to ask you specifically and you feel you want to comment, please type your response in there. We will be reviewing all chat comments at the completion of this project. Please turn off your cell phones. You will get the cash gift we promised you in the next week or two.

As I mentioned, we are doing this research for Veterans Affairs Canada and I just want to re-state that any relationship you may have with VAC in terms of receiving any services is confidential and you are not expected to talk about that. We are here mainly to evaluate some advertising concepts.

Let's go around the imaginary table and introduce ourselves. Tell us your name and a bit about yourself such as where you are calling from and who lives with you in your house. Also, since we invited you because you [are/are related to] a Veteran who once served in the Canadian Forces or the RCMP could you also tell us about your background as a Veteran (or that of the Veteran in your family) – i.e. when you/they served and in what capacity.

**2.0 Top of mind issues for Veterans/mental health (10 minutes)**

I'd like to start by having you each go to the CHAT box and type in what you each think are the biggest issues or problems that Veterans in Canada have to deal with.

**PARTICIPANTS TO ELABORATE ON WHAT THEY WROTE**

**PROBE IF NOT MENTIONED:** What about mental health issues? In what way is mental health an important issue for Veterans?

What would be examples of mental health problems or issues that Veterans often face?

If you, or a Veteran you know, needed access to help for mental health issues, how would you find out where to go and what resources are available to you?

**PROBE:** what media would you use? What websites? What organizations?

**NB: PARTS 3.0 AND 4.0 WERE ASKED ONLY IN THE PART ONE FOCUS GROUPS ON STORY BOARDS AND MESSAGES**

### **3.0 Mental health ad concepts (40 minutes)**

We are going to be looking at some ad concepts in this session that Veterans Affairs Canada is currently developing. These would be digital ads that you might see on Facebook or Twitter or on a Google search etc. There will be three of them in total and in each case, I will share the concept with you on your screen. These are not finished ads. They are what we call “story boards”. They will look like a series of images with text. If we decide to move forward with any of these ad concepts, they would be professionally produced with actors etc. So, when you look at them you will have to use your imagination.

**CONCEPT A – “Faces”**

**CONCEPT B – “Wide awake”**

**CONCEPT C – “Upside-down”**

**MODERATOR WILL SHOW EACH CONCEPT IN THE ZOOM CONFERENCE ONE AFTER THE OTHER – THEN COME BACK TO SHOWING EACH INDIVIDUALLY FOLLOWED BY EVALUATION AND DISCUSSION**

**CONCEPT A – “Faces”**

Let’s start with the first ad concept that is Concept A.

I am going to show you the main concept and then show you a close up of the text and I will flip through the story boards and narrate. Then, I will ask a question in the CHAT for you to respond to:

**MODERATOR WILL TYPE IN:** “What is the main message you get from Concept A and what is your reaction?”

Let’s discuss what you each thought was the main message in this concept.

Overall, what do you each think of this ad concept? What are your first impressions?

What are the strengths of this concept?

What are the weaknesses? Is there anything in the concept that you found inappropriate or confusing?

**PROBE:** what do you think of using the faces of Veterans in the ad?

Could you see yourself sharing this ad on social media or forwarding it to anyone else in the Veteran Community?

To what extent would this ad encourage you or motivate you to seek more information about Veterans Affairs Canada services around mental health?

**CONCEPT B – “Wide awake”**

Let’s continue with the second ad concept that is Concept B. I am going to show you the main concept and then show you a close up of the text and I will flip through the story boards and narrate Then, I will ask a question in the CHAT for you to respond to:

**MODERATOR WILL TYPE IN:** “What is the main message you get from Concept B and what is your reaction?”

Let’s discuss what you each thought was the main message in this concept.

Overall, what do you each think of this concept? What are your first impressions?

What are the strengths of this concept?

What are the weaknesses? Is there anything in the concept that you found inappropriate or confusing?

**PROBE:** What do you think of the whole idea of being wide awake at 3 a.m.?

Could you see yourself sharing this ad on social media or forwarding it to anyone else in the Veteran Community?

