Health Canada Santé Canada

Executive Summary

Youth Marketing Product Validation – Quantitative and Qualitative Study

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Leger

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Ce rapport est aussi disponible en français.

Canada

Youth Marketing Product Validation- Quantitative and Qualitative Study

Prepared for Health Canada and the Public Health Agency of Canada

Supplier Name: Leger

March 2024

This public opinion research report presents the results of a three-wave quantitative and qualitative study conducted by Leger Marketing Inc. on behalf of Health Canada and the Public Health Agency of Canada. The research was conducted with young Canadians aged 12-17.

Cette publication est aussi disponible en français sous le titre : Validation de produits de marketing chez les jeunes - Étude quantitative et qualitative

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1. Executive Summary

Leger is pleased to present Health Canada and the Public Health Agency of Canada with this report on findings from the youth marketing product validation study. This report details the findings from two waves of research on personal protective measures, which include a survey and focus groups, as well as from a third wave of research focusing on Health Canada's vaping module, conducted through focus groups.

This report was prepared by Leger who was contracted by Health Canada and the Public Health Agency of Canada (contract number CW2329161 awarded November 22, 2023).

1.1 Background and Objectives

In recent years, there has been a greater focus on marketing activities aimed specifically to youth and young adult audiences ranging in age from 12 to 24 years. When possible, these marketing elements were created through feedback received by youth who participated in Health Canada led student workshops, youth engagement committees or student ambassador networks. However, the input provided through these groups was not representative of youth from across Canada (i.e., socio-economic status, cultural backgrounds, or even urban vs. rural experiences, etc.).

To ensure these activities are as effective as possible in producing the behaviour change required, it is critical that marketing elements be tested directly with youth and young adults.

Marketing products typically developed for youth audiences can range from simple taglines, posters, and social media messaging to proposed concepts, web content, draft storyboards or even partially completed videos.

This study relates to marketing communications and campaign pertaining to the use of personal protective measures (PPMs) to reduce the spread of respiratory infectious diseases (RIDs) as well as vaping.

The objective of the research is to test a variety of marketing elements across different campaigns directly with youth. Specifically, the goal is to:

- determine if the content is:
    - clearly understood by the audience(s);
    - credible, relevant and of value to the audience(s);
    - appealing and appropriate to the audience(s);
    - memorable in the minds of the audience(s);
    - able to motivate the audience(s) to take intended action(s).
- elicit suggestions/options for improving the campaign materials; and
- elicit insights from youth on the campaign marketing elements.
- elicit insights from youth on how and where they would like to receive health-related information;
- better understand perceptions and knowledge around campaigns' topics

1.2 Quantitative Methodology – wave 1 (RID and PPM marketing product validation)

The quantitative research was conducted through online surveys using Computer Aided Web Interviewing (CAWI) technology. The online survey was conducted from February 1st to February 14th, 2024. The participation rate for the survey was 9.45%. Calculation of the Web survey's participation rate is presented in Appendix A.

A pre-test of the survey questions was carried out by conducting 46 interviews in both official languages (24 in English, 22 in French). The pre-test was completed between February 1st and 2nd, 2024. Survey interviews lasted 7 minutes and 29 seconds on average.

A total sample of 661 Canadians aged 12-17 were surveyed in all regions of the country.

Special attention was given to ensure a distribution of respondents, providing a sufficient sample size to support analyses in the subgroups of the sample. The following table shows the sample collected by Leger in the different regions of the country:

Table 1. Sample Distribution by Region

Region	Number of respondents
British Columbia	60
Alberta	75
Prairies	45
Ontario	261
Quebec	180
Atlantic	40
Total	**661**

Based on the most recent data from Statistics Canada's 2021 national census, Leger weighted the results of this survey by age, gender, and region.

Details regarding the weighting procedures can be found in Appendix A.

The survey results cannot be reliably applied to the entire target population, as the sampling method employed does not ensure the sample accurately reflects the target group within a known margin of 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.

