



Final Report

2006 General Public Opinion Survey on Key Issues Pertaining to Post-Market Surveillance of Marketed Health Products in Canada

Prepared for: Health Canada

HCPOR-05-94

Contract #: H1011-050073/001/CY

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March 2006

Cette publication est également disponible en français

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Introduction

Decima is pleased to submit the following report to Health Canada presenting the results of research conducted on Key Issues Pertaining to Post-Market Surveillance of Marketed Health Products in Canada.

Health Canada is the federal department responsible for regulating drugs in Canada. A drug is authorized to be sold once it is judged to be effective, safe, and of sufficiently high quality. Health Canada is also responsible for the post-market surveillance of drugs, including the monitoring of adverse reactions that may go undetected in the controlled conditions of clinical trials, to identify as quickly as possible any emerging health risks and to ensure the dissemination of information for the selection of appropriate therapies.

An adverse drug reaction (ADR) is any undesirable patient effect suspected to be associated with taking a drug. Specifically, the Food and Drug Regulations define an ADR as "a noxious and unintended response to a drug, which occurs at doses normally used or tested for the diagnosis, treatment or prevention of a disease or the modification of an organic function." A *serious* ADR is distinctly defined as "a noxious and unintended response to a drug, that occurs at any dose and requires in-patient hospitalization or prolongation of existing hospitalization, causes congenital malformation, results in persistent or significant disability or incapacity, is life-threatening, or results in death."

In the spring of 2003, Decima Research conducted a benchmark study among Canadians and health professionals to understand the effectiveness of the current methods used to communicate new health information. As a result of this research, new communications tools were developed to better inform the public and health professionals about health product safety information.

In 2006, Health Canada commissioned Decima Research to conduct a follow-up to the 2003 study among the Canadian public. The overall objective of this study is to measure the effectiveness of new communications tactics that were created as a result of findings from the 2003 study.

More specifically, the objectives of this wave of public opinion research are to:

- Measure awareness, use and dissemination/reach of health product safety communication tools/channels currently in use;
- Measure overall satisfaction in 2006 with current communication tools/channels employed;
- Identify ways in which the effectiveness of communication efforts could be improved; and
- Investigate the extent to which Canadians feel a share in responsibility of ways to improve awareness, use, and/or dissemination of health products safety communication tools/channels.

The results of this research are based on telephone interviews with 1,513 Canadian adults (aged 18 years and older) between March 8 and 25, 2006 in English and French. A more detailed description of the methodology used to complete this research is presented at the end of the report.

This report begins with an executive summary highlighting key findings from the survey, followed by a detailed analysis of the data. Provided under separate cover is a set of detailed banner tables that present the results for all questions by key regional and demographic sub-groups. The detailed analysis section of the report denotes these tables by question number (e.g. Q.1) for easy reference.

This report presents the findings of the 2006 research only. Comparisons between the current and 2003 results are presented in a separate working document.

In some of the charts presented, percentages may not sum to exactly 100%, due to rounding.

Executive Summary

This report presents the results of a national survey examining public opinion on the safety of marketed health products in Canada. The research aimed to understand Canadians' awareness and information use pertaining to the safety of health products, and to identify the most commonly-used sources of this information. The study also examined Canadians' views on the responsibility of different stakeholders in drug safety, and measured confidence in the systems in place to safeguard health products. Canadians' awareness and experience with adverse drug reactions (ADRs) was also explored.

The following are the key findings from this research.

Canadians generally consider health products to be safe. They also have confidence in the systems in place to ensure the safety of these products.

Canadians are most likely to consider prescription drugs very or generally safe, followed by non-prescription drugs, and natural health products. In addition, no less than seven in ten are very or somewhat confident in the knowledge of health care professionals and in their sharing of this information, how the federal government regulates drug safety and effectiveness, and how drug companies ensure safety and effectiveness of health products.

Canadians are satisfied with the drug safety information available to them.

Canadians are most satisfied with the information available about prescription drugs and somewhat less satisfied with the availability of safety information for natural health products. The small group that is dissatisfied say this is primarily because they do not have enough information, or that the information available to them is incomplete.

Large majorities are of the view that consumers, the federal government and health care professionals should share the responsibility for drug safety.

Drug safety is primarily seen to be a shared responsibility between stakeholders. Canadians most commonly ascribe shared responsibility to patients or consumers, health care professionals, and the federal government. Four in ten do, however, say that drug companies should be *solely* responsible for drug safety.

No less than two in three Canadians are very likely to take a variety of actions related to the safe use of drugs or other health products. These

include: reading product labels and following directions; reporting reactions; informing themselves about potential reactions or effects; and asking their health care professional for information about drug safety.

Canadians most often seek information about prescription drugs and most commonly look for information about side effects.

While about six in ten say they always seek out safety information about a prescription drug when taking it for the first time, fewer Canadians always seek information about natural health products (just under half) or non-prescription drugs (one-third). Those seeking safety information most commonly look for possible side effects, regardless of the type of product used. Those who use natural health products also seek safety information about the effectiveness of the product.

Pharmacists are a key source of information for those taking prescription or non-prescription drugs, while the Internet is the primary source for those taking natural health products.

Canadians are less inclined to seek out new information about products they have already started taking.

A minority of Canadians regularly seek out additional safety information once taking a health product. They will most often seek additional information based on what they read on product packaging or labels, or what they see or hear in the media. The Internet is the most commonly used source when looking for new information about a product they are already taking.

About one-third of Canadians say they are aware of Health Canada's website as a source of new safety information about health products. Two-thirds are aware of public advisories or warnings.

Twice as many Canadians report awareness of public warnings or advisories issued through the media than the Health Canada website. One in ten Canadians have used the web site in the past six months for new safety information about drugs and other health products, among this group satisfaction is very high.

About one in three Canadians say they are likely to subscribe to MedEffect.

One percent of participating Canadians subscribe to MedEffect's e-Notice now and another one in three say they are likely to subscribe to this service in the near future. Those not likely to subscribe to MedEffect are unlikely because they are uncomfortable with technology, because they believe they are healthy, or because they are not interested.

Four in ten regularly think about ADRs when taking drugs or other health products. One-quarter are aware of Health Canada’s role in ADR reporting.

Four in ten Canadians always or frequently think of ADRs when taking a new drug, most often because of experience. Those who have experienced an ADR are most likely to contact their physician. The likelihood of reporting ADRs would likely be higher if Canadians understood the importance of reporting them, and how to do so. The majority of Canadians say they would be most comfortable reporting an ADR to their physician.

Canadians’ attitudes and behaviours related to marketed health products vary by gender, age, and region.

Women are generally more likely to have used health products than men, and they have slightly less confidence in the systems in place to ensure drug safety. Consequently, they are more likely to take a variety of measures to ensure drug safety, and they are more alert to potential ADRs when taking new drugs.

The opinions of Canadians under the age of 35 differ from older Canadians in certain respects. Younger Canadians are less likely to search for information about a new product, or one they have been taking. They are also less likely to consider an ADR when taking a new drug.

Residents of Quebec differ from other Canadians in a variety of areas. Quebecers have more confidence in how stakeholders ensure the safety and effectiveness of health products, and are more apt to believe that health care professionals should have sole responsibility for ensuring drug safety. Quebecers are less likely than others to seek out information when taking a new prescription drug on an ongoing basis. They also have lower awareness of Health Canada public advisories. In relation to ADRs, Quebec residents would be more comfortable than others reporting to a doctor.

Conclusions and Observations

The results of this research lead to the following conclusions.

1. Canadians are fairly confident that drugs and health products for sale in Canada are safe, because of the systems in place to ensure the safety of these products.

This overarching sentiment relates to many of the other findings in this study. For instance, more Canadians believe prescription drugs to be safe, than believe this for non-prescription medications or natural health

products. This follows, given that prescription drugs are prescribed by physicians and controlled by pharmacists.

2. Canadians feel a responsibility for drug safety, one that is shared with the federal government, health care professionals and drug companies. The key, however, appears to be that Canadians have confidence in the knowledge of their health care professionals about the safe use of drugs and that these professionals will share that information with them.

Canadians, to a large extent, appear reliant on doctors and pharmacists for much of their safety information, especially in relation to prescription medications. They appear to see their own main role as reading the materials, such as product labels, and following instructions for use.

3. The majority of Canadians do not seek out drug safety information except at the time of first purchase, meaning from a doctor or pharmacist. Only about one in ten Canadians have accessed Health Canada's website for safety information in the past six months, and very few currently subscribe to MedEffect's mailing list. However, satisfaction among users of the Health Canada website is fairly high, suggesting increased awareness could lead to greater use.
4. Overall, Canadians appear satisfied with the health product safety information available and, in the absence of a major risk event, appear unlikely to change their behaviour in this regard. They are generally confident in the systems in place to ensure their safety, and appear comfortable with the information they receive and the sources they obtain it from. Consequently, increasing the use of Health Canada's information sources – the web site and MedEffect mailing list, will be challenging. If Health Canada wishes to increase usage of these tools, it will be necessary to increase public awareness of them, and to communicate a rationale for using them – why the public should be looking for additional information. This also appears to be true for increased reporting of ADRs; an effort to increase these reports will need to be built on increased awareness of why this is important and of how to proceed.

Increasing awareness of the Health Canada / MedEffect website will likely also assist the minority of Canadians who are not satisfied with the quantity and/or completeness of the product safety information available to them.

Résumé

Le rapport présente les résultats d'une étude d'envergure nationale sur l'opinion publique relative à l'innocuité des produits de santé commercialisés au Canada. Les objectifs de l'étude étaient de mieux connaître le niveau de connaissance des Canadiens et leur utilisation des renseignements relevant du domaine de l'innocuité des produits de santé ainsi que de déterminer quelles sont les sources habituellement utilisées pour obtenir de tels renseignements. De plus, l'étude s'est penchée sur l'opinion des Canadiens quant à la responsabilité des différents intervenants en matière d'innocuité des médicaments et a permis d'évaluer la confiance des gens à l'égard des systèmes qui garantissent l'innocuité des produits de santé. Les connaissances et les expériences des Canadiens par rapport aux effets indésirables des médicaments (EIM) ont également été évaluées.

Voici les faits saillants de cette étude.

De façon générale, les Canadiens trouvent les produits de santé sécuritaires. Ils font également confiance aux systèmes qui garantissent l'innocuité de ces produits.

Les Canadiens trouvent les médicaments d'ordonnance très sécuritaires ou généralement sécuritaires, suivis des médicaments en vente libre puis des produits de santé naturels. De plus, pas moins de sept Canadiens sur dix font entièrement ou passablement confiance aux connaissances des professionnels de la santé et à leur manière de renseigner leurs patients, à la manière dont le gouvernement surveille et réglemente l'innocuité et l'efficacité des médicaments ainsi qu'à la manière dont les sociétés pharmaceutiques garantissent l'innocuité et l'efficacité des produits de santé.

Les Canadiens sont satisfaits des renseignements sur l'innocuité des médicaments.

Les Canadiens sont très satisfaits des renseignements sur les médicaments d'ordonnance et un peu moins satisfaits des renseignements sur l'innocuité des produits de santé naturels. Le petit groupe de répondants insatisfaits affirment qu'ils manquent d'information et que l'information mise à leur disposition est incomplète.

Une grande majorité de répondants croient que les consommateurs, le gouvernement fédéral et les professionnels de la santé devraient tous avoir une part de responsabilité quant à l'innocuité des médicaments.

L'innocuité des médicaments est surtout perçue comme la responsabilité commune des intervenants. Les Canadiens accordent le plus souvent une part de responsabilité aux patients ou aux consommateurs, aux professionnels de la santé et au gouvernement fédéral. Cependant, quatre

Canadiens sur dix affirment que les sociétés pharmaceutiques devraient être les *seules* responsables de l'innocuité des médicaments.

Pas moins de deux Canadiens sur trois prennent bon nombre de mesures en ce qui concerne l'utilisation sécuritaire des médicaments ou d'autres produits de santé. Cela comprend : lire les étiquettes sur les produits et suivre le mode d'emploi; signaler les effets indésirables; se renseigner sur les effets indésirables ou secondaires possibles; et se renseigner auprès d'un professionnel de la santé sur l'innocuité des médicaments.

Les Canadiens cherchent habituellement des renseignements sur les médicaments d'ordonnance et veulent habituellement obtenir des renseignements sur les effets secondaires.

Tandis qu'environ six Canadiens sur dix affirment qu'ils recherchent toujours des renseignements sur l'innocuité des médicaments d'ordonnance lorsqu'ils les prennent pour la première fois, moins de gens le font à la même fréquence pour les produits de santé naturels (un peu moins de la moitié) ou les médicaments en vente libre (un tiers). Ceux qui recherchent des renseignements sur l'innocuité veulent surtout connaître les effets secondaires possibles, peu importe le type de produit utilisé. Ceux qui prennent des produits de santé naturels recherchent également des renseignements sur l'innocuité en matière d'efficacité.

Les pharmaciens représentent une source clé d'information pour ceux qui prennent des médicaments d'ordonnance ou en vente libre, tandis qu'Internet est la principale source d'information de ceux qui prennent des produits de santé naturels.

Les Canadiens sont moins enclins à chercher de nouveaux renseignements sur les produits qu'ils ont déjà commencé à prendre.

Une minorité de Canadiens cherche régulièrement des renseignements supplémentaires sur l'innocuité des produits de santé qu'ils ont déjà commencé à prendre. La plupart du temps, ils recherchent des renseignements supplémentaires en se basant sur ce qu'ils ont lu sur l'emballage des produits et sur les étiquettes ou sur ce qu'ils ont vu ou entendu dans les médias. Internet est la source la plus fréquemment utilisée pour rechercher de nouveaux renseignements sur un produit qu'ils prennent déjà.

Environ le tiers des Canadiens affirment qu'ils connaissent le site Web de Santé Canada qui divulgue de nouveaux renseignements sur l'innocuité des produits de santé. Les deux tiers connaissent l'existence des avis et des avertissements publics.

Deux fois plus de Canadiens connaissent davantage les avis et les avertissements publics transmis par les médias que le site Web de Santé Canada. Au cours des six derniers mois, un Canadien sur dix a cherché de nouveaux renseignements sur des médicaments ou d'autres produits de santé sur ce site Web; le degré de satisfaction est très élevé dans ce groupe.

Environ un Canadien sur trois déclare qu'il est probable qu'il s'abonne à MedEffet.

Un pour cent des Canadiens qui ont participé à l'étude sont actuellement abonnés à l'Avis électronique MedEffet et le tiers des répondants disent qu'il est probable qu'ils s'y abonnent prochainement. Ceux qui ne sont pas susceptibles de s'y abonner disent qu'ils sont mal à l'aise avec la technologie, qu'ils se trouvent en santé ou que l'Avis électronique ne les intéresse pas.

Quatre personnes sur dix songent régulièrement aux effets indésirables des médicaments (EIM) lorsqu'ils prennent des médicaments ou d'autres produits de santé. Le quart des répondants connaissent le rôle de Santé Canada dans la déclaration des EIM.

Quatre personnes sur dix songent toujours ou souvent aux EIM lorsqu'ils prennent un nouveau médicament, la plupart du temps en raison de leur expérience personnelle. Ceux qui ont éprouvé un EIM sont plus susceptibles de communiquer avec leur médecin. Les Canadiens auraient probablement plus tendance à signaler les EIM s'ils comprenaient l'importance de ce geste et s'ils savaient comment procéder. La majorité des Canadiens se sentiraient le plus à l'aise de signaler un EIM à leur médecin.

Les attitudes et les comportements des Canadiens concernant les produits de santé commercialisés varient en fonction du sexe, de l'âge et de la région.

De façon générale, les femmes utilisent plus de produits de santé que les hommes et font légèrement moins confiance aux systèmes en place pour garantir l'innocuité des médicaments. Par conséquent, elles prennent plus de mesures pour s'assurer de l'innocuité des médicaments et sont plus à l'affût des EIM possibles lorsqu'elles prennent de nouveaux médicaments.

L'opinion des Canadiens de moins de 35 ans est, à certains égards, différente de celle des Canadiens plus âgés. Les Canadiens moins âgés recherchent généralement moins de renseignements sur un nouveau produit ou un produit qu'ils prennent déjà et songent généralement moins aux EIM lorsqu'ils prennent un nouveau médicament.

Les résidents du Québec se distinguent des autres Canadiens dans bon nombre de secteurs. Les Québécois font plus confiance à la façon dont les

intervenants garantissent l'innocuité et l'efficacité des produits de santé et ont plus tendance à croire que les professionnels de la santé devraient être les seuls garants de l'innocuité des médicaments. En outre, lorsqu'ils commencent à prendre un médicament d'ordonnance de façon régulière, ils recherchent généralement moins de renseignements que les autres Canadiens. Les Québécois connaissent également moins les avis publics de Santé Canada. Les résidents du Québec se sentiraient plus à l'aise que les autres Canadiens de signaler les EIM à un médecin.

Conclusions et observations

Les résultats de cette recherche permettent d'arriver aux conclusions suivantes.

1. Les Canadiens sont passablement convaincus que les médicaments et les produits de santé en vente au Canada sont sécuritaires grâce aux systèmes en place pour garantir l'innocuité de ces produits.

Ce sentiment très répandu peut être mis en relation avec les autres résultats de l'étude. Ainsi, puisque les médicaments d'ordonnance sont prescrits par des médecins et contrôlés par des pharmaciens, plus de Canadiens croient qu'ils sont sécuritaires. Cependant, moins de Canadiens trouvent les médicaments en vente libre sécuritaires et ils sont encore moins nombreux à trouver les produits de santé naturels sécuritaires.

