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Pre- and Post-Campaign ACET for Stigma and Opioid Harm Reduction Advertising Campaign

Methodological Report

Prepared for Health Canada

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Canada 



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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 Pre- and Post-Evaluation of Stigma and Opioid Harm Reduction Advertising Campaign online survey conducted by Ipsos Public Affairs on behalf of Health Canada. The pre-campaign survey was conducted with a sample of n=2319 Canadians ages 18+ between July 27th and August 17th, 2022, and the post-campaign survey was conducted with a sample of n=2,327 Canadians ages 18+ between April 17th and 30th, 2023.

Cette publication est aussi disponible en français sous le titre : *OECP avant et après la campagne publicitaire sur la réduction de la stigmatisation et des méfaits liés aux opioïdes*

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1. Background

The growing number of overdoses and deaths related to the use of opioids is a national public health crisis that has been exacerbated by the COVID-19 pandemic. It is estimated that 26,690 people in Canada have died from apparent opioid-related overdoses between January 2016 and September 2021. Because of the COVID-19 pandemic, the years 2020 and 2021 have been the most fatal to date for the opioid overdose crisis with a 95% increase in apparent opioid toxicity deaths occurring (April 2020 to March 2021) from the same time period prior to the pandemic. Since then, deaths have remained high, with 5,368 apparent opioid toxicity deaths having occurred between January and September 2021. This is approximately 20 deaths per day. For a similar timeframe in the years prior to the pandemic, there were between seven (in 2016) and 12 (in 2018) deaths per day.

Responding to the opioid overdose crisis is a 2021 mandate commitment for the Minister of Health, who has been tasked with advancing a comprehensive strategy to address problematic substance use in Canada and support efforts to improve public education to reduce stigma. As part of that commitment, a campaign was launched that focused on reducing the barriers created by stigma such as seeking treatment.

Two separate online surveys were conducted to assess the impact of the campaign. The pre-campaign survey was conducted between July 27th and August 17th, 2022, and the post-campaign was conducted between April 17th and 30th, 2023. Both surveys were conducted in English and French.

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 \$85,433.65, including HST.

2. Research Objectives

The opioid crisis is complex, and it affects all communities, all age groups, and all socioeconomic groups. However, men working in physically demanding jobs are at increased risk from opioid-related harms, as young to middle-aged men account for more than three-quarters of apparent opioid overdose-related deaths. Disproportionate amounts of these men are employed in physically demanding, male-dominated occupations, such as construction. There is an urgent need to address the overrepresentation of this group in the opioid overdose crisis.

In an effort to target and create messaging that resonates with men in physically demanding jobs, a new creative concept with a new visual identity has been developed as part of Health Canada's multi-year marketing campaign to address the growing opioid overdose crisis. The campaign aims to:

- Provide men in physically demanding professions with tools and resources to learn more and access supports for substance use and addiction.



- Inform men in physically demanding professions of risks associated with substance use and promote help-seeking and resources for mental health, substance use, and pain management.
- Provide resources for those who want to support men in physically demanding professions who may be struggling with substance use and addiction.
- Reduce the stigma associated with addiction and help-seeking/accessing treatment.
- Shift Canadians' (especially men aged 20-59) attitudes and perceptions that contribute to stigma of those struggling with problematic substance use (de-stigmatization).

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.

Recent changes to reporting now require both pre- and post-campaign ACET surveys that use an online panel and similar questions.

The objectives of the research are 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 target audience of the research was as follows:

- General Canadian population 18 years of age or older
- Males aged 20 to 59 who work in physically demanding professions e.g.:
 - Construction
 - Transportation and warehousing
 - Manufacturing
 - Trades, transport, and equipment operators

3. Methodology

3.1 Online Sample

This project involved two (2) waves of surveying – a pre-campaign 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 recall survey was conducted following the completion of the campaign.



