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Post-Evaluation of Stigma and Opioid Harm Reduction Advertising Campaign (ACET)

Methodological Report

Prepared for Health Canada

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Ce rapport est aussi disponible en français

Canada 



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A handwritten signature in black ink, appearing to read "Brad Griffin".

Brad Griffin
President
Ipsos Public Affairs



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March 2024

This public opinion research report presents the methodology of the Pre- and Post-Evaluation of Stigma and Opioid Harm Reduction Advertising Campaign online surveys conducted by Ipsos Public Affairs on behalf of Health Canada. The pre-campaign survey was conducted with a sample of n=2319 Canadians ages 18+ between July 27th and August 17th, 2022. The first of two post-campaign surveys was conducted with a sample of n=2,327 Canadians ages 18+ between April 17th and 30th, 2023. The second post-campaign survey was conducted with a sample of n=2335 Canadians ages 18+ between January 9th and 23rd, 2024.

Cette publication est aussi disponible en français sous le titre : *Évaluation post-campagne de la campagne publicitaire sur la réduction de la stigmatisation et des méfaits liés aux opioïdes (OECP)*

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1. Background

The growing number of opioid-related deaths and other harms is a national public health crisis that has been exacerbated by the COVID-19 pandemic. There was a total of 36,442 apparent opioid toxicity deaths in Canada between January 2016 and December 2022. A total of 7,328 apparent opioid toxicity deaths occurred in 2022. This is an average of 20 deaths per day. In 2019, prior to the COVID-19 pandemic, the average number of deaths per day was 10, which increased to a peak of 22 in 2021. In 2022, most (87%) of all accidental apparent opioid toxicity deaths in Canada occurred in British Columbia, Alberta, and Ontario. Elevated mortality rates have also been observed in other areas with smaller population sizes, including Saskatchewan and Yukon.

The opioid crisis is complex, and it affects all communities, all age groups, and all socioeconomic groups. However, men working in physically demanding jobs are disproportionately impacted by substance use related harms, as young to middle-aged men account for approximately three-quarters of apparent opioid-related deaths. Furthermore, 30% to 50% of those employed worked in trades at the time of their death. There is an urgent need to address the overrepresentation of this group in the overdose crisis.

In an effort to target and create messaging that resonates with men in physically demanding jobs, a creative concept with a visual identity has been developed as part of Health Canada's multi-year marketing campaign to address the growing opioid overdose crisis. The campaign aims to:

- Provide men in physically demanding professions with tools and resources to learn more and access supports for substance use and addiction.
- Provide resources for those who want to support men in physically demanding professions who may be struggling with substance use and addiction.
- Reduce the stigma associated with addiction and help-seeking.

The overdose crisis continues to be a Government of Canada priority, having been included in the Fall Economic Update 2020 and the addendum to the 2021 Minister of Health's mandate letter. Furthermore, Budget 2023 proposes funding for a renewed Canadian Drugs and Substances Strategy (CDSS) that supports community-based programming; authorizations for supervised consumption sites and drug checking services; increasing access to safer supply; and evaluating innovative approaches to address the overdose crisis. As part of that commitment, and building on previous campaign success, the Ease the Burden campaign will be re-launched and will focus on reducing stigma around asking for help and provide resources for those looking for help or wanting to help others.

The Government's Policy on Communications and Federal Identity requires the evaluation of advertising campaigns exceeding \$1 million in media buy using the Advertising Campaign Evaluation Tool (ACET). The ACET was created in 2002 following a Cabinet directive identifying the need for a standard advertising evaluation approach across departments. The main objectives were to bring rigor and consistency to ad campaign evaluation and to develop norms on metrics against which campaigns could be evaluated.

Recent changes to reporting now require both pre- and post-campaign ACET surveys that use an online panel and similar questions.



Three separate online surveys were conducted to assess the impact of the campaign. The pre-campaign survey was conducted between July 27th and August 17th, 2022. The first of two post-campaign surveys was conducted between April 17th and 30th, 2023. The second post-campaign survey was conducted between January 9th and 23rd, 2024. All three surveys were conducted in English and French.

Ipsos programmed, hosted, and provided sample management services, while Health Canada provided the online questionnaires. Ipsos was responsible for data collection and data storage in Canada, data processing, and data weighting. The contract value of this research (encompassing the second post-campaign survey) was \$47,284.85, including HST.

