Health Canada Santé Canada

Baseline and Post-Campaign ACET Survey for Dementia Advertising Campaign

Executive Summary

Prepared for Health Canada

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Ce rapport est aussi disponible en français

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April 2022

This public opinion research report presents the methodology of the Baseline and Post-Campaign ACET Survey for Dementia Advertising Campaign online survey conducted by Ipsos Public Affairs on behalf of Health Canada and the Public Health Agency of Canada. The baseline survey was conducted with a sample of n=2,001 Canadians ages 18+ between December 16th and December 30th, 2021, and the post-campaign survey was conducted with a sample of n=2,013 Canadians ages 18+ between March 14th and March 25th, 2022.

Cette publication est aussi disponible en français sous le titre : Sondage de référence OECP et post sondage pour la campagne de sensibilisation sur la démence.

Executive Summary

1. Background

1.1 Summary Statement

As announced in the 2019 Budget, the Public Health Agency of Canada (PHAC) has received $50 million over five years, starting in 2019–20, to support key elements of the implementation of Canada's first national dementia strategy.

In Canada between April 2017 and March 2018, almost 452,000 people over 65 were living with diagnosed dementia and nearly 85,000 people older than 65 were newly diagnosed with dementia. These numbers only include people who have had a formal diagnosis from a health care provider. As such, the number of people living with dementia in Canada may be higher. Those diagnosed with young onset dementia are also not included in these statistics.

Stigma can discourage a person from seeking diagnosis, educating themselves about the disease, and participating in research. It can also lead others to react in ways that reduce the quality of life of people living with dementia such as patronizing, isolating, and discriminating against a person with the disease.[1]

There is no cure for dementia and some risk factors are non-modifiable however, several studies suggest that applying healthy lifestyle behaviours and modifying certain risk factors can delay or lower the chances of developing dementia. While age is the strongest known risk factor for cognitive decline, dementia is not a natural or inevitable consequence of aging.

As such, the Public Health Agency of Canada (PHAC) will be implementing a social marketing strategy starting in 2020 and ending in 2024, to support stigma reduction and dementia risk reduction. Adopting a two-pronged, phased approach, the strategy will include an advertising campaign in September of 2021 to generate awareness and educate Canadians about dementia, risks, and stigma, and promote healthy lifestyle behaviours.

2. Purpose of the Research

2.1 Research Objectives

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.

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1 What features of stigma do the public most commonly attribute to Alzheimer's disease dementia? Results of a survey of the U.S. general public (2018): https://www.sciencedirect.com/science/article/pii/S1552526018300256

The objectives of the research were as follows:

- 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
- Measure increased knowledge
- Identify attitudinal and behavioural changes as a result of the advertising campaign

The results of this research will allow HC and PHAC to evaluate the performance of this campaign. It will also help HC and PHAC to improve any future phases of the campaign (or similar).

Target Audience

The target audience of the research was Canadians aged 18+.

3. Methodology

3.1 Online Sample

This project involved two (2) online surveys – a baseline survey and a post-campaign survey. Both surveys were executed online using a non-probability online panel. This is the standard approach for all Government of Canada advertising evaluation surveys. The initial baseline survey was conducted before the campaign launched and the post-campaign survey was conducted following the completion of the campaign.

Respondents for the survey were drawn from the Ipsos' i-Say panel and a trusted partner panel vendor, Canview. The baseline survey was conducted with a sample of n=2,001 Canadians ages 18+ and the post-campaign survey was conducted with a sample of n=2,013 Canadians ages 18+. Survey respondents took the survey in the official language of their choice, either English or French.

For the baseline survey a pre-test was conducted on December 16th, 2021, with 66 completes (31 English / 35 French), to confirm survey length before fully deploying the questionnaire. An open-ended question was asked at the end of the survey where any problems with the clarity of the survey questions could be brought to our attention; no issues were flagged. The survey was fully launched and ran between December 16th, 2021, and December 30th, 2021.

For the post-campaign survey, a pre-test was conducted on March 14th, 2022, with 49 completes (26 English / 23 French). No issues were flagged. The survey was fully launched and ran between March 14th and March 25th, 2022.

For both surveys, quotas were set to ensure representation by region, age, and gender, according to the latest Census information.

In both surveys, we observed a natural fall out of respondents who provide services to the public in the following sectors: retail, transportation, health, food, and banking. The following question was asked:

Do you work in any of the following sectors in a position that requires you to interact with people on a regular basis?

> Retail
> Transportation/car maintenance
> Banking
> Restaurant/bar/hospitality
> Health services
> I work in one of these sectors, but I do not interact with people on a regular basis. exclusive
> I do not work in one of these sectors   exclusive
> Prefer not to answer/ don't know exclusive

Service provider (Natural fall out):

	Baseline Survey	Post-campaign Survey
Retail	145	153
Transportation/car maintenance	43	31
Banking	39	38
Restaurant/bar/hospitality	60	58
Health services	134	141

The sampling methodology utilized email invitations + router technology to invite participants. Each participant received a unique URL link. This link could only be used once, with respondents being allowed to pause during completion and return to complete. On average, each survey was completed within 10 minutes.