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# **Mental Health, Substance Use, and 9-8-8: Suicide Crisis Helpline – Three Advertising Campaign Evaluation Tool (ACET) Surveys**

Methodological Report

## **Prepared for Health Canada**

Supplier name: Ipsos Public Affairs

Contract Number: HT352-23-5282

Contract value: \$129,839.71

Award Date: February 9<sup>th</sup>, 2024

Delivery Date: May 22<sup>nd</sup>, 2024

Registration number: POR 116-23

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*Ce rapport est aussi disponible en français*

**Canada**



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A handwritten signature in black ink, appearing to read "Brad Griffin".

Brad Griffin  
President  
Ipsos Public Affairs



## Mental Health, Substance Use, and 9-8-8: Suicide Crisis Helpline – Three Advertising Campaign Evaluation Tool (ACET) Surveys

### Methodological Report

Prepared for Health Canada and the Public Health Agency of Canada

Supplier name: Ipsos Public Affairs

May 2024

This public opinion research report presents the methodology of the Mental Health, Substance Use, and 9-8-8: Suicide Crisis Helpline – Three Advertising Campaign Evaluation Tool (ACET) online surveys conducted by Ipsos Public Affairs on behalf of Health Canada and the Public Health Agency of Canada. For Phase 1, a post-campaign survey was conducted to assess the impact of the existing Get Help Here campaign with a sample of n=2,158 Canadians ages 16+ between March 7<sup>th</sup> and March 20<sup>th</sup>, 2024. For Phase 2, a baseline survey was conducted to benchmark for a new Out of Frame campaign that includes information about resources, services, and supports on [Canada.ca/mental-health](https://Canada.ca/mental-health), and the newly-launched 9-8-8: Suicide Crisis Helpline. The baseline survey was conducted with a sample of n=2,198 Canadians ages 16+ between March 6<sup>th</sup> and March 20<sup>th</sup>, 2024. Following a short time in market, a post-campaign survey was conducted to assess the new campaign. It was conducted with a sample of n=2,108 Canadians ages 16+ between April 11<sup>th</sup> and April 24<sup>th</sup>, 2024.

Cette publication est aussi disponible en français sous le titre : Santé mentale, consommation de substances et le 9-8-8 : Ligne d'aide en cas de crise de suicide – Trois sondages de l'outil d'évaluation des campagnes publicitaires (OECF)

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Catalogue Number:H14-630/2024E-PDF

International Standard Book Number (ISBN): 978-0-660-72547-5

Related publications (registration number: POR 116-23)  
Catalogue Number H14-630/2024F-PDF (Final Report, French)  
ISBN 978-0-660-72548-2

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## 1. Background

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Adverse mental health outcomes, substance use-related harms, and death by suicide are significant public health issues affecting people of all ages and backgrounds across Canada.

- **Mental health and substance use:** while new data suggests that 69% of Canadians believe the country is in a mental health crisis, historical data has found that the mental health of Canadians has been in decline before the COVID-19 pandemic, as well as after.<sup>1,2</sup> In early 2023, about 4 in 10 people in Canada rated their mental health as bad and at least 64% reported having friends/family with experiences related to mental health (e.g., depression, anxiety, thoughts of suicide, etc.).<sup>3,4,5</sup>
- **Suicide and self-harm:** every day, an average of 12 people die by suicide in Canada.<sup>6,7</sup> As of 2020, this translates to over 3,800 intentional self-harm (suicide) deaths in Canada.<sup>8</sup> Earlier research also found that suicide was the ninth leading cause of death among people in Canada and the second leading cause of death among individuals aged 15 to 34, notably 2SLGBTQI+ youth.<sup>9,10</sup>

Various Government of Canada initiatives and commitments are underway to invest in mental health, substance use, and suicide prevention services for Canadians. As part of this response, Health Canada (HC) and the Public Health Agency of Canada (PHAC) are working to improve the visibility of, access to, and use of free resources, services, and supports to help people in Canada manage their mental health needs and challenges.

Through public education initiatives, HC and PHAC launched a two-phased \$3.6M<sup>11</sup> national advertising campaign to promote timely and equitable mental health, substance use, and suicide intervention supports to millions of people living in Canada:

- **Phase 1** continued to reach and engage Canadians with a general interest in mental health and substance use resources, services, and supports with an existing ad creative – **Get Help Here** – which was developed through focus testing and evaluated with previous pre- and post-campaign advertising ACETs.
- **Phase 2** was a new ad campaign – **Out of Frame** - with a focus on general mental health and substance use, including information on the 9-8-8: Suicide Crisis Helpline, funded by the Government of Canada and operated by the Centre for Addiction and Mental Health (CAMH). This new campaign aimed to generate awareness and interest among Canadians in various stages of seeking mental health, substance use, and suicide prevention supports to interact with free resources, services, and supports compiled on [Canada.ca/mental-health](https://Canada.ca/mental-health).

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<sup>1</sup> Canadian Mental Health Association (2023). [New data reveals that 87% of people living in Canada want universal mental health care.](#)

<sup>2</sup> HC and PHAC. SPB data – internal.

<sup>3</sup> 30% rated their mental health as average, while 12% rated their mental health as bad or very bad. The “average” rating is placed in the bottom three as part of a standardized scale in academic research. Together, average, bad and very bad make up the “total bad” rating.

<sup>4</sup> HC (2022). COVID-19 tracking survey: Wave 18. Health Canada. COVID-19 Tracking Survey: Wave 20. Data collection from Jan. 12 to 30, 2022, p. 19

<sup>5</sup> CAMH, Talk Suicide Canada, and Innovative Research Group (2023). Talk Suicide Canada brand awareness and 988 research – Survey results June 2023 Draft Report.

<sup>6</sup> Statistics Canada (2022). [Canadian Vital Statistics—Death Database, 2017–2019, Released in January, 2022.](#)

<sup>7</sup> Canadian Institute of Health Information (CIHI). [Discharge Abstract Database \(DAD\), National Ambulatory Care Reporting System \(NACRS\) and Ontario Mental Health Reporting System \(OMHRS\), Fiscal year 2020–2021.](#)

<sup>8</sup> Statistics Canada (2022).

<sup>9</sup> PHAC (2023). [Suicide in Canada.](#)

<sup>10</sup> Statistics Canada (2022). [Leading causes of death were ranked based on the number of deaths reported in Canadian Vital Statistics – Death database.](#)

<sup>11</sup> Estimated amount; the actual campaign spend will be available in the annual GC report on advertising from PSPC.



Both phases of the evaluation of this advertising campaign targeted, and were relevant to, the general Canadian population aged 16 and older.<sup>12</sup> As well, based on multi-year research, the campaigns (and post-wave evaluations) also targeted six at-risk and priority sub-populations:

1. Youth and young adults aged 16 to 34
2. Indigenous peoples (First Nations, Metis, and Inuit)
3. 2SLGBTQI+ population
4. Parents/caregivers with children aged 10-17.
5. Racialized population
6. Men aged 35 and older.

To support and assess both phases of the advertising campaign, HC and PHAC conducted three (3) ACETs.

- The first ACET re-evaluated the Phase 1 **Get Help Here** campaign after being re-launched in market. It provided an updated read on the impact of the campaign following pre- and post-campaign ACETs conducted in previous fiscal years.
- The two (2) additional ACETs, one pre- and one post-campaign, were conducted to get an initial evaluation of the Phase 2 **Out of Frame** campaign.