2. Research Objectives

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
- Measure increased knowledge
- Identify attitudinal and behavioural changes as a result of the advertising campaign

The target audience of the research was as follows:

- General Canadian population 18 years of age or older
- Males aged 20 to 59 who work in physically demanding professions e.g.:
 - Construction
 - Transportation and warehousing
 - Manufacturing
 - Trades, transport, and equipment operators

3. Methodology

3.1 Online Sample

This project involved three (3) waves of surveying – a pre-campaign survey and two post-campaign surveys. All three surveys were executed online using a non-probability online panel. This is the standard approach for all Government of Canada advertising evaluation surveys. The initial baseline survey was conducted before the campaign launched and the two recall surveys were conducted following the completion of the campaign.

Respondents for the survey samples were drawn from a trusted partner panel vendor, Canadian Viewpoint Inc. The pre-campaign survey was conducted with a sample of n=2,319 Canadians ages 18+. The first post-campaign survey was conducted with a sample of n=2,327 Canadians aged 18+, and the second post-campaign survey was conducted with a sample of n=2,335 Canadians aged 18+. Each phase included around n=2,000 members of the general population, including oversamples of males aged 20 to 59 who work in physically demanding professions, so that the total sample size for this target group was n=500. Interviews were



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

For the pre-campaign survey, a pre-test was conducted on July 27th, 2022 with n=20 completes (n=11 English / n=9 French), to confirm survey length before fully deploying the questionnaire. No issues with the survey or collected data were flagged. The survey was fully launched and ran between July 27th and August 17th, 2022.

For the first post-campaign survey, a pre-test was conducted on April 17th, 2023, with n=155 completes (n=133 English / n=22 French). No issues were flagged. The survey was fully launched and ran between April 18th and 30th, 2023.

For the second post-campaign survey, a pre-test was conducted on January 9th, 2024, with n=38 completes (n=30 English / n=8 French). A select few completes were disqualified from the sample due to evidence of inaccurate response patterns, but otherwise no issues were flagged. The survey was fully launched and ran between January 11th and 23rd, 2024.

For all three surveys, quotas were set to ensure representation by region, age, and gender, according to the latest Census information. Sampling targets were obtained through natural fallout. An oversample of males aged 20 to 59 who work in physically demanding professions was conducted per survey, n=500 in the pre-survey, n=502 in the first post-survey, and n=501 in the second post-survey. The unweighted oversample counts are shown below.

Target audience	Pre-campaign	Post-campaign I	Post-campaign II
Males aged 20 to 59 who work in physically demanding professions	500 (421 wtd)	502 (414 wtd)	501 (414 wtd)

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 pre-campaign survey was approximately 3 minutes in length (LOI 2:58 min); the first the post-campaign ACET was approximately 6 minutes in length (LOI: 6:13 min); and the second post-campaign ACET survey was approximately 7 minutes in length (LOI: 6.99 min).

3.2 Participant Recruitment

Sample Source

Ipsos partnered with sub-contractor Canadian Viewpoint Inc. Canadian Viewpoint has one of the largest consumer panels with ~300,000 active panellists. Like Ipsos, Canadian Viewpoint uses mixed-medium strategies (phone/online/in-person) to build its panel to allow more representative samples. Canadian Viewpoint's online consumer panel is also recruited using post screeners during telephone surveys, Facebook, online vetted lists and in-person studies. Incentives were not used for recruitment purposes to ensure quality, but respondents were incentivized for completing the survey, which is directly proportionate to the amount of time taken to complete the survey and with comparable incentives offered by other online panel sources.



The comprehensive background profiling data were gathered when respondents joined the panel through screener questions, which allowed for the targeting of respondents based on key criteria, such as region, age, gender, education and income level, profession, and other characteristics.

The online survey was conducted using Computer Assisted Web Interviewing (CAWI). Every panellist opted-in or chose to participate in research surveys. Panellists that meet the criteria we were looking for were randomly selected and sent an email invitation to complete the survey. Participants were offered a choice to complete the survey in either English or French.

The survey platform was Accessibility for Ontarians with Disabilities Act (AODA) compliant, according to Web Content Accessibility Guidelines (WCAG 2.0AA).

It is important to note that any panel – no matter how well recruited – does not enable random selection in the sense that not all members of the public are likely to join an online survey panel. This applies to panels recruited through online approaches as well as panels recruited via traditional telephone Random Digit Dialing (RDD) in that the sampling naturally skews towards those who are amenable to answering a survey.