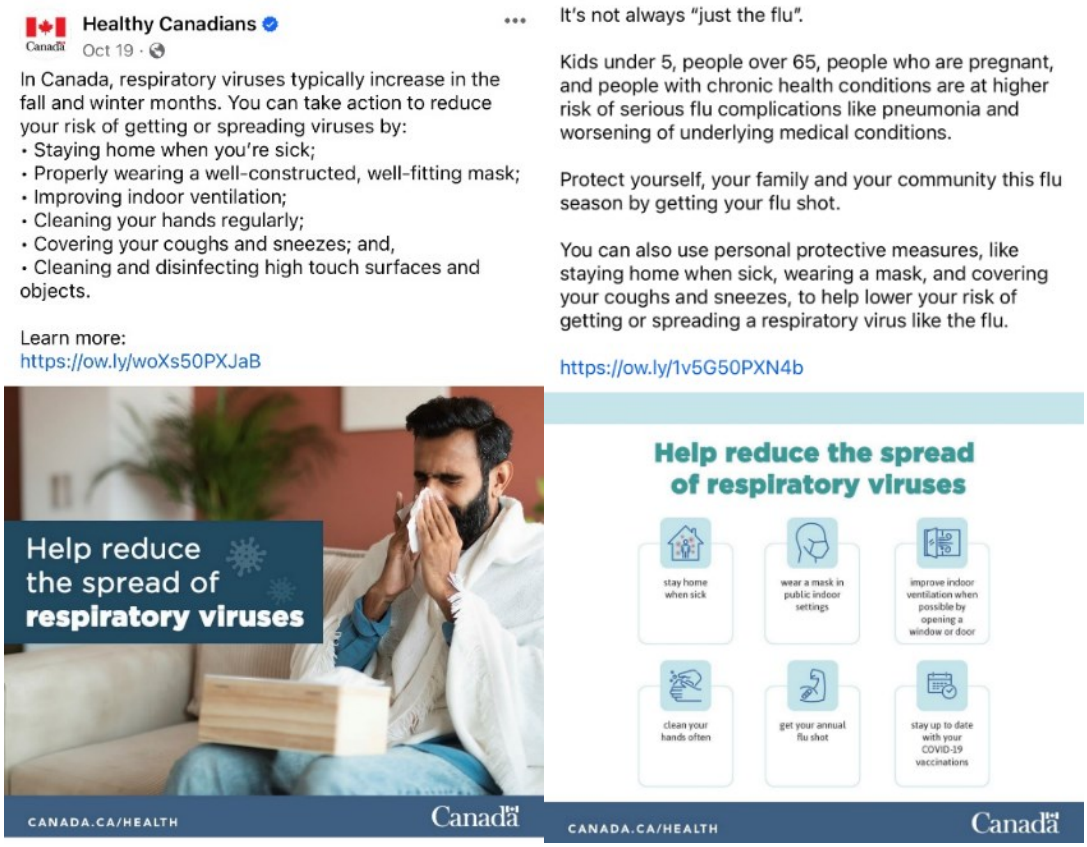
As a member of the Canadian Research and Insights Council (CRIC), Leger adheres to the most stringent guidelines for quantitative research and acts in accordance with the Government of Canada requirements for quantitative research and Standards of the Conduct of Government of Canada Public Opinion Research. The details of the methodology and more information on Leger's quality control mechanisms are presented in Appendix A. The questionnaire is available in Appendix B.

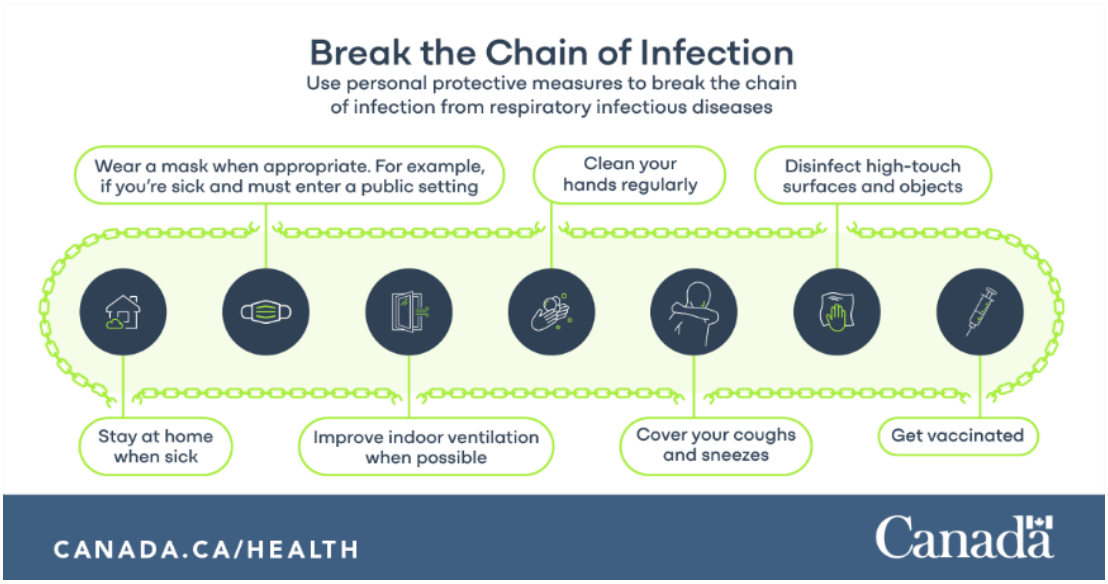
1.3 Overview of Quantitative Findings – wave 1 (RID and PPM marketing product validation)

Knowledge and perceptions of Respiratory Infectious Diseases (RIDs) and Personal Protective Measures (PPMs)

- Around half of young Canadians aged 12-17 had heard of the term "Respiratory Infectious Diseases" (RIDs) prior to the study (49%).
- Around half of them considered themselves somewhat familiar (51%), with a small minority being very familiar (4%).
- When it came to knowledge level evaluation, half of all young Canadians had all four answers correct (50%), one-in-four had three answers correct (24%), and one-in-five had half of the answers correct (18%). A small proportion had one (5%) or no answers right (3%).
- Around a third of young Canadians were worried about spreading a RID (very worried: 7%; worried: 27%) or catching it themselves (very worried: 8%; worried: 24%).
- Knowledge of personal protective measures was a little higher than that of RIDs, as around 55% stated they had heard of the term before.
- Among those familiar with PPMs, around 17% were very familiar and two thirds were somewhat familiar (68%) with the term PPM.
- The level of knowledge of personal protective measures was however more diffuse, as less than three-in-ten (28%) respondents had all six answers right, and around one-in-five had five (22%) or four (21%) answers right.
- According to participants, measures that help the most in reducing the spread of RIDs are hand cleaning (helps a lot: 77%), staying home when sick (helps a lot: 76%), and cleaning and disinfecting high-touch surfaces (68%). On the other hand, less than half agreed that getting vaccinated helps a lot in reducing the spread of RIDs (47%).
- While less than half of 12–17-year-olds use PPMs regularly (44%), most of them mentioned they covered their coughs and sneezes (78%), that they regularly cleaned their hands (78%), and stayed home when sick (66%).
- Less than half of respondents were vaccinated for COVID-19 or had received a seasonal flu within the past year (46%).