To what extent would this ad encourage you to seek more information about Veterans Affairs Canada services around mental health?

**CONCEPT C – Upside down**

Let’s continue with the third ad concept that is Concept C. I am going to show you the main concept and then show you a close-up of the text and I will flip through the story boards and narrate Then, I will ask a question in the CHAT for you to respond to:

**MODERATOR WILL TYPE IN:** “What is the main message you get from Concept C and what is your reaction?”

Let’s discuss what you each thought was the main message in this concept.

Overall, what do you each think of this concept? What are your first impressions?

What are the strengths of this concept?

What are the weaknesses? Is there anything in the concept that you found inappropriate or confusing?

**PROBE:** What did you think of the whole idea of a Veteran’s world being turned upside down?

Could you see yourself sharing this ad on social media or forwarding it to anyone else in the Veteran Community?

To what extent would this ad encourage you to seek more information about Veterans Affairs Canada services around mental health?

Now I want you to think about the three ad concepts we have been talking about and I will show them all to you one more time.

**MODERATOR TO SHOW ALL THREE AD CONCEPTS AND TO TYPE IN CHAT BOX:** “Which one of these ad concepts does the best job of making you want to find out more about Veterans Affairs Canada’s mental health services? A, B or C”

Could you each tell us which concept you picked and why?

**CONCEPT A – “Faces”**

**CONCEPT B – “Wide awake”**

**CONCEPT C – “Upside-down”**

Are there elements you would take from another concept that you would add to the one you liked best?

#### **4.0 Message testing (20 minutes)**

Now, I am going to show you eight messages about Veterans and mental health.

#### **SHOW LIST OF MESSAGES IN SHARED SCREEN**

Some of these may have appeared in the ad concepts we looked at and some may be new. I’d like you to indicate in the CHAT box with the letters for each message, which two of the eight you personally find the most effective and the most appropriate?

Let’s go over the messages one by one and those of you that picked it as one of your favourites can explain why and others can tell us if there is anything they did not like about each message.

- A. Let’s get back on track. The right support can make all the difference.
- B. You know when you’re not yourself. There comes a point when you might want support.
- C. The first step is calling for backup. Tailored support is available for you and your family.
- D. For those that have served in the military or RCMP, mental health challenges can turn your world upside down.
- E. When you’re ready to take the first step towards a new tomorrow, support is available for you and your family.
- F. You are not alone if you are experiencing mental health challenges. Support is available.
- G. If you have served in the military or RCMP there are tailored supports available for any mental health challenges, you may face as a result of your service.
- H. If you have a loved one that has served Canada in the military or RCMP and they are experiencing mental health challenges, support is available to you and your family.

When we talk about mental health services for Veterans, what kind of services do you think are being referred to?

Are there any other messages about mental health services for Veterans and their families that you have not seen here that we should be considering?

**NB: PARTS 5.0 AND 6.0 WERE ASKED ONLY IN THE PART TWO FOCUS GROUPS ON RADIO AND DIGITAL ADS**

### **5.0 Mental health radio and digital ads (40 minutes)**

We are going to be looking at and listening to some ads in this session that Veterans Affairs Canada is currently developing that deal with mental health. There are three ad “themes”, and each theme has a radio version as well as a digital ad version that you might see on Facebook or Twitter or on a Google search etc. In each case, I will share the ads with you on your screen so you can hear and see them and in the case of the radio ad I will show you the scripts. The digital ads are not finalized. They are what we call “animatics”. They will look like a series of images with text. If we decide to move forward with any of these ads, they would be professionally produced with real images and people etc. So, when you look at them you will have to use your imagination a bit.

**CONCEPT A = “Faces”**

**CONCEPT B = “Wide awake”**

**CONCEPT C = “Upside-down”**

Let’s start with the first ad concept that is Concept A. I am going to play you the radio ad twice and I will ask a question in the CHAT for you to respond to.