Incentives and Quality Control Measures

Canadian Viewpoint uses a multi-faceted approach to quality, integrating controls and best practices into every phase of the process. Panel members come from diverse fully certified sources. A dedicated team monitors performance by source using feedback loops and continuous reporting to prevent fraud. A dedicated team monitors the panels for potentially fraudulent behaviour and blocks these people from ever entering a survey via safeguards that include:

- A double opt-in authentication process
- Immediate examination of suspicious email addresses, suspicious behaviour, or unrealistic completion
- Fast and permanent removal of offenders
- Customized data quality checks for the surveys that they program
- Limiting invitations to 3 x a week; the average respondent receives 1.38 surveys a month from Ipsos and completes 5 - 6 surveys per year
- Keeping the participation history, join date and source of the respondent on file; project analysis of such data is available to our clients upon request
- Using Proprietary Verification, a suite of quality control procedures, including digital fingerprinting, address verification against USPS databases (standard in the US and Canada,) and third-party verification upon request

Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample. Weighting was applied to the both the pre-campaign and the two post-campaign samples to ensure that the final data reflects the general adult population by region, age, and gender according to the 2021 Census. A Random Iterative Method (RIM) technique was applied for weighting.



Weighted and Unweighted Online Sample

	Pre-campaign Survey		Post-campaign Survey I		Post-campaign Survey II	
	Unweighted Sample Size	Weighted Sample Size	Unweighted Sample Size	Weighted Sample Size	Unweighted Sample Size	Weighted Sample Size
Canada	2319	2319	2327	2327	2235	2235
Region						
British Columbia / Yukon	292	323	313	324	282	325
Alberta / Northwest Territories	273	258	246	259	276	260
Prairies (MB/SK) / Nunavut	155	147	172	148	153	148
Ontario	953	900	949	903	921	906
Quebec	475	535	484	537	542	539
Atlantic Canada	171	155	163	148	151	156
Gender						
Male	1271	1123	1289	1127	1362	1136
Female	1033	1181	1023	1185	968	1194
Diverse / Prefer not to Answer	15	12	15	9	5	5
Age						
18-34	638	619	663	621	412	623
35-54	845	747	837	750	988	752
55+	836	953	827	957	935	960

With the exception of those 18-34 in the second post-campaign study, a group which needed to be weighted by a slightly higher factor to reach representativeness, the figures presented in the table above show minimal differences between the unweighted and weighted samples.

Email Statistics

For this survey, a sample router was used. Therefore, a response rate cannot be calculated. However, the participation rate for the pre-campaign survey was 96%, the first post-campaign survey was 97%, and the second post-campaign survey was 93%. Participation rate is calculated as follows: (qualified completes + over quota + terminates)/click-through).

Completions	Pre-campaign Survey	Post-campaign Survey I	Post-campaign Survey II
Click-Through	5192	6425	7360



- Partial Completes	223	188	498
- Terminates	1482	2538	4142
- Over quota	1168	1372	381
Qualified Completes	2319	2327	2339
Participation Rate	96%	97%	93%

Non-Response Analysis

The results of this survey are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect. The data have been weighted to reflect the demographic composition of Canadian adults aged 18 years and over.

The table below compares the unweighted survey samples to the 2021 Census results by region, age, and gender. Overall, the sample is highly representative of the national adult population.

	Pre-campaign survey		Post-campaign Survey I		Post-campaign Survey II	
	Unweighted Percentage	Census 2021 Proportions	Unweighted Percentage	Census 2021 Proportions	Unweighted Percentage	Census 2021 Proportions
Region*						
British Columbia / Yukon	13%	14%	13%	14%	12%	14%
Alberta / Northwest Territories	12%	11%	11%	11%	12%	11%
Prairies (MB/SK) / Nunavut	6%	6%	7%	6%	7%	6%
Ontario	41%	39%	41%	39%	39%	39%
Quebec	20%	23%	21%	23%	23%	23%
Atlantic	7%	7%	7%	7%	7%	7%
Gender*						
Male	55%	49%	55%	49%	58%	49%
Female	45%	51%	44%	51%	41%	51%
Diverse / Prefer not to Answer	<1%	<1%	<1%	<1%	<1%	<1%
Age*						
18-34	28%	27%	28%	27%	18%	27%
35-54	36%	32%	36%	32%	42%	32%
55+	36%	41%	36%	41%	40%	41%

* Denotes variables included in the weighting scheme.



