Veterans Affairs Canada | Anciens Combattants Canada

Public opinion research study:
Evaluation of the 2021 Mental Health Services Ad Campaign

Executive Summary

Prepared for Veterans Affairs Canada

Ce rapport est aussi disponible en français

Canada

This public opinion research report presents the results of two online surveys conducted by Leger Marketing Inc. on behalf of Veterans Affairs Canada. The baseline survey was conducted with 2,165 Canadians during the month of January 2022, among which 76 respondents were Veterans and 458 respondents were related to Veterans. The post-campaign study was conducted with 2,166 respondents during the month of April 2022, among which 69 respondents were Veterans and 403 respondents were related to Veterans.

Cette publication est aussi disponible en français sous le titre « Évaluation de la campagne publicitaire de 2021 sur les services de santé mentale ».

Executive Summary

Leger is pleased to present Veterans Affairs Canada with this report on findings from a quantitative survey designed to evaluate the 2021 Mental Health Services for Veterans and their Families advertising campaign using the Government of Canada's Advertising Campaign Evaluation Tool (ACET). This report was prepared by Léger Marketing Inc. who was contracted by Veterans Affairs Canada (contract number 51019-220944/001/CY awarded December 30th, 2021, for a total value of $49,720.57 including HST). This report presents the results of two online surveys conducted as part of this study. The baseline survey was conducted with 2,165 Canadians during the month of January 2022, among which 76 respondents were Veterans and 458 respondents were related to Veterans. The post-campaign study was conducted with 2,166 respondents during the month of April 2022, among which 69 respondents were Veterans and 403 respondents were related to Veterans.

1.1 Background and Objectives

Mental health is a key area of focus in the services delivered by Veterans Affairs Canada (VAC). 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." Strategic objectives do include: promoting and disseminating evidence, demonstrating leadership and optimal communication, and accessibility to (and choice of) treatment.

Eligible Veterans, retired RCMP members—as well as their families—have access to a wide range of mental health services, support and information to help reduce the potential stress during the transition to post-military service and to address mental illness, when present. These services include a network of eleven operational stress injury (OSI) clinics (10 outpatient and 1 inpatient), located across the country, and 9 OSI satellite sites that provide services close to where Veterans live. In addition, there is a national network of approximately 12,000 independent mental health professionals across Canada, registered with the Department to deliver mental health treatment.

For 2021-22, a national Mental Health Services for Veterans and their Families advertising campaign will increase awareness among the Veteran community (Veterans, former RCMP, family members, CAF members) of the mental health services and supports available to them and how they can be accessed. A variety of channels will be used to reach the target audiences including radio, print and online ads.

In this particular context, the main research objective of this study is to evaluate the 2021 Mental Health Services for Veterans and their Families advertising campaign using the Government of Canada's Advertising Campaign Evaluation Tool (ACET), and as required, is conducted before and after the campaign's paid media placement. This report presents the results of two online surveys conducted as part of this study, the baseline survey and the post-campaign survey.

This study was done through a quantitative study.

Intended use of the research
ACET surveys will be conducted pre and post campaign to measure aided and unaided recall, message retention and effectiveness.

1.2 Methodology

Quantitative research was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology. The questionnaires used for both phases of the study are the Government of Canada ACET questionnaires. Leger Marketing Inc. used these questionnaires without making any modifications to their format nor to their content, except for the modifications necessary to adapt the questions to this present study on the mental health ad campaign requested by Veterans Affairs Canada.

The targeted audience of this study included a national sample reflecting the entire adult Canadian population and an oversample composed of Veterans and their families. Both the baseline and post-campaign surveys will be conducted with a sample of 2,000 Canadian adults and an oversample of 165 respondents who are Veterans or related to Veterans. The respondents were recruited via Leger's web panel using a random selection stratified by region. The general adult population sample was distributed as follows:

Table A.1 Regional Distribution of Respondents

Region	Number of respondents – baseline study	Number of respondents – post test study
Atlantic	175	170
Quebec	487	504
Ontario	831	822
Prairies	146	152
Alberta	240	238
British Columbia	286	280
Total	**2,165**	**2,166**

1.2.1 Baseline Study

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. Fieldwork for the survey was carried out from January 20 to January 27, 2022. A total of 2,165 Canadians were surveyed including 2,000 with demographic characteristics reflective of the Canadian population and an oversample of 165 respondents who are Canadian Veterans or related to Canadian Veterans. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 14% (see Table 2 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the weighting was done within each region by gender, age, language, and the presence of children in the household to ensure the best possible representativeness of the sample within each region and overall. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 57 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of three minutes was required for the respondents to complete the survey.

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

A complete methodological description is provided in the Appendices section of this document (please see Appendix A).

1.2.2 Post-Campaign Study

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. Fieldwork for the survey was carried out April 4 to April 13, 2022. A total of 2,166 Canadians were surveyed including 2,000 with demographic characteristics reflective of the Canadian population and an oversample of 166 respondents who are Canadian Veterans or related to Canadian Veterans. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 15% (see Table 2 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the weighting was done within each region by gender, age, language, and the presence of children in the household to ensure the best possible representativeness of the sample within each region and overall. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 59 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of five minutes was required for the respondents to complete the survey.

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

A complete methodological description is provided in the Appendices section of this document (please see Appendix A).

1.3 Notes on Interpretation of the Research Findings

This report was compiled by Leger based on the research conducted specifically for this project. This research is not probabilistic; the results cannot be inferred to the general population of Canada.

Since a sample drawn from an Internet panel is not probabilistic in nature, margins of sampling error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population.

1.4 Political Neutrality Statement and Contact Information

Leger certifies that the final deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed:

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