



Baseline and Post-Campaign ACET for Phase 4 of the Childhood Vaccination Campaign

Executive Summary

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Executive Summary

Prepared for the Public Health Agency of Canada

Supplier Name: Leger

March 2021

This report presents the methodology of an online survey conducted by Leger Marketing Inc. on behalf of the Public Health Agency of Canada. The research was conducted in two waves among vaccine-hesitant Canadian adults who are parents of children under the age of seven, women who are pregnant and women who are planning to become pregnant within the next year. The first wave of research was conducted between December 8 and 21, 2020 and the second wave of research was conducted between February 19 and March 10, 2021.

Cette publication est aussi disponible en français sous le titre : Évaluation de la base de référence et post-campagne (OECF) pour la phase 4 de la campagne de vaccination des enfants

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1. Summary

Leger is pleased to submit this report to the Public Health Agency of Canada (PHAC) detailing the methodology of an online survey assessing ad recall for phase 4 of the Childhood Vaccination Campaign. The goal of this campaign was to raise awareness of the importance of childhood vaccination among vaccine hesitant Canadians of the following groups: parents of children under the age of seven, women who are pregnant and women who are planning to become pregnant within the next year.

1.1 Background and Objectives

Despite the proven effectiveness of vaccines in controlling and preventing life-threatening diseases, some segments of the population delay or refuse vaccinations, while others continue to be vaccine hesitant even if they choose to vaccinate.

To be truly effective in countering the prevalence and incidence of vaccine-preventable diseases, high vaccination uptake is required (up to 95% in the case of some diseases). This not only protects vaccinated individuals, but also the population at large through herd immunity. Since vaccine hesitancy is a barrier to achieving optimal vaccine coverage, governments are seeking ways to impart the importance, safety and effectiveness of vaccination.

A study conducted by the Public Health Agency of Canada in 2015 showed that many parents question the effectiveness of vaccines, consider that vaccines can cause diseases (the ones they are supposed to control) and believe that alternative medicines can eliminate the need for vaccination.

More recently, in the context of the outbreak, vaccination rates have declined due to the public health measures in place (i.e., physical distancing).

This public health issue motivated Health Canada, on behalf of the Public Health Agency of Canada (PHAC) to develop the Childhood Vaccination Advertising Campaign to raise parents' awareness of the importance, safety and effectiveness of vaccines in order to increase vaccination coverage. Two flights of advertising were launched in 2018, and a third flight was in market from April to late June 2019.

A fourth phase was launched in January 2021 and took place until March 2021. In addition to reaching vaccine-hesitant parents, and those at risk of becoming hesitant, this campaign served as a reminder for parents that are vaccine believers about the importance of staying up to date on their children's vaccines.

Given that the advertising investment for this campaign exceeds \$1 million, Health Canada was required to conduct an evaluation of the campaign using the Advertising Campaign Evaluation Tool (ACET).

The objectives of the research were as follows:

- Determine if respondents 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.

1.2 Application of results

The results of this research will allow the Public Health Agency of Canada to assess the recall of the ad campaign based on feedback from the survey data and analysis.

1.3 Methodology—Quantitative research

Quantitative research was conducted through an online survey using Computer Aided Web Interviewing (CAWI) technology.

The target audiences for the survey were vaccine-hesitant (VH) parents of children under the age of seven, VH women who were pregnant and VH women who were planning to become pregnant within the next year. Quotas were set to ensure a minimum of the main target audiences of interest, namely pregnant women and women planning to become pregnant in the next year. A minimum quota of 75 in each of these two groups was set, with a minimum of 300 total among these two groups. The remainder of respondents were parents of children under the age of seven. No regional quotas were set but we ensured a minimum number in every region of the country.

Based on data from Statistics Canada's 2016 national census, Leger weighted the results of the parents' sample of this survey by age and region, whereas the sample of pregnant women or those who expected to become pregnant in the next year was weighted by region only.

Since a sample drawn from an Internet panel is non-probabilistic in nature, the margin of error cannot be calculated for this survey. Details regarding the weighting procedures and participation rate can be found in Appendix A.

Leger meets the strictest quantitative research guidelines. The questionnaire was prepared in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research— Online Surveys.

The details of the methodology and more information on Leger's quality control mechanisms are presented in Appendix A. The questionnaire for the first wave is presented in Appendix B and the questionnaire for the second wave is presented in Appendix C.

Details for the first wave

Fieldwork for the first wave of the survey was conducted from December 8 to 21, 2020. The national participation rate for the survey was 15.21%. Calculation of the Web survey's participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on December 8, 2020.

A total sample of 1,002 Canadian adults were surveyed in all regions of the country. The following table shows the effective sample collected:

Table 1. Distribution by Region for the first wave

Regions	Effective sample n
Atlantic	45
Quebec	258
Ontario	395
Prairies (Saskatchewan + Manitoba)	67
Alberta	110
British Columbia + Yukon	127
TOTAL	1,002

The following table shows the effective sample collected by Leger for each target:

Table 2. Distribution by Target Audiences for the first wave

Group	Effective sample n
Parents of children under the age of seven	702
Pregnant women	77
Women expecting to be pregnant over the next year	223
TOTAL	1,002

Details for the second wave

Fieldwork for the second wave of the survey was conducted from February 19 to March 10, 2021. The national participation rate for the survey was 22.24%. Calculation of the Web survey's participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on February 19, 2021.

A total sample of 1,016 Canadian adults were surveyed in all regions of the country.

No regional quotas were set but we ensured a minimum number in every region of the country. The following table shows the effective sample collected:

Table 3. Distribution by Region for the second wave

Regions	Effective sample n
Atlantic	42
Quebec	314
Ontario	389
Prairies (Saskatchewan + Manitoba)	54
Alberta	113
British Columbia + Yukon	104
TOTAL	1,016

The following table shows the effective sample collected by Leger:

Table 4. Distribution by Target Audiences for the second wave

Group	Effective sample n
Parents of children under the age of seven	701
Pregnant women	77
Women expecting to be pregnant over the next year	238
TOTAL	1,016

1.4 Notes on the interpretation of the findings

The opinions and observations expressed in this document do not reflect those of the Public Health Agency of Canada. This report was compiled by Leger based on research conducted specifically for this project. This research is non-probabilistic; the results cannot be applied to the general population of Canada. The research was not designed with this objective in mind.

1.5 Declaration of political neutrality and contact information

I hereby certify, as Executive VP of Leger, that the deliverables are in full compliance with the neutrality requirements of the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications—Appendix C](#) (Appendix C: Mandatory Procedures for Public Opinion Research).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, party positions, or the assessment of the performance of a political party or its leaders.

Signed by:

A handwritten signature in blue ink, appearing to read "Christian Bourque".

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