With the exception of those 18-34 in the second post-campaign survey, differences among the variables used in the weighting scheme are minimal. The distribution in the sample is consistent, with only slight differences observed between the unweighted percentages and the 2021 Census data.



4. Appendix – Survey Questionnaire

4.1 Pre-campaign English Questionnaire

INTRODUCTION

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce 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 5 minutes to complete.

[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) Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

- a 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
- the federal or provincial government
- none of these organizations

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

b) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

**ADMISSIBLE RANGE 1900-2004
IF > 2004, THANK AND TERMINATE**



IF MALE AT B AND RANGE 2002-1962 AT C ASK QUESTION E

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 19
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 59
- 60 to 64
- 65 or older

**IF "LESS THAN 18 YEARS OLD" OR "BLANK", THANK AND TERMINATE
IF MALE AT B AND 20 to 59 at D ASK QUESTION E**

- e) Are you currently or have you within the past six months worked at some point in construction trades, long-haul trucking, or heavy machinery operation?
- a. Yes
 - b. No

IF YES CATEGORIZE AS TARGET AUDIENCE

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
- I do not live in Canada **[THANK AND TERMINATE]**

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

=> GO TO T1A

Q3:

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about opioids?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about opioids?

SELECT ALL THAT APPLY

- Facebook
- Instagram
- Internet website
- Outdoor billboards
- Public transit (bus or subway)
- Radio
- Television
- On demand video platform
- Twitter
- YouTube
- Twitch
- EA Sports
- Spotify
- Indigenous radio
- Google
- Other, specify

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1D:

To what extent do you agree with the following statements...

- 1 – Strongly disagree
- 2
- 3
- 4
- 5 – Strongly agree

- Addiction is not a choice.
- Someone could stop using drugs if they tried hard enough.
- It takes strength for a person with a substance addiction to ask for help.
- I would see myself as weak if I had to ask for help because of my substance use.
- There is a stigma around people who use drugs.
- Stigma toward people who use drugs is a barrier to people getting help.
- Substance use addiction is a medical condition.
- There is an opioid crisis in Canada.

T1E:

How would you describe your level of knowledge about opioids?

- 1 – Not at all knowledgeable
- 2
- 3
- 4
- 5 – Very knowledgeable

DEMOGRAPHIC QUESTIONS

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 \$39,999
 - between \$40,000 and \$59,999
 - between \$60,000 and \$79,999
 - between \$80,000 and \$99,999
 - between \$100,000 and \$149,999
 - between \$150,000 and \$199,999
 - \$200,000 and above
 - prefer not to say
-

D5:

Where were you born?



- born in Canada
- born outside Canada
Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2022

D7:

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

SELECT UP TO TWO

- English
 - French
 - Other language, specify _____
-

That concludes the survey. This survey was conducted on behalf of Health 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.



4.2 Post-campaign I English Questionnaire

INTRODUCTION

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce 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 7 minutes to complete.

[START SURVEY](#)

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If you require any technical assistance, please contact xx

a) Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

- a 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
- the federal, provincial or territorial government
- none of these organizations

IF "NONE OF THESE ORGANIZATIONS" CONTINUE, OTHERWISE THANK AND TERMINATE.

b) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

IF MALE AT B AND RANGE 2002-1962 AT C ASK QUESTION E

ADMISSIBLE RANGE 1900-2023

IF > 2004, 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 19
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 59
- 60 to 64
- 65 or older

IF "LESS THAN 18 YEARS OLD" OR "BLANK", THANK AND TERMINATE

IF MALE AT B AND D is 20 to 59 ASK QUESTION E

- e) Are you currently or have you within the past six months worked at some point in construction trades, long-haul trucking, or heavy machinery operation?
- a. Yes
 - b. No

IF YES CATEGORIZE AS TARGET AUDIENCE

f) 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
- I do not live in Canada **[THANK AND TERMINATE]**

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

=> GO TO T1A

Q3:

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

CAMPAIGN-SPECIFIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

Over the past six months, have you seen, read or heard any Government of Canada advertising about opioids?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about opioids?

SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Indigenous radio	
Online / digital	
Facebook	Spotify
Instagram	Twitch
Internet website	Twitter
On demand video platform	Google
EA Sports	YouTube
Out-of-home (indoor and outdoor signage)	
Outdoor billboards	Public transit (bus or subway)
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad?



ASK ALL RESPONDENTS

T1D:

To what extent do you agree with the following statements...