## 2. Research Objectives

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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 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
- Identify attitudinal and behavioural changes as a result of the advertising campaign (e.g. did they seek immediate or later support or help)
- Determine whether or not people did anything after seeing the ad (e.g. visit [Canada.ca/mental-health](https://Canada.ca/mental-health), or any of the resources listed on that page, such as 9-8-8)

The results of the ACETs will be used to continue building on a body of mental health, substance use, and suicide prevention public education research to continue iterating future campaigns, develop public education

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<sup>12</sup> Previously conducted ACETs were targeted to those 18 years and older.



strategies, and conduct an in-depth analysis of the campaign's impact on national and at-risk population scales.

## Target Audience

The target audience was common for all the 3 ACET surveys. Each survey targeted the general population of participants aged 16 and older. The following sub-populations were represented in sufficient numbers for sub-group analysis:

1. Youth and young adults aged 16 to 34
2. Indigenous peoples (First Nations, Metis, and Inuit)
3. 2SLGBTQI+ population
4. Parents/caregivers with children aged 10-17
5. Racialized populations
6. Men aged 35 and older

## 3. Methodology

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### 3.1 Data collection

Each survey was executed online using a non-probability online panel. This is the standard approach for all Government of Canada advertising evaluation surveys. The survey platform was Accessibility for Ontarians with Disabilities Act (AODA) compliant according to Web Content Accessibility Guidelines (WCAG2.0AA). Survey panellists had the option to communicate their specific accessibility needs via email. The survey invitation included the Canadian Research Insights Council (CRIC) survey registration number so that respondents could verify the legitimacy of the survey as a research initiative sponsored by the Government of Canada. Survey respondents were informed of their rights under the Privacy Act, the Personal Information Protection and Electronic Documents Act, and the Access to Information Act. They were also informed that their rights were protected throughout the research process.

The surveys were conducted in English and French, with respondents provided the option to complete them in either official language of their choice. All surveys were under 15 minutes in length on average. The Phase 1 and Phase 2 post-campaign surveys had 3 open-ended questions, while the Phase 2 baseline survey had 2 open-ended questions.

Phase 1: For the post-campaign survey, a pre-test was conducted on March 7th, 2024, with 39 completes (19 English / 20 French). No issues were flagged. The survey was fully launched and ran between March 7<sup>th</sup> and March 20<sup>th</sup>, 2024.



Phase 2: The baseline survey pre-test was conducted on March 6th, 2024, with 42 completes (20 English / 22 French) no issues were flagged. The survey was fully launched and ran between March 6<sup>th</sup> and March 20<sup>th</sup>, 2024. For the post-campaign survey, a pre-test was conducted on April 11<sup>th</sup>, 2024, with 41 completes (21 English / 20 French). No issues were flagged. The survey was fully launched and ran between April 11<sup>th</sup> and April 24<sup>th</sup>, 2024.

### 3.2 Sample Frame

**Phase 1 Get Help Here:** The post-campaign was conducted with a sample of n=2,158 Canadians aged 16+ and the quotas were set to ensure representation by region, age, and gender, according to the latest Census information. Results from the post-campaign ACET were compared against the previous baseline and two (2) post-campaign ACETs (i.e. those collected in March 2022 and March 2023 among Canadians ages 16+). Comparison to the previous post-campaign ACETs help assess the overall campaign impact.

**Phase 2 Out of Frame:** The baseline survey was conducted with a sample of n=2,198 Canadians aged 16+ and the post-campaign survey was conducted with a sample of n=2,108 Canadians aged 16+. For both surveys, quotas were set to ensure representation by region, age, and gender, according to the latest Census information.

#### Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample. Weighting was applied to the sample 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. *Note: totals may not add up to 100% due to rounding.*

#### Weighted and Unweighted Online Sample (by counts)

	Phase 1		Phase 2			
	POST wave		Baseline		Post	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
<b>Canada</b>						
<b>Region</b>						
British Columbia/Yukon	290	302	294	308	290	295
Alberta/ Northwest Territories	254	237	243	242	218	232
Prairies (MB/SK)/ Nunavut	144	151	150	154	160	148
Ontario	832	820	868	835	809	801
Quebec	484	496	492	506	485	485
Atlantic Canada	154	151	151	154	146	148
<b>Gender by Age</b>						
Male 16 - 34	281	312	307	317	271	309
Male 35 - 44	174	173	174	173	158	165



Male 45 - 54	167	163	164	166	167	158
Male 55 - 64	186	182	181	185	181	178
Male 65 +	211	218	213	222	219	213
Female 16 - 34	328	305	348	304	281	296
Female 35 - 44	191	181	189	183	186	176
Female 45 - 54	177	168	171	173	183	165
Female 55 - 64	190	192	186	195	197	187
Female 65 +	234	244	231	248	243	238
Gender Diverse	19	19	34	32	22	23

The figures presented in the table above show minimal differences between the unweighted and weighted samples, except for males aged 16-34. As a result of the strong representativeness of the unweighted data the largest weight factor that was applied for any respondent was 1.45.

All three surveys were conducted with a fresh sample of respondents; there was no overlap between them. The target sub-group populations were captured through natural fall out of the base sample except for Indigenous populations and 2SLGBTQI+ community that required quotas and oversampling.

The following table provides the unweighted sample sizes achieved for each of the target sub-groups in the phase 1 and phase 2 surveys:

Sample Breakdown of At-Risk Sub-Group Targets

Criteria	Phase 1	Phase 2	
	Post-campaign Survey 2024	Baseline Survey 2024	Post-campaign Survey 2024
Youth and young adults aged 16-34	623	644	563
Parents/caregivers with children aged 10-17	328	334	347
Racialized populations	487	486	479
Men aged 35 and older	738	746	725
Indigenous	150	150	165
2SLGBTQI+	226	285	195

### 3.3 Participant Recruitment

#### Sample Source

Ipsos partnered with Canadian Viewpoint Inc., on the fieldwork and in obtaining the required sample. Canadian Viewpoint has one of the largest consumer panels in Canada at ~300,000 active panellists. Like Ipsos, Canadian Viewpoint uses mixed-mode strategies (phone/online/in-person) to build its panel permitting 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 are not used for recruitment purposes to ensure quality, but respondents are incentivized to complete the survey, 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 gathered when respondents join a panel allows for the targeting of respondents based on key criteria, such as region, age, gender, education and income level, intention to buy a home within 12 months, profession, and other characteristics.

The data excludes any duplicate respondents tagged via IP capture and excludes panellists who have completed another Government of Canada survey in the previous 30 days as members of that panel.

### Email Statistics

For this survey, a non-probability sample was used. Therefore, a response rate cannot be calculated. The participation rate is calculated as follows:

$$\text{Participation Rate (\%)} = R / (R + IS + U) * 100.$$

	Phase 1	Phase 2	
	Post-campaign Survey 2024	Baseline Survey 2024	Post-campaign Survey 2024
Invalid Cases	1352	1119	1244
Unresolved (U)	0	0	0
In-scope non-responding (IS)	96	68	135
Responding units (R)	3201	3222	3292
<b>Participation Rate</b>	<b>97%</b>	<b>98%</b>	<b>96%</b>

Online survey cases can be broken down into four broad categories:

#### Invalid Cases

These can include only clearly invalid cases (for example, invitations sent to people who did not qualify for the study, incomplete or missing email addresses in a client-supplied list).

#### Unresolved (U)

These include all the cases where it cannot be established whether the invitation was sent to an eligible or an ineligible respondent or unit (for example, when email invitations bounce back or remain without an answer before the candidate could be qualified).

For this survey, a router was used to screen potential respondents and assign them to one of several surveys. Given this, it is not possible to estimate the number of cases “invited” to participate and whether they were eligible or not. Therefore, it is not possible to estimate the “unresolved” cases.