Marketing products





- Both the social media posts and the infographic were liked by a majority of respondents, (50% and 51% respectively), and one-fifth strongly liked the social media posts and the infographic (20% and 19% respectively).
- Attitudes towards the posts and the infographic were fairly similar as most participants found the materials to be credible (73% and 72% respectively), that the materials might encourage them to use PPMs (63% and 62%), that the materials have caught their

attention (59% and 56%) and the materials have taught them something new (52% for both). A little less than half of participants found that the posts stand out (47% and 48% respectively). The social media posts were however easier to understand (81%) than the infographic (74%).

Influences on PPM use

- A vast majority of respondents agreed that PPMs help them protect themselves (84%) and other people (83%) from RIDs, and that it is important to use PPMs to reduce the spread of RIDs (79%).
- Family members had the most influence on young Canadians' decision to use PPMs (71%), followed by doctors and other health professionals (49%), and teachers (42%). Among participants who cited multiple sources of influence, family members were identified as the most influential (63%).
- A little over half of Canadians appreciate reminders to use PPMs (54%), while the remainder preferred to remember on their own (43%).

1.4 Qualitative Methodology – wave 2 (RID and PPM marketing product validation)

From January 29th to 31st, 2024, Leger conducted a series of **eight virtual discussion group sessions** with French-speaking and English-speaking young Canadians (four groups of young Canadians aged between 12 and 15 and four groups of young Canadians aged 16-17, recruited from all the regions in Canada). Participants were recruited and assigned to virtual discussion groups by demographics of interest (e.g., young Canadians aged 12-15, young Canadians aged 16-17). Ten participants were recruited by our professional recruiters for each discussion group session. A total of 69 recruits participated in the virtual discussion groups (see Table below for details). All participants received an honorarium of $125.

Table 2. Details of the discussion sessions

Session Detail	Date	Recruits	Participants	Language
#1 (Youth 16-17, B.-C., Prairies or Territories)	January 29th, 2024	10	9	English
#2 (Youth 16-17, ON)	January 31st, 2024	10	8	English
#3 (Youth 16-17, Atlantic provinces)	January 30th, 2024	10	9	English
#4 (Youth 16-17, Quebec)	January 31st, 2024	10	7	French
#5 (Youth 12-15, B.-C., Prairies or Territories)	January 29th, 2024	10	10	English
#6 (Youth 12-15, ON)	January 31st, 2024	10	9	English
#7 (Youth 12-15, Atlantic provinces)	January 30th, 2024	10	9	English
#8 (Youth 12-15, Quebec)	January 31st, 2024	10	8	French

The virtual discussion group sessions lasted around 90 minutes and were conducted by a moderator using the CMNTY online platform. The platform helped to facilitate the moderation, ensuring an optimal interface between moderator and participants, and enabled interaction as the discussion unfolded. The online platform also allowed for remote viewing of each session by Leger, Health Canada and Public Health Agency of Canada observers.

Further details regarding the qualitative methodology can be found in Appendix A. The screening and discussion guides are available in Appendix C and D.

Note on the interpretation of qualitative research findings

Qualitative research is designed to reveal a rich range of opinions and interpretations rather than to measure what percentage of the target population holds a given opinion. These results must not be used to estimate the numeric proportion or number of individuals in the population who hold a particular opinion because they are not statistically projectable. Specific terms are used to refer to the prevalence of opinions and responses among participants. Definitions are provided in the table below.

Term	**Meaning**
Few	Few is used when less than 10% of participants have responded with similar answers. The sentiment of the response was articulated by these participants but not by other participants.
Several	Several is used when fewer than 20% of the participants responded with similar answers.
Some	Some is used when more than 20% but significantly fewer than 50% of participants responded with similar answers.
Many	Many is used when nearly 50% of participants responded with similar answers.
A majority	A majority is used when more than 50% but fewer than 75% of the participants responded with similar answers.
Most	Most is used when more than 75% of the participants responded with similar answers.
Vast majority	Vast majority is used when nearly all participants responded with similar answers, but several had differing views.
Unanimous or almost all	Unanimous or almost all are used when all participants gave similar answers or when the vast majority of participants gave similar answers and the remaining few declined to comment on the issue in question.

1.5 Overview of Qualitative Findings – wave 2 (RID and PPM marketing product validation)

Terms knowledge and understanding

Respiratory Infectious Diseases (RIDs)

- Participants initially had limited awareness of the term "respiratory infectious diseases." While some anglophone participants had heard of the term prior to the group, none of the francophone participants were familiar with it. Whether they had heard of the term or not, the level of knowledge of RIDs across the groups was low. Participants seemed to deduct the meaning of the phrase rather than being familiar with the concept.
- Most of those who had never heard of the term were able to infer its meaning contextually. A couple of francophone participants had a wrong understanding of the term, thinking it referred to vaping or smoking related illnesses.
- Whether they had heard of the term or not, the definitions of RIDs provided by the participants were basic and mentioned illnesses that affect the lungs and that can be transmitted from one person to another. None of the participants mentioned specific diseases (e.g., the flu, COVID-19).
- Overall, participants were not worried about catching RIDs as they considered they were not at-risk of severe disease or outcomes because of their young age. If anything, they were more worried about spreading the diseases to other people, mainly the older members of their family (e.g., grandparents). Some participants mentioned their anxiety during the COVID-19 pandemic.