2. Les Canadiens se donnent une part de responsabilité concernant l'innocuité des médicaments, une responsabilité partagée avec le gouvernement fédéral, les professionnels de la santé et les sociétés pharmaceutiques. Cependant, la clé de cette part de responsabilité est que les Canadiens font confiance aux connaissances de leurs professionnels de la santé pour ce qui est de l'utilisation sécuritaire des médicaments et qu'ils comptent sur ces professionnels pour obtenir des renseignements.

Une grande partie des Canadiens semblent dépendre des médecins et des pharmaciens pour obtenir la plupart de leurs renseignements sur l'innocuité, particulièrement pour les médicaments d'ordonnance. Ils semblent limiter leur propre rôle à la lecture du matériel, notamment les étiquettes des produits, et au respect du mode d'emploi.

3. La majorité des Canadiens ne cherchent pas de renseignements sur l'innocuité des médicaments, sauf lors du premier achat. Ils consultent alors un médecin ou un pharmacien. Seul un Canadien sur dix a consulté le site Web de Santé Canada au cours des six derniers mois pour obtenir

des renseignements sur l'innocuité, et très peu se sont abonnés à la liste d'envoi Avis électronique MedEffet. Cependant, le degré de satisfaction des usagers à l'égard du site Web de Santé Canada est assez élevé, ce qui laisse supposer qu'une plus grande sensibilisation pourrait mener à une utilisation accrue.

4. Dans l'ensemble, les Canadiens semblent satisfaits des renseignements sur l'innocuité des produits de santé et, à moins d'un événement à haut risque, ils semblent peu susceptibles de modifier leur comportement en ce sens. Ils font généralement confiance aux systèmes en place pour garantir leur sécurité et ils semblent à l'aise avec les renseignements qu'ils reçoivent et avec les sources d'information. Par conséquent, augmenter l'utilisation des sources de renseignements de Santé Canada, par exemple le site Web et la liste d'envoi MedEffet, sera un défi. Si Santé Canada désire accroître l'utilisation de ces outils, il sera nécessaire d'en augmenter la notoriété de même que de fournir des motifs pour les utiliser : expliquer pourquoi la population devrait rechercher des renseignements supplémentaires. Il semblerait que cette stratégie devrait aussi être employée pour augmenter le nombre de déclarations des EIM; en effet, une telle augmentation ne pourra se faire sans une sensibilisation accrue de l'importance de signaler les EIM et de la marche à suivre.

L'augmentation de la notoriété du site Web de Santé Canada/MedEffet sera probablement bien accueillie chez la minorité de Canadiens insatisfaits de la quantité ou de l'exhaustivité des renseignements divulgués sur l'innocuité des produits.

Detailed Findings

This section of the report is divided into six parts. The first part looks at Canadians' use of marketed health products as well as their perceptions of the safety of these products.

The second part of the report presents Canadians' perceptions of who is responsible for drug safety in Canada, and who *should be* responsible.

The third section explores the types of information Canadians seek when taking a drug or health product for the first time, the most commonly sought after information and its sources, as well as the frequency of seeking out new information about a product they regularly take.

The fourth area highlights Canadians' awareness and use of Health Canada's website, as well as their opinion of Health Canada sponsored sources of drug safety information.

The fifth section of the report presents Canadians' perceptions of and experiences with adverse drug reactions (ADRs).

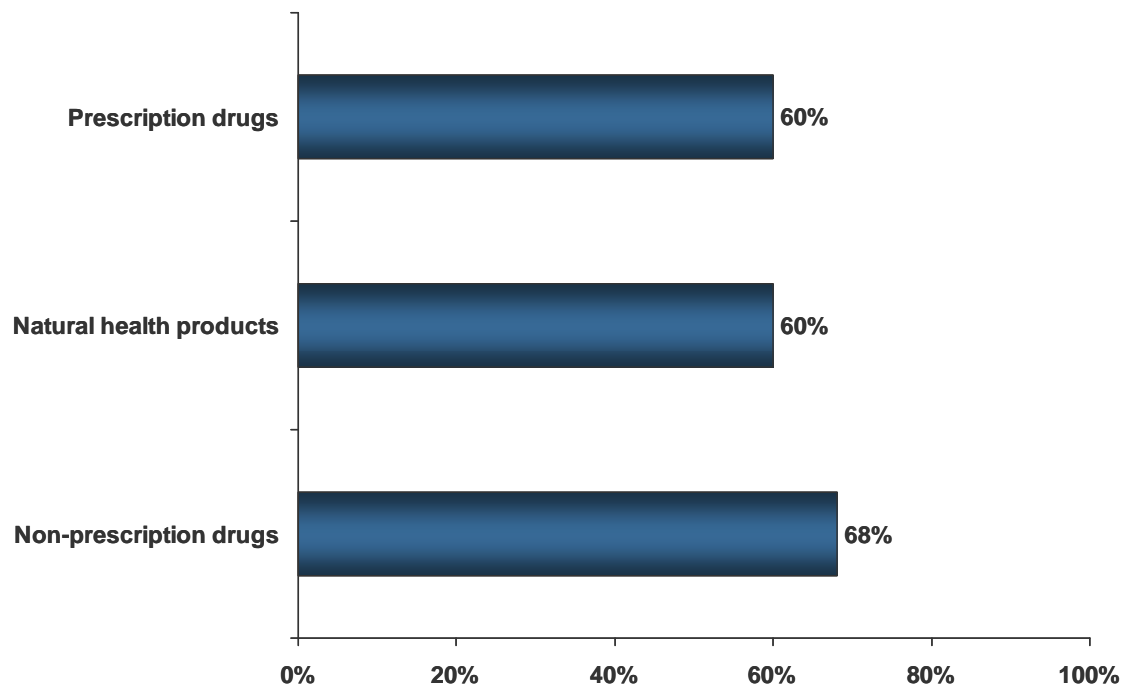
Finally, the last section examines Canadians' awareness of the reporting mechanisms in place for ADRs as well as their comfort level with different reporting methods.

1) Use and Perception of Marketed Health Products

Almost all have used at least one type of health product in the past six months. Two in three use two or more of prescription drugs, non-prescription drugs, or natural health products.

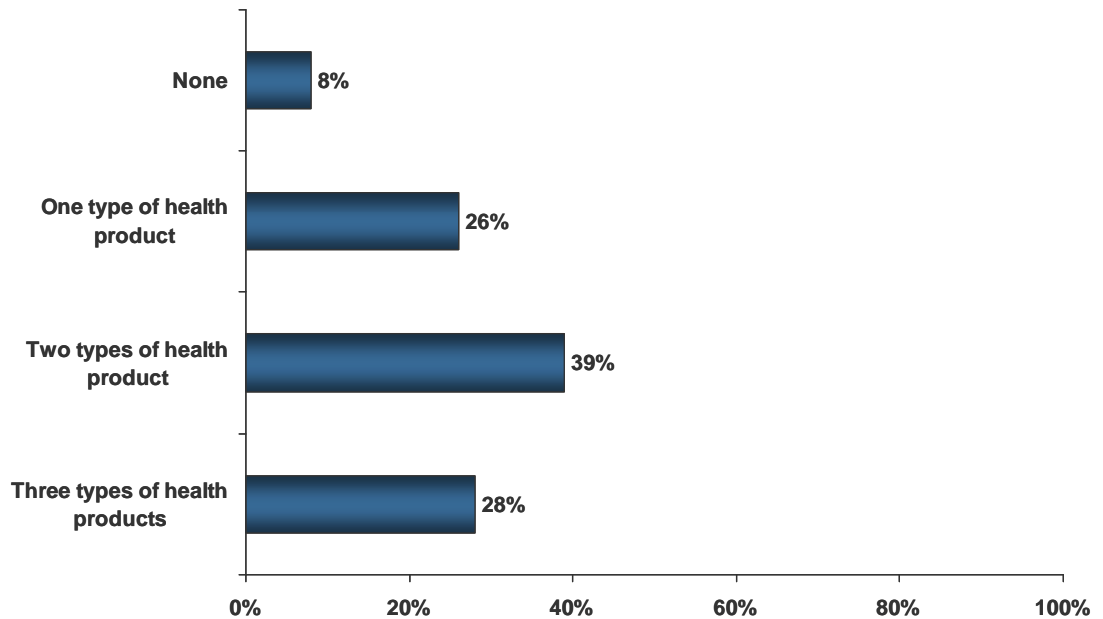
To contextualize the results, participants were initially asked about the types of health products they currently consume. The results indicate that almost all Canadians have used at least one health product within the past six months. They are most likely to have used non-prescription drugs (68%) and equal proportions report using prescription drugs and natural health products (both 60%). (Q.1)

Used any of the following products in the past 6 months



The responses to these three questions were combined to determine the proportion of Canadians who use products across categories. The results from this analysis suggest that eight percent of Canadians have not used *any* of these products in the past six months and one in four (26%) have used one type of health product. Two in three have used more than one type of health product, including 39% who used two products and 28% that used products from all three categories.

Number of Different Types of Health Products Used in the Past 6 Months

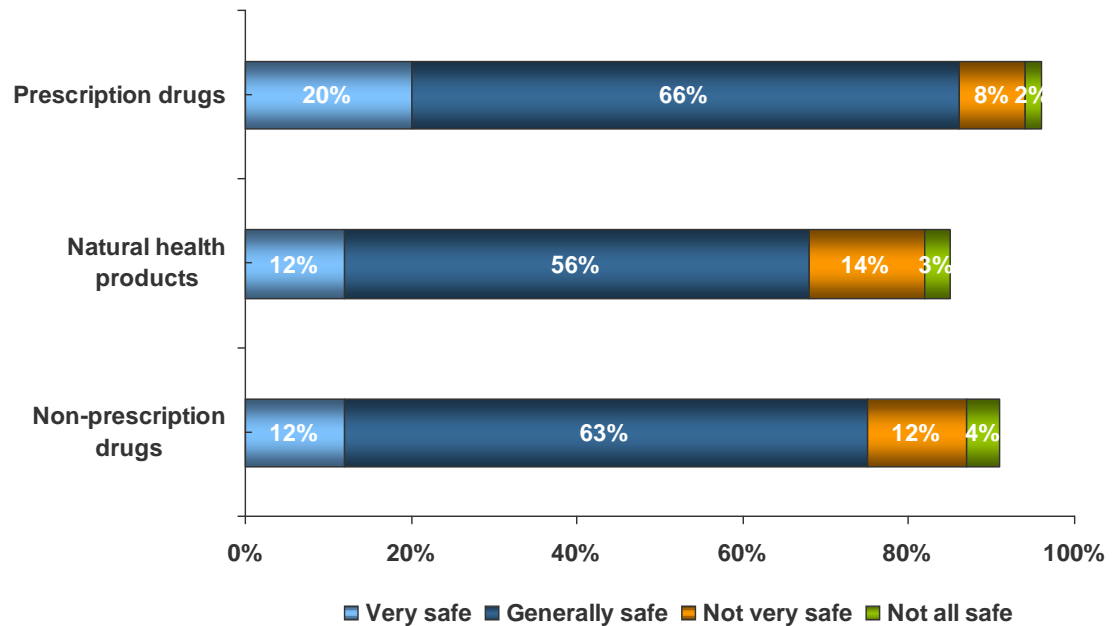


Some Canadians are less apt to take *any* type of health product. Men are twice as likely as women to say they do not take any type of health products (10% versus 5%). Taking none of these products in the preceding six months is more common among Canadians with no post-secondary education (12%) compared to those with any post-secondary education (5%).

Canadians are most likely to consider prescription drugs to be generally or very safe.

Canadians consider all three products safe. More specifically, almost nine in ten (86%) believe that prescription drugs are very or generally safe, while a similar proportion think that non-prescription drugs are safe (75%). Canadians are less certain about natural health products as two in three feel that these products are safe (68%). (Q.21)

Perception of Safety of Drugs

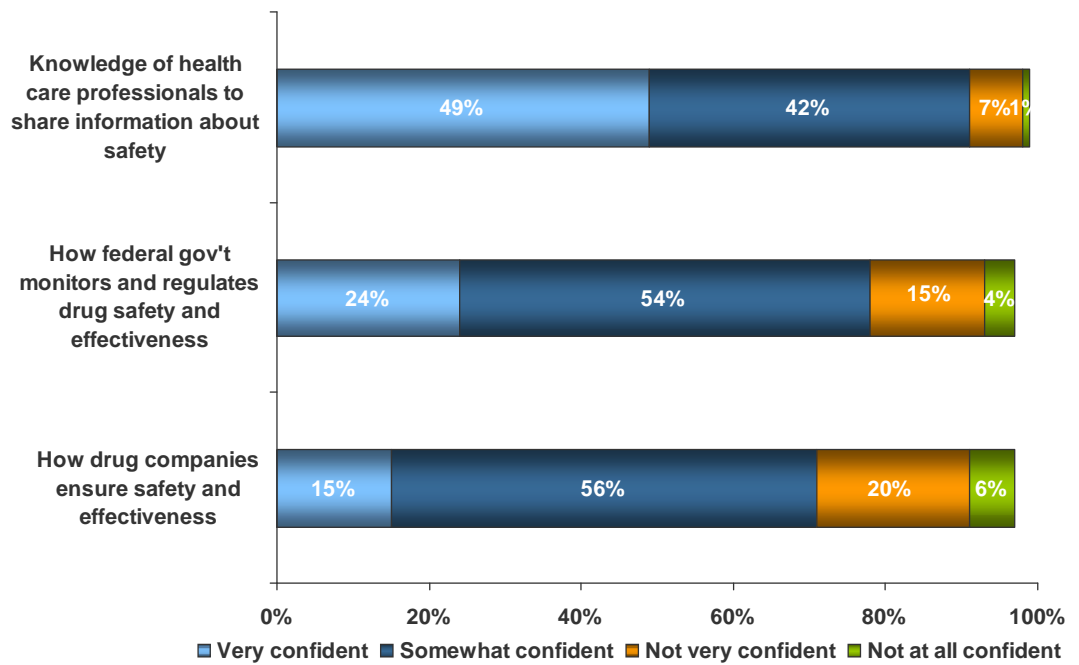


The perception of the safety of health products differs among Canadians. For instance, Canadians 55 years or older are less likely than their younger counterparts to consider non-prescription drugs (64% versus 80%) or natural health products (62% versus 72%) safe. Meanwhile, residents of Quebec are less likely than others across Canada to believe that natural health products are safe (55% versus 73%).

Canadians are confident in the systems in the information and systems for health products to protect them.

Given that a majority of Canadians generally consider health products to be safe, it is not surprising that most have confidence in the information and systems in place to protect them in relation to these products. More specifically, nine in ten (91% very or somewhat confident) have confidence in the knowledge of their health care professional and in their sharing of this information to provide them with pertinent safety information. Slightly fewer are confident in how the federal government monitors and regulates drug safety and effectiveness (78%), and in how drug companies ensure the safety and effectiveness of the drugs they manufacture (71%). (Q.22)

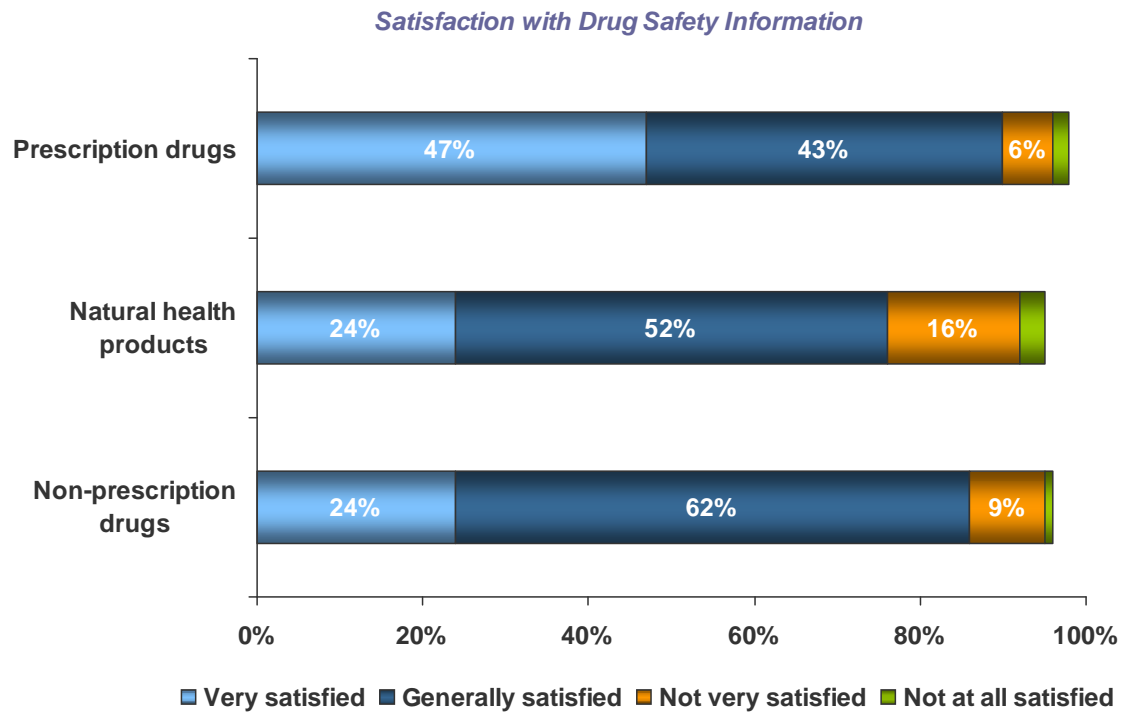
Confidence in Systems...