#### In-scope non-responding (IS)

These include all refusals, either implicit or explicit, all non-contacts and early break-offs of known eligible cases and other eligible non-respondents (due to illness, leave of absence, vacation or other).



### Responding units (R)

These include cases who have participated but who were disqualified afterwards (for example, when admissible quotas have been reached). It also includes all completed surveys or partially completed surveys that meet the criteria set by the researcher to be included in the analysis of the data.

Unresolved (U), in-scope (IS), and responding units (R) are all included in the broad category of “potentially eligible” cases. However, invalid cases are not included in the calculation of participation rate.

For this survey, responding units are broken out as follows.

Completions	Phase 1	Phase 2	
	Post-campaign Survey 2024	Baseline Survey 2024	Post-campaign Survey 2024
Over quota	1043	1024	1184
Qualified Completes	2158	2198	2108
<b>Responding units (R)</b>	<b>3201</b>	<b>3222</b>	<b>3292</b>

The sample routing technology used weighted randomization to assign surveys to participants. Upon entry into the system, panelists were checked to ensure they had not exceeded survey participation limits. A list of potential survey matches was determined for each panelist based on the information known about them. Panelists were asked additional screening questions within the system to ensure they met the project criteria. As a general practice, priority may be given to surveys that are behind schedule; however, this is kept to a minimum as survey randomization must remain in place as a key element for preventing bias. In this case, limited prioritization was applied during the field period, therefore there is a low chance of sample bias.

### Non-Response Analysis

The results of the surveys 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.

### Weighted and Unweighted Online Sample (by percentage)

The table below compares the unweighted survey samples to the 2021 Census results by region, age and gender. The sample is weighted based on the 2021 Census results to ensure that it is representative of the national adult population.

	Phase 1	Phase 2	
	POST wave	Baseline	Post



	Unweighted Percentage	Census 2021 Proportions	Unweighted Percentage	Census 2021 Proportions	Unweighted Percentage	Census 2021 Proportions
<b>Canada</b>						
<b>Region*</b>						
British Columbia/Yukon	13%	14%	13%	14%	14%	14%
Alberta/ Northwest Territories	12%	11%	11%	11%	10%	11%
Prairies (MB/SK)/ Nunavut	7%	7%	7%	7%	8%	7%
Ontario	39%	38%	39%	38%	38%	38%
Quebec	22%	23%	22%	23%	23%	23%
Atlantic Canada	7%	7%	7%	7%	7%	7%
<b>Gender by Age*</b>						
Male 16 - 34	13%	15%	14%	15%	13%	15%
Male 35 - 44	8%	8%	8%	8%	8%	8%
Male 45 - 54	8%	8%	7%	8%	8%	8%
Male 55 - 64	9%	9%	8%	9%	9%	9%
Male 65+	10%	10%	10%	10%	10%	10%
Female 16 - 34	15%	14%	16%	14%	13%	14%
Female 35 - 44	9%	8%	9%	8%	9%	8%
Female 45 - 54	8%	8%	8%	8%	9%	8%
Female 55 - 64	9%	9%	8%	9%	9%	9%
Female 65+	11%	11%	11%	11%	12%	11%
Gender Diverse	1%	<1%	2%	<1%	1%	<1%

\* 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

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### Note Regarding Question Numbers for the Questionnaires:

This study is a tracking study, and as such, question numbers may not appear in chronological or numerical order. We use the same programming script for each additional wave of the tracking study. To maintain consistency, historic question numbers are retained for new waves, which may result in non-sequential lettering and numbering.

### 4.1.1 Phase 1 (“Get Help Here”) Post-Campaign Questionnaire

#### ADVERTISING CAMPAIGN EVALUATION TOOL

#### POST-CAMPAIGN SURVEY (PHASE 1 “Get Help Here” campaign)

#### INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Do you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais ?

English

Français

**Your participation is voluntary, and your responses will be kept entirely confidential.** The survey takes about 15 minutes to complete.

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To view our privacy policy, [click here](#).

#### Privacy policy:

English: [Privacy & Data Protection | Ipsos](#)

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The personal information you provide to Health Canada is governed in accordance with the *Privacy Act* and is being collected under the authority of section 4 of the *Department of Health Act*. We only collect the information we need to conduct the research project.



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If you require any technical assistance, please contact [daniel.kunasingam@ipsos.com](mailto:daniel.kunasingam@ipsos.com)

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 relation company
- The federal or provincial government
- None of these organizations [**Exclusive**]

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

b) Please let us know how you identify:

- Man
- Woman
- Transgender
- Non-binary
- Two-Spirit
- A gender not listed above
- Prefer not to answer [**THANK AND TERMINATE**]

**B) In what year were you born? [Born in 2007 = 16 years old]**

YYYY

**ADMISSIBLE RANGE 1900-2007**

**IF > 2007, THANK AND TERMINATE**

**ASK D IF QUESTION C IS LEFT BLANK**



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

**SELECT ONE ONLY**

- Less than 16 years old
- 16 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

**IF “LESS THAN 16 YEARS OLD” THANK AND TERMINATE**

e) 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
- Prefer not to answer [**THANK AND TERMINATE**]
- I do not live in Canada [**THANK AND TERMINATE**]

**SCREENER QUESTIONS TO IDENTIFY IF HAVE CHILDREN UNDER 18 AND THEIR AGE**

D) Are you the parent or guardian of a child or children under 18 years of age living in your household?

- Yes
- No
- Prefer not to answer

[ASK IF 1 at D]

E) How old is/are the child/children? Select all that apply

- Less than 10 years old
- 10 years old – 17 years old
- Prefer not to answer [Exclusive]



## SCREENER QUESTIONS TO IDENTIFY IF INDIGENOUS POPULATIONS OR ETHNIC/RACIALIZED POPULATIONS

F) Do you identify as any of the following? Select all that apply

- White
- Indigenous person (First Nations, Inuit or Métis)
- South Asian
- Chinese
- Filipino
- Southeast Asian
- West Asian
- Korean
- Japanese
- Black
- Latin American
- Arab
- Other
- Prefer not to answer [**exclusive**]

H) Do you identify as a member of the 2SLGBTQI+ community?

- Yes
- No
- Prefer not to answer [exclusive]

## 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:

Since the fall of 2023, have you seen, read or heard any Government of Canada advertising about free resources or services in support of mental health and substance use?

Yes

No

=> GO TO Q1b

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#### T1B:

Where have you seen, read or heard this ad about mental health and substance use services and supports?  
Select all that apply

#### SELECT ALL THAT APPLY. RANDOMIZE

Internet website (e.g. The Weather Network)

Web search (e.g. Google, Bing)

Online news sites (e.g. Global news)

Online specialty sites (e.g. Out, Advocate)

Digital/Streaming TV (e.g. Netflix, Disney+, Sportsnet)

In a mobile app

In a mobile app game (e.g. Madden, FIFA, Bejeweled)

Snapchat

TikTok

YouTube

Restaurant

Shopping mall

Store (including liquor store, cannabis dispensaries)

Digital billboard

Highway billboard

In a downtown area

Transit (e.g. Inside/outside bus/subway, bus shelter, or street furniture)

Streaming audio app or website (e.g. Spotify)

Online / digital / social

Out-of-home (indoor and outdoor signage)

Other specify:

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#### T1C:





What do you remember about this ad?

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**ASK ALL RESPONDENTS**

**CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE**

Q1b. Generally speaking, how would you rate your overall mental health?

- Excellent
- Somewhat good
- Average
- Somewhat poor
- Poor
- Don't know/Prefer not to answer

Q2. Overall, has your mental health gotten worse, better or stayed the same in the last year? Select one only.

- It has gotten worse
- It has gotten better
- It has stayed the same.
- Don't know/Prefer not to answer.

