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2018 Childhood Vaccination Campaign - Advertising Campaign Evaluation Tool (ACET)

Executive Summary

Prepared for Health Canada

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I hereby certify as Senior Officer of Ipsos that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.



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Prepared for Public Health Agency of Canada
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This public opinion research report presents the results of baseline and post-campaign ACET online surveys conducted by Ipsos Public Affairs on behalf of Public Health Agency of Canada. The research study was conducted with 1603 “vaccine-hesitant” Canadians aged 18 and over in total, 881 in the baseline survey and 722 in the post-campaign survey. The research focused on three groups of vaccine hesitant Canadians – parents of children aged 6 and under, women who are currently pregnant and women who are planning to become pregnant in the next 12 months. The baseline survey was conducted between March 8th and 25th, 2018 and the post-campaign was conducted between December 10th, 2018 and January 11th, 2019.

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Executive Summary

1. Background

1.1 Summary Statement

The research consisted of quantitative online surveys, a baseline and a post-campaign survey with a sample of vaccine-hesitant Canadians aged 18 and over. Vaccine-hesitant was defined as those who vaccinate late or selectively, and acceptors who have doubts about their decision. The research focused on three groups of vaccine hesitant Canadians – parents of children aged 6 and under, women who are currently pregnant and women who are planning to become pregnant in the next 12 months. In total, n=881 online surveys were conducted in the baseline and n=722 in the post-campaign survey. Below is a breakdown of the three groups for each survey:

	Baseline Survey	Post-Campaign Survey
Total	881	722
Parents of children 6 and under	688	611
Women, currently pregnant	52	24
Women, planning pregnancy in next 12 months	141	87

The surveys were conducted in English and French with the pre-campaign taking place between March 8th and 25th, 2018 and the post-campaign survey taking place between December 10, 2018 and January 11, 2019.

As these surveys were not among the general population, and the true proportions of vaccine-hesitant Canadians is unknown, weighting was not employed for either survey.

Ipsos programmed, hosted and provided sample management services only, while the Public Health Agency of Canada provided the online survey. Ipsos was responsible for data collection and data storage in Canada, data processing, and data weighting. The total contract value of this research was \$49,941.48 including HST.



2. Purpose of the Research

2.1 Research Objectives

The purpose of this research is to assess the effectiveness of the advertising campaign on the vaccine hesitant targets. Specific research objectives included:

- Determine awareness of the advertisements associated with the campaign
- Determine where the ads have been seen
- Assess recall of specific elements of the campaign
- Identify attitudinal changes and actions taken because of the advertising campaign.

The research may also be used to uncover what attitudinal changes the Public Health Agency of Canada may need to continue to work to change in order increase vaccination rates among this target group.