Residents of Quebec have more confidence on all three indications than residents in other regions of the country. In addition, men (80%) are more likely than women (75%) to have confidence in how the federal government monitors and regulates drug safety and effectiveness.

Satisfaction with the drug safety information available for health products is high.

Canadians are also largely satisfied with the safety information they generally need for health products. This includes about nine in ten who are satisfied with the safety information they generally receive for prescription (90%) and non-prescription drugs (86%). Slightly fewer are satisfied with safety information available in relation to natural health products – three in four are satisfied with the safety information for these products (76%). (Q.5)



Turning to those who are not satisfied with the safety information available about health products, just over one in twenty (7%) are not very (6%) or not at all satisfied (1%) in relation to prescription drugs. One in ten (10%) are not satisfied with the information about non-prescription drugs, and one in five (20%) are not satisfied with drug safety information related to natural health products. (Q.6)

The small minority that is not satisfied with the drug safety information they currently receive, generally want more information provided to them, regardless of the type of health product in use. Please refer to the table below for detailed results by product category.

REASONS FOR DISSATISFACTION WITH INFORMATION ABOUT PRODUCT SAFETY

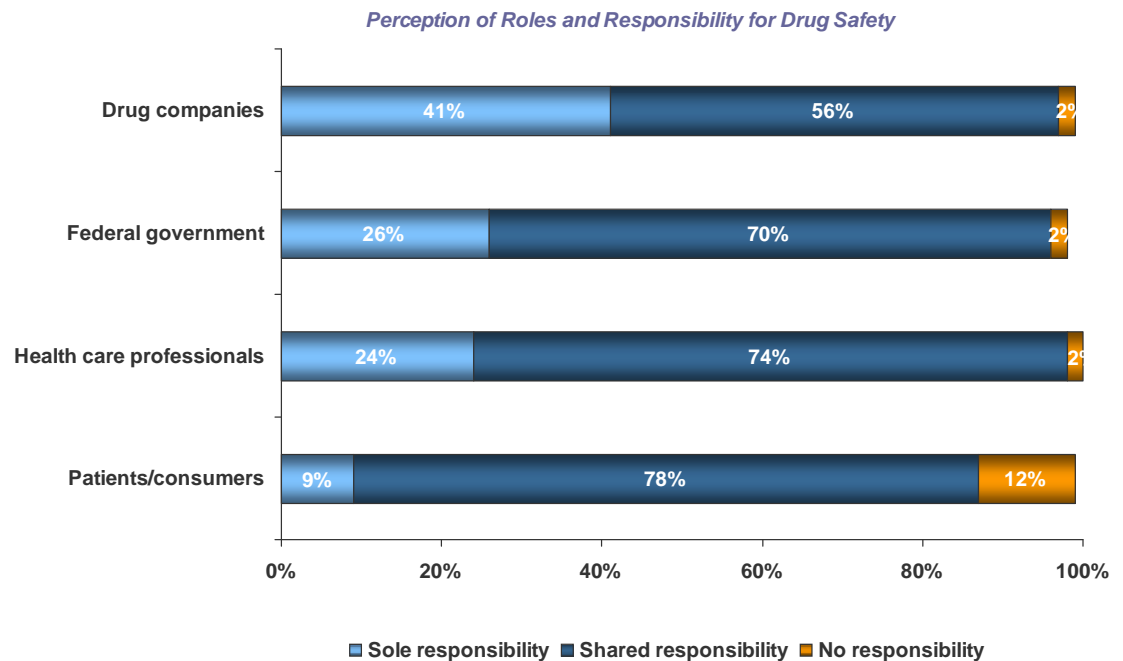
	Prescription Drug (%) <i>n=71</i>	Natural Health Product (%) <i>n=169</i>	Non-prescription Drug (%) <i>n=108</i>
Not enough information	40	41	44
Information is incomplete	32	24	19
Not enough information on interaction/side effects	26	23	22
Hard to find relevant information	18	17	18
Difficult to get information from doctors/pharmacists/health providers	10	3	8
Information is difficult to understand	8	5	4
Product labelling unclear	8	1	3
Concerned about the safety of drugs on the market	7	4	11
Difficult to get answers to questions	5	2	5
Information not reliable/ changes too often/might be too false	4	7	5
Have to rely on/trust the doctor/pharmacist	4	1	1
Lack of efficiency	3	2	2
Lack of research/studies/testing	1	11	2
Don't trust them/they lie/only care about money	1	6	2
Not enough regulation/not standardized	-	6	2
Lack of information on dosage	-	2	1
No age groups information	-	1	-
Print is too small	-	1	5
Other	7	6	7
Don't know/No answers	8	2	5

2) Responsibility for Drug Safety in Canada

A majority of Canadians believe all stakeholders should share in the responsibility for drug safety.

Participants were asked how much responsibility four groups of stakeholders should have for drug safety: patients/consumers, health care professionals, the federal government, and drug companies.

Nearly all Canadians believe each group should have some responsibility. Close to eight in ten (78%) believe consumers should have shared responsibility for drug safety. Health care professionals (74%), the federal government (70%) and drug companies (56%) are also assigned shared responsibility by large proportions of Canadians. Drug companies are most often assigned sole responsibility for drug safety (41%), followed by the federal government (26%) and health care professionals (24%). Only one in ten (9%) believe consumers should have sole responsibility for drug safety. (Q.23)



The level of responsibility for each group varies across Canada. When looking at the responsibility of *patients*, men (15%) are more likely than women (9%) to believe that this group should have no responsibility for drug safety. In addition, residents of the prairies are less likely than others across Canada to believe patients should have no responsibility – they are more

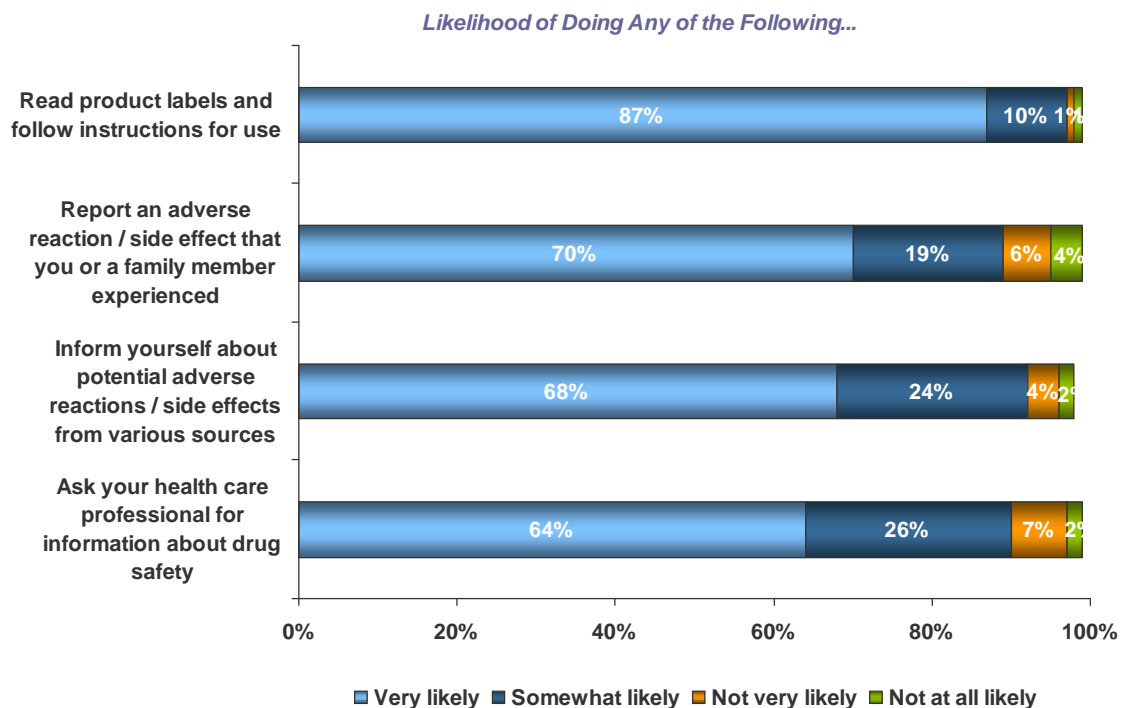
likely to think that they should share responsibility. Canadians with the least education (18%) more often say that *patients* should have sole responsibility for drug safety as compared to those with a post-secondary education (8%).

Meanwhile, Quebec residents (29%) are more likely than those in Ontario (22%) or the prairies (20%) to believe that *health care professionals* should be solely responsible for drug safety. Canadians with a university education (75%) are more apt than others (64%) to say the responsibility of the *federal government* should be shared.

There are no statistically significant subgroup differences in the responsibility of drug companies in ensuring drug safety.

Canadians are most likely to read product labels and follow directions for their part in the safe use of drugs or other health products.

When looking at specific actions that **Canadians** take to ensure the safe use of drugs and health products, no less than nine in ten Canadians say they are very or somewhat likely to take any of the steps listed. They are most apt to read product labels and follow instructions for use (87%) and are somewhat less likely to ask their health care professional for information about drug safety information (64%). (Q.24)



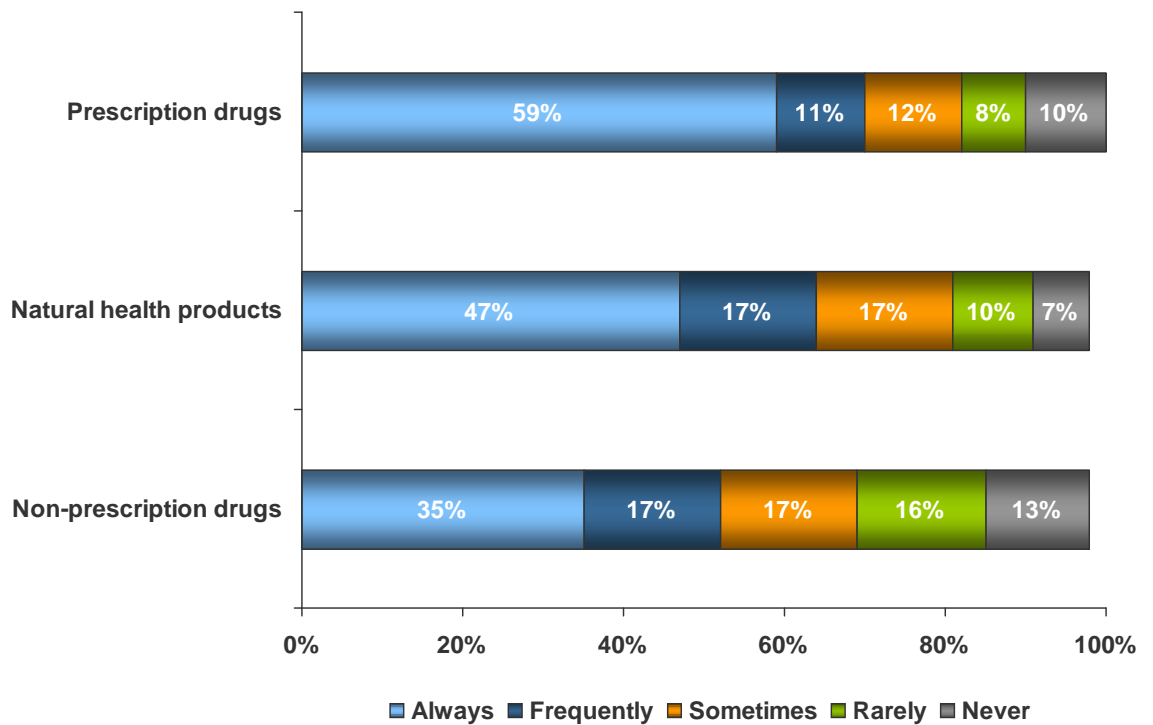
More women than men say they are very likely to do each of the above-mentioned measures to ensure the safe use of drugs and other health products. In addition, residents of Quebec are less likely than others across Canada to be *very likely* to take any of these measures.

3) Health Product Information

Canadians most often look for drug safety information when taking a prescription drug. They most often seek information about side effects.

The frequency with which Canadians seek information about the product they are taking varies by the type of product being used. While six in ten Canadians say they always look for information when taking a prescription drug for the first time, less than half of Canadians always look for safety information when taking a natural health product (47%) or a non-prescription drug for the first time (35%). (Q.2)

Frequency of Seeking Information When Taking a Product for the First Time



Residents of Quebec are less likely than others to always seek out information when taking a new *prescription drug* or *natural health product*. Meanwhile, those between the ages of 18 and 34 are less likely than their older counterparts to always look for information.

Among those who search for information, possible side effects are by far the most common sought after information – regardless of the type of product taken. To a lesser degree, Canadians taking a natural health product or non-prescription drug look for information about effectiveness of the product. A

variety of other information is sought by fewer participants, as presented in the following table. (Q.3)

	Prescription Drug (%) n=422	Natural Health Product (%) n=393	Non-prescription Drug (%) n=427
Possible side effects	74	39	57
Possible serious side effects/risks/hazardous of use	15	11	11
Warnings about usage with other medications	14	13	14
Effectiveness	13	29	24
Directions for usage	13	7	9
Dosage level	9	11	14
Symptoms it is used for	7	10	10
Active ingredients	5	15	13
Possible interactions with alcohol	4	2	3
Ask/consult doctor/medical expert/follow prescription	3	1	2
Warnings about combining with activities	3	2	3
Product ingredients	2	4	3
If it's not the right drug/suitable	2	-	2
Price	2	1	2
Contraindication/result of interaction with something else	2	1	1
Safety/health information	2	1	2
Information about manufacturer	1	7	4
Effects/what it does	1	1	1
Allergy reactions	-	-	-
Benefits	-	8	
Research/proven studies/history/officially approved	-	6	1
Look for natural alternative/ask nutrition/naturopathy expert	-	3	1
Feedback/experience of other people/popularity	-	3	3
Other	4	4	5
Don't know	5	8	5

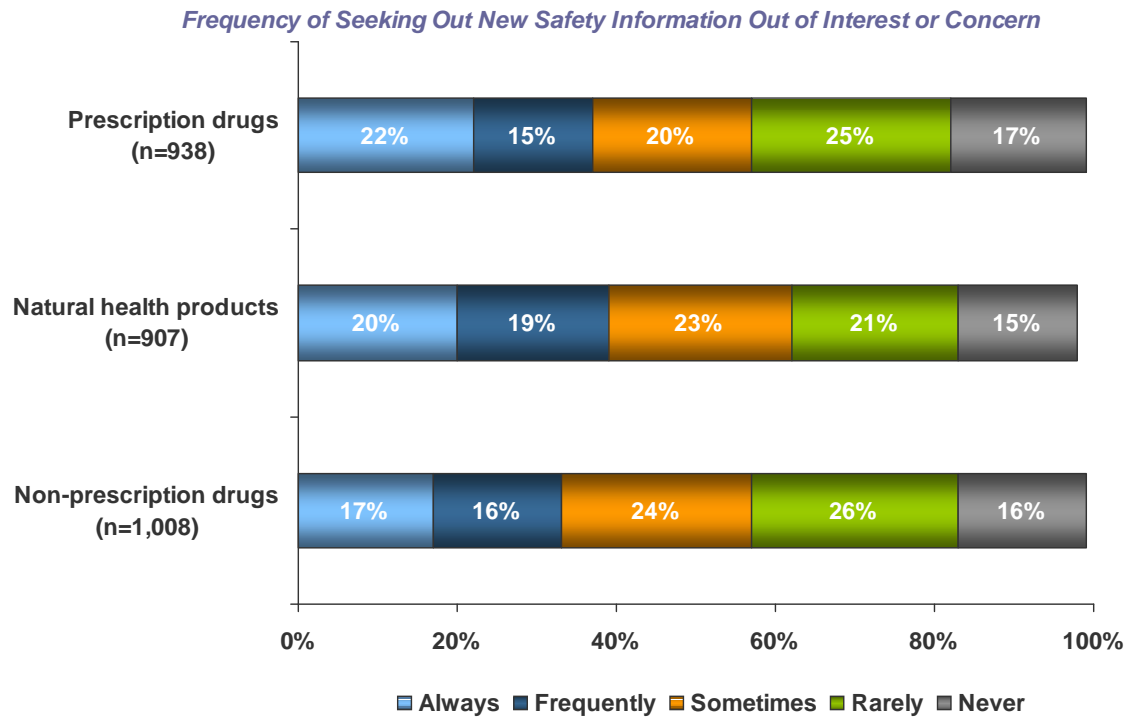
Canadians most frequently seek guidance from a pharmacist when taking a new prescription or non-prescription drug.

Canadians are most likely to consult a pharmacist to have their questions answered about prescription (76%) or non-prescription drugs (66%) when taking a new product. Others consult websites or the Internet, or a physician for the desired information. Information sources for natural health products differ from drugs. The Internet (56%) is the most common source of information about natural health products, followed by pharmacists (31%). Canadians taking natural health products also seek information from health food stores (20%). (Q.4)

	Prescription Drug (%)	Natural Health Product (%)	Non-prescription Drug (%)
Pharmacist	76	31	66
Doctor/physician	36	14	16
Website/Internet	32	56	33
Medical reference books	7	9	3
Product labelling	6	3	18
Printed handouts provided by pharmacists	5	1	1
TV/print media	3	14	6
Friends/family members	3	11	9
Nurse	1	-	1
Library	1	1	-
Drug manufacturers	1	1	1
Government office	-	-	-
Naturopath	-	5	-
Health organizations	-	-	1
Health food store	-	20	2
Other	3	9	2
Don't know/No answer	-	-	-

A minority of Canadians seek out additional safety information about products they are already taking.