Q3b) For each of the items listed below, please indicate whether you have experienced any changes in the past year

[RANDOMIZE]

- Stress
- Anxiety
- Fear
- Sadness
- Loneliness
- Depression
- Financial worry
- Suicidal thoughts
- Self harm

- Increased
- Decreased



- Stayed the same/No change
- Not applicable
- Don't know / Prefer not to answer

Q4 Please indicate if the situations listed below changed for you in the past year  
[RANDOMIZE]

- My consumption of alcohol like beer, wine or spirits.
- My consumption of cannabis.
- My consumption of tobacco/vaping.
- My consumption of illegal/illicit drugs.

- Increased
- Decreased
- Stayed the same
- I don't use this substance
- Don't know / Prefer not to answer

Q5 Have you received help for mental health in the last year? (select one only)

- Yes
- No
- Don't know / Prefer not to answer.

[If "yes" in Q5 ask Q5a]

Q5a. Are you currently receiving help? (select one only)

- Yes
- No
- Don't know / Prefer not to answer.

[If "yes" in Q5 ask Q6]

Q6. What type of support have you received? **[Randomize]**

Select all that apply.

- Online/virtual support from support workers, social workers, psychologists or other professionals
- In person support from support workers, social workers, psychologists or other professionals
- Phone (including text) support
- Resources and tips for taking care of yourself
- Support from your primary health care provider



- Resources and/or services through your local government
- Resources and/or services through your provincial/territorial government
- Resources and/or services through the Government of Canada
- Support from local, or a not for profit organization
- Support through digital apps or platforms, like Wellness Together Canada
- Other, please specify:
- Don't know / Prefer not to answer [exclusive]

[If "No" in Q5a AND rate average/somewhat poor/ poor mental health: Q1b = 1, 2 or 3 ASK Q8]

Q8 Why are you not currently receiving help? (Select all that apply)

- My mental health is fine
- I don't need help
- I don't have the time
- I don't know where to go
- Help not readily available/ I can't access help
- It is too expensive
- Other, please specify:
- Don't know / Prefer not to answer [exclusive]

Q9 How familiar would you say you are with the different mental health services available?

- Very familiar
- Somewhat familiar
- Not very familiar
- Not at all familiar
- Don't know / Prefer not to answer

Q10 Did you know the Government of Canada offers free mental health and substance use resources, services, and supports? (select one only)

- Yes, mental health only
- Yes, substance use only
- Yes, both
- No
- Don't know / Prefer not to answer

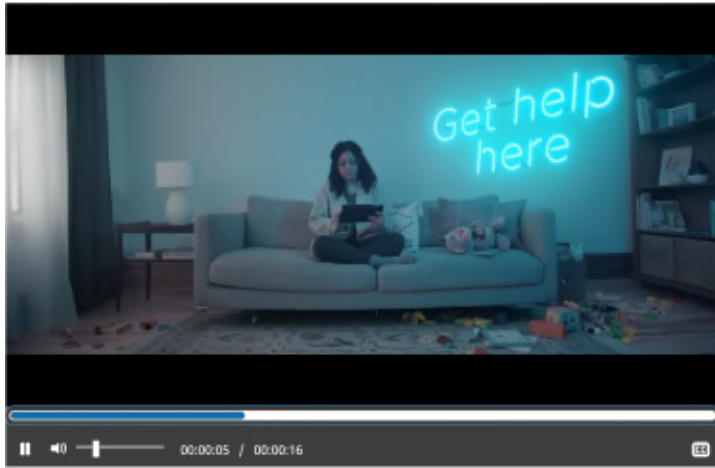
---

**AD RECALL QUESTIONS [ASK IN POST-CAMPAIGN SURVEY ONLY]**

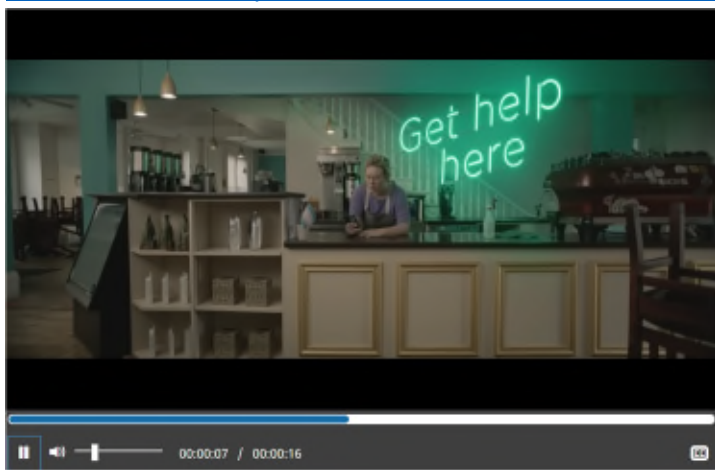
**T1H1: [RANDOMIZE-ADS]**

Here are some ads that have recently been broadcast on various media. Click next to watch.

[Video: <https://www.canada.ca/en/health-canada/services/video/get-help-here-2.html>]