#### **PLAY “FACES” RADIO AD TWICE**

**MODERATOR WILL TYPE IN:** “What is the main message you get from the Concept A radio ad and what is your reaction?”

Let’s discuss what you each thought was the main message in this concept and how you reacted to it. Overall, what do you each think of this ad concept? What are your first impressions?

If you heard this on the radio, what would you do? Would it make you want to find out more?

I am going to show you the script for this ad to make it easier for us to discuss it.

#### **SHOW SCRIPT FOR RADIO AD #A “FACES”**

What are your thoughts about the script? What stands out to you?

Is there any language or words you find particularly effective?

Anything that bothers you?

Now let’s look at the digital version of this ad. **SHOW CONCEPT A “FACES” ANIMATIC TWICE**

**MODERATOR WILL TYPE IN:** “What is your reaction to this Concept A digital ad?”

What did you each think of this as a digital ad? What stood out to you?

What are the weaknesses? Is there anything in the concept that you found inappropriate or confusing?

**PROBE:** what do you think of using the faces of Veterans in the ad?

Could you see yourself sharing this ad on social media or forwarding it to anyone else in the Veteran Community?

To what extent would this ad encourage you or motivate you to seek more information about Veterans Affairs Canada services around mental health?

**CONCEPT B – “Wide awake”**

Let’s continue with Concept B.

I am going to play you the radio ad twice and I will ask a question in the CHAT for you to respond to.

**PLAY “WIDE AWAKE” RADIO AD TWICE**

**MODERATOR WILL TYPE IN:** “What is the main message you get from this Concept B radio ad and what is your reaction?”

Let’s discuss what you each thought was the main message in this concept and how you reacted. Overall, what do you each think of this ad concept? What are your first impressions?

If you heard this on the radio, what would you do?

I am going to show you the script for this ad to make it easier for us to discuss it.

**SHOW SCRIPT FOR RADIO AD B “WIDE AWAKE”**

What are your thoughts about the script? What stands out to you?

Is there any language or words you find particularly effective?

Anything that bothers you?

Now let’s look at the digital version of this ad. **SHOW CONCEPT B “WIDE AWAKE” ANIMATIC TWICE**

**MODERATOR WILL TYPE IN:** “What is your reaction to this Concept B digital ad?”

What did you each think of this as a digital ad? What stood out to you?

What are the weaknesses? Is there anything in the concept that you found inappropriate or confusing?

**PROBE:** What do you think of the whole idea of being wide awake at 3 a.m.?

Could you see yourself sharing this ad on social media or forwarding it to anyone else in the Veteran Community?

To what extent would this ad encourage you to seek more information about Veterans Affairs Canada services around mental health?

**CONCEPT C – “Upside down”**

Let's continue with Concept C.

I am going to play you the radio ad twice and I will ask a question in the CHAT for you to respond to.

**PLAY "UPSIDE DOWN" RADIO AD TWICE**

**MODERATOR WILL TYPE IN:** "What is the main message you get from this Concept C radio ad and what is your reaction?"

Let's discuss what you each thought was the main message in this concept and how you reacted.

Overall, what do you each think of this ad concept? What are your first impressions?

If you heard this on the radio, what would you do?

I am going to show you the script for this ad to make it easier for us to discuss it.

**SHOW SCRIPT FOR RADIO AD C "UPSIDE DOWN"**

What are your thoughts about the script? What stands out to you?

Is there any language or words you find particularly effective?

Anything that bothers you?

Now let's look at the digital version of this ad. **SHOW CONCEPT C "UPSIDE DOWN" ANIMATIC TWICE**

**MODERATOR WILL TYPE IN:** "What is your reaction to this Concept C digital ad?"

What did you each think of this as a digital ad? What stood out to you?

What are the weaknesses? Is there anything in the concept that you found inappropriate or confusing?

**PROBE:** What did you think of the whole idea of a Veteran's world being turned upside down?

Could you see yourself sharing this ad on social media or forwarding it to anyone else in the Veteran Community?

