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EXECUTIVE SUMMARY

CHILDHOOD VACCINATION ADVERTISING CAMPAIGN EXECUTIVE SUMMARY (2024) POR 46-23

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Canada 

EXECUTIVE SUMMARY

PHAC is now executing a childhood routine vaccination campaign, which targets Canadian parents, caregivers, people planning a pregnancy and expectant parents, and those planning an adoption and adoptive parents. The campaign aims to increase awareness among vaccine-hesitant parents, caregivers, people planning a pregnancy and expectant parents in Canada of the importance of vaccination and keeping up-to-date, as well as contribute to decreasing hesitancy towards childhood vaccinations in Canada by providing factual credible information addressing key concerns towards vaccinations.

Vaccination is recognized as one of the greatest public health achievements of the last century, likely saving more lives in the last 50 years than any other health intervention. For continued success, however, high population vaccination coverage rates need to be attained and sustained. Immunization not only protects the individual, but also, in many instances, provides community protection against vaccine-preventable diseases through herd immunity. Sadly, reported uptake rates are falling short of national and international targets. An increasing number of parents are choosing to delay and/or refuse some or all vaccines leading to faltering community protection. Clusters of unvaccinated individuals have provided fertile ground for recent major outbreaks of vaccine preventable diseases such as measles, mumps, rubella, poliomyelitis and pertussis.

Through the use of a survey, PHAC is now executing a Childhood routine vaccination campaign, which targets Canadian parents, caregivers, people planning a pregnancy and expectant parents, and those planning an adoption and adoptive parents. With the objectives of decreasing hesitancy of childhood vaccinations in Canada by providing factual credible information addressing key concerns of vaccine-hesitant parents and reinforcing the beliefs and providing a reminder to adhere to the schedules to vaccine-confident parents.

To meet the objectives, a pre/post online survey campaign was conducted with a proportionate sample of 4,740 Canadians, 18 years of age and older. Quotas were set to ensure that each wave of the study would target n=2,370 completes per wave with a minimum of 500 respondents each wave to be parents of children under 6/expecting parents. Interviews were conducted from September 26th, 2023, to October 7th, 2023, in the pre-wave and February 16th, 2024, to February 27th, 2024, in the post-wave. The survey averaged of 6 minutes in duration. Based on a sample of this size, the results can be considered accurate to within $\pm 1.42\%$, 19 times out of 20.

A detailed description of the survey methodology is available under separate cover. This report contains all the information required to replicate this study in the future.

The total contract value of this research was \$62,629.57, including HST.

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