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Ipsos Public Affairs

Post-Seasonal Flu Vaccination Awareness Campaign Evaluation

Executive Summary

Prepared for Health Canada

Supplier name: Ipsos Public Affairs

Contract Number: HT372-203632/001/CY

Contract value: **\$40,358.76**

Award Date: November 5, 2020

Delivery Date: January 15, 2021

Registration number: POR 057-20

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A handwritten signature in black ink, appearing to read "M. Colledge".

Mike Colledge
President
Ipsos Public Affairs



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This public opinion research report presents the methodology of the post-seasonal flu vaccination awareness campaign ACET online survey conducted by Ipsos Public Affairs on behalf of Health Canada. The research study was conducted with n=2,535 Canadians aged 18+ between December 4th and 22nd, 2020.

Cette publication est aussi disponible en français sous le titre : Évaluation post-campagne de sensibilisation à la vaccination contre la grippe saisonnière.

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Catalogue Number:
H14-356/2021E-PDF

International Standard Book Number (ISBN):
978-0-660-37172-6

Related publications (registration number: POR 057-20)
Catalogue Number H14-356/2021F-PDF (Final Report, French)
ISBN 978-0-660-37173-3

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Executive Summary

1. Background

1.1 Summary Statement

The 2020-21 Seasonal Influenza (Flu) Vaccination Awareness Campaign is an important component of PHAC's COVID-19 response. A robust advertising campaign was needed to maximize flu vaccine uptake and reduce pressure on the health care system in the event of a second wave of COVID-19 illness during flu season. Strong flu vaccine uptake is critical to decreasing hospitalizations due to flu-related complications.

To this end, Health Canada launched an advertising campaign to raise awareness of the importance of getting the flu vaccine, especially amongst high-risk populations.

The campaign primarily targeted adults 65+ and those with underlying medical conditions. Secondary audiences included pregnant women, parents of kids under 5 years of age and young adults 18-34 years of age.

The campaign was largely digital, predominately based on web banners, social media and search engine marketing. There was also some out-of-home elements and audio ads on Spotify.

The research consisted of online surveys conducted in English and French, taking place between December 4 and 22, 2020.

Ipsos programmed, hosted and provided sample management services, while Health Canada provided the online questionnaires. Ipsos was responsible for data collection and data storage in Canada, data processing and data weighting. The total contract value of this research was \$40,358.76, including HST.

2. Purpose of the Research

2.1 Research Objectives

The 2020-21 Seasonal Flu Vaccination Awareness Campaign is an important component to PHAC's COVID-19 response. The campaign aimed to increase uptake of the flu vaccine, particularly in high-risk groups, to help mitigate the impact on the health care system during a second wave of the COVID-19 pandemic.

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



The specific research objectives were as follows:

- Determine if people had seen the advertisements associated with the campaign
- Determine where the ads had been seen
- Measure recall of specific elements of the campaign
- Identify attitudinal changes as a result of the advertising campaign

2.2 Target Audience

The target audience of the research was as follows:

- General Canadian population
- Seniors aged 65 years of age and older
- Young adults 18-34 years of age
- Parents of children under 5 years of age
- People with underlying health conditions
- Women who are pregnant

3. Methodology

3.1 Online Sample

Respondents for the post-wave samples were drawn from the Ipsos i-Say panel, consisting of over 200,000 Canadians recruited in all provinces and territories. The post-wave sample of n=2,535 was drawn from Canadians 18+ and included an oversample of n=535 (see detailed below regarding oversampling).

The general population sample consisted of n=2,000 respondents. Quotas were set to ensure representation by region, age and gender, according to the latest Census information.

In addition to the natural fallout from the general population sample, oversamples in each of the following four target groups were carried out in order to reach a minimum of n=500 in each of these groups. In the end, we obtained the following number of completes, including both natural fallout and oversample (note that one person can fall into more than one category):

- seniors 65+, living either on their own, with others, and/or in assisted care (n=575)
- people with underlying health conditions (n=727)
- parents of children under 5 years of age (n=543)
- young adults 18-34 years of age (n=856)

For the target group of pregnant women, we attempted to obtain as many as possible, with the goal of reaching a minimum of n=50. In the end, we reached n=69 pregnant women.

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



Respondents were invited to participate in the survey via email, with a unique URL link. This link could only be used once, with respondents being allowed to pause during completion and return to complete it at a later time. On average, the online interviews took 9 minutes to complete.