Respondents for the survey samples were drawn from a trusted partner panel vendor, Canadian Viewpoint Inc. The pre-campaign survey was conducted with a sample of n=2,319 Canadians ages 18+ and the post-campaign survey was conducted with a sample of n=2,327 Canadians ages 18+. Each phase included around n=2,000 members of the general population, including oversamples of males aged 20 to 59 who work in physically demanding professions, so that the total sample size for this target group is n=500. Interviews were conducted in English and French, with respondents being able to complete the survey in either language of their choice.

For the pre-campaign survey, a pre-test was conducted on July 27th, with n=20 completes (n=11 English / n=9 French), to confirm survey length before fully deploying the questionnaire. No issues with the survey or collected data were flagged. The survey was fully launched and ran between July 27th and August 17th, 2022.

For the post-campaign survey, a pre-test was conducted on April 17th, 2023, with n=155 completes (n=133 English / n=22 French). Again, no issues were flagged. The survey was fully launched and ran between April 18th and 30th, 2023.

For both surveys, quotas were set to ensure representation by region, age, and gender, according to the latest Census information. Sampling targets were obtained through natural fallout. An oversample of males aged 20 to 59 who work in physically demanding professions was conducted per survey, n=500 in the pre-survey and n=502 in the post-survey. The unweighted oversample counts are shown below.

Target audience	Pre-campaign	Post-campaign
Males aged 20 to 59 who work in physically demanding professions	500 (421 wtd)	502 (414 wtd)

The sampling methodology utilized email invitations and 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, the pre-campaign survey was approximately 3 minutes in length (LOI 2:58 min), while the post-campaign ACET was approximately 6 minutes in length (LOI: 6:13 min).

3.2 Participant Recruitment

Sample Source

Ipsos partnered with sub-contractor Canadian Viewpoint Inc. Canadian Viewpoint has one of the largest consumer panels with ~300,000 active panellists. Like Ipsos, Canadian Viewpoint uses mixed-medium strategies (phone/online/in-person) to build its panel to allow more representative samples. Canadian Viewpoint's online consumer panel is also recruited using post screeners during telephone surveys, Facebook, online vetted lists and in-person studies. Incentives were not used for recruitment purposes to ensure quality, but respondents were incentivized for completing the survey, which is directly proportionate to the amount of time taken to complete the survey and with comparable incentives offered by other online panel sources.



The comprehensive background profiling data were gathered when respondents joined the panel through screener questions, which allowed for the targeting of respondents based on key criteria, such as region, age, gender, education and income level, profession, and other characteristics.

The online survey was conducted using Computer Assisted Web Interviewing (CAWI). Every panellist opted-in or chose to participate in research surveys. Panellists that meet the criteria we were looking for were randomly selected and sent an email invitation to complete the survey. Participants were offered a choice to complete the survey in either English or French.

The survey platform was Accessibility for Ontarians with Disabilities Act (AODA) compliant, according to Web Content Accessibility Guidelines (WCAG 2.0AA).

It is important to note that any panel – no matter how well recruited – does not enable random selection in the sense that not all members of the public are likely to join an online survey panel. This applies to panels recruited through online approaches as well as panels recruited via traditional telephone Random Digit Dialing (RDD) in that the sampling naturally skews towards those who are amenable to answering a survey.

Incentives and Quality Control Measures

Canadian Viewpoint uses a multi-faceted approach to quality, integrating controls and best practices into every phase of the process. Panel members come from diverse fully certified sources. A dedicated team monitors performance by source using feedback loops and continuous reporting to prevent fraud. Our dedicated team monitors the panels for potentially fraudulent behaviour and blocks these people from ever entering a survey via safeguards that includes:

- A double opt-in authentication process
- Immediate examination of suspicious email addresses, suspicious behaviour, or unrealistic completion
- Fast and permanent removal of offenders
- Customized data quality checks for the surveys that we program; when we are providing Sample Only, the client is ultimately responsible for setting up their own data quality checks
- Limiting invitations to 3 x a week; the average respondent receives 1.38 surveys a month from Ipsos and completes 5 - 6 surveys per year
- Keeping the participation history, join date and source of the respondent on file; project analysis of such data is available to our clients upon request
- Using Proprietary Verification, a suite of quality control procedures, including digital fingerprinting, address verification against USPS databases (standard in the US and Canada,) and third-party verification upon request



Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample. Weighting was applied to the both the pre-campaign and post-campaign samples to ensure that the final data reflects the general adult population by region, age, and gender according to the 2021 Census. A Random Iterative Method (RIM) technique was applied for weighting.