Personal Protective Measures (PPMs)

- While knowledge of personal protective measures (PPMs) was higher than that of RIDs, participants seemed to draw their knowledge from common sense and to deduce the meaning of the phrase rather than being familiar with the concept itself. That being said, most anglophone participants knew what the term referred to. However, awareness was very low among francophones as none of them had heard of the term before. Their knowledge mainly stemmed from the pandemic period, as it required heightened caution in terms of hygiene to avoid spreading COVID-19.
- Most commonly mentioned examples include hand washing, coughing/sneezing in elbow, staying home when feeling ill, and mask wearing. Improving ventilation was rarely brought up by participants.
- All participants agreed that PPMs were important and effective in reducing the spread of RIDs.
- Most commonly used PPMs are hand washing and staying home when sick. A few participants mentioned wearing masks when in contact with more vulnerable individuals, especially in English-speaking groups.

- When it came to being influenced to use PPMs, most participants mentioned their parents as the main influencer.
- Most participants did not systematically encourage friends and family to use PPMs. Some of them mentioned they had developed the habit of using PPMs and reminding their peers to use PPMs during the COVID-19 pandemic but admitted to having lost these habits.
- A few participants mentioned they did remind their peers to use PPMs, mainly hand washing or wearing masks when feeling unwell.
- Many participants acknowledged that they experienced mental fatigue after being constantly reminded of using PPMs by their parents or by advertising campaigns, and they considered the frequency of the messaging somewhat annoying. However, they all agreed that it was for the greater good and understood the necessity of reminders. Some participants also acknowledged the importance of PPMs, especially during periods when the risk of transmission is higher like the fall or winter.

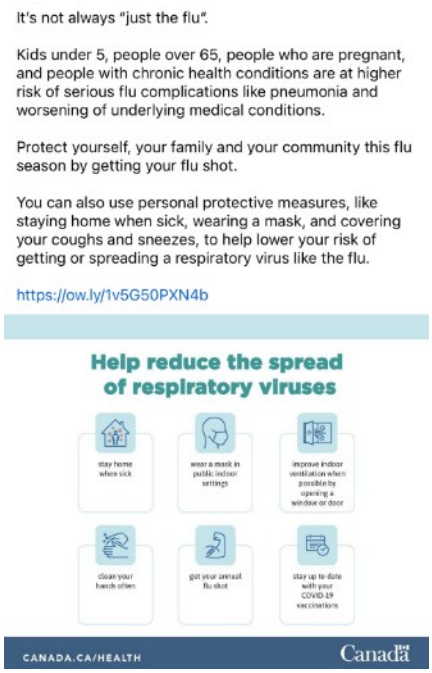
Marketing products validation

After the discussion of RIDs and PPMs, participants were shown various marketing products to evaluate. Participants were shown two social media posts, one infographic, and two 15-second videos. Most of the participants had not seen any of the advertisements before.

Social media post 1

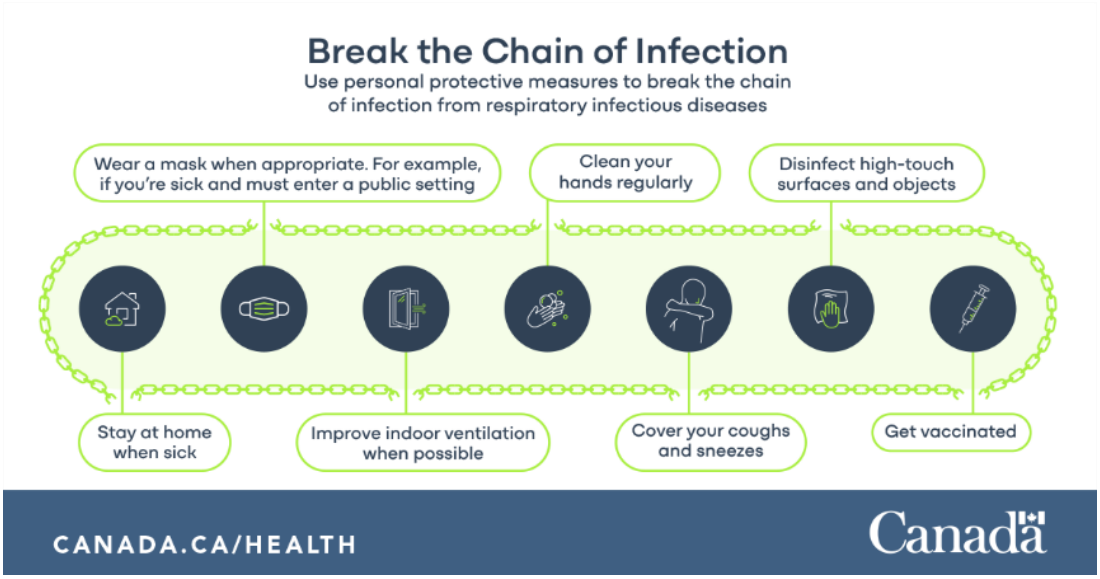
This post was deemed basic by a majority of participants. While they agreed it was clear and easy to understand, it did not catch their attention whatsoever as it lacked eye-catching elements (colours, catchphrase, etc.). Almost all participants agreed that if this post showed up on their social media, they would scroll past it without paying any attention to it. They did however acknowledge the usefulness of the ad as it provided good and relevant advice.