- 1 – Strongly disagree
- 2
- 3
- 4
- 5 – Strongly agree

- Addiction is not a choice.
- Someone could stop using drugs if they tried hard enough.
- It takes strength for a person with a substance addiction to ask for help.
- I would see myself as weak if I had to ask for help because of my substance use.
- There is a stigma around people who use drugs.
- Stigma toward people who use drugs is a barrier to people getting help.
- Substance use addiction is a medical condition.
- There is an opioid crisis in Canada.

T1E:

How would you describe your level of knowledge about opioids?

- 1 – Not at all knowledgeable
- 2
- 3
- 4
- 5 – Very knowledgeable

T1G: [RANDOMIZE]

Which term do you think is the clearest way to describe the current crisis of approximately 20 opioid-related deaths per day:

(select one only)

- drug poisoning crisis
- toxic drug crisis
- overdose crisis
- opioid overdose crisis
- drug overdose crisis
- toxic supply and overdose crisis
- opioids crisis

AD RECALL QUESTIONS

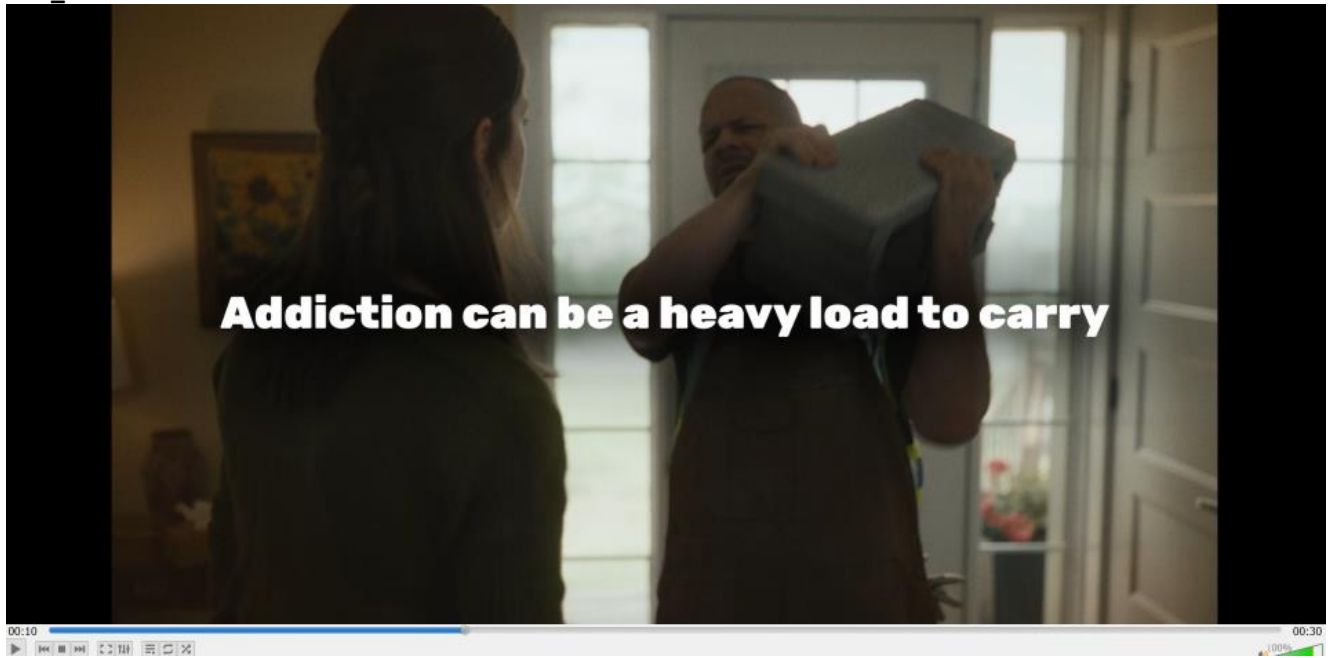
T1H:

Here are some ads that have recently been broadcast on various media. Please make sure your sound is on and click next to see the ads.

[CLICK TO GO TO THE NEXT PAGE]

[RANDOMIZE ORDER OF ADS]

T1H_Ad1



Description: A still representation of video where a man struggles to carry a large cinderblock on his shoulder while a woman looks at him. The text reads: "Addiction can be a heavy load to carry."