To what extent would this ad encourage you to seek more information about Veterans Affairs Canada services around mental health?

**6.0 Mental health radio and digital ads – in comparison (10 minutes)**

Now I want you to think about the three ad concepts we have been talking about and I will show them all to you one more time.

**MODERATOR TO PLAY ALL THREE AD ANIMATICS AND TO TYPE IN CHAT BOX:** "Which one of these ads does the best job of making you want to find out more about Veterans Affairs Canada's mental health services? A, B or C

Could you each tell us which concept you picked and why?



**CONCEPT A – “Faces”**

**CONCEPT B – “Wide awake”**

**CONCEPT C – “Upside-down”**

Are there elements you would take from another concept that you would add to the one you liked best?

What do you think of the radio ad that corresponds to the digital ad you liked?

**REPLAY RADIO ADS IF NECESSARY**

On behalf of Veterans Affairs Canada, I would like to thank you for taking part in this focus group discussion. The cash incentive we promised you will be sent electronically in the coming week. The report on this project will be available on the Library and Archives Canada website in October 2021.

## Appendix D: ACET questionnaires

**ADVERTISING CAMPAIGN EVALUATION TOOL**  
Veterans Affairs Canada – Mental Health campaign  
**Baseline Pre-campaign Questionnaire**

**INTRODUCTION**

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur [français \[SWITCH TO FRENCH VERSION\]](#).

**Your participation is voluntary and your responses will be kept entirely confidential.** The survey takes about 10 minutes to complete. This survey is being directed by Environics Research and is being administered according to the requirements of the *Privacy Act* and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

[START SURVEY](#)

[Click here](#) if you wish to verify the authenticity of this survey. To view our privacy policy, [click here](#).

If you require any technical assistance, please contact XXX.

a) Do you or anyone else in your household work for any of the following types of organizations?

**SELECT ALL THAT APPLY**

- marketing research firm
- A magazine or newspaper
- An advertising agency or graphic design firm
- A political party
- A radio or television station
- A public relations company
- No, none of these types of organizations

**IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.**

b) Are you...

- Male gender
- Female gender
- Gender diverse
- Prefer not to say

c) In what year were you born?

\_\_\_\_\_  
YYYY

**ADMISSIBLE RANGE 1900-2002**

**IF > 2002, THANK AND TERMINATE**

**ASK D IF QUESTION C IS LEFT BLANK**

d) In which of the following age categories do you belong?

**SELECT ONE ONLY**

- Less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

**IF “LESS THAN 18 YEARS OLD” OR “BLANK”, THANK AND TERMINATE**

e) In which province or territory do you live?

**SELECT ONE ONLY**

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

**IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE**

**CORE QUESTIONS**

**ASK ALL RESPONDENTS**

**Q1 Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?**

- Yes
- No/do not remember **GO TO T1A**

**Q2 Think about the most recent ad from the Government of Canada that comes to mind. Where did you see, read or hear this ad?**

**SELECT ALL THAT APPLY**

- Cinema
- Facebook
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify \_\_\_\_\_
- Don't remember

**Q3 What do you remember about this ad?**

- [RECORD]
- Don't remember

## CAMPAIGN SPECIFIC QUESTIONS

### ASK ALL RESPONDENTS

**T1A Over the past three weeks, have you seen, read or heard any Government of Canada advertising about services and supports for Canadian Veterans (NB: for this survey, a Veteran is any former member of the Canadian Armed Forces or the RCMP).**

- Yes
- No **GO TO T1E**
- Do not remember/not sure **GO TO T1E**

**T1B Where have you seen, read or heard this Government of Canada ad about services and supports for Canadian Veterans?**

#### SELECT ALL THAT APPLY

- Cinema
- Facebook
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify \_\_\_\_\_
- Don't remember