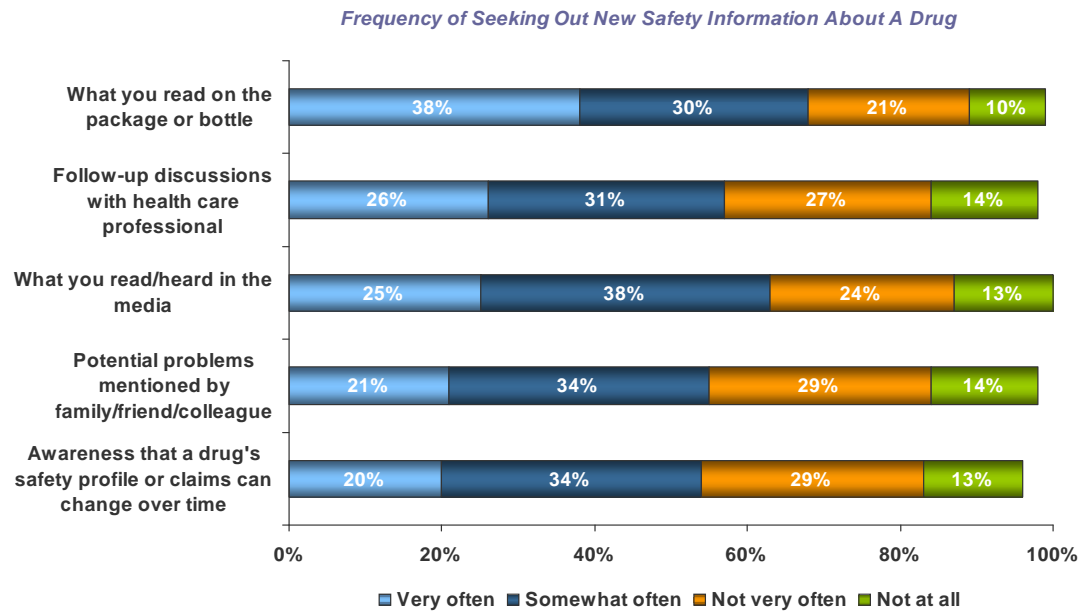
Canadians were asked to what extent they seek out **new** safety information once they have already been taking a health product and fewer seek out the new information out of interest or concern. Indeed, no more than four in ten participants say they always or frequently seek out additional safety information once taking a health product. (Q.7)



Some Canadians are more apt to seek out additional safety information out of interest or concern than others. For instance, those in Quebec are less likely than others to always or frequently search for additional safety information, as are men. In addition, younger Canadians are less apt to search for the additional information once taking a natural health product or non-prescription drug than those over the age of 35.

While a minority of Canadians seek out additional safety information about health products once they have been taking the product, this group acknowledges that they will seek additional information should the circumstance warrant it. Close to four in ten (38%) will very often search for the additional information based on what they read on the package or label, and an additional three in ten will do so somewhat often. They will also seek out additional safety information based on what they hear or read in the media (63% very or somewhat often), conversations with their health care professional (57%), on informal conversations with friends, family members

or colleagues (55%), or on their awareness that a drug’s safety profile can change over time (54%). (Q.8)

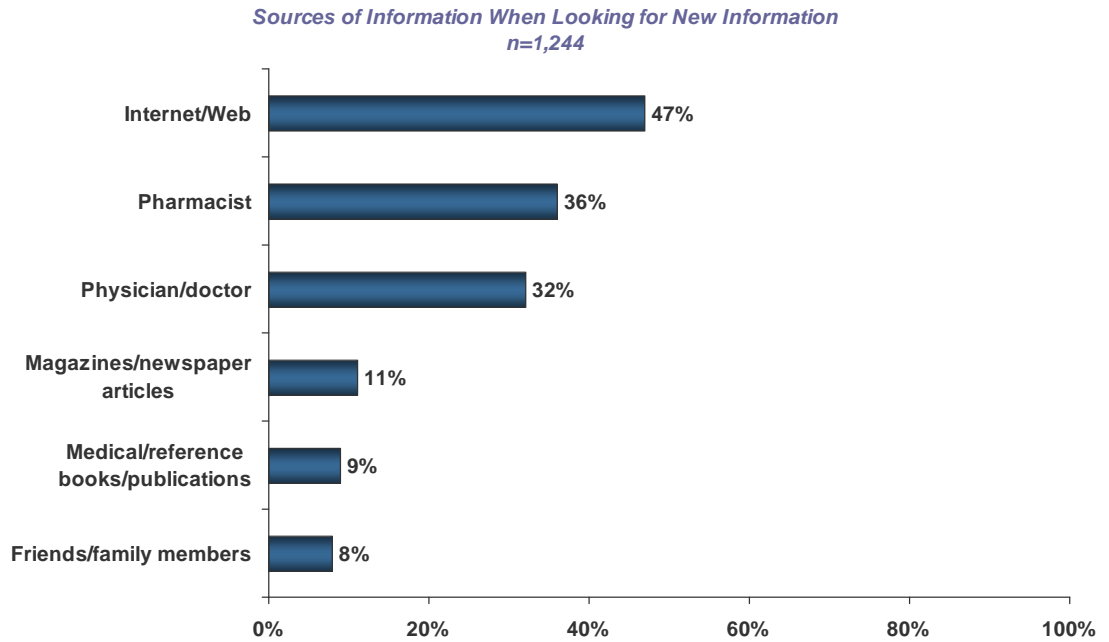


The frequency of seeking additional safety information varies by age. Those between 18 and 34 are less likely than those aged 35 years and older to very often search for the additional information based on the following circumstances:

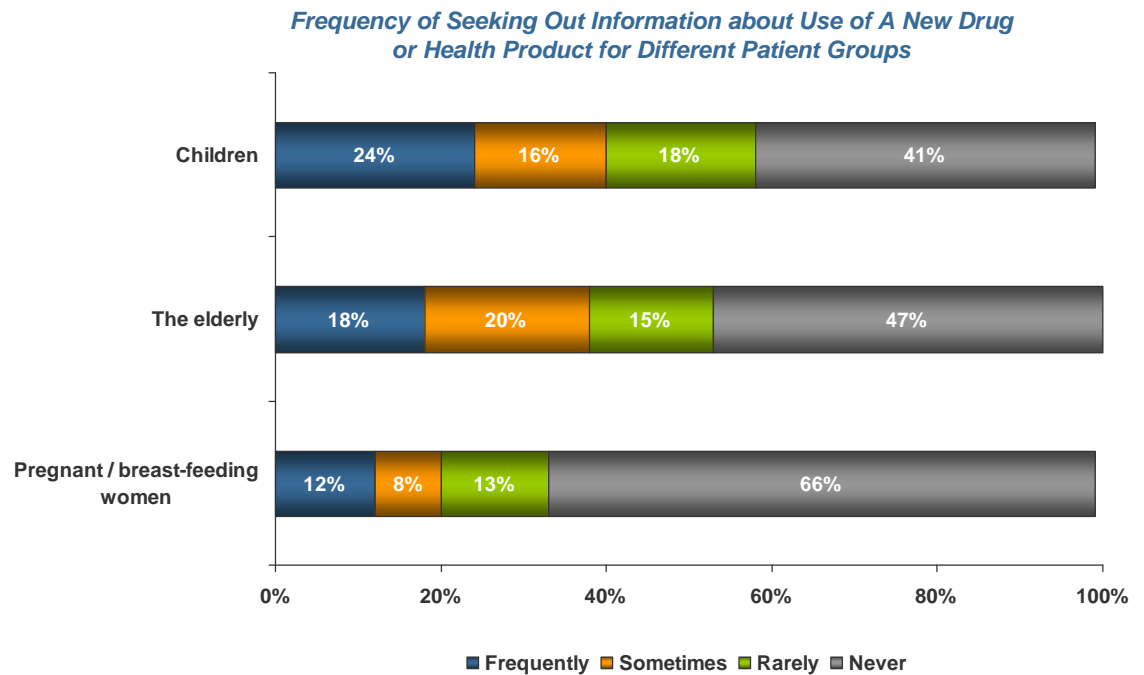
- Awareness that a drug’s safety profile or claims can change over time (18% versus 22%); and
- Follow-up discussions with health care professional (19% versus 29%).

By contrast, younger Canadians (26%) are more likely than those over the age of 55 (17%) to very often seek safety information because of potential problems mentioned by family members.

The sources consulted for additional safety information about a product they are already taking differs from those used in relation to new products. About half of Canadians will consult the internet for information (47%) whereas about one in three will ask a pharmacist (36%) or doctor (32%) for additional information. About one in ten will look at magazines (11%), medical reference books (9%), or ask friends or family (8%) for information. A variety of other sources are cited by fewer Canadians. (Q.9)



Those who regularly search for safety information were also asked to what extent they seek out information about a new drug or health product for different patient groups. The results demonstrate that Canadians are most apt to seek information about product use for children and seniors, and less so for pregnant or breast-feeding women. (Q.10)



Not surprising is the fact that Canadians at least 55 years of age are more apt to frequently seek out information for seniors, compared to younger Canadians (30% versus 12%). Meanwhile, those under the age of 35 are more apt to search information for pregnant or breast-feeding women, compared to those over the age of 55 (24% versus 4%).

4) Health Canada New Drug Safety Information Sources

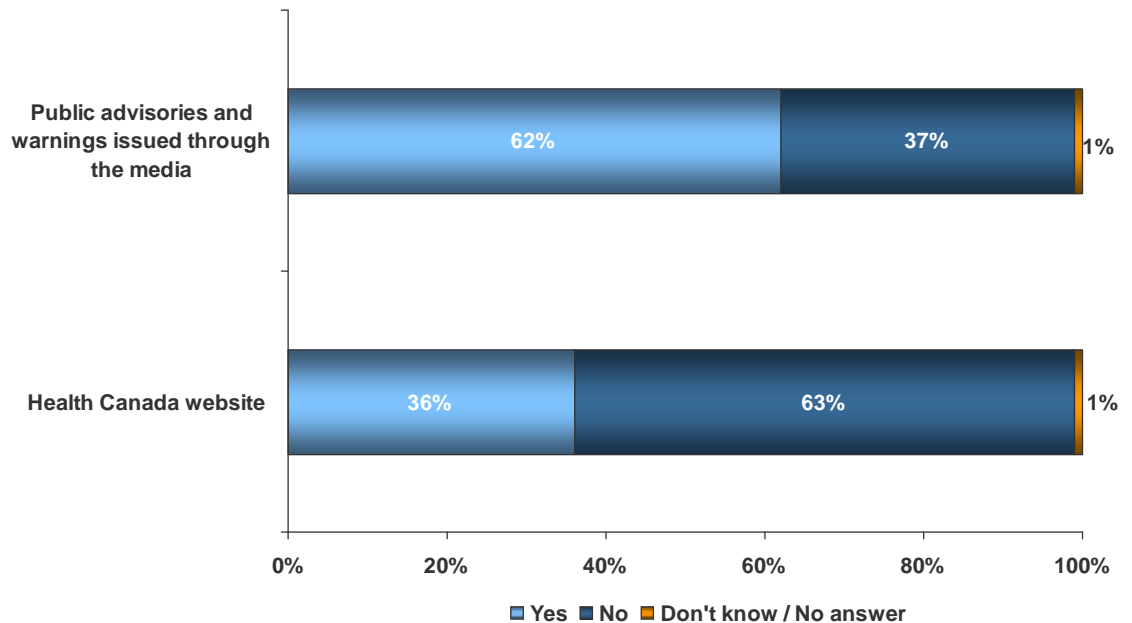
One in three Canadians are aware of Health Canada’s website as a source of new safety information. Two in three are aware of public advisories and warnings issued through the media.

Canadians are more aware of the public advisories and warnings issued through the media than Health Canada’s website. Indeed, six in ten Canadians (62%) say they are aware of the public advisories whereas the same proportion is *not* aware of Health Canada’s website. (Q.11)

Awareness of public advisories is lower in Quebec in comparison to other provinces (48% versus 67%). Meanwhile, awareness of Health Canada’s website is higher among the following groups:

- Women (39% versus 33% of men);
- Canadians under 55 years of age (38% versus 31% 55 and older); and
- Those with at least some post-secondary education (39% versus 31% with no more than a high school education).

Awareness of Sources of New Safety Information provided Through Health Canada



Among those who are aware of Health Canada’s website (n=567), one quarter say they have visited the website within the past six months to obtain

new safety information about drugs and other health products. When recalculated as a proportion of the full sample, ten percent of Canadians have accessed Health Canada’s website for this reason in the past six months. (Q.12)

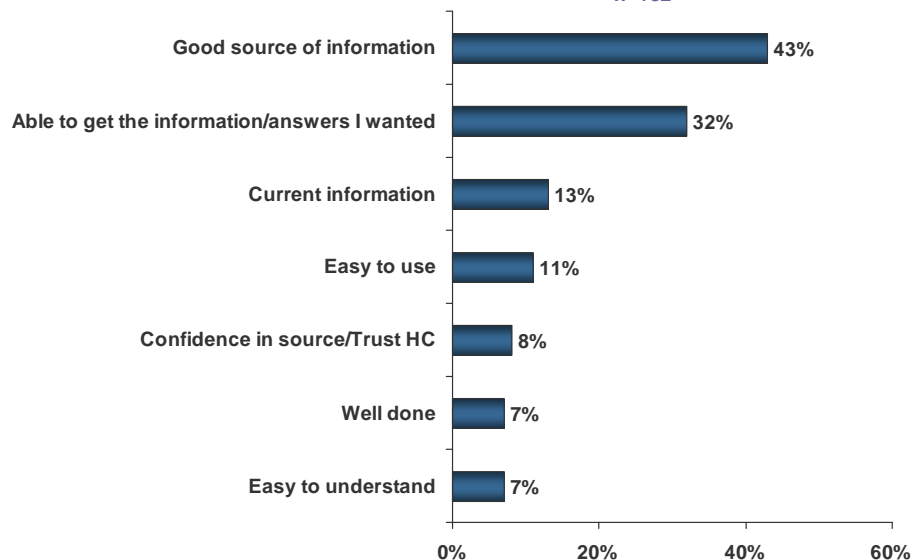
Atlantic Canadians are more likely than others across Canada to say they have used Health Canada’s website in the past six months (16% versus 9%).

Health Canada website users most commonly search for drug information, followed by drug safety information. Satisfaction is high with this source of information.

Users of Health Canada’s website within the past six months (n=147) most often look for drug information (57%) or adverse drug reaction (i.e. safety) information (34%). Fewer accessed the site for general information (13%) or information on illnesses or diseases (12%). A variety of other topics were researched on Health Canada’s website by fewer participants. (Q.13)

Satisfaction is high among users of Health Canada’s website as a source of drug safety information. In fact, nearly nine in ten users of the website are very (38%) or generally (51%) satisfied with it as a source of health information. This group is satisfied because they believe the site is a good source of information (43%) or because they were able to access the information they need (32%). Fewer were satisfied because the site contains current information (13%) it is easy to use (11%), or because they are confident in Health Canada as a source of information (8%). (Q.14, 15)

Why Satisfied with Health Canada's Website as a Source for Drug Safety Information
n=132



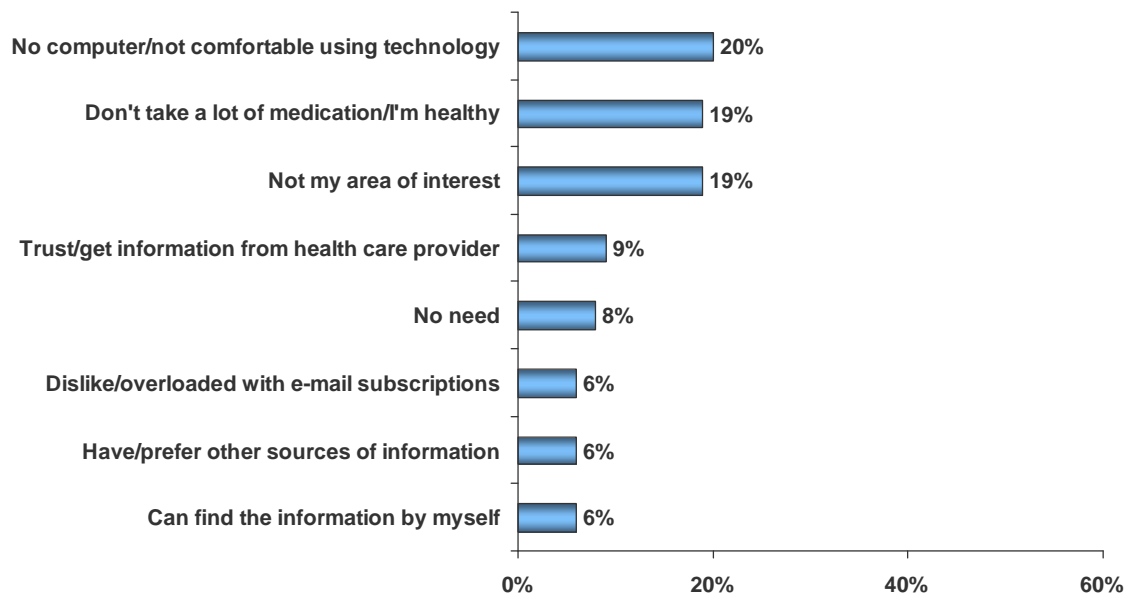
MedEffect (New Program on the Health Canada Website)

Very few Canadians are subscribers of MedEffect’s mailing list.