T1H_Ad2



Description: On the left, an image of a man wearing a yellow hardhat that carries a cinderblock on his shoulder. The text reads “Addiction can be a heavy load to carry.” On the right, an image of the same man with another construction worker. This colleague has his hand on the construction worker’s shoulder in a gesture of support. The text reads: “But it can get better with support”, and “See how you can help or get help.” The Government of Canada logo appears at the bottom of the image.

T1H_Ad3



Description: An image of a tradesman speaking with another man whose face cannot be seen but who has a hand on his shoulder in a gesture of support. Below it is a picture of some substances – a bottle of beer, a pill, and a package containing a white powdered substance. The text reads “Addiction impacts men in trades more than others”. The “Government of Canada” logo appears at the bottom of the image.

Over the past six months, have you seen any of these ads?

- yes
- no



IF NO, SKIP TO T1J

T1I

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY



Broadcasting	
Radio	Television
Indigenous Radio	
Online / digital	
On demand video platform	Google
Facebook	Spotify
EA Sports	YouTube
Instagram	Twitch
Internet website	Twitter
Out-of-home (indoor and outdoor signage)	
Public transit (bus or subway)	Outdoor billboards
Mandatory option(s):	
Other, specify:	

T1J:

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

T1K:

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

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	0	0	0	0	0
These ads are relevant to me	0	0	0	0	0
These ads are difficult to follow	0	0	0	0	0
These ads do not favour one political party over another	0	0	0	0	0
These ads talk about an important topic	0	0	0	0	0
These ads provide new information	0	0	0	0	0
These ads clearly convey that the Government of Canada is taking action on the opioid crisis	0	0	0	0	0
These ads gave me an understanding that ending stigma related to opioid use can help save lives.	0	0	0	0	0
These ads gave me an understanding that support is available to end opioid addiction.	0	0	0	0	0



[ASK IF T1H=YES TO ANY AD]

T1L: [RANDOMIZE]

Did you do any of the following as a result of seeing these ads?

SELECT ALL THAT APPLY

- Visit the Canada.ca/Opioids website
- Visit the Canada.ca/EaseTheBurden
- Become more compassionate towards people who use drugs
- Discuss stigma related to opioid use with a friend or family member
- Learn about how to help end stigma related to substance use
- Discuss with a friend or family member about the harms of opioids
- Share the information on how to get help for opioids addiction
- Look for substance use information online
- Think more about opioids
- Other, specify _____ [ANCHOR]
- I didn't do anything as a result of seeing the ad(s) [EXCLUSIVE] [ANCHOR]

DEMOGRAPHIC QUESTIONS

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 \$39,999
- between \$40,000 and \$59,999
- between \$60,000 and \$79,999
- between \$80,000 and \$99,999
- between \$100,000 and \$149,999
- between \$150,000 and \$199,999
- \$200,000 and above
- prefer not to say

D5:

Where were you born?

- born in Canada
- born outside Canada

→ Specify the country

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2023

D7:

What is (are) the language(s) you first learned at home as a child and still understand?

SELECT UP TO TWO



- English
- French
- Other language, specify _____

That concludes the survey. This survey was conducted on behalf of Health 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.



4.3 Post-campaign II English Questionnaire

ADVERTISING CAMPAIGN EVALUATION TOOL 2024 POST WAVE SURVEY – STIGMA AND OPIOID HARM REDUCTION ADVERTISING CAMPAIGN

INTRODUCTION

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce 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 7 minutes to complete.

[START SURVEY](#)

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

Privacy Notice

The personal information you provide to Health Canada is governed in accordance with the *Privacy Act* and is being collected under the authority of section 4 of the *Department of Health Act* in accordance with the *Treasury Board Directive on Privacy Practices*. We only collect the information we need to conduct the research project.

Purpose of collection: We require your personal information such as demographic information to better understand the topic of the research. However, your responses are always combined with the responses of others for analysis and reporting; no attempt will be made to identify you based on information provided.

For more information: This personal information collection is described in the standard personal information bank [Public Communications – PSU 914](#), in Info Source, available online at [infosource.gc.ca](#).

Your rights under the *Privacy Act*: In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly.

If you require any technical assistance, please contact xx.

a) Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

- a 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
- the federal, provincial or territorial government
- none of these organizations

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



b) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

Refused

IF MALE AT B AND RANGE 2003 -1964 AT C ASK QUESTION E

ADMISSIBLE RANGE 1900-2024

IF > 2005 THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK/REFUSED

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

SELECT ONE ONLY

- less than 18 years old
- 18 to 19
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 59
- 60 to 64
- 65 or older

IF "LESS THAN 18 YEARS OLD" OR "BLANK", THANK AND TERMINATE

IF MALE AT B AND D is 20 to 59 ASK QUESTION E

e) Are you currently or have you within the past six months worked at some point in construction trades, long-haul trucking, or heavy machinery operation?