Social media post 2



While this ad was deemed wordy and containing too much text, participants preferred it to the first social media post. Most of them found the leading sentence "It's not always 'just the flu'" catchy. Some of them stated they had learned about the at-risk groups through the first paragraph, which grabbed their attention further. However, some participants found the information redundant between the text and the image, as the same elements are repeated. While this post was received more positively, it was still deemed inefficient as most would scroll past it in social media.

Infographic



Participants were torn on this infographic. While some found the illustration of the broken chain to be effective, others did not see it or were confused by it. Those who did not like the infographic mentioned that the colours should be different (i.e., “flashier”), and the chain should be bigger and stand out more as the light colour makes it fade into the background. However, most agreed that the title was eye-catching, and they enjoyed the more visual aspect (compared to the social media posts). But similar to the social media posts, they admitted they would probably scroll past it if it were on their social media, but it might catch their attention in public spaces like on a poster at school, on the metro, or on the bus.

Video – Find your rhythm

Many participants expressed that they liked this ad. In addition to the dynamism and the fact that it catches their attention, many participants mentioned that they liked the music that makes this video more entertaining. However, many participants stated that this video is too fast, which makes it difficult to understand the message after just one viewing of the ad. Most participants agreed that this ad stood out from other similar ads because it is more upbeat and rhythmic, but many others also found the same elements to be confusing. Many participants stated the video was too fast and did not allow to intake the information. They were therefore torn about its effectiveness in encouraging people to use PPMs, as some found it engaging but others found it too confusing to follow.

Video – Help protect yourself and others this respiratory virus season

Many participants mentioned that this ad is concise, efficient and goes straight to the point. They also liked the fact that the ad is short and colourful. Those who did not enjoy the ad thought it was too fast paced. However, most participants viewed this ad as a quick reminder of personal protective measures, as they did not learn anything new from it. Therefore, this ad did encourage participants to use the protective measures more than they already do. The participants also shared that the ad is similar to other advertising they are used to seeing.

Information sources

- Most participants mentioned TikTok, Instagram, YouTube, and Snapchat as their main social media platforms. Regarding other websites and media, many participants mentioned Google and using their web browser to look up information or news (without any mentions of specific websites/platforms).
- Regarding looking for health-related information, most participants mentioned turning to their family doctor or other healthcare professional, their parents, the Health Canada website, search engines (mainly Google), and official federal and provincial websites. A few participants also mentioned YouTube and news channels.
- When asked how they prefer to receive information about public health and reminders to use PPMs, many participants mentioned it would be better to receive them in physical locations such as bus stops, inside buses, and at school in a poster format. Their main argument was that social media is overloaded with information and they have developed the habit of automatically scrolling through sponsored content. Those who preferred receiving them online mentioned ads on YouTube, as they cannot be skipped.

1.6 Qualitative Methodology – wave 3 (vaping module validation)

The third wave of the study was conducted in two steps: an online community including module exploration and short survey, followed by online focus groups to further discuss opinions towards the online module.

The third wave was conducted from February 12th to 15th, 2024 with youth aged 13-18 and educators.

During the first two days, participants **were invited to visit and explore the self-led online module on vaping**. This module is an online interactive tool aimed at providing information on the dangers of vaping. They were then **required to answer around ten questions** about their experience, including closed-ended and open-ended questions. The results of the closed-ended and open-ended questions have been treated as qualitative data. Given the small number of participants, the results cannot be considered representative of the opinions or the experiences the entire population of educators and young people aged 13 to 18 years. Thus, only general trends are reported. The analysis focuses on the points of convergence and divergence between the answers to the questions and the insights gathered during the focus groups.

Participants were recruited to represent a mix of demographics (age, region), including both English and French speakers, to ensure linguistic and cultural diversity within the sample.

Subsequently, Leger conducted a series of **six virtual discussion group sessions** with French-speaking and English-speaking young Canadians (two groups of young Canadians aged 13-15 and two groups for ages 16-18) and educators (two groups) recruited from all the regions within Canada. Educators were defined as those whose primary professional involvement centered on working with young Canadians, including roles such as teachers, counselors, psychoeducators, social workers, special education technicians, or student life coordinators. Participants were recruited and assigned to virtual discussion groups based on specific demographic interests, with groups separately categorized for young Canadians aged 13-18 and for educators. Six participants were recruited by our professional recruiters for each discussion group session. A total of 26 recruits participated in the virtual discussion groups (see Table below for details). All participants received an honorarium of $125.

Table 3. Details of the discussion sessions

Session Detail	Date	Recruits	Participants	Language
#1 (Youth 16-18, ON, Atlantic provinces, English)	February 14th, 2024	6	3	English
#2 (Youth 13-15, BC, Prairies except AB, English)	February 14th, 2024	6	6	English
#3 (Youth 16-18, QC, ON, French)	February 14th, 2024	6	4	French
#4 (Youth 13-15, QC, Atlantic provinces, French)	February 14th, 2024	6	4	French

#5 (Educators, BC, ON, Prairies except AB)	February 15th, 2024	6	4	English
#6 (Educators, QC and ON)	February 15th, 2024	6	5	French

The virtual discussion group sessions lasted approximately 1 hour and were conducted by a moderator using the CMNTY online platform. The choice of platform helped to facilitate the moderation, ensure an optimal interface between moderator and participants, and enable interaction as the discussion unfolded. The online platform also allowed for remote viewing of each session by Leger and Health Canada observers.