Weighted and Unweighted Online Sample

	Pre-campaign Survey		Post-campaign Survey	
	Unweighted Sample Size	Weighted Sample Size	Unweighted Sample Size	Weighted Sample Size
Canada	2319	2319	2327	2327
Region				
British Columbia/Yukon	292	323	313	324
Alberta/Northwest Territories	273	258	246	259
Prairies (MB/SK) / Nunavut	155	147	172	148
Ontario	953	900	949	903
Quebec	475	535	484	537
Atlantic Canada	171	155	163	148
Gender				
Male	1271	1123	1289	1127
Female	1033	1181	1023	1185
Diverse / Prefer not to Answer	15	12	15	9
Age				
18-34	638	619	663	621
35-54	845	747	837	750
55+	836	953	827	957

The figures presented in the table above show minimal differences between the unweighted and weighted samples. As a result of the strong representativeness of the unweighted data, the largest weight factor that was applied for any respondent is 1.16, which is well within acceptable ranges for a survey of the general population.

Email Statistics

For this survey, a sample router was used. Therefore, a response rate cannot be calculated. However, the participation rate for the pre-campaign survey was 96% and the post-campaign survey was 97%. Participation rate is calculated as follows: (qualified completes + over quota + terminates)/click-through).



Completions	Pre-campaign Survey	Post-campaign Survey
Click-Through	5192	6425
- Partial Completes	223	188
- Terminates	1482	2538
- Over quota	1168	1372
Qualified Completes	2319	2327
Participation Rate	96%	97%

Non-Response Analysis

The results of this survey are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect. The data have been weighted to reflect the demographic composition of Canadian adults aged 18 years and over.

The table below compares the unweighted survey samples to the 2021 Census results by region, age, and gender. Overall, the sample is highly representative of the national adult population.

	Pre-campaign Survey		Post-campaign Survey	
	Unweighted Percentage	Census 2021 Proportions	Unweighted Percentage	Census 2021 Proportions
Region*				
British Columbia/Yukon	13%	14%	13%	14%
Alberta/Northwest Territories	12%	11%	11%	11%
Prairies (MB/SK) / Nunavut	6%	6%	7%	6%
Ontario	41%	39%	41%	39%
Quebec	20%	23%	21%	23%
Atlantic	7%	7%	7%	7%
Gender*				
Male	55%	49%	55%	49%
Female	45%	51%	44%	51%
Diverse / Prefer not to Answer	<1%	<1%	<1%	<1%
Age*				
18-34	28%	27%	28%	27%
35-54	36%	32%	36%	32%
55+	36%	41%	36%	41%

* Denotes variables included in the weighting scheme.



Differences among the variables used in the weighting scheme are minimal. The distribution in the sample is consistent, with only slight differences observed between the unweighted percentages and the 2021 Census data.



4. Appendix – Survey Questionnaire

4.1 Pre-campaign English Questionnaire

INTRODUCTION

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur [français](#) [SWITCH TO FRENCH VERSION].

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 5 minutes to complete.

[START SURVEY](#)

[Click here](#) if you wish to verify the authenticity of this survey. To view our privacy policy, [click here](#).

If you require any technical assistance, please contact XXX.

a) Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station
- a public relations company
- the federal or provincial government
- none of these organizations

IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.

b) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

IF MALE AT B AND RANGE 2002-1962 AT C ASK QUESTION E



ADMISSIBLE RANGE 1900-2004
IF > 2004, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK

d) In which of the following age categories do you belong?

