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POST-Campaign ACET Survey for COVID-19 Public Education Campaigns in 2021-22: Normalizing Public Health Measures and Personal Risk Assessment

Executive Summary

Prepared for Health Canada

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A handwritten signature in black ink, appearing to read "M. Colledge".

Mike Colledge
President
Ipsos Public Affairs



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March 2022

This public opinion research report presents the methodology of the *Post-Campaign ACET survey for COVID-19 Public Education Campaigns in 2021-22: Normalizing Public Health Measures and Personal Risk Assessment* online survey conducted by Ipsos Public Affairs on behalf of Health Canada and the Public Health Agency of Canada. The research study was conducted with n=2,003 Canadians aged 18 -39 between February 15th and March 8th, 2022.

Cette publication est aussi disponible en français sous le titre : Sondage post-campagne OECF pour les campagnes d'éducation du publique COVID-19 en 2021-22 : Normalisation des mesures de santé publique et évaluation des risques personnels.

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Executive Summary

1. Background

1.1 Summary Statement

Throughout the COVID-19 pandemic situation in Canada public health measures continue to play an important role in limiting the spread of the virus and variants. However, there is increasing public fatigue with continuing to practice these measures, particularly among youth and young adults.

It is important to communicate and normalize the practice of public health measures to help Canadians stay healthy and to continue preventing the spread of COVID-19. To achieve this, COVID-19 public education efforts continue to play an important role as part of the Government of Canada's ongoing pandemic response. From December 2021 to mid-January 2022, HC and PHAC launched a +\$2 million national advertising campaign to increase awareness of and interest in practicing public health measures. The campaign targeted Canadians aged 18 to 39 years using a mix of media including digital, social media, billboards, and cinema.

Overall, the campaign sought to achieve the following objectives:

- Increase awareness of various COVID-19 personal preventative practices (public health measures) to stay healthy and prevent the spread of the virus
- Motivate interest in continuing to practise multiple public health measures, such as hand hygiene and proper ventilation
- Recognize the efforts of Canadians in helping to prevent the spread of the virus to date
- Generate traffic to Canada.ca/coronavirus or search intent at a later time

The target populations of the campaign were Canadian youth and young adults aged 18 to 39 years.

2. Purpose of the Research

2.1 Research Objectives

The research involved conducting an online post-campaign survey to evaluate the campaign using the Government of Canada's ACET (Advertising Campaign Evaluation Tool). The objectives of the post-campaign survey were as follows:

- Determine if people have seen the advertisements associated with the campaign
- Determine where the ads have been seen
- Measure recall of specific elements of the campaign
- Measure increased knowledge
- Determine if the ads motivated people to visit/search for the campaign website
- Identify attitudinal and behavioural changes as a result of the advertising campaign

The target audience of the research was as follows:

- Canadians 18 to 39 years old



- With some segmentation to:
 - Ethnic communities (general mix)
 - Respondents speaking/reading or living with someone speaking/reading one of these languages: Arabic, Cantonese, Farsi, Hindi, Korean, Mandarin, Punjabi, Spanish, Tagalog, Tamil, Urdu, Vietnamese
 - Indigenous peoples
 - (Some) respondents speaking/reading one of these languages: Inuktitut, Cree, Ojibway (no requirement for a minimum number of respondents)

3. Methodology

3.1 Online Sample

The survey was conducted online with a sample of n=2,003 Canadians between the ages of 18 and 39 years old. Quotas were set to ensure representation by region, age and gender, according to the latest Census information. Respondents were drawn from the Ipsos i-Say panel and a partner vendor panel, Canadian Viewpoint.

Within the sample of n=2,003, a minimum quota of n=100 Indigenous peoples with some speaking/reading one of these languages: Inuktitut, Cree, or Ojibway was achieved. As well, a minimum quote of n=300 respondents self-identifying as part of specific ethnic communities, including a minimum of 100 speaking/reading or living with someone speaking/reading one of these languages: Arabic, Cantonese, Farsi, Hindi, Korean, Mandarin, Punjabi, Spanish, Tagalog, Tamil, Urdu, Vietnamese) was achieved.

In the end, we obtained our targets through natural fallout, without having to oversample (note that one person can fall into more than one category).

- Indigenous peoples (n=109) with some respondents speaking/reading one of these languages: Inuktitut, Cree, Ojibway.
- Ethnic communities (n=550) identifying themselves as a visible minority, including (n=438) respondents speaking/reading or living with someone speaking/reading one of these languages: Arabic, Cantonese, Farsi, Hindi, Korean, Mandarin, Punjabi, Spanish, Tagalog, Tamil, Urdu, Vietnamese.

Indigenous peoples, ethnic communities and languages were identified using these questions:

1. Do you identify as any of the following?

An Indigenous person (First Nations, Inuit or Métis)

A member of an ethnocultural or a visible minority group other than an Indigenous person

None of the above

2. [ASK ONLY IF Q1=2] Do you identify as any of the following? Select all that apply

White

South Asian



Chinese
Filipino
Southeast Asian
West Asian
Korean
Japanese
Black
Latin American
Arab
Other
None of the above [Exclusive]

3. [ASK ONLY IF Q1=1 OR Q1=2] Do you, or someone you live with, speak or read fluently any of the following languages? Select all that apply

Only speaks/reads English and/or French
Arabic
Cantonese
Cree
Farsi
Hindi
Inuktitut
Korean
Mandarin
Ojibway
Punjabi
Spanish
Tagalog
Tamil
Urdu
Vietnamese

Interviews were conducted in English and French, with respondents being able to complete the survey in either official language of their choice.

The sampling methodology utilized email invitations + router technology to invite participants. Each participant received a unique URL link. This link could only be used once, with respondents being allowed to pause during completion and return to complete. On average, the online survey took 7 minutes to complete.

A pre-test was conducted on February 15th with a sample of n=27 respondents (16 in English and 11 in French), to confirm survey length before fully deploying the questionnaire. In the pre-test, an open-ended question was asked at the end of the survey where any problems with the clarity of the survey questions could be brought to our attention. No issues were flagged during the pre-test.