Further details regarding the qualitative methodology can be found in Appendix A. The screening and discussion guides are available in Appendix E and F.

The transcripts from these discussions were analyzed using thematic analysis to identify common themes and patterns in the participants' responses. This involved coding the data for recurring topics, such as engagement with the content, perceptions of the module's educational value, and suggestions for improvement.

Qualitative research is designed to reveal a rich range of opinions and interpretations rather than to measure what percentage of the target population holds a given opinion. These results must not be used to estimate the numeric proportion or number of individuals in the population who hold a particular opinion because they are not statistically projectable.

1.7 Overview of Qualitative Findings – wave 3 (vaping module validation)

Overall module opinion

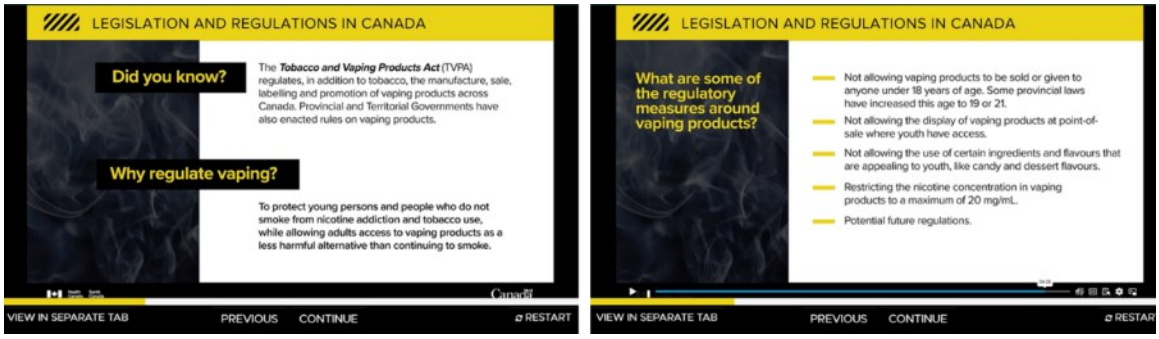
- Participants aged 13 to 15 found the module informative yet not always engaging. They appreciated learning new facts but desired more interactive and entertaining elements to maintain interest. The amount of text and the pace of narration were generally well-received, suggesting a preference for balanced information delivery that caters to their learning pace.
- Participants aged 16 to 18 recognized the module's educational value but echoed the need for more engaging content. Some found the information to be a review of what they had already learned in school, indicating a need for newer insights or deeper dives into topics to capture their attention.
- Educators focused on the module's potential as a tool for initiating discussions about vaping risks. They highlighted the importance of interactive engagement and suggested that while the module provides a good foundation for information, it requires supplementary discussion and activities to truly resonate with students. Educators also

noted the need for clearer and more direct language to convey the risks of vaping effectively**.**

- A few of the young participants echoed the need for more interactive and entertaining content to capture and retain young learners' interest more effectively, without sacrificing the richness of information provided. A few of educators noted the need for clearer and more direct language to convey the risks of vaping effectively. As they considered that the content was not new information, some teenagers indicated a need for newer insights or deeper dives into topics to capture their attention.
- While their opinions were overall positive, many teenagers acknowledged that the module did not change their opinion on vaping and expressed doubts about its ability to persuade individuals who already vape. They found the section about the costs of vaping to potentially be the most persuasive.

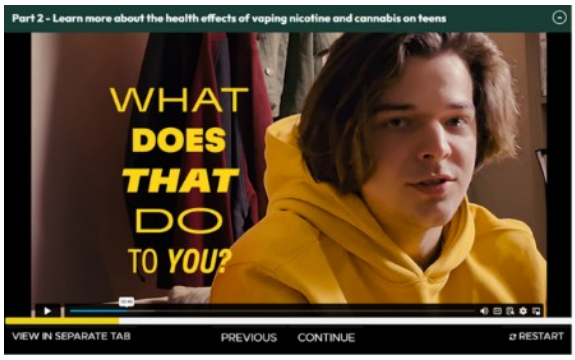
Perception of the online module on vaping

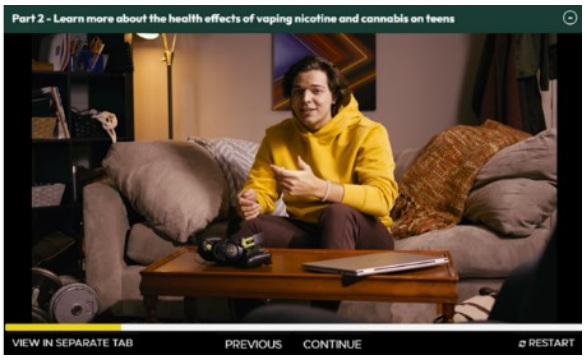
Part 1 – Introduction to teen vaping and its harms and risks



- Participants across both youth age groups acknowledged the module's educational value in learning about vaping products and devices, the risks and harms of vaping, and the relevant Canadian legislation and regulations.
- However, there's a clear preference for reducing the amount of text and integrating more visual and interactive elements to improve engagement and comprehension. While the quality and importance of the content were not questioned, the manner of presentation—particularly the need to balance textual information with more engaging formats—was highlighted as an area for improvement.
- Feedback about the narration indicates a desire for a more engaging, possibly younger, and more energetic voice, especially to captivate younger audiences. While the narration aids in understanding, aligning it closer with the preferences and expectations of the target audience could enhance engagement and retention of the module's content.