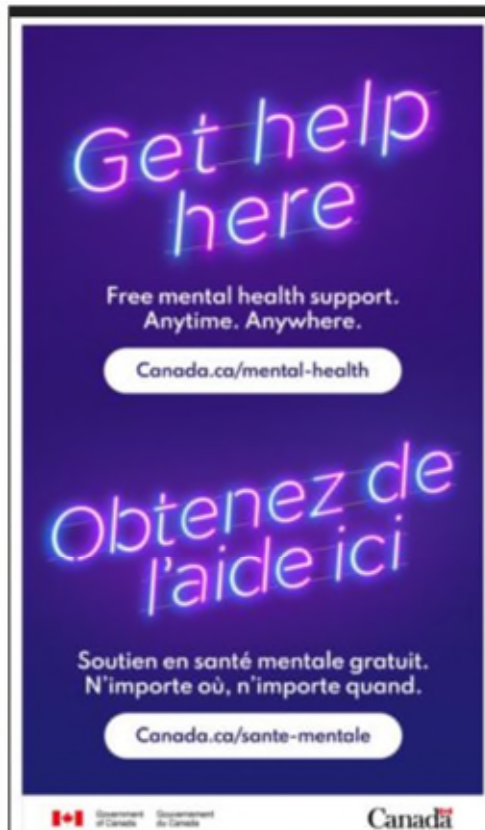
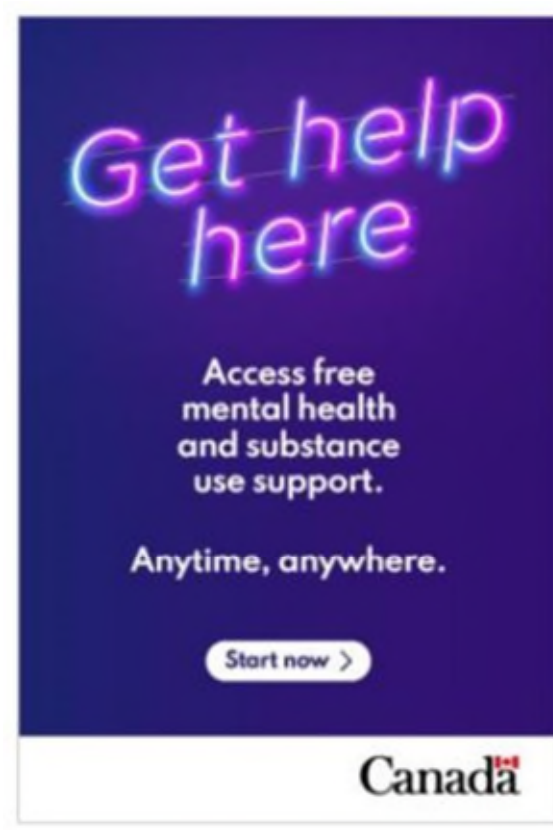
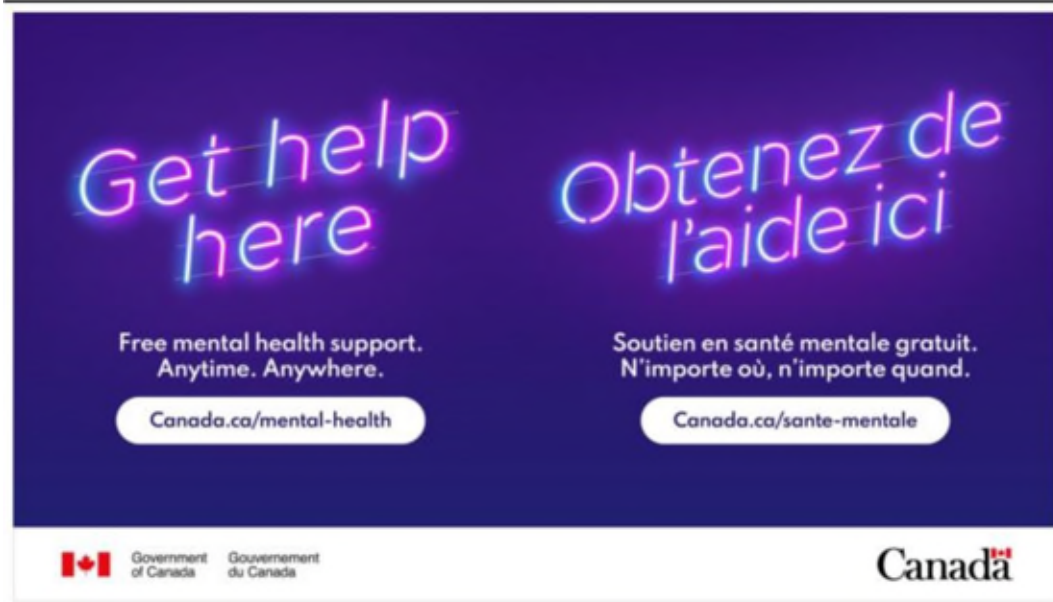
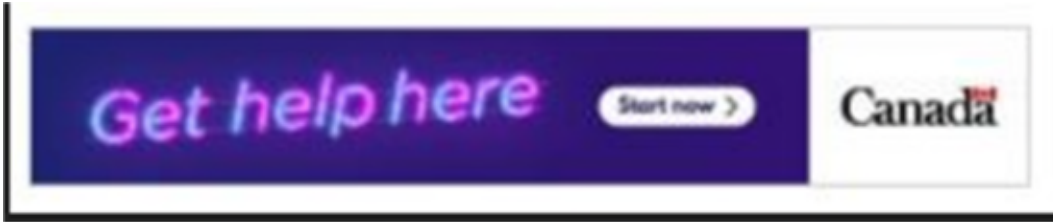


DESCRIPTION: A still representation of video where a woman using a tablet is sitting on a couch in her family room, where kids' toys are scattered across the floor. The text reads, "Get help here."



DESCRIPTION: A still representation of video where a barista is using their phone while leaning on the coffee shop counter. The text reads, "Get help here."







DESCRIPTION: A collage of five similar ads in different formats, with the Government of Canada logo in each, and most with a link to mental health resources on the Government of Canada website. The wording “Get help here”, “Access free mental health and substance use support”, and “Anytime, anywhere” appear in multiple versions of the ad. The two bilingual ads include the French wording “Obtenez de l’aide ici. Soutien en santé mentale gratuit. N’importe où, n’importe quand.”

**Show all ads to everyone.**

**[CLICK TO GO TO THE NEXT PAGE] SHOW VIDEOS FIRST THEN SHOW AD IMAGES**

**T1H2.** Since the fall of 2023, have you seen these ads?

Yes

No

=> GO TO T1J

---

**T1I:**

Where have you seen these ads? Select all that apply.

- Internet website (e.g. The Weather Network)
- Web search (e.g. Google, Bing)
- Online news sites (e.g. Global news)
- Online specialty sites (e.g. Out, Advocate)
- Digital/Streaming TV (e.g. Netflix, Disney+, Sportsnet)
- In a mobile app
- In a mobile app game (e.g. Madden, FIFA, Bejeweled)
- Snapchat
- TikTok
- YouTube
- Restaurant
- Shopping mall
- Store (including liquor store, cannabis dispensaries)
- Digital billboard
- Highway billboard
- In a downtown area
- Transit (e.g. Inside/outside bus/subway, bus shelter, or street furniture)
- Streaming audio app or website (e.g. Spotify)
- Online / digital / social
- Out-of-home (indoor and outdoor signage)
- 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	2	3	4	5
	Strongly Disagree				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 free mental health and substance use supports and resources are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads prompt me to visit a Government of Canada website to learn more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads prompt me to visit additional websites for free mental health and substance use supports and resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



These ads prompt me to search for free mental health and substance use supports and resources at a later time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a result of seeing the ads, I would share them with someone I know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Ask all]

T1L.

Did you [If NO in T1H2: Will you] do any of the following as a result of seeing this ad? Please select all that apply.

[RANDOMIZE]

- Visited[Visit] Canada.ca mental-health
- Discussed[Discuss] my challenges with mental health with a healthcare professional/doctor, friend or family member
- Shared[Share] the ad with someone you know
- Shared [Share] the website with someone you know
- Looked [Look]for information for free mental health and substance use support and resources online
- Other, specify [anchor]
- I didn't[won't] do anything as a result of seeing the ad [anchor][exclusive]
- Don't know/Prefer not to answer [anchor exclusive]

**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
- Prefer not to answer





**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
  - Prefer not to answer
- 

**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:

**Prefer not to answer**

**ASK IF D5=BORN OUTSIDE CANADA**



**D6: [Validate that the year they moved to Canada is not greater than their year of birth]**

In what year did you first move to Canada?

YYYY

Prefer not to answer

**ADMISSIBLE RANGE: 1900-2024**

---

**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 \_\_\_\_\_

Prefer not to answer

---

**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.**

**For information about mental health and substance use supports, please visit**  
<https://www.canada.ca/en/public-health/campaigns/get-help-here.html>

## 4.2.1 Phase 2 (“Out of Frame”) Baseline Questionnaire

**ADVERTISING CAMPAIGN EVALUATION TOOL**

**BASELINE SURVEY (PHASE 2 “Out of Frame” campaign)**

**INTRODUCTION**



Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur [français \[SWITCH TO FRENCH VERSION\]](#).

**Your participation is voluntary.** The survey takes about 15 minutes to complete.

[START SURVEY](#)

Ipsos has been contracted by Health Canada to conduct this survey. Click here if you wish to verify the authenticity of this survey. To view Ipsos' privacy policy, [click here](#).

### Privacy Notice

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**Purpose of collection:** We require your personal information such as demographic information to better understand the topic of the research. However, your responses are always combined with the responses of others for analysis and reporting; you will not be directly identified.

**Your rights under the *Privacy Act*:** You have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly. For more information about your rights, or about how we handle your personal information, please contact Health Canada's public opinion research team at: [hc.cpab.por-rop.dgcap.sc@canada.ca](mailto:hc.cpab.por-rop.dgcap.sc@canada.ca).

If you require any technical assistance, please contact [Daniel.kunassignam@ipsos.com](mailto:Daniel.kunassignam@ipsos.com)

b) Does anyone in your household work for any of the following organizations? Select all that apply.