**T1C What do you remember about this ad? What words, sounds or images come to mind?**

- [RECORD]
- Don't remember

## CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS

### ASK ALL RESPONDENTS

**T1E Over the past three weeks, have you seen or read content related to services and supports for Canadian Veterans on social media sites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?**

- Yes
- No

**T1I What do you think is the biggest issue or problem facing Canadian Veterans these days?**

- RECORD
- Don't know

**T2A To what extent are you aware of the mental health challenges faced by some Veterans?**

- Very aware
- Somewhat aware
- Not very aware
- Not at all aware
- Prefer not to say

**T2B How common do you think it is for Veterans to experience mental health challenges?**

- Very common
- Somewhat common
- Not very common
- Not at all common
- Not sure

**T2C How confident are you that Canada's Veterans have access to mental health services and supports?**

- Very confident
- Somewhat confident
- Not very confident
- Not at all confident
- Not sure

**T2D As far as you know, what organizations provide information about mental health services and supports for Veterans and their families?**

- RECORD**
- Don't know**

**T2E Veterans Affairs Canada offers mental health services and supports for Veterans and their families. How satisfied are you with how Veterans Affairs Canada's communicates about programs and supports available to Veterans and their families?**

- 1 – Not at all satisfied
- 2 – Not very satisfied
- 3 – Neither satisfied nor dissatisfied
- 4 – Somewhat satisfied
- 5 – Very satisfied
- Not sure
- Not applicable

## DEMOGRAPHIC QUESTIONS

### DEMIN

And in closing, a few questions that will help us to analyze the survey results.

**D1 Which of the following categories best describes your current employment status? Are you...**

#### SELECT ONE ONLY

- Working full-time (30 or more hours per week)
- Working part-time (less than 30 hours per week)
- Self-employed
- Unemployed, but looking for work
- A student attending school full-time
- Retired
- Not in the workforce (full-time homemaker or unemployed but not looking for work)
- Other employment status

**D2 What is the highest level of formal education that you have completed?**

#### SELECT ONE ONLY

- Grade 8 or less
- Some high school
- High school diploma or equivalent
- Registered apprenticeship or other trades certificate or diploma
- College, cegep or other non-university certificate or diploma
- University certificate or diploma below bachelor's level
- Bachelor's degree
- Postgraduate degree above bachelor's level

**D3 Are there any children under the age of 18 currently living in your household?**

- Yes
- No

**D4 Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?**

#### SELECT ONE ONLY

- Under \$20,000
- Between \$20,000 and \$40,000
- Between \$40,000 and \$60,000
- Between \$60,000 and \$80,000
- Between \$80,000 and \$100,000
- Between \$100,000 and \$150,000
- \$150,000 and above
- Prefer not to say

**D4B Are you a Canadian Veteran, or do you personally know a Canadian Veteran? If so ... what is your relation to the Canadian Veteran?**

#### SELECT ANY THAT APPLY

- Yes, I am a Veteran
- Yes, a close family member is a Veteran
- Yes, a friend/someone else is a Veteran
- No [SINGLE PUNCH]
- Not sure [SINGLE PUNCH]



**D4C Are you or a member of your household currently serving in the Canadian Armed Forces or the RCMP?**

**SELECT ANY THAT APPLY**

- Yes, I am currently serving in the CAF/RCMP
- Yes, a member of my household is currently serving in the CAF/RCMP
- No [SINGLE PUNCH]
- Not sure [SINGLE PUNCH]

**D5 Where were you born?**

- Born in Canada
- Born outside Canada
- Prefer not to say

**ASK IF D5=BORN OUTSIDE CANADA**

**D6 When did you first move to Canada?**

- Within the last 5 years
- In the last 5 to 10 years
- Over 10 years ago
- Prefer not to say

**D7 What is the language you first learned at home as a child and still understand?**

**SELECT UP TO TWO**

- English
- French
- Other language

---

That concludes the survey. This survey was conducted on behalf of Veterans Affairs Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

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THNK2: We regret that your responses have shown you are ineligible to participate in this survey. Thank you for your time.