SELECT ONE ONLY

- less than 18 years old
- 18 to 19
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 59
- 60 to 64
- 65 or older

IF "LESS THAN 18 YEARS OLD" OR "BLANK", THANK AND TERMINATE
IF MALE AT B AND 20 to 59 at D ASK QUESTION E

- e) Are you currently or have you within the past six months worked at some point in construction trades, long-haul trucking, or heavy machinery operation?
- a. Yes
 - b. No

IF YES CATEGORIZE AS TARGET AUDIENCE



In which province or territory do you live?

SELECT ONE ONLY

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- yes
- no

=> GO TO T1A

Q3:

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about opioids?

- Yes
- No

=> GO TO T1D



T1B:

Where have you seen, read or heard this ad about opioids?

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

- Facebook
 - Instagram
 - Internet website
 - Outdoor billboards
 - Public transit (bus or subway)
 - Radio
 - Television
 - On demand video platform
 - Twitter
 - YouTube
 - Twitch
 - EA Sports
 - Spotify
 - Indigenous radio
 - Google
 - Other, specify
-

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D:

To what extent do you agree with the following statements...

- 1 – Strongly disagree
- 2
- 3
- 4
- 5 – Strongly agree

- Addiction is not a choice.
- Someone could stop using drugs if they tried hard enough.
- It takes strength for a person with a substance addiction to ask for help.
- I would see myself as weak if I had to ask for help because of my substance use.
- There is a stigma around people who use drugs.



- Stigma toward people who use drugs is a barrier to people getting help.
- Substance use addiction is a medical condition.
- There is an opioid crisis in Canada.

T1E:

How would you describe your level of knowledge about opioids?

- 1 – Not at all knowledgeable
- 2
- 3
- 4
- 5 – Very knowledgeable

DEMOGRAPHIC QUESTIONS

D1:

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- working full-time (30 or more hours per week)
- working part-time (less than 30 hours per week)
- self-employed
- unemployed, but looking for work
- a student attending school full-time
- retired
- not in the workforce (Full-time homemaker or unemployed but not looking for work)
- other employment status

D2:

What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- grade 8 or less
- some high school
- high school diploma or equivalent
- registered Apprenticeship or other trades certificate or diploma
- college, CEGEP or other non-university certificate or diploma
- university certificate or diploma below bachelor's level
- bachelor's degree
- postgraduate degree above bachelor's level

D3:

Are there any children under the age of 18 currently living in your household?

- yes
- no

D4:

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

- under \$20,000
- between \$20,000 and \$40,000
- between \$40,000 and \$60,000
- between \$60,000 and \$80,000
- between \$80,000 and \$100,000
- between \$100,000 and \$150,000
- between \$150,000 and \$200,000
- \$200,000 and above
- prefer not to say

D5:

Where were you born?

- born in Canada
- born outside Canada

↳ Specify the country

ASK IF D5=BORN OUTSIDE CANADA**D6:**

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2022

D7:

What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

- English
- French
- Other language, specify _____

That concludes the survey. This survey was conducted on behalf of Health Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey,



it is greatly appreciated.

4.2 Post-campaign English Questionnaire

INTRODUCTION

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur [français](#) [SWITCH TO FRENCH VERSION].

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 7 minutes to complete.

[START SURVEY](#)

[Click here](#) if you wish to verify the authenticity of this survey. View our [privacy policy](#).

If you require any technical assistance, please contact xx

f) Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station
- a public relations company
- the federal, provincial or territorial government
- none of these organizations

IF "NONE OF THESE ORGANIZATIONS" CONTINUE, OTHERWISE THANK AND TERMINATE.

g) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

h) In what year were you born?

YYYY

IF MALE AT B AND RANGE 2002-1962 AT C ASK QUESTION E



ADMISSIBLE RANGE 1900-2023
IF > 2004, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK

i) In which of the following age categories do you belong?

SELECT ONE ONLY

- less than 18 years old
- 18 to 19
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 59
- 60 to 64
- 65 or older

IF "LESS THAN 18 YEARS OLD" OR "BLANK", THANK AND TERMINATE

IF MALE AT B AND D is 20 to 59 ASK QUESTION E

- j) Are you currently or have you within the past six months worked at some point in construction trades, long-haul trucking, or heavy machinery operation?
- a. Yes
 - b. No

IF YES CATEGORIZE AS TARGET AUDIENCE



f) In which province or territory do you live?