#### 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 **[Exclusive]**



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

c) Please let us know how you identify:

- Man
- Woman
- Transgender
- Non-binary
- Two-Spirit
- A gender not listed above
- Prefer not to answer [**THANK AND TERMINATE**]

d) In what year were you born?

YYYY

**ADMISSIBLE RANGE 1900-2007**

**IF > 2007 THANK AND TERMINATE**

**ASK E IF QUESTION D IS LEFT BLANK**

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

**SELECT ONE ONLY**

- less than 16 years old
- 16 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

**IF “LESS THAN 16 YEARS OLD”, THANK AND TERMINATE**

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
- Prefer not to answer **[THANK AND TERMINATE]**
- I do not live in Canada **[THANK AND TERMINATE]**

#### SCREENER QUESTIONS TO IDENTIFY IF HAVE CHILDREN UNDER 18 AND THEIR AGE

- g) Are you the parent or guardian of a child or children under 18 years of age living in your household?
- Yes
  - No
  - Prefer not to answer

[ASK IF 1 at g]

- h) How old is/are the child/children under age 18 living in your household? Select all that apply
- Less than 10 years old
  - 10 years old – 17 years old
  - 99- Prefer not to answer [Exclusive]

#### SCREENER QUESTIONS TO IDENTIFY IF INDIGENOUS POPULATIONS, ETHNIC/RACIALIZED POPULATIONS OR 2SLGBTQI+ POPULATIONS

- i) Do you identify as any of the following? [Alphabetical order] Select all that apply
- White
  - Indigenous person (First Nations, Inuit or Métis)
  - South Asian
  - Chinese
  - Filipino
  - Southeast Asian
  - West Asian
  - Korean
  - Japanese
  - Black
  - Latin American
  - Arab



Other  
Prefer not to answer [exclusive]

j) Do you identify as a member of the 2SLGBTQI+ community?

Yes  
No  
Prefer not to answer [exclusive]

**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 mental health, substance use, and suicide prevention?

Yes  
No **=> GO TO T1D**

**T1B:**

Where have you seen, read or heard this ad about mental health, substance use, and suicide prevention?

**SELECT ALL THAT APPLY**



- Internet website (e.g., The Weather Network)
  - Web search (e.g., Google, Bing)
  - Digital/streaming radio (e.g., Spotify, Radio Canada)
  - Digital/streaming TV (e.g., Netflix)
  - Digital billboard
  - YouTube
  - Reddit
  - Snapchat
  - TikTok
  - In a mobile app (e.g., Gas Buddy)
  - Shopping mall
  - Outdoor street furniture
  - Transit (e.g. bus, subway)
  - Gas stations
- 

**T1C:**

What do you remember about this ad?

---

**T1D**

**ASK ALL RESPONDENTS**

Generally speaking, how would you rate your overall mental health?

- Excellent
- Somewhat good
- Average
- Somewhat poor
- Poor
- Don't know/Prefer not to answer

**T1E**

**ASK ALL RESPONDENTS**

Overall, has your mental health gotten worse, better, or stayed the same in the last year? Select one only

- It has gotten worse
- It has gotten better
- It has stayed the same



Don't know/Prefer not to answer

[if selected "It has gotten worse" continue to T1F, if selected "It has gotten better" skip to T1G, all other responses skip to T1H]

T1F

[selected "It has gotten worse" at T1E]

What do you believe are some of the reasons your mental health worsened over the last year? Select all that apply.

- Personal circumstances (e.g., employment, relationships)
- Health-related issues (e.g., physical health, access to healthcare)
- External factors (e.g., cost of living)
- Lack of access to mental health resources and supports
- Lifestyle changes (e.g., habits, exercise, diet)
- Greater mental health awareness
- Other reasons
- Don't know/Prefer not to answer [exclusive]

T1G

[selected "It has gotten better" at T1E]

What do you believe are some of the reasons your mental health improved over the last year? Select all that apply.

- Personal circumstances (e.g., employment, relationships)
- Health-related issues (e.g., physical health, access to healthcare)
- External factors (e.g., cost of living)
- Access to mental health resources and supports
- Lifestyle changes (e.g., habits, exercise, diet)
- Greater mental health awareness
- Other reasons
- Don't know/Prefer not to answer [exclusive]

T1H

**ASK ALL RESPONDENTS**

In the last year, have you sought help (information, resources, services, supports) for the following? Select all that apply

Mental health issues





- Substance use
- Suicide related concerns
- None of the above [exclusive]
- Prefer not to answer [exclusive]

[If NONE OF THE ABOVE OR PREFER NOT TO ANSWER skip to T1R]

[if MENTAL HEALTH ISSUES SELECTED CONTINUE TO T1I-T1J-T1K]

[if SUBSTANCE USE SELECTED SKIP TO T1L-T1M-T1N]

[if SUICIDE SELECTED SKIP T1O-T1P T1Q]

T1I

Did you get the mental health help or support you needed? Select one.

- Yes
- Somewhat
- No (Please explain why)
- Don't know
- Prefer not to answer

T1J

Is there a time of the day that is especially difficult, and you could use extra support? Select all that apply.

- Morning (5am to 9am)
- Midday (10am to 2pm)
- Evening (3pm to 7pm)
- Night (8pm to 12am)
- Early morning (1am to 4am)
- No consistent time of day
- Don't know/Prefer not to answer [exclusive]

T1K

If you were to seek help for your mental health in the future, would you consider the following? Select all that apply.

- Access information online/website
- Call a helpline
- Text a helpline
- Seek in-person help (drop in or by appointment)
- None of the above [exclusive]



Don't know/Prefer not to answer [exclusive]

[if SUBSTANCE USE SELECTED IN T1H ASK T1L-T1M-T1N]

T1L

Did you get the substance use help or support you needed in the past year? Select one.

- Yes
- Somewhat
- No (Please explain why)
- Don't know
- Prefer not to answer

T1M

Is there a time of the day that is especially difficult, and you could use extra support related to substance use? Select all that apply.

- Morning (5am to 9am)
- Midday (10am to 2pm)
- Evening (3pm to 7pm)
- Night (8pm to 12am)
- Early morning (1am to 4am)
- No consistent time of day
- Don't know/Prefer not to answer [exclusive]

T1N

If you were to seek help for substance use in the future, would you consider the following? Select all that apply.

- Access information online/website
- Call a helpline
- Text a helpline
- Seek in-person help (drop in or by appointment)
- None of the above [exclusive]
- Don't know/Prefer not to answer [exclusive]

[if SUICIDE SELECTED IN T1H ASK T1O-T1P T1Q]

T1O

Did you get the help or support you needed related to concerns of suicide in the past year? Select one.



- Yes
- Somewhat
- No (Please explain why)
- Don't know
- Prefer not to answer

T1P

Is there a time of the day that is especially difficult, and you could use extra support related to concerns of suicide? Select all that apply.

- Morning (5am to 9am)
- Midday (10am to 2pm)
- Evening (3pm to 7pm)
- Night (8pm to 12am)
- Early morning (1am to 4am)
- No consistent time of day
- Don't know/Prefer not to answer [exclusive]

T1Q

If you were to seek help for concerns of suicide in the future, would you consider the following? Select all that apply.

- Access information online/website
- Call a helpline
- Text a helpline
- Seek in-person help (drop in or by appointment)
- None of the above [exclusive]
- Don't know/Prefer not to answer [exclusive]

T1R

**ASK ALL RESPONDENTS**

If you were to seek out services for mental health, substance use, or thoughts of suicide, which type of service provider would you most likely reach out to? Select all that apply.