**ADVERTISING CAMPAIGN EVALUATION TOOL**  
Veterans Affairs Canada – Mental Health campaign  
**Post-campaign Questionnaire**

**INTRODUCTION**

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur [français](#) [SWITCH TO FRENCH VERSION].

**Your participation is voluntary and your responses will be kept entirely confidential.** The survey takes about 10 minutes to complete. This survey is being directed by Environics Research and is being administered according to the requirements of the *Privacy Act* and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

[START SURVEY](#)

[Click here](#) if you wish to verify the authenticity of this survey. To view our privacy policy, [click here](#).

If you require any technical assistance, please contact XXX.

f) Do you or anyone else in your household work for any of the following types of organizations?

**SELECT ALL THAT APPLY**

- marketing research firm
- A magazine or newspaper
- An advertising agency or graphic design firm
- A political party
- A radio or television station
- A public relations company
- No, none of these types of organizations

**IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.**

g) Are you...

- Male gender
- Female gender
- Gender diverse
- Prefer not to say

h) In what year were you born?

\_\_\_\_\_  
YYYY

**ADMISSIBLE RANGE 1900-2003**

**IF > 2003, THANK AND TERMINATE**

**ASK D IF QUESTION C IS LEFT BLANK**

i) In which of the following age categories do you belong?

**SELECT ONE ONLY**

- Less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

**IF “LESS THAN 18 YEARS OLD” OR “BLANK”, THANK AND TERMINATE**

j) In which province or territory do you live?

**SELECT ONE ONLY**

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

**IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE**

**CORE QUESTIONS**

**ASK ALL RESPONDENTS**

**Q1 Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?**

- Yes
- No/do not remember **GO TO T1A**

**Q2 Think about the most recent ad from the Government of Canada that comes to mind. Where did you see, read or hear this ad?**

**SELECT ALL THAT APPLY**

- Cinema
- Facebook
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify \_\_\_\_\_
- Don't remember

**Q3 What do you remember about this ad?**

- [RECORD]
- Don't remember

## CAMPAIGN SPECIFIC QUESTIONS

### ASK ALL RESPONDENTS

**T1A Over the past three weeks, have you seen, read or heard any Government of Canada advertising about services and supports for Canadian Veterans (NB: for this survey, a Veteran is any former member of the Canadian Armed Forces or the RCMP).**

- Yes
- No **GO TO T1E**
- Do not remember/not sure **GO TO T1E**

**T1B Where have you seen, read or heard this Government of Canada ad about services and supports for Canadian Veterans?**

#### SELECT ALL THAT APPLY

- Cinema
- Facebook
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify \_\_\_\_\_
- Don't remember

**T1C What do you remember about this ad? What words, sounds or images come to mind?**

- [RECORD]
- Don't remember

## CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS

### ASK ALL RESPONDENTS

**T1E Over the past three weeks, have you seen or read content related to services and supports for Canadian Veterans on social media sites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?**

- Yes
- No

**T1I What do you think is the biggest issue or problem facing Canadian Veterans these days?**

- RECORD
- Don't know

**T2A To what extent are you aware of the mental health challenges faced by some Veterans?**

- Very aware
- Somewhat aware
- Not very aware
- Not at all aware
- Prefer not to say

**T2B How common do you think it is for Veterans to experience mental health challenges?**

- Very common
- Somewhat common
- Not very common
- Not at all common
- Not sure

**T2C How confident are you that Canada's Veterans have access to mental health services and supports?**

- Very confident
- Somewhat confident
- Not very confident
- Not at all confident
- Not sure

**T2D As far as you know, what organizations provide information about mental health services and supports for Veterans and their families?**

- RECORD**
- Don't know**

**T2E Veterans Affairs Canada offers mental health services and supports for Veterans and their families. How satisfied are you with how Veterans Affairs Canada's communicates about programs and supports available to Veterans and their families?**

