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Seasonal Flu Advertising Campaign – Advertising Campaign Evaluation Tool (ACET)

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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Prepared for Health Canada and the Public Health Agency of Canada
Supplier name: Ipsos Public Affairs
March 2023

This public opinion research report presents the methodology of the Seasonal Flu Advertising Campaign – Advertising Campaign Evaluation Tool (ACET) online survey conducted by Ipsos Public Affairs on behalf of Health Canada and the Public Health Agency of Canada. The survey was conducted with a sample of n=2306 Canadians ages 18+ between February 14th and March 6th, 2023.

Cette publication est aussi disponible en français sous le titre : Campagne publicitaire sur la grippe saisonnière - Outil d'Évaluation de Campagne Publicitaire.

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Executive Summary

1. Background

1.1 Summary Statement

Influenza, also known as the flu, is a respiratory illness caused primarily by the influenza A and B viruses. It is one of the leading causes of death in Canada, averaging 12,200 hospitalizations and 3,500 deaths in Canada each year. Influenza activity is usually low in the spring and summer, begins to rise during the fall, and peaks in the winter months.

Everyday preventative actions such as frequent hand washing and covering coughs help to limit the spread of influenza. However, the most effective way to prevent the flu is by getting a yearly flu shot. The optimal time to receive the flu shot is in the fall before influenza begins spreading in the community.

Health Canada (HC) and the Public Health Agency of Canada (PHAC) ran the 2022-23 Seasonal Flu Vaccine Advertising Campaign from November 14, 2022, until January 13, 2023. The goal of the campaign was to raise awareness of the importance of the flu vaccine, particularly in high-risk groups, and to provide individuals with information to help them to self-identify as being at higher risk of complications from getting the flu. Another goal was to encourage people in close contact with high-risk populations to get a flu shot to protect themselves and those at high risk.

2. Purpose of the Research

2.1 Research Objective

HC and PHAC are looking to assess the impact of its Seasonal Flu Advertising Campaign in raising awareness of the importance of getting a seasonal flu vaccine for at-risk populations and those in close contact with at-risk populations. This would be done with a post-campaign survey to see the effect of the communications intervention.

The objectives of the research are 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
- Identify attitudes towards the advertising campaign

The results of this research will allow HC and PHAC to evaluate the recall of this campaign.



The Government of Canada's Policy on Communications and Federal Identity requires the evaluation of all advertising campaigns exceeding \$1 million in media through the Advertising Campaign Evaluation Tool (ACET).

Target Audience

The primary target audience is Canadians 18 years and older. The target audience for the campaign are four (4) at-risk and vulnerable groups of Canadians and people in close contact with these groups

1. People at higher risk of flu-related complications, including:
 - Adults with certain chronic health conditions such as:
 - Cancer and other immune-compromising conditions
 - Diabetes
 - Heart disease
 - Lung disease
 - Anemia
 - Obesity
 - Kidney disease
 - Neurological or neurodevelopmental conditions
2. Adults aged 65 years and older
3. Parents of children under 5 years of age
4. People who are pregnant
5. People in close contact with at-risk populations

3. Methodology

3.1 Online Sample

Respondents for the survey samples were drawn from a trusted partner panel vendor, Canadian Viewpoint Inc. The survey was conducted with a sample of n=2,306 Canadians ages 18+. Interviews were conducted in the language of their choice, either English or French.

A pre-test was launched on February 14, 2023, with 78 completes (56 English / 22 French). An open-ended question was asked at the end of the survey where any problems, questions, or unclear questions could be brought to our attention; no issues were flagged. The survey was fully launched and ran between February 15 and March 6, 2023.

Quotas were set to ensure representation by region, age, and gender, according to the latest Census information.

The sampling methodology utilized email invitations and 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 interviews took 10 minutes to complete.