- Services offered by your local municipality (city or town)



- Services offered by your ethno-cultural community
- Services offered specifically to those with your gender identity
- Services offered by a non-government organization (e.g. non-profit, church, charitable)
- Services offered by your family doctor/primary care clinic
- Services offered by your provincial government agencies
- Services offered by the Government of Canada
- Services offered by the Centre for Addiction and Mental Health (CAMH)
- Services offered by a privately/insurance paid health care professional/allied professional (e.g. therapist)
- Other (please specify)
- No strong preference, whichever has the best availability
- Don't know/Prefer not to answer [exclusive]

T1S

**ASK ALL RESPONDENTS**

In November 2023, 9-8-8, a 24/7 suicide crisis helpline accessible via call or text in English and French, offering immediate support, became available across Canada.

Have you heard of the new 9-8-8 Suicide Crisis Helpline?

- Yes
- No
- Don't know
- Prefer not to answer

T1T

**ASK ALL RESPONDENTS**

If you were experiencing suicidal thoughts, how likely would you be to call or text 9-8-8: Suicide Crisis Helpline for suicide prevention support?

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- Don't know
- Prefer not to answer

T1U



## ASK ALL RESPONDENTS

If you knew someone who was experiencing suicidal thoughts, how likely would you be to call or text 9-8-8: Suicide Crisis Helpline for advice on what to do?

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- Don't know
- Prefer not to answer

---

## 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
- prefer not to answer

---

### 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



prefer not to answer

---

**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 answer
- 

**D5:**

Where were you born?

- born in Canada
- born outside Canada
  - Specify the country:
- prefer not to answer

**ASK IF D5=BORN OUTSIDE CANADA**

**D6:**

In what year did you first move to Canada?

YYYY

prefer not to answer

**ADMISSIBLE RANGE: 1900-2024**

---

**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
- Prefer not to answer [exclusive]

---

**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.**

**FOR INFORMATION ABOUT MENTAL HEALTH AND SUBSTANCE USE SUPPORTS, PLEASE VISIT**  
[Canada.ca/mental-health](http://Canada.ca/mental-health)

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## 4.2.2 Phase 2 (“Out of Frame”) Post-Campaign Questionnaire

### ADVERTISING CAMPAIGN EVALUATION TOOL

#### POST- CAMPAIGN SURVEY (PHASE 2 “Out of Frame” campaign)

#### INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur **français [SWITCH TO FRENCH VERSION]**.

**Your participation is voluntary.** The survey takes about 15 minutes to complete.

[START SURVEY](#)

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**Purpose of collection:** We require your personal information such as demographic information to better understand the topic of the research. However, your responses are always combined with the responses of others for analysis and reporting; you will not be directly identified.



**Your rights under the *Privacy Act*:** You have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly. For more information about your rights, or about how we handle your personal information, please contact Health Canada’s public opinion research team at: [hc.cpab.por-rop.dgcap.sc@canada.ca](mailto:hc.cpab.por-rop.dgcap.sc@canada.ca).

If you require any technical assistance, please contact [Daniel.kunassignam@ipsos.com](mailto:Daniel.kunassignam@ipsos.com)

a) Does anyone in your household work for any of the following organizations? Select all that apply.

**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 [**Exclusive**]

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

b) Please let us know how you identify:

- Man
- Woman
- Transgender
- Non-binary
- Two-Spirit
- A gender not listed above
- Prefer not to answer [**THANK AND TERMINATE**]

c) In what year were you born?

YYYY

**ADMISSIBLE RANGE 1900-2007**

**IF > 2007 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 16 years old
- 16 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

**IF “LESS THAN 16 YEARS OLD”, THANK AND TERMINATE**

e) 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
- Prefer not to answer **[THANK AND TERMINATE]**
- I do not live in Canada **[THANK AND TERMINATE]**

**SCREENER QUESTIONS TO IDENTIFY IF HAVE CHILDREN UNDER 18 AND THEIR AGE**

f) Are you the parent or guardian of a child or children under 18 years of age living in your household?

- Yes
- No
- Prefer not to answer

[ASK IF 1 at f]



- g) How old is/are the child/children under age 18 living in your household? Select all that apply
- Less than 10 years old
  - 10 years old – 17 years old
  - 99- Prefer not to answer [Exclusive]

**SCREENER QUESTIONS TO IDENTIFY IF INDIGENOUS POPULATIONS, ETHNIC/RACIALIZED POPULATIONS OR 2SLGBTQI+ POPULATIONS**

- h) Do you identify as any of the following? [Alphabetical order] Select all that apply
- White
  - Indigenous person (First Nations, Inuit or Métis)
  - South Asian
  - Chinese
  - Filipino
  - Southeast Asian
  - West Asian
  - Korean
  - Japanese
  - Black
  - Latin American
  - Arab
  - Other
  - Prefer not to answer [exclusive]
- i) Do you identify as a member of the 2SLGBTQI+ community?
- Yes
  - No
  - Prefer not to answer [exclusive]

**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 mental health, substance use, and suicide prevention?

Yes

No

=> GO TO T1D

---

#### T1B:

Where have you seen, read or heard this ad about mental health, substance use, and suicide prevention?

#### SELECT ALL THAT APPLY

- Internet website (e.g., The Weather Network)
- Web search (e.g., Google, Bing)
- Digital/streaming radio (e.g., Spotify, Radio Canada)
- Digital/streaming TV (e.g., Netflix)
- Digital billboard
- YouTube
- Reddit
- Snapchat
- TikTok
- In a mobile app (e.g., Gas Buddy)
- Shopping mall
- Outdoor street furniture
- Transit (e.g. bus, subway)
- Gas stations



**T1C:**

What do you remember about this ad?

---

**T1D**

**ASK ALL RESPONDENTS**

Generally speaking, how would you rate your overall mental health?

- Excellent
- Somewhat good
- Average
- Somewhat poor
- Poor
- Don't know/Prefer not to answer

**T1E**

**ASK ALL RESPONDENTS**

Overall, has your mental health gotten worse, better, or stayed the same in the last year? Select one only

- It has gotten worse
- It has gotten better
- It has stayed the same
- Don't know/Prefer not to answer

[if selected "It has gotten worse" continue to T1F, if selected "It has gotten better" skip to T1G, all other responses skip to T1H]

**T1F**

[selected "It has gotten worse" at T1E]

What do you believe are some of the reasons your mental health worsened over the last year? Select all that apply.

- Personal circumstances (e.g., employment, relationships)
- Health-related issues (e.g., physical health, access to healthcare)
- External factors (e.g., cost of living)



- Lack of access to mental health resources and supports
- Lifestyle changes (e.g., habits, exercise, diet)
- Greater mental health awareness
- Other reasons
- Don't know/Prefer not to answer [exclusive]

T1G

[selected "It has gotten better" at T1E]

What do you believe are some of the reasons your mental health improved over the last year? Select all that apply.

- Personal circumstances (e.g., employment, relationships)
- Health-related issues (e.g., physical health, access to healthcare)
- External factors (e.g., cost of living)
- Access to mental health resources and supports
- Lifestyle changes (e.g., habits, exercise, diet)
- Greater mental health awareness
- Other reasons
- Don't know/Prefer not to answer [exclusive]

T1H

**ASK ALL RESPONDENTS**

In the last year, have you sought help (information, resources, services, supports) for the following? Select all that apply

- Mental health issues
- Substance use
- Suicide related concerns
- None of the above [exclusive]
- Prefer not to answer [exclusive]

[if NONE OF THE ABOVE OR PREFER NOT TO ANSWER skip to T1R]

[if MENTAL HEALTH ISSUES SELECTED CONTINUE TO T1I-T1J-T1K]

[if SUBSTANCE USE SELECTED SKIP TO T1L-T1M-T1N]

[if SUICIDE SELECTED SKIP T1O-T1P T1Q]



T1I

Did you get the mental health help or support you needed? Select one.