Few Canadians surveyed (1%) subscribe to the MedEffect e-Notice. Among those who stated they do not currently subscribe to the service (n=1,493), three in ten say they are very (13%) or somewhat likely (19%) to subscribe in the near future. The majority, however, are not very (29%) or not at all (38%) likely to subscribe to it. (Q.16, 17)

Participants are unlikely to subscribe to the service because they do not have a computer or are not comfortable using technology (20%), because they do not take a lot of medications (19%) or because it is not their area of interest (19%). Others will not subscribe because they trust the information they receive from their health care provider (9%) or because they do not see a need for them to subscribe (8%). A variety of other reasons for not subscribing to MedEffect e-notice are given by fewer participants. (Q.18)

*Reasons Why Not Likely to Subscribe to MedEffect e-Notice
(n=1,033)*



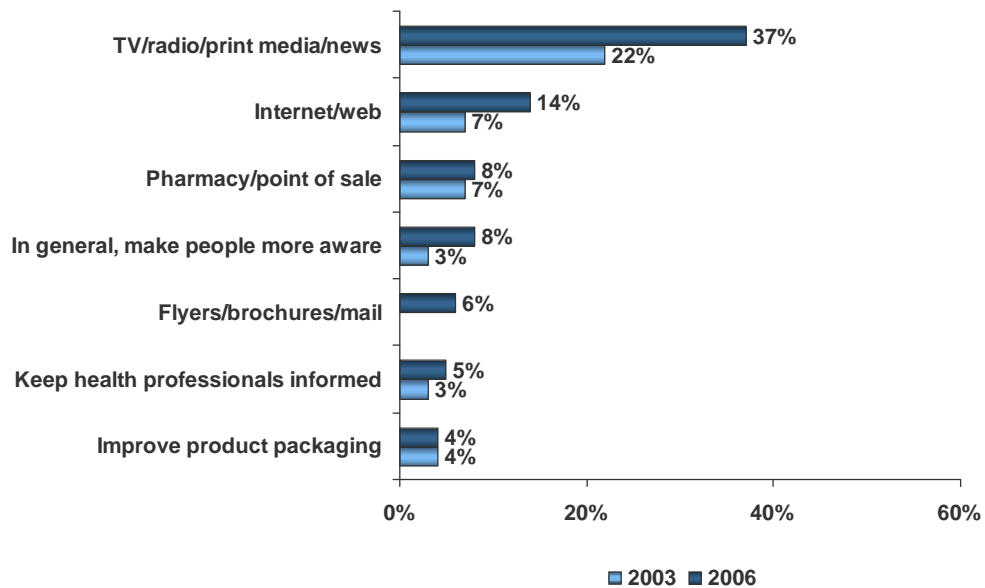
Among the small minority who have accessed Health Canada’s website or subscribe to MedEffect e-notice (n=82), almost four in ten (37%) of this group say they consulted a physician as a result of the information they received on the site. Others stopped using a drug (11%), or sought out more detailed information (4%). Almost three in ten (29%), however, did not do anything as a result of the information they got from the website. (Q.19)

Communications

The media is viewed as the best source for communicating with Canadians about drug safety.

Canadians believe that Health Canada should do more with the media, including TV, radio, or print to communicate with them about new drug safety information (37%). Others believe Health Canada should use the internet (14%) or provide information at the point of sale in pharmacies (8%). One quarter are unsure how Health Canada can better communicate with them about new drug safety information. (Q.20)

How Health Canada Could Do More to Communicate New Drug Safety Information



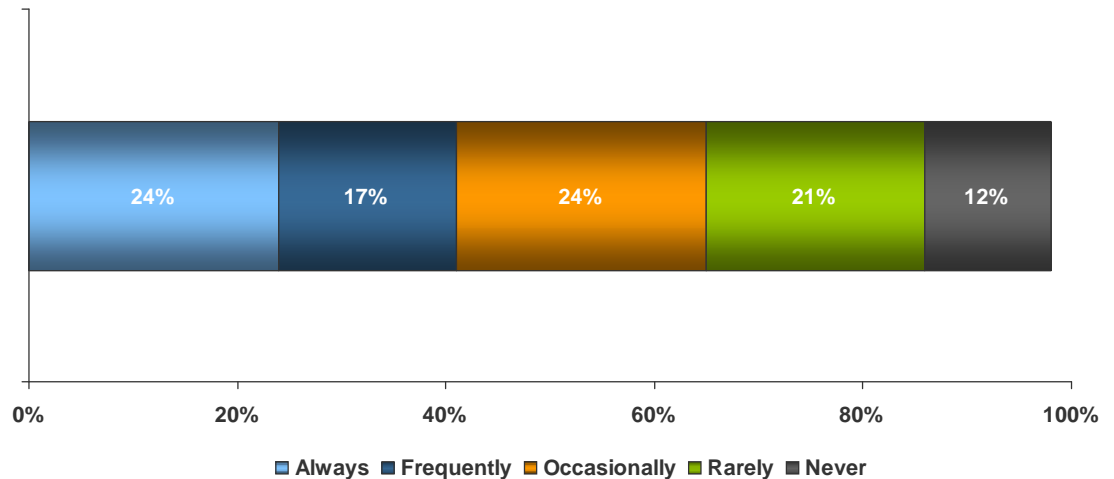
Residents of Quebec are more likely than others across Canada to prefer communications through TV or radio (52% versus 32%), pharmacists (15% versus 5%), or flyers and brochures (11% versus 5%).

5) Adverse Drug Reactions

One in three Canadians do not think about the possibility of experiencing an ADR when taking a new health product. Those who do think of this, primarily do so from personal or family experience.

A sizeable minority of Canadians are alert of the possibility of experiencing an ADR when taking a new drug. Indeed, four in ten always (24%) or frequently (17%) think about an ADR when taking a drug for the first time. Similar proportions occasionally (24%) or rarely (21%) think of it. One in ten (12%) never consider the possibility of an ADR when taking a new drug. (Q.25)

Frequency of Thinking About Experiencing an ADR When Taking a New Drug

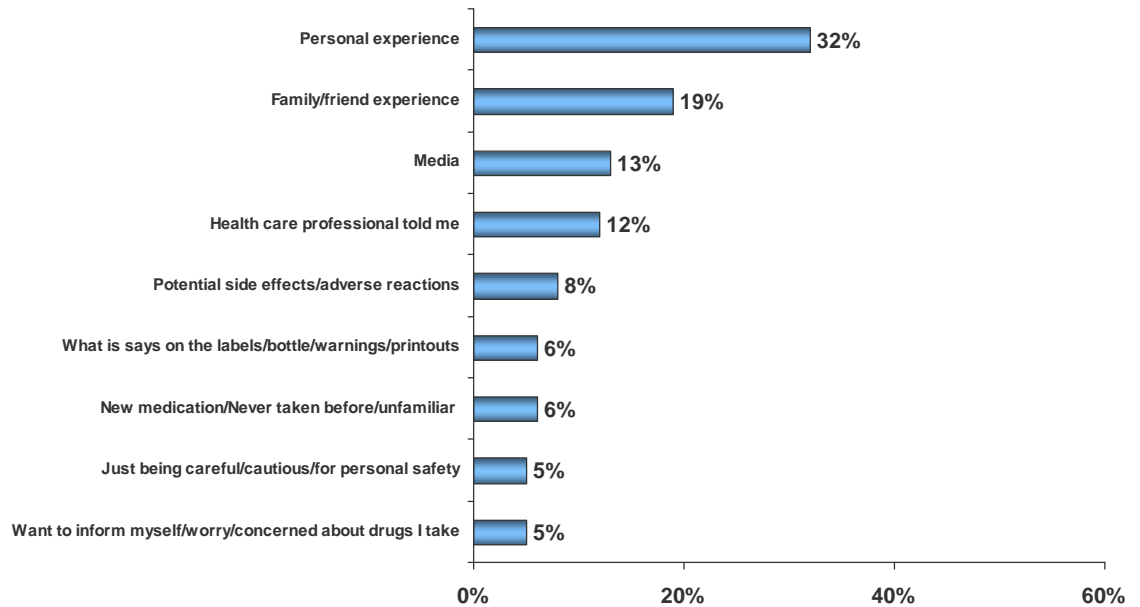


Some groups of Canadians are more apt to *a/ways* think about experiencing an ADR when taking a new drug, including:

- Women (27% versus 21% of men);
- Canadians 35 years of age or older (29% versus 14% between 18 and 34 years of age); and
- Residents in Atlantic Canada or Quebec (28% versus 22% Ontario and west).

Those who think of experiencing an ADR do so primarily from personal or family experience (32%). Others are mindful of ADRs because of a family or friend’s experience (19%), from the media (13%), or because of information they received from their health care professional (12%). A variety of other reasons for thinking of ADRs are cited by fewer participants. (Q.26)

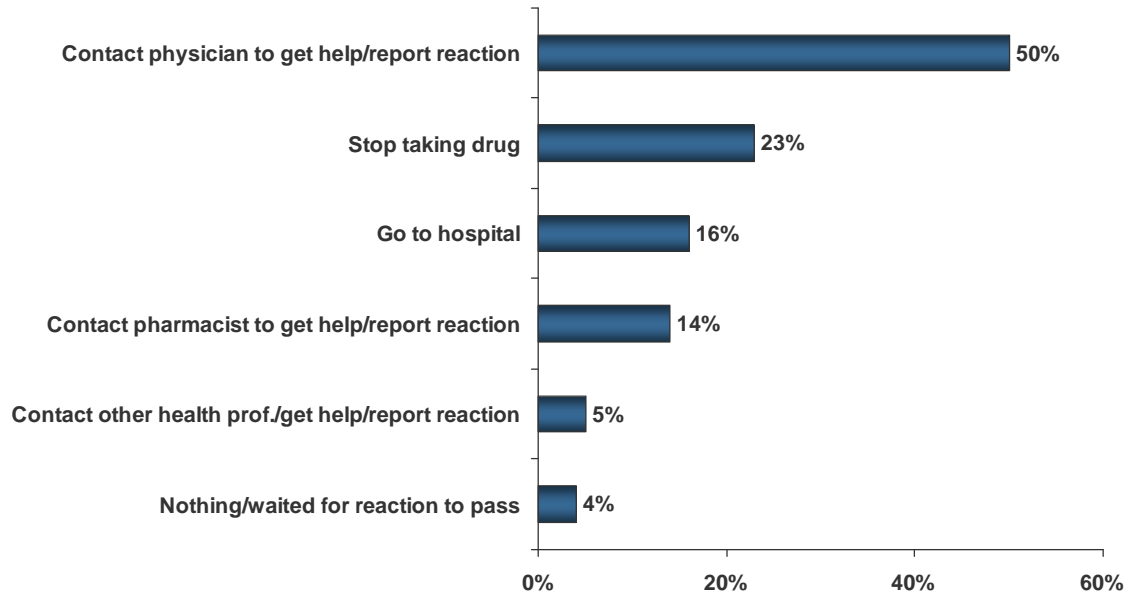
*Reason to Think of an Adverse Drug Reaction
(n=1,000)*



Participants who say they have experienced an ADR (n=333) most commonly experienced it as a result of taking a prescription drug (68%). Smaller proportions say that their ADR was the result of taking a non-prescription drug (6%), a natural health product (4%), or that it was an interaction between two or more different types of products (4%). Almost two in ten did not provide a response to this question. (Q.27)

Participants were most likely to contact their physician when they experienced an ADR (50%). Others stopped taking the drug (23%), went to the hospital (16%), or reported the reaction to their pharmacist (14%). Four percent did not do anything when they experienced their reaction. (Q.28)

What Specifically Done When Experienced ADR
(n=333)

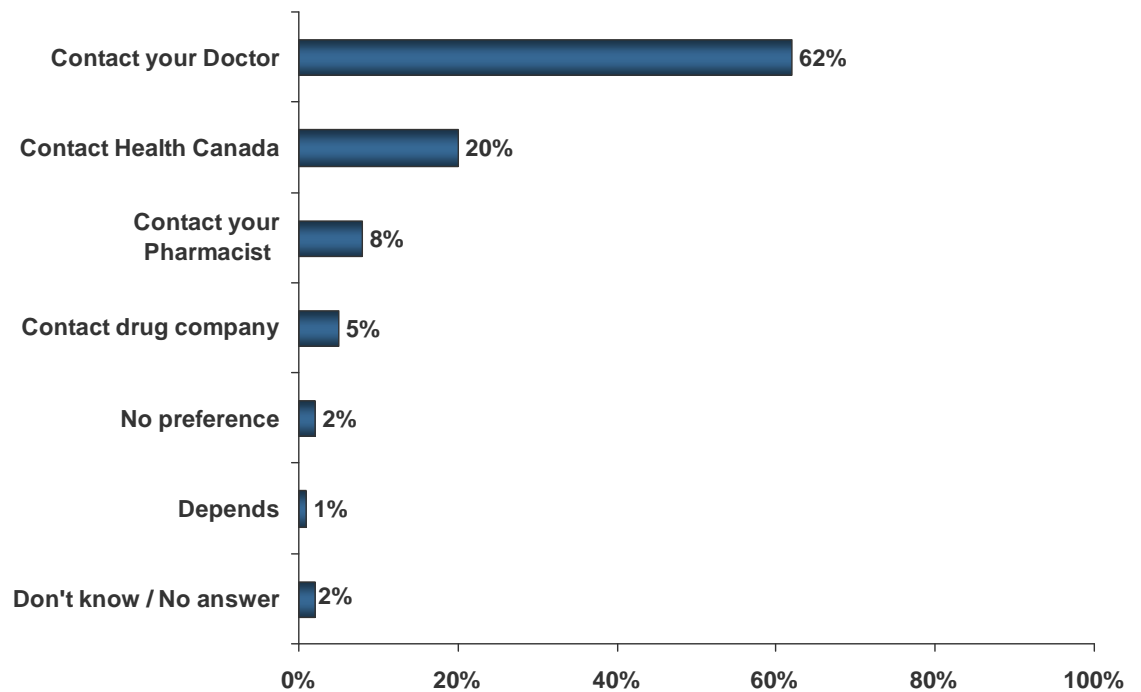


6) ADR Reporting

Canadians would be most comfortable reporting an ADR to their doctor.

One quarter of Canadians say they are aware that Health Canada collects reports about adverse reactions from consumers. Canadians would be most comfortable reporting their reaction to their physician (62%), whereas one in five would feel comfortable reporting it directly to Health Canada (20%). Less than one in ten would prefer to contact their pharmacist (8%), or report the reaction directly to the drug company (5%). (Q.29, 30)

Method Most Comfortable with for Reporting ADR

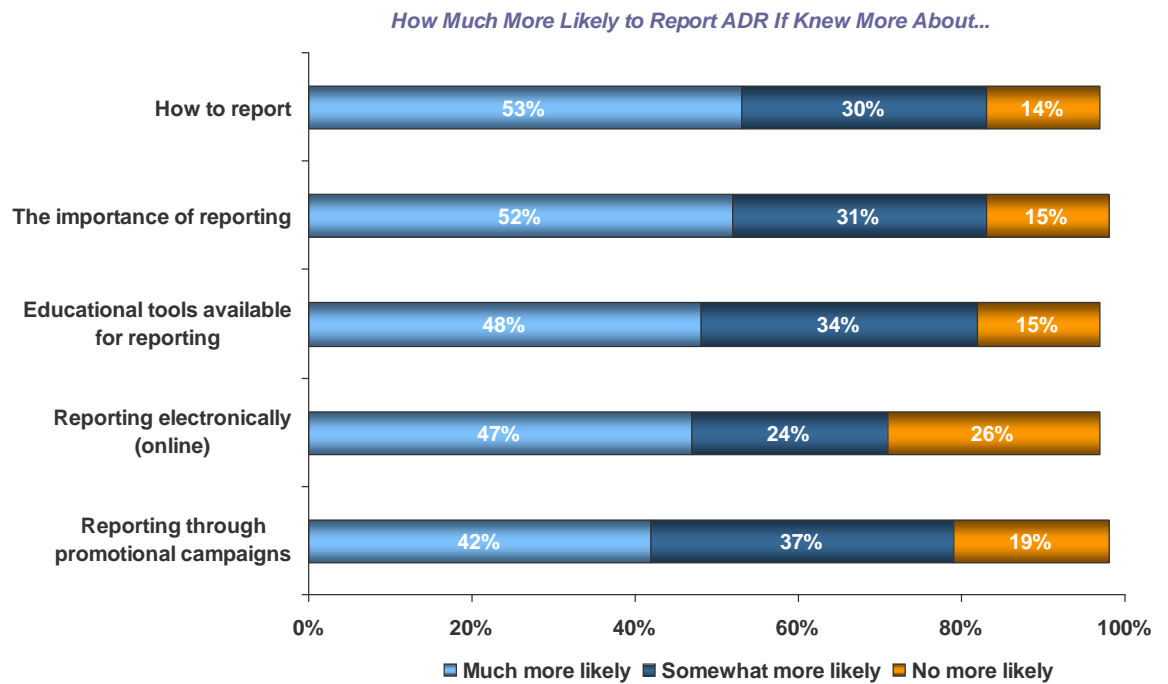


Comfort with different reporting mechanisms differs among different groups in the population. Those most comfortable reporting ADRs to Health Canada include:

- Residents of Quebec (27% versus 18% across Canada);
- Men (24% versus 17% of women); and
- Those under the age of 55 (23% versus 15% 55 years and older).

Canadians are much more likely to report an ADR if they knew how to report one and the importance of reporting.

Canadians would be much more likely to report an ADR if they knew how to report them (53%) and if they knew why reporting one was important (52%). Others would be much more likely if there were educational tools to help them report one (48%), if they were aware that the reaction could be reported electronically (47%), or if they became aware of reporting mechanisms through the media (42%). (Q.31)



Women are more likely than men to be ‘much more likely’ to report an ADR if they knew:

- How to report one (58% versus 48%);
- Why reporting is important (55% versus 47%); and
- About educational tools to help with reporting (51% versus 44%).