- 1 – Not at all satisfied
- 2 – Not very satisfied
- 3 – Neither satisfied nor dissatisfied
- 4 – Somewhat satisfied
- 5 – Very satisfied
- Not sure
- Not applicable

**ASK ALL RESPONDENTS**

**T1H** Here are some ads that have recently been broadcast on various media. Click here to watch.



**FACES** Video



**[CLICK TO GO TO THE NEXT PAGE]**

**Over the past three months, have you seen, read or heard any of these ads?**

- Yes
- No **GO TO T1J**

**T1I** Where have you seen, read or heard these ads?

**SELECT ALL THAT APPLY**

- Cinema
- Facebook
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify \_\_\_\_\_

T1J What do you think is the main point these ads are trying to get across?

- [RECORD]

T1K Please indicate your level of agreement with the following statements about these ads?

**RANDOMIZE STATEMENTS**

STATEMENTS	1 Strongly Disagree	2	3	4	5 Strongly Agree
a. These ads catch my attention	○	○	○	○	○
b. These ads are relevant to me	○	○	○	○	○
c. These ads are difficult to follow	○	○	○	○	○
d. These ads do not favour one political party over another	○	○	○	○	○
e. These ads talk about an important topic	○	○	○	○	○
f. These ads provide new information	○	○	○	○	○
g. These ads clearly convey that the Government of Canada offers mental health support for Veterans and their families	○	○	○	○	○

**DEMOGRAPHIC QUESTIONS**

**DEMIN**

And in closing, a few questions that will help us to analyze the survey results.

**D1 Which of the following categories best describes your current employment status? Are you...**

**SELECT ONE ONLY**

- Working full-time (30 or more hours per week)
- Working part-time (less than 30 hours per week)
- Self-employed
- Unemployed, but looking for work
- A student attending school full-time
- Retired
- Not in the workforce (full-time homemaker or unemployed but not looking for work)
- Other employment status

**D2 What is the highest level of formal education that you have completed?**

**SELECT ONE ONLY**

- Grade 8 or less
- Some high school
- High school diploma or equivalent
- Registered apprenticeship or other trades certificate or diploma
- College, cegep or other non-university certificate or diploma
- University certificate or diploma below bachelor's level
- Bachelor's degree
- Postgraduate degree above bachelor's level

**D3 Are there any children under the age of 18 currently living in your household?**

- Yes
- No



**D4 Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?**

**SELECT ONE ONLY**

- Under \$20,000
- Between \$20,000 and \$40,000
- Between \$40,000 and \$60,000
- Between \$60,000 and \$80,000
- Between \$80,000 and \$100,000
- Between \$100,000 and \$150,000
- \$150,000 and above
- Prefer not to say

**D4B Are you a Canadian Veteran, or do you personally know a Canadian Veteran? If so ... what is your relation to the Canadian Veteran?**

**SELECT ANY THAT APPLY**

- Yes, I am a Veteran
- Yes, a close family member is a Veteran
- Yes, a friend/someone else is a Veteran
- No [SINGLE PUNCH]
- Not sure [SINGLE PUNCH]

**D4C Are you or a member of your household currently serving in the Canadian Armed Forces or the RCMP?**

**SELECT ANY THAT APPLY**

- Yes, I am currently serving in the CAF/RCMP
- Yes, a member of my household is currently serving in the CAF/RCMP
- No [SINGLE PUNCH]
- Not sure [SINGLE PUNCH]

**D5 Where were you born?**

- Born in Canada
- Born outside Canada
- Prefer not to say

**ASK IF D5=BORN OUTSIDE CANADA**

**D6 When did you first move to Canada?**

- Within the last 5 years
- In the last 5 to 10 years
- Over 10 years ago
- Prefer not to say

**D7 What is the language you first learned at home as a child and still understand?**

**SELECT UP TO TWO**

- English
- French
- Other language

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That concludes the survey. This survey was conducted on behalf of Veterans Affairs Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

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THNK2: We regret that your responses have shown you are ineligible to participate in this survey. Thank you for your time.