



Health
Canada

Santé
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Pre- and Post- Anti-Stigma Opioid Campaign Evaluation

Executive Summary

Prepared for Health Canada

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For more information on this report, please contact Health Canada at: hc.cpab.por-rop.dgcap.sc@canada.ca

Ce rapport est aussi disponible en français.

Canada 

Executive Summary

1. Background

1.1 Summary Statement

The research consisted of three quantitative online surveys, including a baseline and two post-campaign surveys with a national sample of Canadians aged 18 and over and oversamples of males aged 20-39. In total, n=2,376 (n=503 males aged 20-39) online surveys were conducted in the baseline survey, n=2,553 (n=491 males aged 20-39) were conducted in the first post-campaign survey and n=1,265 (n=427 males aged 20-39) were conducted in the second post-campaign survey.

The surveys were conducted in English and French with the baseline survey taking place between October 19 and November 16, 2018, the first post-campaign survey taking place between December 11 and 21, 2018 and the second post-campaign survey taking place between February 18 and March 4, 2019.

For this survey, RIM weighting¹ was employed to balance demographics by three variables (gender, age and region) to ensure that the survey sample's composition reflects that of the adult population according to 2016 Census data and to provide results intended to approximate the sample universe.

Ipsos programmed, hosted and provided sample management services only, while Health Canada provided the online surveys. Ipsos was responsible for data collection and data storage in Canada, data processing, and data weighting. The total contract value of this research was \$74,750.92 including HST.

¹ RIM (Random Iterative Method) weighting is used to adjust the sample to ensure it is representative of the target population on two or more characteristics at the same time (i.e. gender, age and region).

2. Purpose of the Research

2.1 Research Objectives

Health Canada is launching a multi-year advertising campaign on the subject of opioids to address stigma as a barrier to treatment, to raise awareness and understanding of the risks associated with problematic use of opioids (legal and illegal) and to help reduce problematic use, dependence and overdoses.

The purpose of this research was to assess the effectiveness of the advertising campaign. Specific research objectives included:

- Determine if people have seen the advertisements associated with the campaign
- Determine where the ads have been seen
- Measure recall of specific elements of the campaign
- Identify attitudinal changes because of the advertising campaign