More Ontario residents say they are much more likely to report an ADR for any of the above-mentioned reasons as compared to Quebec residents.

Survey Methodology

Questionnaire Design

The questionnaire for this survey was developed by Decima Research, in close consultation with Health Canada. The questionnaire was largely based on the instrument from the 2003 survey. The questionnaire was translated by Decima's in-house translation team. Prior to being finalized, the survey was pre-tested in French and English.

Sample Design and Selection

The sample for this study was designed to complete interviews with a representative sample of 1,500 adult Canadians from households selected randomly across the country. The sample was stratified by region and province to ensure adequate sub-samples for meaningful regional analysis. In the analysis stage, the data were weighted so that the national results are fully representative of the population according to its true distribution across the country.

The sample was drawn using Canada SurveySampler (CSS) technology. CSS is a proprietary selection engine specifically designed to generate a random sample of telephone numbers to be dialled, which ensures that all residential listings in Canada have an equal opportunity to be selected for inclusion in the survey. Within those households selected, respondents 18 years or older were screened for random selection using the “last birthday” method, which provides an efficient means of ensuring the sample approximates the population according to gender and age level. Households where a member trained as a doctor, dentist, pharmacist or nurse, or were employed with a pharmaceutical company, were ineligible for participation in this study.

Survey Administration

This survey was conducted in English and French by telephone using computer-assisted-telephone-interviewing (CATI) technology, from Decima's facilities in Ottawa and Montreal, between March 8 and 25, 2006. The survey averaged 18 minutes in length.

All interviewing was conducted by fully trained and supervised interviewers, and a minimum of 10 percent of all completed interviews were independently monitored and validated in real time.

All qualified respondents were informed of their rights under the Privacy and Access to Information Acts, with those rights respected throughout the interview process. Specifically, respondents were informed of the purpose of the research, of the identities of both the sponsoring department and the research supplier, that their participation in the study is voluntary, and that the information they provide would remain confidential and would only be reported in aggregate. The survey was also registered with the National Survey Registration System.

Sample Disposition

A total of 21,100 numbers were dialled from which 1,513 households were qualified and completed the survey. The overall response rate for this survey was 10%. The final disposition of all contacts is presented in the following table.

A (1-14)	Total Attempted	21100
1	Not in service (disp 4,44,47)	3289
2	Fax (disp 10,46)	484
3	Invalid #/Wrong# (disp 9,12,13,43,77,88)	382
B (4-14)	Total Eligible	16945
4	Busy (disp 2,42)	100
5	Answering machine (disp 3,8,45)	2763
6	No answer (disp 1,41,48)	2284
7	Language barrier (disp 11)	330
8	Ill/Incapable (disp 14)	157
9	Eligible not available/Callback (disp 6,7)	2628
C (10-14)	Total Asked	8683
10	Household/Company Refusal (disp 15,21)	2794
11	Respondent Refusal (disp 22,23,26,27,89)	4102
12	Qualified Termination (disp 24,28,29)	101
D (13-14)	Co-operative Contact	1686
13	Not Qualified (disp 3X,25)	176
14	Completed Interview (disp 20)	1510
	REFUSAL RATE	80.58
	(10+11+12) / C	
	RESPONSE RATE	9.95
	D (13-14) / B (4-14)	
	INCIDENCE*	90.15
	$[(14+12) / (13+14+12)]*100$	
	$[(CI+QualTM)/(NQ+CI+QualTM)]*100$	

Sample Distribution

A total of 1,513 interviews were completed for this study. A sample of this size can be expected to be accurate to the full population of Canadians to within plus or minus 2.5 percent, in 19 out of 20 samples. The margin of error will be larger for regional subsamples, as presented below.

Province	Sample (unweighted)	Margin of Error ¹
Atlantic Canada	203	± 6.9%
Quebec	329	± 5.4%
Ontario	482	± 4.5%
Prairies	250	± 6.2%
British Columbia	249	± 6.2%
Total	1,513	± 2.5%

¹At the 95% confidence level.

Appendix A: Survey Questionnaires

March 20, 2006

Health Canada
Post-Market Drug Safety Information Survey - *General Public*
Final Questionnaire

Introduction

Good morning/afternoon/evening. My name is _____ and I am calling from Decima Research, on behalf of Health Canada. Today we are conducting a survey with individuals across the country about their use and experience with drugs and other health products. This survey is a follow-up to a similar one conducted in 2003. The purpose of this survey is to help Health Canada better understand what kind of information people want about these types of products. This survey is registered with the national survey registration system.

[IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system's toll-free telephone number is 1-800-554-9996].

We choose telephone numbers at random and then select one person from each household at random to be interviewed. To do this, we would like to speak to the person in your household, 18 years and older, who has had the most recent birthday. Would this be you?

Informed Consent: Your participation in this survey is voluntary, and you are free to skip any question you prefer not to answer. Please be assured that your responses are confidential and will not be reported individually nor attributed to you personally. May I interview you now?
Would you like me to continue in English or French?

[IF ASKED: Decima is a professional research company hired by Health Canada to conduct this survey]

[IF ASKED: The survey will take about 15 minutes to complete]

Is anyone in your household trained as doctor, dentist, pharmacist, naturopath or nurse, or employed with a pharmaceutical company?

- Yes
- No
- Don't know/No answer CONTINUE

THANK AND TERMINATE CALL
CONTINUE

IF YES: "This survey is being conducted to obtain public views on drugs and other health products, rather than the views of professionals. Thank you for your interest."

Section A: Use of Marketed Health Products

I'd like to begin by asking about your use of different types of health products . . .

1. Many people take various medicines and remedies. Which of the following have you taken in the past six months? [2003 Q.1]

READ IN SEQUENCE

- a. Prescription drugs
- b. Natural health products, such as vitamins, minerals or herbal remedies
- c. Non-prescription drugs; that is, medicine that is available without a doctor's prescription

- Yes
- No
- Don't know/No answer

IF NO TO ALL THREE, SKIP TO Q.11

B. Information Sources About Marketed Health Products

Now I'd like to ask you about the kinds of information that may be important to you when you take different types of health products . . .

SELECT ONLY ONE PRODUCT TYPE – IF MORE THAN ONE MENTIONED IN Q.1a-c, RANDOMLY SELECT ONE ONLY

2. Thinking about when you take a [PRODUCT TYPE] for the first time, how often do you seek out information about this type of product? Do you do so always, frequently, sometimes, rarely, or never? [2003 Q.3]

- Always
 - Frequently
 - Sometimes
 - Rarely
 - Never
- SKIP TO Q.5

VOLUNTEERED

- Don't know/No answer
- SKIP TO Q.5

3. And what kind of information about a [PRODUCT TYPE] do you typically look for? [2003 Q.4]
DO NOT READ - CODE ALL THAT APPLY
- Active ingredients
 - Effectiveness
 - Directions for usage
 - Dosage level
 - Symptoms it is used for
 - Possible side effects
 - Possible serious effects/risks/hazards of use
 - Warnings about usage with other medications
 - Possible interactions with alcohol
 - Warnings about combining with activities (driving)
 - Information about the manufacturer
 - Other (SPECIFY _____)
 - Don't know/No answer SKIP TO Q.7
4. And where would you be most likely to go to get the information you needed about a new [PRODUCT TYPE]? [2003 Q.5]
DO NOT READ - CODE ALL THAT APPLY
- Doctor/physician
 - Pharmacist
 - Nurse
 - Dentist
 - Naturopath
 - Other health care provider (SPECIFY _____)
 - Friends/family member
 - Website/Internet
 - Government office
 - Health organizations (e.g. Cancer Society)
 - Printed handouts provided by pharmacists
 - Drug manufacturers
 - Product labeling
 - TV/print media
 - Medical reference books
 - Health food store
 - Other (SPECIFY _____)
 - Don't know/No answer

C. Drug Safety Information

Now I'd like to ask you about information about the safety of these different types of health products. By safety I mean information about possible minor side effects, more severe adverse reactions, as well as possible interactions with other medications, foods or substances such as alcohol.

5. Are you very satisfied, generally satisfied, not very satisfied, or not at all satisfied with the safety information you generally need for: [2003 Q.7]
READ IN SEQUENCE – ASK ONLY THOSE PRODUCT TYPES IN Q.1a-c

- a. Prescription drugs
- b. Natural health products, such as vitamins, mineral or herbal remedies
- c. Non-prescription drugs

- Very satisfied
- Generally satisfied
- Not very satisfied
- Not at all satisfied
- VOLUNTEERED
- Do not need any information
- Depends
- Don't know/No answer

6. [ASK FOR EACH PRODUCT TYPE IF NOT VERY/NOT AT ALL SATISFIED/DEPENDS IN Q.5] In what way are you not more satisfied with the safety information for [PRODUCT TYPE]? [2003 Q.8]
DO NOT READ - CODE ALL THAT APPLY

- Not enough information (PROBE FOR SPECIFICS)
- Hard to find relevant information
- Difficult to get answers to my questions
- Concerned about the safety of drugs on the market
- Difficult to get information from doctor/pharmacist/health care provider
- Information is difficult to understand
- Information is incomplete
- Other (SPECIFY _____)
- Don't know/No answer

7. Once you are already taking a new drug or health product, how often, if at all, do you seek out **new** safety information out of interest or concern? Would you say you look for new safety information about [PRODUCT CATEGORY] always, frequently, sometimes, rarely or never? [2003 Q.9]
READ IN SEQUENCE – ASK ONLY IF USE PRODUCT TYPE IN Q.1a-c

- a. Prescription drugs
- b. Natural health products
- c. Non-prescription drugs

- Always
- Frequently
- Sometimes
- Rarely, or
- Never

VOLUNTEERED

- Depends
- Don't know/No answer

ASK ONLY IF AT LEAST RARELY FOR ANY IN Q.7, OTHERWISE SKIP TO Q.11

8. How often, if at all, have each of the following caused you to seek out new safety information about a drug? Would you say very often, somewhat often, not very often, not at all? [NEW] ROTATE

- a. Awareness that a drug's safety profile or claims can change over time
- b. Follow-up discussions with your health care professional (doctor, nurse, pharmacist, dentist, naturopath)
- c. What you read on the package or bottle
- d. What you read or heard in the media
- e. Potential problems mentioned to you by a family member, friend, or colleague

- Very often
- Somewhat often
- Not very often
- Not at all

VOLUNTEERED

- Don't know/no answer

9. [IF AT LEAST RARELY FOR Q.7a,b or c; OTHERS SKIP TO Q.11] Where have you looked for this type of new information about drug safety; that is information you've sought out after you have begun taking the drug? [2003 Q.10]

DO NOT READ - CODE ALL THAT APPLY; PROBE: Anywhere else?

- Physician/doctor
- Pharmacist
- Other health care provider
- Friends/family members
- Internet/Web (PROBE FOR SPECIFIC TYPE OF SITE)
- Health Canada (PROBE FOR SPECIFICS)
- Health Canada /MedEffect/other government offices
- Canadian Health Network
- Drug/manufacture website
- Drug/manufacture - toll free line
- Medical/reference books/publications
- Magazines/newspaper articles
- Public Advisories/Warnings
- Health product information electronic mailing list
- Patient support groups (e.g. cancer)
- CPS (Compendium of Pharmacy Specialties)
- Natural/health food store
- Packaging/label/patient information
- Other (SPECIFY _____)
- Don't know/No answer

I would now like to ask about the types of information you seek about health products for other people...

10. How often, if at all, do you seek out information about the use of a new drug or health product by each of the following patient groups? Starting with ... do you search for information frequently, sometimes, rarely or never? And what about...[NEW]

ROTATE

- a. The elderly
- b. Children
- c. Pregnant/breast-feeding women

- Frequently
- Sometimes
- Rarely, or
- Never

VOLUNTEERED

- Don't know/no answer

11. Are you aware of any of the following sources of new safety information about drugs and other health products, provided through Health Canada? [2003 Q.11]

READ IN SEQUENCE IF NOT MENTIONED IN Q.9

- a. Public Advisories and Warnings issued through the media
- b. Health Canada's website

- Yes
- No
- Don't know/No answer

IF NO TO BOTH - SKIP TO Q.16

12. (IF YES TO Q.11b OR MENTION HEALTH CANADA WEBSITE AT Q.9) And in the past six months have you used Health Canada's website to get new safety information about drugs or other health products? [2003 Q.12]

- Yes
- No
- Don't know/No answer

D. Evaluation of Health Canada’s Website for Drug Safety Information

[ASK IF USED HEALTH CANADA WEBSITE IN Q.12 – OTHERS GO TO Q.16]

13. I would now like to ask you about your use of Health Canada's website. What type of information do you generally look for on the Health Canada Website? [NEW]
DO NOT READ – CODE ALL THAT APPLY
- Drug information
 - Travel advisories
 - Immunization information
 - Adverse drug reaction information
 - Other health product information (specify)
 - Environmental information
 - Policy and guidelines
 - Other (specify)
14. How satisfied are you overall with this site as a source of information about drug safety? Are you: [2003 Q.13]
- Very satisfied
 - Generally satisfied
 - Not very satisfied
 - Not at all satisfied
- VOLUNTEERED
- Depends SKIP TO Q.16
 - Don't know/No answer SKIP TO Q.16
15. Why do you say that? [2003 Q.14]
DO NOT READ - CODE ALL THAT APPLY
- Why Satisfied
- Good source of information
 - Able to get the information/answers I wanted
 - Current information
 - Easy to use
 - Confidence in source/Trust Health Canada
 - Easy to understand
 - Well done
 - Other (SPECIFY _____)
 - Don't know/No answer

19. [IF Health Canada web site at Q.12 OR YES AT Q.16] In what way, if any, did information you obtained through the website you visited, lead you to do anything differently, such as changing the way you are using a particular drug, or consulting your physician? [2003 Q.15 revised]
DO NOT READ - CODE ALL THAT APPLY
- Stopped using drug
 - Changed frequency of using drug
 - Changed dosage
 - Switched drug
 - Started new drug
 - Consulted physician
 - Consulted pharmacist
 - Consulted other health professional
 - Sought out more detailed information (other sources)
 - Did not get any new information
 - Other (SPECIFY _____)
 - Don't know/No answer
20. [ASK EVERYONE] In what way, if any, do you think Health Canada could do more to provide Canadians with new safety information about drugs and other health products? [2003 Q16]
SPECIFY
DO NOT READ – CODE ALL THAT APPLY
- TV/radio/print media/media/news
 - Pharmacy/point of sale
 - Internet/web
 - Improve product packaging
 - Keep health professionals informed
 - Make it accessible to people without Internet
 - In general, make people more aware
 - Improve/update/expand website
 - More regulatory oversight
 - Other
 - None
 - Don't know/no answer

E. Perceptions About Drug Safety

I'd now like to ask you more generally about drug safety...

21. Thinking about specific types of health products, would you consider [CATEGORY] to be very safe, generally safe, not very safe, or not at all safe? [2003 Q.17]
READ IN SEQUENCE
- a. Prescription drugs
 - b. Natural health products, such as vitamins, minerals or herbal remedies
 - c. Non-prescription drugs
- Very safe
 - Generally safe
 - Not very safe
 - Not at all safe
- VOLUNTEERED
- Depends
 - Don't know/No answer

Now thinking about roles and responsibilities for drug safety in Canada...

22. How confident are you in each of the following? For each one, please tell me if you are very confident, somewhat confident, not very confident, or not at all confident [NEW]
READ IN SEQUENCE
- a. How drug companies ensure the safety and effectiveness of the drugs they manufacture
 - b. How the federal government monitors and regulates drug safety and effectiveness
 - c. In the knowledge your health professionals, such as doctors, pharmacists, and nurses have and their sharing of this information about the safety of the drugs they administer
- Very confident
 - Somewhat confident
 - Not very confident
 - Not at all confident
- VOLUNTEERED
- Depends
 - Don't know/No answer
23. How much responsibility should each of the following groups have for drug safety? For each of the following, please tell me if they should have ... [NEW]
READ AND ROTATE
- a. Patients/consumers
 - b. Health care professionals
 - c. The federal government
 - d. Drug companies
- Sole responsibility
 - Shared responsibility
 - No responsibility
24. And thinking about your own role in the safe use of drugs or other health products, how likely are you to do each of the following? Are you very likely, somewhat likely, not very likely, or not at all likely. [NEW]
READ AND ROTATE - CODE ALL THAT APPLY
- a. Asking your health care professional for information about drug safety
 - b. Reading product labels and following instructions for use
 - c. Informing yourself about potential adverse reactions or side effects from various sources
 - d. Report an adverse reaction or side effect that you or a family member experienced

28. What specifically did you do when you experienced this adverse drug reaction? [2003 Q.24]
DO NOT READ - CODE ALL THAT APPLY

- Contact physician to get help/reported reaction
- Contact pharmacist to get help/ reported reaction
- Contact other health professional to get help/ reported reaction
- Contact drug company to get information
- Go to hospital
- Contact poison control centre
- Contact provincial drug information centre
- Stop taking drug
- Report reaction to physician
- Report reaction to pharmacist
- Report reaction to other health professional
- Report reaction to drug company
- Report event to Health Canada
- Report event to other government agency
- Call TeleHealth/Info Sante
- Check drug package for instructions
- Other (SPECIFY _____)
- Don't know/No answer

G. ADR Reporting

29. Are you aware that Health Canada collects reports of adverse reactions from consumers? [NEW]

- Yes
- No
- Don't know/No answer

30. [READ ONLY IF NO OR DK/NA AT Q.29] There is a system in place for drug companies, health professionals and consumers to report adverse drug reactions. There are three ways for a consumer to report an adverse drug reaction:

- By contacting your health care professional
- By contacting Health Canada using a toll-free reporting hotline, or
- By contacting the company that manufactured the product you reacted to.