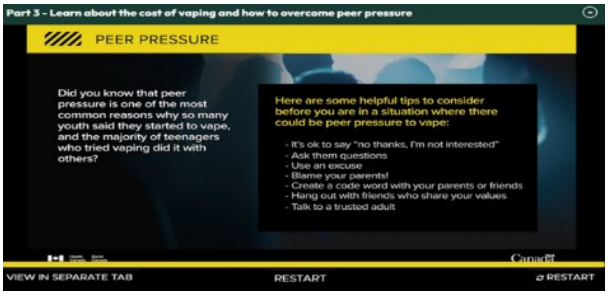
Part 2 – Learn more about the health effects of vaping nicotine and cannabis on teens





- This was one of the preferred sections. All participants, young Canadians and educators alike, found it more interesting than the first part of the module. There was a consensus that while the module served as a good introduction to the risks of vaping, it could benefit from diversification in content presentation, including more detailed information. The repetition of known facts was a common criticism, suggesting a need for more nuanced, detailed information tailored to the audience's existing knowledge base.
- Participants aged 13 to 15 appreciated learning about vaping risks but wanted content that was less repetitive. Those aged 16 to 18 highlighted a preference for content that dives deeper into the scientific aspects of vaping and its health impacts, indicating that the module often reiterated information they already knew. Educators emphasized the need for the module to include more comprehensive details on the long-term effects of vaping, expressing that the content could be enhanced by integrating more current research findings.

Part 3 – Learn about the cost of vaping and how to overcome peer pressure

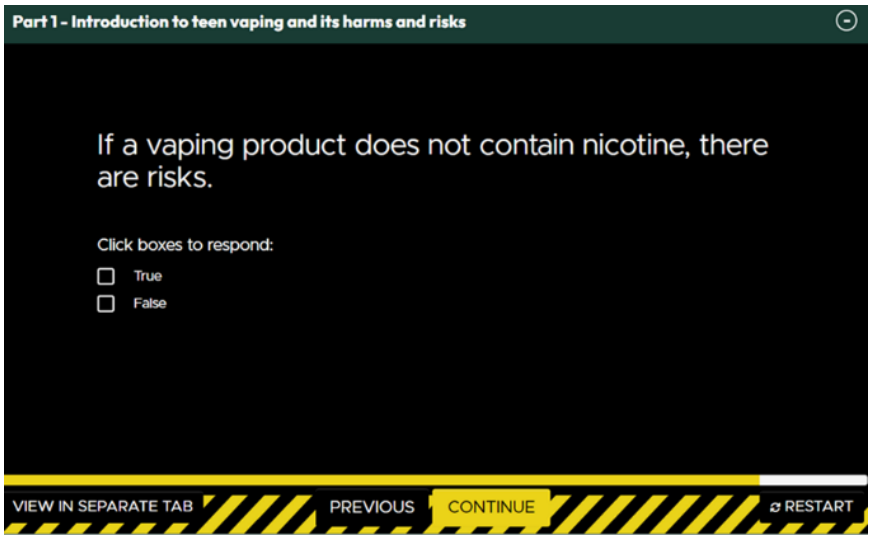


- The "Cost of Vaping" section was one of the favorite and most interesting sections according to the participants. It was highlighted as an effective component of the module, providing crucial information that was previously underappreciated or unknown. This section not only broadened the understanding of vaping's consequences but also introduced a practical perspective on the behaviour's implications, which could be a significant deterrent for potential and current users.
- Participants aged 13 to 15 found the section informative, suggesting it successfully added a new dimension to their understanding of vaping beyond health risks. For those aged 16 to 18, learning about the cost of vaping was an eye-opener. This group appreciated seeing the financial costs laid out clearly, which some found surprising and influential in their

perception of vaping. Educators recognized the importance of discussing the financial costs of vaping, acknowledging it as a critical component of comprehensive vaping awareness.

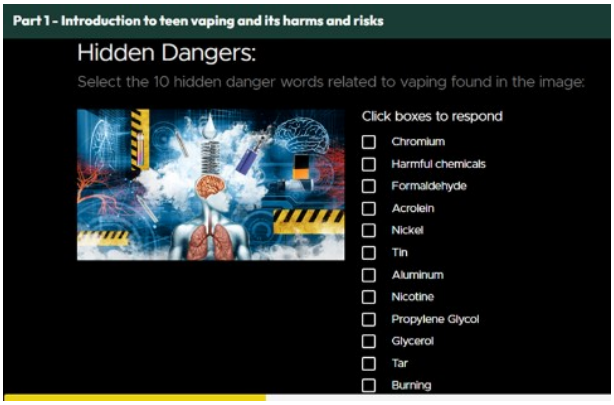
- All groups agreed on the significance of peer pressure as a factor in vaping initiation and appreciated the module's attempt to provide strategies to combat it. Younger participants seemed more receptive to the practical strategies offered, while older participants and educators called for more sophisticated or nuanced approaches. Educators emphasized the need for additional context and strategies, suggesting a deeper exploration of the social dynamics at play.