- Yes
- No

IF YES CATEGORIZE AS TARGET AUDIENCE



f) 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
- I do not live in Canada [THANK AND TERMINATE]

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

=> GO TO T1A

Q3:

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

Over the past six months, have you seen, read or heard any Government of Canada advertising about opioids?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about opioids?

SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Indigenous radio	
Online / digital	
Facebook	Spotify
Instagram	Twitch
Internet website	X (formerly Twitter)
On demand video platform	Google
EA Sports	YouTube
Out-of-home (indoor and outdoor signage)	
Outdoor billboards	Public transit (bus or subway)
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS**T1D:**

To what extent do you agree with the following statements...

- 1 – Strongly disagree
- 2
- 3
- 4
- 5 – Strongly agree

- Addiction is not a choice.
- Someone could stop using drugs if they tried hard enough.
- It takes strength for a person with a substance addiction to ask for help.
- I would see myself as weak if I had to ask for help because of my substance use.
- There is a stigma around people who use drugs.
- Stigma toward people who use drugs is a barrier to people getting help.
- Substance use addiction is a disease.

- There is an opioid crisis in Canada.
- There is a mental health crisis in Canada.

T1E:

How would you describe your level of knowledge about opioids?

- 1 – Not at all knowledgeable
- 2
- 3
- 4
- 5 – Very knowledgeable

AD RECALL QUESTIONS

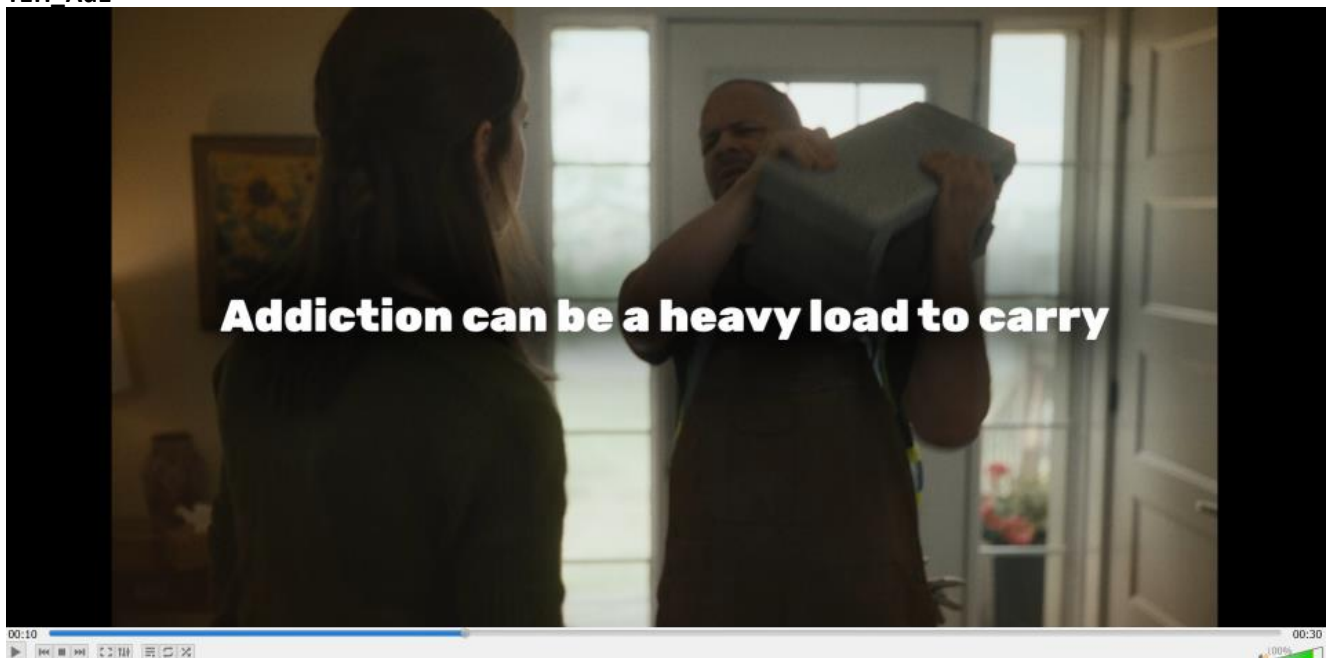
T1H:

Here are some ads that have recently been broadcast on various media. Please make sure your sound is on and click next to see the ads.