[ASK ALL] Which of these three methods of reporting an adverse drug reaction would you be most comfortable using? READ IF NECESSARY [2003 Q.26]

- Contacting your health care professional (PROBE FOR SPECIFIC PROFESSIONAL – READ IF NECESSARY)
 - a. Doctor
 - b. Pharmacist
 - c. Nurse
 - d. Naturopath
 - e. Dentist
- Contacting Health Canada
- Contacting drug company
- VOLUNTEERED
- No preference
- Depends
- Don't know/No answer

31. How much more likely would you be to report an adverse reaction if you knew more about... Would you say much more likely, somewhat more likely, or no more likely? [NEW]
- a. Why reporting is important
 - b. How to report (what form to fill in, where to find the form, what information is needed)
 - c. Educational tools available to help you report an adverse reaction
 - d. Adverse reaction reporting through promotional campaigns (TV, radio, print, e.g., life style magazines)
 - e. If you knew you could report it electronically (online)
- Much more likely
 - Somewhat more likely
 - No more likely
- VOLUNTEERED
- Don't know/no answer

I. Respondent Characteristics/Demographics

To finish up, I'd like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

32. In which of the following age categories can I place you?
READ
- 18 to 24
 - 25 to 34
 - 35 to 44
 - 45 to 54
 - 55 to 64
 - 65 and over
- VOLUNTEERED
- No Response/Refused
33. What is the highest level of education you have completed?
READ IF NECESSARY - CODE ONE ONLY
- Elementary school
 - Some high school
 - Completed high school
 - Some community college/technical college/CEGEP
 - Completed community college/technical college/CEGEP
 - Some university
 - Completed university
 - Post-graduate degree
 - No schooling
- VOLUNTEERED
- No Response/Refused

34. What is your mother tongue, that is, the language you first learned at home?
DO NOT READ - CODE ONE ONLY

- English
- French
- Other (SPECIFY _____)
- No response/Refused

35. To which ethnic or cultural group would you say that you belong?
DO NOT READ - CODE UP TO TWO RESPONSES

- Canadian
- French Canadian/Quebecois
- French
- English
- American
- Irish/Scottish/Welsh
- Chinese
- Eastern Europe (Czech/Slovak, Hungarian)
- Finnish/Baltic
- German/Austrian
- Greek/Macedonian
- Hungarian
- Indian/Pakistani/Sikh/Bengali/Sri Lankan/Tamil/Bangladesh
- Italian
- Japanese/Korean/Other East Asian
- Jewish
- Native Indian/Inuit/Aboriginal
- Black
- Dutch/Netherlands
- Polish
- Portuguese
- Russian/Ukrainian
- Scandinavian
- West Indian
- Oceanic (Australian, New Zealander)
- Other (SPECIFY _____)
- No Answer/Refuse

36. For statistical purposes only, we need information about your household income. Please tell me which of the following categories applies to your total household income for the year 2006?
READ - CODE ONE ONLY - ROUND UP IF RESPONSE IS ON DIVIDING LINE BETWEEN CATEGORIES

- Less than \$25,000
- \$25,000 to \$40,000
- \$40,000 to \$60,000
- \$60,000 to \$80,000
- More than \$80,000
- VOLUNTEERED
- Don't Know/Refused

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

On behalf of Health Canada, thank you very much for your cooperation.

RECORD:

37. Gender

- Male
- Female

38. Language of interview

- English
- French

39. Province/Territory

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Nova Scotia
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Nunavut
- Northwest Territories
- Yukon

-- END --

20 mars 2006

Santé Canada
Renseignements sur l'innocuité des médicaments après leur mise en marché
Sondage auprès du grand public

Questionnaire final

Introduction

Bonjour/Bonsoir. Je m'appelle _____ et je vous téléphone du Centre de recherche Décima pour le compte de Santé Canada. Nous effectuons un sondage auprès de Canadiens et de Canadiennes pour mieux connaître l'usage qu'ils font des médicaments et des produits de santé et pour mettre en lumière leur expérience à cet égard. Nous avons effectué un sondage similaire en 2003. Celui-ci en est le suivi. L'objectif de ce sondage est d'aider Santé Canada à mieux comprendre la nature des renseignements que la population recherche sur certains types de produits. Ce sondage est enregistré dans le système national d'enregistrement des sondages.

[SI ON LE DEMANDE : Le système d'enregistrement a été mis sur pied par l'industrie canadienne de recherche par sondages de façon à permettre au public de vérifier la légitimité d'un sondage, d'obtenir des renseignements sur l'industrie des sondages ou de formuler une plainte. Pour les joindre, composez sans frais le 1 800-554-9996].

Les numéros de téléphone ont été choisis au hasard. Nous demandons par la suite à une personne de répondre au sondage. Nous aimerions parler à la personne de votre foyer, âgée de 18 ans et plus, qui a été la dernière à fêter son anniversaire de naissance. S'agit-il de vous?

Consentement : Votre participation à ce sondage est volontaire et vous êtes libre de sauter une question si vous préférez ne pas y répondre. Soyez assuré(e) que vos réponses demeureront confidentielles et que nous respecterons votre anonymat. Puis-je commencer?

Désirez-vous que je continue en français ou en anglais?

[SI ON LE DEMANDE : Décima est une entreprise de recherche professionnelle qui a été mandatée par Santé Canada pour effectuer ce sondage.]

[SI ON LE DEMANDE : Le sondage est d'une durée approximative de 15 minutes.]

Y a-t-il une personne chez vous qui est médecin, dentiste, pharmacien, naturopathe ou infirmier de formation, ou qui travaille pour une société pharmaceutique?

- | | |
|---------------------------------------|-------------------------------|
| - Oui | REMERCIEZ ET TERMINEZ L'APPEL |
| - Non | CONTINUEZ |
| - Ne sait pas/Préfère ne pas répondre | CONTINUEZ |

Section A : Utilisation de produits de santé commercialisés

J'aimerais tout d'abord vous poser quelques questions sur votre usage de différents types de produits de santé . . .

1. De nombreuses personnes prennent des médicaments et des remèdes. Lequel de ces médicaments avez-vous pris au cours des 6 derniers mois? [2003 Q.1]
LISEZ EN ORDRE
 - a. Des médicaments d'ordonnance
 - b. Des produits de santé naturels, comme des vitamines, des minéraux ou des remèdes à base de plantes médicinales
 - c. Des médicaments en vente libre; c'est-à-dire des médicaments vendus sans ordonnance
 - Oui
 - Non
 - Ne sait pas/Préfère ne pas répondre

SI NON AUX TROIS, PASSEZ À Q.11

B. Sources de renseignements sur les produits de santé commercialisés

J'aimerais maintenant vous poser des questions sur les sortes de renseignements qui peuvent être importants pour vous lorsque vous prenez différents types de produits de santé...

NE SELECTIONNEZ QU'UN SEUL TYPE DE PRODUIT – SI LE RÉPONDANT EN A MENTIONNÉ PLUS D'UN À Q.1a-c, SÉLECTIONNEZ-EN UN AU HASARD

2. Veuillez penser au moment où vous prenez [TYPE DE PRODUIT] pour la première fois. À quelle fréquence recherchez-vous des renseignements sur ce type de médicament? Le faites-vous toujours, souvent, parfois, rarement ou jamais? [2003 Q.3]
 - Toujours
 - Souvent
 - Parfois
 - Rarement
 - Jamais

DIT SPONTANÉMENT

 - Ne sait pas/Préfère ne pas répondre

PASSEZ À Q.5

PASSEZ À Q.5

3. Et habituellement, quelle sorte de renseignements cherchez-vous au sujet [TYPE DE PRODUIT]? [2003 Q.4]
NE LISEZ PAS – ENTREZ TOUTES LES RÉPONSES APPLICABLES

- Ingrédients actifs
- Efficacité
- Directives d'utilisation
- Posologie
- Symptômes pour lesquels il est utilisé
- Effets secondaires possibles
- Effets graves/risques/dangers possibles de la consommation
- Avertissements concernant la consommation avec d'autres médicaments
- Interactions possibles avec l'alcool
- Avertissements sur la consommation tout en faisant certaines activités (conduire)
- Renseignements sur le fabricant
- Autre (PRÉCISEZ _____)
- Ne sait pas/ Préfère ne pas répondre PASSEZ À Q.7

4. Et où êtes-vous le plus susceptible d'aller chercher l'information dont vous avez besoin sur [TYPE DE PRODUIT]? [2003 Q.5]
NE LISEZ PAS - ENTREZ TOUTES LES RÉPONSES APPLICABLES

- Docteur(e) ou médecin
- Pharmacien(ne)
- Infirmier(ère)
- Dentiste
- Naturopathe
- Autre fournisseur de soins de santé (PRÉCISEZ _____)
- Amis/membres de la famille
- Site Web/Internet
- Bureau gouvernemental
- Organismes de la santé (ex. : Société du cancer)
- Documents imprimés fournis par les pharmaciens
- Fabricants de médicaments
- Étiquettes sur les produits
- Télévision/médias imprimés
- Ouvrages de référence sur la médecine
- Magasin d'aliments santé
- Autre (PRÉCISEZ _____)
- Ne sait pas/Préfère ne pas répondre

C. Renseignements sur l'innocuité des médicaments

J'aimerais maintenant vous poser des questions concernant les renseignements sur l'innocuité de ces différents types de produits de santé. Par innocuité, je fais référence aux renseignements qui portent sur les effets secondaires mineurs, les effets indésirables ou plus graves, ainsi que les interactions possibles avec d'autres médicaments, aliments ou substances comme l'alcool.

5. Êtes-vous très satisfait(e), généralement satisfait(e), pas très satisfait(e), ou pas du tout satisfait(e) des renseignements sur l'innocuité dont vous avez habituellement besoin concernant :
LISEZ EN ORDRE – NE DEMANDEZ QUE LES TYPES DE PRODUIT MENTIONNÉS À Q.1a-c

- a. Des médicaments d'ordonnance
- b. Des produits de santé naturels, comme des vitamines, des minéraux ou des remèdes à base d'herbes médicinales
- c. Des médicaments en vente libre

- Très satisfait(e)
- Généralement satisfait(e)
- Pas très satisfait(e)
- Pas du tout satisfait(e)
- DIT SPONTANÉMENT
- N'a besoin d'aucune information
- Cela dépend
- Ne sait pas/Préfère ne pas répondre

6. [DEMANDEZ SI PAS TRÈS/PAS DU TOUT SATISFAIT(E)/CELA DÉPEND À CHACUN DES PRODUITS DE Q.5] Pourquoi n'êtes-vous pas davantage satisfait(e) des renseignements sur l'innocuité concernant [TYPE DE PRODUIT]? [2003 Q.8]
NE LISEZ PAS – ENTREZ TOUTES LES RÉPONSES APPLICABLES

- Pas suffisamment d'information (SONDEZ POUR OBTENIR DES RÉPONSES PRÉCISES)
- Difficile de trouver de l'information pertinente
- Difficile d'obtenir des réponses à mes questions
- Préoccupé(e) par l'innocuité des médicaments sur le marché
- Difficile d'obtenir des renseignements de la part des médecins/pharmaciens/fournisseurs de soins de santé
- L'information est difficile à comprendre
- L'information est incomplète
- Autre (PRÉCISEZ _____)
- Ne sait pas/Préfère ne pas répondre

7. Lorsque vous avez commencé à prendre un nouveau médicament ou un nouveau produit de santé, à quelle fréquence continuez-vous à chercher de **nouveaux renseignements** sur son innocuité, soit par intérêt ou parce que cela vous préoccupe? Diriez-vous que vous cherchez toujours, souvent, parfois, rarement ou jamais de nouveaux renseignements sur l'innocuité [TYPE DE PRODUIT]? [2003 Q.9]

LISEZ EN ORDRE – NE DEMANDEZ QUE LES TYPES DE PRODUIT MENTIONNÉS À Q.1a-c

- a. Des médicaments d'ordonnance
- b. Des produits de santé naturels, comme des vitamines, des minéraux ou des remèdes à base d'herbes médicinales
- c. Des médicaments en vente libre

- Toujours
- Souvent
- Parfois
- Rarement, ou
- Jamais

DIT SPONTANÉMENT

- Cela dépend
- Ne sait pas/Préfère ne pas répondre

POSEZ SEULEMENT SI AU MOINS RAREMENT À L'UN OU L'AUTRE DES TYPES DE PRODUIT À Q.7 AUTREMENT, PASSEZ À Q.11

8. À quelle fréquence ces raisons vous ont-elles incité(e) à chercher de nouveaux renseignements sur l'innocuité d'un médicament? [NOUVELLE] ALTERNEZ

- a. Le fait de savoir que le profil de l'innocuité d'un médicament ou ses vertus peuvent changer au fil du temps
- b. Le suivi d'un professionnel de la santé (médecin, infirmier(ère), pharmacien(ne), dentiste, naturopathe)
- c. Ce que vous lisez sur l'emballage ou la bouteille
- d. Ce que vous lisez ou ce dont vous entendez parler dans les médias
- e. Problèmes potentiels dont vous a parlé un parent, un ami ou un collègue

- Très souvent
- Assez souvent
- Pas très souvent
- Jamais

DIT SPONTANÉMENT

- Ne sait pas/Préfère ne pas répondre

9. [SI AU MOINS RAREMENT À Q.7a,b ou c, AUTREMENT, PASSEZ À Q.11] Où avez-vous cherché de nouveaux renseignements sur l'innocuité des médicaments? C'est-à-dire les renseignements que vous avez cherchés après avoir commencé à prendre le médicament ou le produit? [2003 Q.10] **NE LISEZ PAS – ENTREZ TOUTES LES RÉPONSES APPLICABLES; SONDEZ : Avez-vous eu recours à d'autres ressources?**

- Médecin/docteur(e)
- Pharmacien(ne)
- Autre fournisseur de soins de santé
- Amis/membres de la famille
- Internet/site Web (SONDEZ POUR OBTENIR UN TYPE DE SITE PRÉCIS)
- Santé Canada (SONDEZ POUR OBTENIR DES RÉPONSES PRÉCISES)
- Bureau de Santé Canada / MedEffet /autre bureau gouvernemental
- Réseau canadien de la santé
- Site Web du médicament/du fabricant
- Médicament/fabricant – numéro sans frais
- Ouvrages de référence (livres, publications sur la médecine)
- Revues/articles de journaux
- Avis/avertissements publics
- Liste d'envoi électronique au sujet de produits de santé
- Groupes de soutien pour les patients (ex. : cancer)
- CPS (Compendium des produits et spécialités pharmaceutiques)
- Magasin d'aliments de santé ou d'aliments naturels
- Emballage/étiquette/information destinée au patient
- Autre (PRÉCISEZ _____)
- Ne sait pas/Préfère ne pas répondre

J'aimerais maintenant vous poser des questions sur les types de renseignements que vous cherchez sur des produits de santé pour d'autres personnes...