SELECT ONE ONLY

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon
- I do not live in Canada [THANK AND TERMINATE]

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- yes
- no

=> GO TO T1A

Q3:

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

CAMPAIGN-SPECIFIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

Over the past six months, have you seen, read or heard any Government of Canada advertising about opioids?

- Yes
- No

=> GO TO T1Dnew



T1B:

Where have you seen, read or heard this ad about opioids?

SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Indigenous radio	
Online / digital	
Facebook	Spotify
Instagram	Twitch
Internet website	Twitter
On demand video platform	Google
EA Sports	YouTube
Out-of-home (indoor and outdoor signage)	
Outdoor billboards	Public transit (bus or subway)
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D:

To what extent do you agree with the following statements...

- 1 – Strongly disagree
- 2
- 3
- 4
- 5 – Strongly agree

- Addiction is not a choice.
- Someone could stop using drugs if they tried hard enough.
- It takes strength for a person with a substance addiction to ask for help.



- I would see myself as weak if I had to ask for help because of my substance use.
- There is a stigma around people who use drugs.
- Stigma toward people who use drugs is a barrier to people getting help.
- Substance use addiction is a medical condition.
- There is an opioid crisis in Canada.

T1E:

How would you describe your level of knowledge about opioids?

1 – Not at all knowledgeable

2

3

4

5 – Very knowledgeable

T1G: [RANDOMIZE]

Which term do you think is the clearest way to describe the current crisis of approximately 20 opioid-related deaths per day:

(select one only)

- drug poisoning crisis
- toxic drug crisis
- overdose crisis
- opioid overdose crisis
- drug overdose crisis
- toxic supply and overdose crisis
- opioids crisis

AD RECALL QUESTIONS

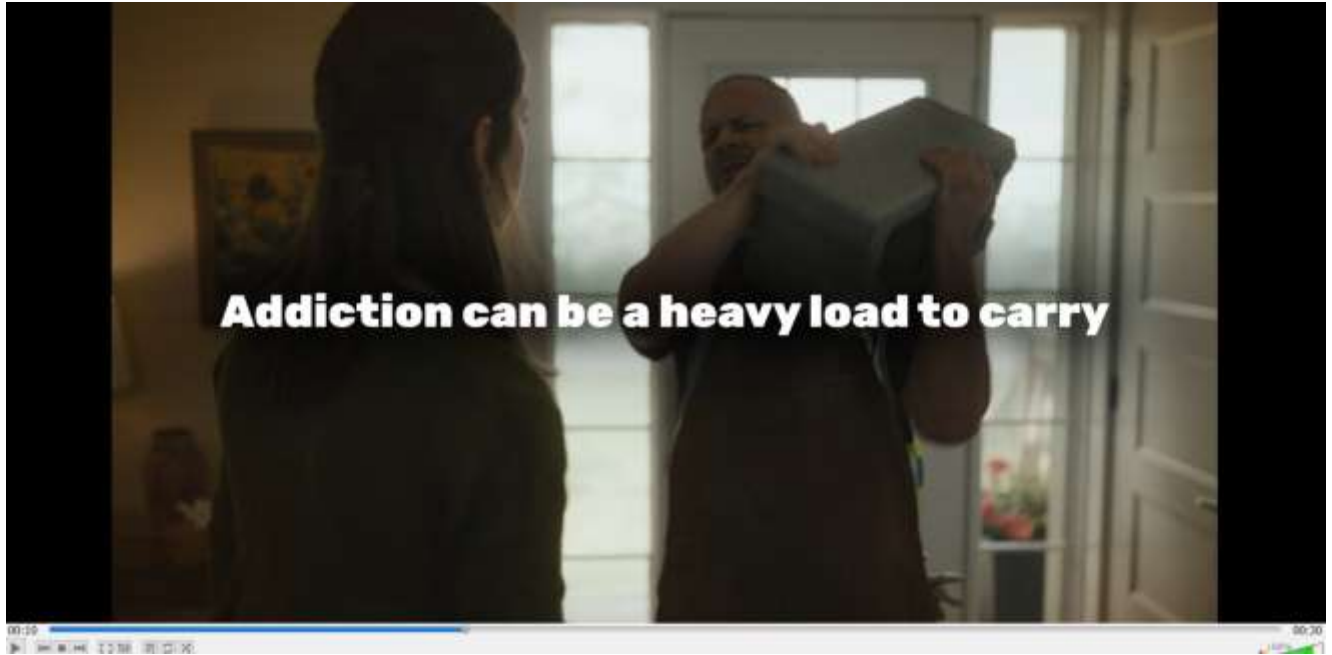
T1H:

Here are some ads that have recently been broadcast on various media. Please make sure your sound is on and click next to see the ads.

[CLICK TO GO TO THE NEXT PAGE]

[RANDOMIZE ORDER OF ADS]

T1H_Ad1



T1H_Ad2_



T1H_Ad3_



Over the past six months, have you seen any of these ads?

- yes
- no

IF NO, SKIP TO T1J

T1I

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Indigenous Radio	
Online / digital	
On demand video platform	Google
Facebook	Spotify
EA Sports	YouTube
Instagram	Twitch
Internet website	Twitter
Out-of-home (indoor and outdoor signage)	
Public transit (bus or subway)	Outdoor billboards
Mandatory option(s):	
Other, specify:	



T1J:

What do you think is the **main** point these ads are trying to get across?

T1K:

Please indicate your level of agreement with the following statements about these ads?

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads do not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads talk about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey that the Government of Canada is taking action on the opioid crisis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads gave me an understanding that ending stigma related to opioid use can help save lives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads gave me an understanding that support is available to end opioid addiction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[ASK IF T1H=YES TO ANY AD]

T1L: [RANDOMIZE]

Did you do any of the following as a result of seeing these ads?

SELECT ALL THAT APPLY

- Visit the [Canada.ca/Opioids](https://www.canada.ca/Opioids) website
- Visit the [Canada.ca/EaseTheBurden](https://www.canada.ca/EaseTheBurden)
- Become more compassionate towards people who use drugs
- Discuss stigma related to opioid use with a friend or family member
- Learn about how to help end stigma related to substance use
- Discuss with a friend or family member about the harms of opioids
- Share the information on how to get help for opioids addiction
- Look for substance use information online
- Think more about opioids
- Other, specify _____
- I didn't do anything as a result of seeing the ad(s)



DEMOGRAPHIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

D1:

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- working full-time (30 or more hours per week)
 - working part-time (less than 30 hours per week)
 - self-employed
 - unemployed, but looking for work
 - a student attending school full-time
 - retired
 - not in the workforce (full-time homemaker or unemployed but not looking for work)
 - other employment status
-

D2:

What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- grade 8 or less
 - some high school
 - high school diploma or equivalent
 - registered Apprenticeship or other trades certificate or diploma
 - college, CEGEP or other non-university certificate or diploma
 - university certificate or diploma below bachelor's level
 - bachelor's degree
 - postgraduate degree above bachelor's level
-

D3:

Are there any children under the age of 18 currently living in your household?

- yes
 - no
-

D4:

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

- under \$20,000
- between \$20,000 and \$39,999
- between \$40,000 and \$59,999



- between \$60,000 and \$79,999
- between \$80,000 and \$99,999
- between \$100,000 and \$149,999
- between \$150,000 and \$199,999
- \$200,000 and above
- prefer not to say

D5:

Where were you born?

- born in Canada
- born outside Canada

↳ Specify the country

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2023

D7:

What is (are) the language(s) you first learned at home as a child and still understand?

SELECT UP TO TWO

- English
- French
- Other language, specify _____

That concludes the survey. This survey was conducted on behalf of Health Canada In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.