[CLICK TO GO TO THE NEXT PAGE]

[RANDOMIZE ORDER OF ADS]

T1H_Ad1



Description: A still representation of video where a man struggles to carry a large cinderblock on his shoulder while a woman looks at him. The text reads: "Addiction can be a heavy load to carry."

T1H_Ad2_



T1H_Ad3_

Description: On the left, an image of a man wearing a yellow hardhat that carries a cinderblock on his shoulder. The text reads “Addiction can be a heavy load to carry.” On the right, an image of the same man with another construction worker. This colleague has his hand on the construction worker’s shoulder in a gesture of support. The text reads: “But it can get better with support”, and “See how you can help or get help.” The Government of Canada logo appears at the bottom of the image.



Around 3/4 of opioid-related deaths in Canada are men. What we say can influence whether people reach out for help.

- #easetheburden*
- #opioidoverdose*
- #menintrades*
- #endstigma*



Description: An image of a tradesman speaking with another man whose face cannot be seen but who has a hand on his shoulder in a gesture of support. Below it is a picture of some substances – a bottle of beer, a pill, and a package containing a white powdered substance. The text reads “Addiction impacts men in trades more than others”. The “Government of Canada” logo appears at the bottom of the image.

Over the past six months, have you seen any of these ads?

- yes
- no

IF NO, SKIP TO T1J

T1I:

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Indigenous Radio	
Online / digital	
On demand video platform	Google
Facebook	Spotify
EA Sports	YouTube
Instagram	Twitch
Internet website	X (formerly Twitter)
Out-of-home (indoor and outdoor signage)	
Public transit (bus or subway)	Outdoor billboards
Mandatory option(s):	
Other, specify:	

T1J:

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

T1K:

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

RANDOMIZE STATEMENTS



	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	0	0	0	0	0
These ads are relevant to me	0	0	0	0	0
These ads are difficult to follow	0	0	0	0	0
These ads do not favour one political party over another	0	0	0	0	0
These ads talk about an important topic	0	0	0	0	0
These ads provide new information	0	0	0	0	0
These ads gave me an understanding that ending stigma related to opioid use can help save lives.	0	0	0	0	0
These ads gave me an understanding that support is available to end opioid addiction.	0	0	0	0	0

[ASK IF T1H=YES TO ANY AD]

T1L [RANDOMIZE]:

Did you do any of the following as a result of seeing these ads?

SELECT ALL THAT APPLY

- Visit the Canada.ca/Opioids website
- Visit the Canada.ca/EaseTheBurden website
- Become more compassionate towards people who use drugs
- Discuss stigma related to opioid use with a friend or family member
- Learn about how to help end stigma related to substance use
- Discuss with a friend or family member about the harms of opioids
- Share the information on how to get help for opioid addiction
- Look for substance use information online
- Think more about opioids
- Other, specify _____ **[ANCHOR]**
- I didn't do anything as a result of seeing the ad(s) **[EXCLUSIVE] [ANCHOR]**

T1M: Please indicate if the situations listed below changed for you in the last year by selecting increased, decreased or the same/no change.

[RANDOMIZE, PROGRESSIVE]

- My consumption of alcohol like beer, wine or spirits.
- My consumption of cannabis.
- My consumption of tobacco/vaping.
- My consumption of illegal/illicit drugs.

SCALE

Increased

Decreased

Stayed the same/No change



T1N: If you use two or more of these substances (alcohol, cannabis, tobacco/vaping and/or illegal drugs) would you ever consume them within the same day (a 12-24 hour period)?

SINGLE-SELECT

- Yes
- No
- I don't consume any of these substances
- Not sure

DEMOGRAPHIC QUESTIONS

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 \$39,999
 - between \$40,000 and \$59,999
 - between \$60,000 and \$79,999
 - between \$80,000 and \$99,999
 - between \$100,000 and \$149,999
 - between \$150,000 and \$199,999
 - \$200,000 and above
 - prefer not to say
-

D5:

Where were you born?

- born in Canada
- born outside Canada

↳ Specify the country

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2024

D7:

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

SELECT UP TO TWO

- English
 - French
 - Other language, specify _____
-

That concludes the survey. This survey was conducted on behalf of Health 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.