Perception of the interactive games and quizzes



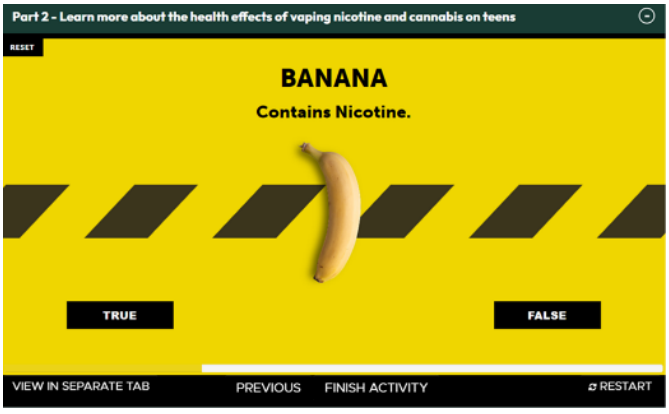
- The feedback on quiz questions across different groups revealed a consensus on their value for reinforced learning, with some nuanced differences in preferences and suggestions for improvement.
- Teenagers aged 13 to 15 found the quizzes to be easy and engaging, effectively reinforcing the module's content. They appreciated the quizzes for their ability to make them think back on what they had learned. The older teens expressed a desire for slightly more challenging quizzes. While they appreciated the quizzes for their interactivity and the reinforcement of learning, some felt that increasing the difficulty could enhance the learning experience. Educators suggested making the quizzes less predictable, with less obvious answers to increase their educational value.

Hidden Dangers



- Across all groups, there was a desire for the game to be more intuitive and directly educational. While the game's concept was generally appreciated for its attempt to make learning interactive, the execution—particularly in terms of ease of use, clarity of instructions, and direct educational value—was seen as an area that needs significant improvement. Participants suggested enhancements ranging from better visual cues, more contrast (for color blind people) and instructions to incorporate more straightforward educational feedback mechanisms to reinforce learning objectives.
- Participants aged 13 to 15 suggested making the game elements easier to identify within the game environment. The need for clearer instructions and perhaps simplifying the game mechanics to improve understanding was noted. For those aged 16 to 18, providing introductory content was suggested to help players understand what to look for in the game, thereby enhancing its educational impact.
- Among the educators, there was a suggestion to include more intuitive instructions and potentially redesigning the game to ensure it was both engaging and informative. The idea of adding pop-up descriptions or more interactive feedback upon finding items was mentioned as a way to enhance learning outcomes.

Contains Nicotine?



- This content caused confusion among some participants, as they did not really understand the reason behind the exercise and found it juvenile. A couple of participants suggested the exercise aimed at drawing a link with vaping liquid flavors. They then suggested a link with the flavors of vaping liquids.
- The feedback received from all groups suggests that while the interactive game component of the module was successful in engaging participants to some extent, there is a clear need for enhancing its complexity and educational depth (make it more obvious) to make it a more effective learning tool for all age groups, especially the older participants and to meet educators' expectations for content that stimulates deeper learning and reflection on the subject matter.
- Younger teenagers found the game too easy and perceived it as designed for a younger audience. They expressed a desire for greater complexity and challenge. Older teenagers suggested making the game more engaging by incorporating elements that require quicker reflexes or more strategic thinking, hinting at a desire for a more sophisticated interactive experience that aligns with their age and knowledge level. Educators saw potential in the game for engaging students but echoed the sentiment that it needed to be more challenging to truly be effective as a learning tool.

1.8 Intended Use of the Research Results and Benefits for Canadians

As defined in the request for proposal documents, the results of this public opinion study will be put to various uses:

Manner in which research supports government or departmental priorities:
Implementing focus groups and surveys for youth audiences specifically generates several benefits for Health Canada and the Public Health Agency of Canada including:

- allows limited campaign budgets to be used more efficiently,
- ensures communication products developed are reflective of Canadian youth across Canada
- allows content to be adapted more quickly based on direct youth feedback and as a result for objectives to be realized sooner, and
- provides an opportunity to keep up to date on topics of most concern to youth and to proactively adjust plans or products accordingly.

Manner in which research findings will benefit Canadians:
Canadian youth and young adults will be more likely to make informed decisions about their health because the marketing products developed by Health Canada and the Public Health Agency of Canada will be more relevant and engaging to them. Arming youth and young adults with the information they need to make health-related decisions, allows them to adopt healthier lifestyle habits that will remain with them throughout their lives. This can reduce the incidence of chronic disease as well as respiratory infectious diseases in future and curtail the financial and strain impact on Canada’s health care system.

1.9 Statement of Limitations

The quantitative portion of the research (wave 1) is based on a web-survey methodology. 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. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

The qualitative portion of the research (waves 2 and 3) is based on a series of focus groups. Qualitative research is designed to reveal a rich range of participants' opinions, perceptions and interpretations. It does not and cannot measure what percentage of the target population holds a given opinion or perception. Findings are qualitative in nature and cannot be used quantitatively to estimate the numeric proportion or number of individuals in the population who hold a particular opinion.

1.10 Notes on Interpretation of Research Findings

The views and observations expressed in this document do not reflect those of Health Canada or the Public Health Agency of Canada. 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.

1.11 Political Neutrality Statement and Contact Information

I hereby certify as Senior Officer of Leger that the 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-Appendix C (Appendix C: Mandatory Procedures for 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.

Signed:

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