10. Le cas échéant, à quelle fréquence cherchez-vous des renseignements sur l'utilisation d'un nouveau médicament ou produit de santé pour les groupes de personnes suivants? En commençant par ... Cherchez-vous des renseignements pour eux souvent, parfois, rarement ou jamais? Et concernant...[NOUVELLE]
ALTERNEZ

- a. Les personnes âgées
- b. Les enfants
- c. Les femmes enceintes ou qui allaitent

- Souvent
 - Parfois
 - Rarement, ou
 - Jamais
- DIT SPONTANÉMENT**
- Ne sait pas/Préfère ne pas répondre

11. Connaissez-vous l'un de ces moyens que Santé Canada met à la disposition du public pour divulguer de nouveaux renseignements sur l'innocuité des médicaments et des produits de santé? [2003 Q.11]

LISEZ EN ORDRE CEUX QUI N'ONT PAS ÉTÉ MENTIONNÉ À Q.19

a. Avis et avertissements publics transmis par les médias

b. Site Web de Santé Canada

- Oui
- Non
- Ne sait pas /Préfère ne pas répondre

SI NON AUX DEUX MOYENS - PASSEZ À Q.16

12. (SI OUI À Q.11b OU A MENTIONNÉ LE SITE WEB DE SANTÉ CANADA À Q9) Au cours des six derniers mois, avez-vous visité le site Web de Santé Canada pour obtenir de nouveaux renseignements sur l'innocuité de médicaments ou de produits de santé? [2003 Q.12]

- Oui
- Non
- Ne sait pas /Préfère ne pas répondre

D. Évaluation du site Web de Santé Canada pour obtenir des renseignements sur l'innocuité des médicaments

[DEMANDEZ SI A VISITÉ LE SITE WEB DE SANTÉ CANADA À Q.12 – AUTREMENT, PASSEZ À Q.16]

13. J'aimerais maintenant vous poser des questions concernant votre utilisation du site Web de Santé Canada. Habituellement, quel type d'information cherchez-vous sur le site Web de Santé Canada? [NOUVELLE]

NE LISEZ PAS – ENTREZ TOUTES LES RÉPONSES APPLICABLES

- Information sur un médicament
- Avis aux voyageurs
- Information sur l'immunisation
- Information sur les effets indésirables
- D'autres renseignements sur des produits de santé (précisez)
- Information sur l'environnement
- Politiques et lignes directrices
- Autre (PRÉCISEZ)

14. Dans l'ensemble, dans quelle mesure êtes-vous satisfait(e) de ce site Web en tant que source d'information sur l'innocuité des médicaments? Êtes-vous : [2003 Q.13]

- Très satisfait(e)
- Généralement satisfait(e)
- Pas très satisfait(e)
- Pas du tout satisfait(e)

DIT SPONTANÉMENT

- Cela dépend
- Ne sait pas/Préfère ne pas répondre

PASSEZ À Q.16

PASSEZ À Q.16

15. Pourquoi dites-vous cela?
NE LISEZ PAS – ENTREZ TOUTES LES RÉPONSES APPLICABLES

Pourquoi satisfait(e)

- Bonne source d'information
- Capable d'obtenir toute l'information/les réponses que je voulais
- Information à jour
- Convivial
- Confiance dans la source/Fait confiance à Santé Canada
- Facile à comprendre
- Bien conçu
- Autre (PRÉCISEZ _____)
- Ne sait pas/Préfère ne pas répondre

Pourquoi insatisfait(e)

- Pas une bonne source d'information (SONDEZ POUR OBTENIR DES RÉPONSES PRÉCISES)
- N'a pas pu trouver l'information/les réponses aux questions
- L'information n'est pas à jour
- Le site n'est pas facile à trouver
- Difficile de trouver ce que je veux
- Ne fait pas confiance à l'information médicale trouvé sur Internet
- Ne fait pas confiance à la source/manque de confiance en Santé Canada
- Autre (PRÉCISEZ _____)
- Ne sait pas/Préfère ne pas répondre

MedEffet possède une liste d'envoi appelée Avis électronique MedEffet. Santé Canada fait parvenir aux abonnés des courriels les tenant à jour sur l'innocuité des produits, dont des avis et des avertissements sur les médicaments et les produits de santé, ainsi que des publications comme le Bulletin canadien des effets indésirables. ON VOUS DEMANDE COMMENT ACCÉDER À MedEffet, RÉPONDEZ : « La façon la plus simple est de faire une recherche au moyen de Google : tapez www.google.ca et une fois sur le site, tapez MedEffet. »

16. Êtes-vous abonné(e) à l'Avis électronique MedEffet? [NOUVELLE]

- Oui PASSEZ À Q.19
- Non
- Ne sait pas/Préfère ne pas répondre

17. [SI NON À Q.19] Dans quelle mesure est-il probable que vous vous abonneriez à ce service prochainement? Est-ce... [NOUVELLE]

- Très probable PASSEZ À Q.19
- Assez probable PASSEZ À Q.19
- Pas très probable ou
- Pas du tout probable
- DIT SPONTANÉMENT
- Ne sait pas/Préfère ne pas répondre

18. Pourquoi n'est-il pas davantage probable que vous vous abonniez prochainement à l'Avis électronique MedEffet? [NOUVELLE]
NE LISEZ PAS – ENTREZ TOUTES LES RÉPONSES APPLICABLES

- N'aime pas s'abonner pour recevoir des courriels/Est submergé(e) de courriels suite à des abonnements
- N'a pas d'ordinateur/n'est pas à l'aise avec la technologie
- N'en avais jamais entendu parler
- Ne fait pas partie de mes champs d'intérêt
- Autre (PRÉCISEZ _____)
- Ne sait pas/Préfère ne pas répondre

PASSEZ À Q.20

19. [SI Site Web de Santé Canada à Q.12 OU OUI À Q.16] Est-ce que les renseignements que vous avez obtenus par le biais de ce site Web vous ont amené(e), d'une façon ou d'une autre, à changer votre comportement, comme par exemple, changer la façon dont vous utilisez un certain médicament ou consulter votre médecin? [2003 Q.15 révisée]
NE LISEZ PAS - ENTREZ TOUTES LES RÉPONSES APPLICABLES

- A arrêté de prendre le médicament
- A changé la fréquence à laquelle il (elle) prenait le médicament
- A changé la posologie
- A changé de médicament
- A commencé à prendre un nouveau médicament
- A consulté un médecin
- A consulté un(e) pharmacien(ne)
- A consulté un autre professionnel de la santé
- A cherché ailleurs des renseignements plus détaillés
- N'a obtenu aucune autre information
- Autre (PRÉCISEZ _____)
- Ne sait pas/Préfère ne pas répondre

20. [POSEZ À TOUS] Le cas échéant, quel(s) autre(s) moyen(s) Santé Canada pourrait-elle utiliser pour fournir aux Canadien(ne)s de nouveaux renseignements sur l'innocuité des médicaments et des produits de santé? [2003 Q16]
PRÉCISEZ
NE LISEZ PAS – ENTREZ TOUTES LES RÉPONSES APPLICABLES

- Télévision/radio/presse écrite/médias/nouvelles
- Pharmacie/point de vente
- Internet/site Web
- Améliorer l'emballage des produits
- Tenir les professionnels de la santé informés
- Rendre l'information accessible à la population qui n'a pas accès à Internet
- De façon générale, renseigner davantage la population
- Améliorer/mettre à jour/augmenter le contenu du site Web
- Renforcer la surveillance réglementaire
- Autre
- Aucun autre
- Ne sait pas/Préfère ne pas répondre

E. Perceptions de l'innocuité des médicaments

J'aimerais maintenant vous poser des questions d'ordre général sur l'innocuité des médicaments...

21. En songeant à des types de produits de santé précis, diriez-vous que [TYPE DE PRODUIT] sont très sécuritaires, généralement sécuritaires, pas très sécuritaires ou pas du tout sécuritaires? [2003 Q.17]

LISEZ EN ORDRE

- a. les médicaments d'ordonnance
- b. les produits de santé naturels, comme les vitamines, les minéraux ou les remèdes à base de plantes médicinales
- c. les médicaments en vente libre

- Très sécuritaires
 - Généralement sécuritaires
 - Pas très sécuritaires
 - Pas du tout sécuritaires
- DIT SPONTANÉMENT
- Cela dépend
 - Ne sait pas/Préfère ne pas répondre

En songeant maintenant aux rôles et responsabilités concernant l'innocuité des médicaments au Canada...

22. Dans quelle mesure faites-vous confiance aux groupes suivants? Pour chacun de ces groupes, veuillez indiquer si vous lui faites entièrement, passablement, pas vraiment ou pas du tout confiance. [NOUVELLE]

LISEZ DANS L'ORDRE

- a. À la manière dont les sociétés pharmaceutiques garantissent l'innocuité et l'efficacité des médicaments qu'ils fabriquent
- b. À la manière dont le gouvernement fédéral surveille et réglemente l'innocuité et l'efficacité des médicaments
- c. Aux connaissances des professionnels de la santé, soit les médecins, les pharmaciens(ne)s et les infirmiers(ères) et à leur manière de renseigner leurs patients sur l'innocuité des médicaments qu'ils leur administrent

- Entièrement confiance
 - Passablement confiance
 - Pas vraiment confiance ou
 - Pas du tout confiance
- DIT SPONTANÉMENT
- Cela dépend
 - Ne sait pas/Préfère ne pas répondre

23. Quelle part de responsabilité devrait avoir chacun des groupes suivants concernant l'innocuité des médicaments? Pour chacun d'entre eux, veuillez me dire s'il devrait ... [NOUVELLE]
LISEZ ET ALTERNEZ
- a. Les patients et les consommateurs
 - b. Les professionnels de la santé
 - c. Le gouvernement fédéral
 - d. Les sociétés pharmaceutiques
- Être le(s) seul(s) responsable(s)
 - Avoir une part de responsabilité
 - N'avoir aucune responsabilité
24. En tant que consommateur(rice) ou patient(e), quel rôle avez-vous à jouer dans l'utilisation sécuritaire des médicaments et des produits de santé? [NOUVELLE]
LISEZ ET ALTERNEZ - ENTREZ TOUTES LES RÉPONSES APPLICABLES
- Vous renseigner auprès d'un professionnel de la santé sur l'innocuité des médicaments
 - Lire les étiquettes sur les produits et suivre le mode d'emploi
 - Vous renseigner sur les effets indésirables ou secondaires possibles en multipliant les sources d'information
 - Signaler les effets indésirables ou secondaires que vous ou un membre de votre famille avez éprouvés

F. Effets indésirables d'un médicament (EIM)

Comme vous le savez peut-être, il arrive qu'un médicament ou qu'un produit de santé ait des effets imprévus. Dans la plupart des cas, ces effets sont mineurs et souvent prévisibles, comme la somnolence. Il est toutefois possible qu'un médicament ait un effet à la fois grave et imprévu. La communauté médicale parle alors « **d'effets indésirables d'un médicament** ». Vous en avez peut-être entendu parler en tant « qu'effets secondaires ».

25. Lorsque vous prenez un nouveau médicament pour la première fois, à quelle fréquence songez-vous à la possibilité qu'il entraîne des effets indésirables, graves et imprévus? Y songez-vous : [2003 Q.20]
- Toujours
 - Souvent
 - Parfois
 - Rarement ou PASSEZ À Q.29
 - Jamais PASSEZ À Q.29
- DIT SPONTANÉMENT
- Cela dépend
 - Ne sait pas/Préfère ne pas répondre

26. [SI AU MOINS PARFOIS À Q.25] Qu'est-ce qui vous fait songer à cela? [NOUVELLE]

- | | |
|--|--------------------|
| - Expérience personnelle | POSEZ Q.27 et Q.28 |
| - Expérience d'une personne de votre entourage | PASSEZ À Q.29 |
| - Un professionnel de la santé me les a signalés | PASSEZ À Q.29 |
| - Les médias (télévision, radio, journaux) | PASSEZ À Q.29 |
| - Site Web de Santé Canada | PASSEZ À Q.29 |
| - Un autre site Web | PASSEZ À Q.29 |
| - Autre (PRÉCISEZ: _____) | PASSEZ À Q.29 |

27. (SI EXPÉRIENCE PERSONNELLE À Q.26) Avez-vous éprouvé ces effets indésirables après avoir pris : [2003 Q.22]

LISEZ – SI PLUS D'UN INCIDENT, CIBLEZ L'INCIDENT LE PLUS RÉCENT

- Un médicament d'ordonnance
 - Un produit de santé naturel, comme des vitamines, des minéraux ou des remèdes à base de plantes médicinales
 - Un médicament en vente libre
- DIT SPONTANÉMENT
- Interaction de deux ou plusieurs types de produits susmentionnés
 - Autre (PRÉCISEZ _____)
 - Ne sait pas/Préfère ne pas répondre

28. Qu'avez-vous fait exactement lorsque vous avez éprouvé ces effets indésirables après avoir pris un médicament? [2003 Q.24]

NE LISEZ PAS - ENTREZ TOUTES LES RÉPONSES APPLICABLES

- A communiqué avec un médecin pour obtenir de l'aide/pour lui signaler les effets
- A communiqué avec un pharmacien pour obtenir de l'aide/pour lui signaler les effets
- A communiqué avec un autre professionnel de la santé pour obtenir de l'aide/pour lui signaler les effets
- A communiqué avec la société pharmaceutique pour obtenir des renseignements
- Est allé(e) à l'hôpital
- A communiqué avec le centre antipoison
- A communiqué avec un centre provincial d'information sur les médicaments
- A cessé de prendre le médicament
- A signalé ces effets à un médecin
- A signalé ces effets à un(e) pharmacien(ne)
- A signalé ces effets à un autre professionnel de la santé
- A signalé ces effets à une société pharmaceutique
- A signalé ces effets à Santé Canada
- A signalé ces effets à une autre agence gouvernementale
- A téléphoné à Info Santé ou à TeleHealth
- A vérifié l'emballage du médicament pour lire le mode d'emploi
- Autre (PRÉCISEZ _____)
- Ne sait pas/Préfère ne pas répondre

G. Déclaration des effets indésirables

29. Savez-vous que Santé Canada recueille les déclarations des effets indésirables que lui soumettent les consommateurs? [NOUVELLE]

- Oui
- Non
- Ne sait pas/Préfère ne pas répondre

30. [LISEZ SEULEMENT SI NON OU NE SAIT PAS/PRÉFÈRE NE PAS RÉPONDRE À Q.29] Il existe un système qui permet aux sociétés pharmaceutiques, aux professionnels de la santé et aux consommateurs de signaler des effets indésirables. Les consommateurs ont trois moyens de signaler les effets indésirables :

- Communiquer avec un professionnel de la santé
- Téléphoner sans frais à Santé Canada pour lui soumettre leur déclaration ou
- Communiquer avec le fabricant du produit auquel ils ont mal réagi.

[POSEZ À TOUS] Parmi ces trois moyens, lequel seriez-vous le plus à l'aise d'utiliser pour signaler un effet indésirable? LISEZ AU BESOIN [2003 Q.26]

- Communiquer avec un professionnel de la santé (SONDEZ POUR OBTENIR UN PROFESSIONNEL DE LA SANTÉ PRÉCIS – LISEZ AU BESOIN)
 - a. Médecin
 - b. Pharmacien(ne)
 - c. Infirmier(ère)
 - d. Naturopathe
 - e. Dentiste
- Téléphoner à Santé Canada
- Communiquer avec la société pharmaceutique
DIT SPONTANÉMENT
- Aucune préférence
- Cela dépend
- Ne sait pas/Préfère ne pas répondre

31. Dans quelle mesure seriez-vous plus susceptible de signaler un effet indésirable si vous en saviez davantage sur ... Seriez-vous vraiment plus susceptible de le faire, un peu plus susceptible de le faire ou pas plus susceptible de le faire? [NOUVELLE]

- a. les raisons pour lesquelles les déclarations sont importantes
 - b. la manière de soumettre une déclaration (quel formulaire remplir, où se procurer le formulaire, l'information demandée)
 - c. les outils éducatifs disponibles pour vous aider à signaler les effets indésirables
 - d. la déclaration des effets indésirables par le biais de campagnes promotionnelles (télévision, radio, presse ou magazines sur le mode de vie)
 - e. la possibilité de soumettre une déclaration en ligne
- Vraiment plus susceptible de le faire
 - Un peu plus susceptible de le faire
 - Pas plus susceptible de le faire
 - DIT SPONTANÉMENT
 - Ne sait pas/Préfère ne pas répondre

I. Caractéristiques des répondants/profil démographique

Pour terminer, j'aimerais vous poser quelques questions à des fins de statistiques. Soyez assuré(e) que vos réponses demeureront strictement confidentielles.

32. À quel groupe d'âges appartenez-vous?
LISEZ

- De 18 à 24 ans
- De 25 à 34 ans
- De 35 à 44 ans
- De 45 à 54 ans
- De 55 à 64 ans
- 65 ans et plus

DIT SPONTANÉMENT

- Préfère ne pas répondre/refuse

33. Quel est le plus haut niveau de scolarité que vous avez atteint?
LISEZ AU BESOIN – N'ENTREZ QU'UNE SEULE RÉPONSE

- Études primaires
- Études secondaires non terminées
- Études secondaires terminées
- Études techniques ou collégiales / cégep / non terminé(es)
- Études techniques ou collégiales / cégep / terminé(es)
- Études universitaires non terminées
- Études universitaires terminées
- Études supérieures
- Aucune formation scolaire

DIT SPONTANÉMENT

- Préfère ne pas répondre/refuse

34. Quelle est votre langue maternelle, c'est-à-dire la première langue que vous avez apprise à la maison?

NE LISEZ PAS - N'ENTREZ QU'UNE SEULE RÉPONSE

- Anglais
- Français
- Autre (PRÉCISEZ _____)
- Préfère ne pas répondre/refuse

35. Quelle est votre origine ethnique?
NE LISEZ PAS - ENTREZ JUSQU'À DEUX RÉPONSES

- Canadienne
- Canadienne française / québécoise
- Française
- Anglaise
- Américaine
- Irlandaise, écossaise, gaélique
- Chinoise
- Européenne de l'Est (tchèque / slovaque, hongroise)
- Finnoise / balte
- Allemande / autrichienne
- Grecque / macédonienne
- Hongroise
- Indienne / pakistanaise / sikh / bengalaise / sri-lankaise / tamil / bangladaise
- Italienne
- Japonaise / coréenne / asiatique orientale
- Juive
- Amérindienne / inuite / autochtone
- Noire
- Hollandaise / néerlandaise
- Polonaise
- Portugaise
- Russe / ukrainienne
- Scandinave
- Indienne orientale
- Océanienne (australienne, néo-zélandaise)
- Autre (PRÉCISEZ _____)
- Préfère ne pas répondre/Refuse

36. À des fins de statistiques seulement, nous avons besoin de connaître le revenu total de votre foyer en 2005. Est-ce...
LISEZ - N'ENTREZ QU'UNE SEULE RÉPONSE – ARRONDISSEZ LE NOMBRE SI LA RÉPONSE EST À LA LIMITE INFÉRIEURE ET SUPÉRIEURE DE DEUX INTERVALLES

- Moins de 25 000 \$
 - De 25 000 \$ à 40 000 \$
 - De 40 000 \$ à 60 000 \$
 - De 60 000 \$ à 80 000 \$
 - Plus de 80 000 \$
- DIT SPONTANÉMENT
- Ne sait pas/Refuse

Ceci met fin au sondage. Au cas où mon superviseur voudrait vérifier si j'ai bel et bien effectué cette entrevue, puis-je avoir votre prénom?

Prénom : _____

De la part de Santé Canada, nous vous remercions de votre collaboration.

ENTREZ :

37. Sexe

- Homme
- Femme

38. Langue de l'entrevue

- Anglais
- Français

39. Province/Territoire

- Alberta
- Colombie-Britannique
- Manitoba
- Nouveau-Brunswick
- Terre-Neuve-et-Labrador
- Nouvelle-Écosse
- Ontario
- Île-du-Prince-Édouard
- Québec
- Saskatchewan
- Nunavut
- Territoires du Nord-Ouest
- Yukon

-- FIN --