- Yes
- Somewhat
- No (Please explain why)
- Don't know
- Prefer not to answer

T1J.

Is there a time of the day that is especially difficult, and you could use extra support related to your mental health? Select all that apply.

- Morning (5am to 9am)
- Midday (10am to 2pm)
- Evening (3pm to 7pm)
- Night (8pm to 12am)
- Early morning (1am to 4am)
- No consistent time of day
- Don't know/Prefer not to answer [exclusive]

T1K

If you were to seek help for your mental health in the future, would you consider the following? Select all that apply.

- Access information online/website
- Call a helpline
- Text a helpline
- Seek in-person help (drop in or by appointment)
- None of the above [exclusive]
- Don't know/Prefer not to answer [exclusive]

[if SUBSTANCE USE SELECTED IN T1H ASK T1L-T1M-T1N]

T1L

Did you get the substance use help or support you needed in the past year? Select one.

- Yes
- Somewhat
- No (Please explain why)



- Don't know
- Prefer not to answer

T1M

Is there a time of the day that is especially difficult, and you could use extra support related to substance use? Select all that apply.

- Morning (5am to 9am)
- Midday (10am to 2pm)
- Evening (3pm to 7pm)
- Night (8pm to 12am)
- Early morning (1am to 4am)
- No consistent time of day
- Don't know/Prefer not to answer [exclusive]

T1N

If you were to seek help for substance use in the future, would you consider the following? Select all that apply.

- Access information online/website
- Call a helpline
- Text a helpline
- Seek in-person help (drop in or by appointment)
- None of the above [exclusive]
- Don't know/Prefer not to answer [exclusive]

[if SUICIDE SELECTED IN T1H ASK T10-T1P T1Q]

T1O

Did you get the help or support you needed related to concerns of suicide in the past year? Select one.

- Yes
- Somewhat
- No (Please explain why)
- Don't know
- Prefer not to answer

T1P

Is there a time of the day that is especially difficult, and you could use extra support related to concerns of suicide? Select all that apply.

- Morning (5am to 9am)



- Midday (10am to 2pm)
- Evening (3pm to 7pm)
- Night (8pm to 12am)
- Early morning (1am to 4am)
- No consistent time of day
- Don't know/Prefer not to answer [exclusive]

T1Q

If you were to seek help for concerns of suicide in the future, would you consider the following? Select all that apply.

- Access information online/website
- Call a helpline
- Text a helpline
- Seek in-person help (drop in or by appointment)
- None of the above [exclusive]
- Don't know/Prefer not to answer [exclusive]

T1R

**ASK ALL RESPONDENTS**

If you were to seek out services for mental health, substance use, or thoughts of suicide, which type of service provider would you most likely reach out to? Select all that apply.

- Services offered by your local (e.g. city or town) municipality (city or town)
- Services offered by your ethno-cultural community
- Services offered specifically to those with your gender identity
- Services offered by a non-government organization (e.g. non-profit, church, charitable)
- Services offered by your family doctor/primary care clinic
- Services offered by your provincial government agencies
- Services offered by the Government of Canada
- Services offered by the Centre for Addiction and Mental Health (CAMH)
- Services offered by a privately/insurance paid health care professional/allied professional (e.g. therapist)
- Other (please specify)
- No strong preference, whichever has the best availability
- Don't know/Prefer not to answer [exclusive]

T1S

**ASK ALL RESPONDENTS**

In November 2023, 9-8-8, a 24/7 suicide crisis helpline accessible via call or text in English and French, offering immediate support, became available across Canada.





Have you heard of the new 9-8-8 Suicide Crisis Helpline?

- Yes
- No
- Don't know
- Prefer not to answer

T1T

**ASK ALL RESPONDENTS**

If you were experiencing suicidal thoughts, how likely would you be to call or text 9-8-8: Suicide Crisis Helpline for suicide prevention support?

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- Don't know
- Prefer not to answer

T1U

**ASK ALL RESPONDENTS**

If you knew someone who was experiencing suicidal thoughts, how likely would you be to call or text 9-8-8: Suicide Crisis Helpline for advice on what to do?

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- Don't know
- Prefer not to answer

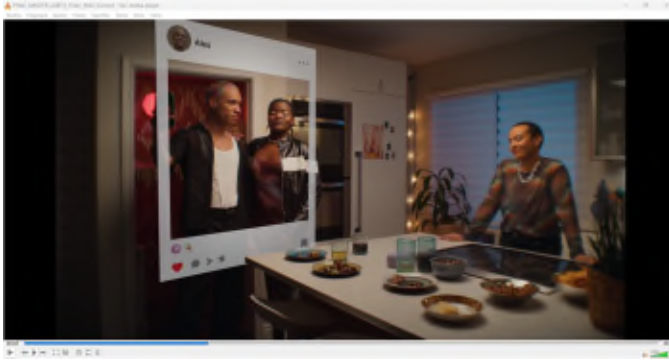
**AD RECALL QUESTIONS**

**T1H:**

Here is the ad that has recently been broadcast on various media. Click here to watch.

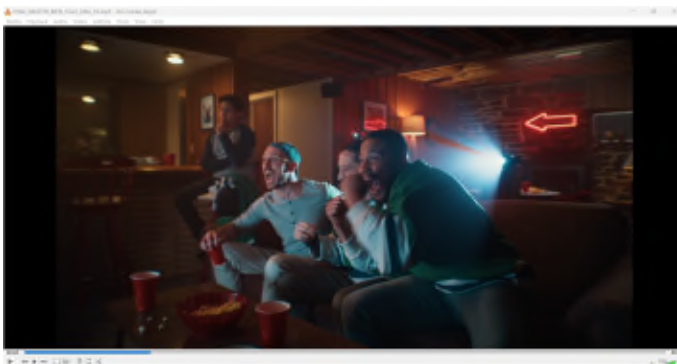
**[INSERT VIDEO]**

**AD1: 2SLGBTQI+ community**



DESCRIPTION: A still representation of video where one person is standing behind a kitchen counter and two other people are standing nearby, appearing to be inside a social media photo frame.

**AD2:** Men aged 35+ from ethnic/racialized demographics



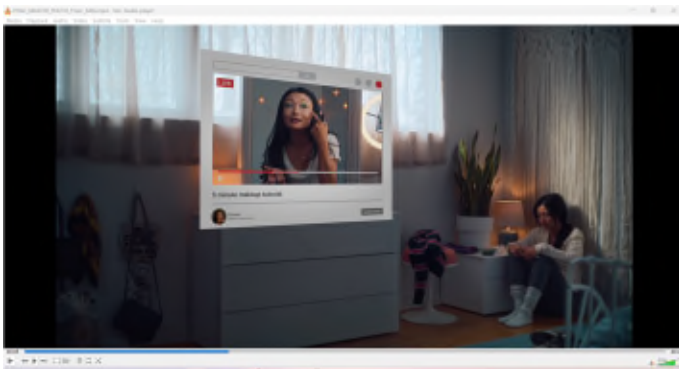
DESCRIPTION: A still representation of video where three men are sitting on a couch and cheering, presumably watching a sports game on tv. Another man is sitting on a barstool also watching the tv, but not cheering.

**AD3:** Indigenous Peoples OR parents OR caregivers



DESCRIPTION: A still representation of video where a woman and children play together on the floor while another woman is sitting on a couch, appearing upset.

**AD4:** Youth and young adults 16-34



DESCRIPTION: A still representation of video where a teenage girl appears upset, sitting alone in her bedroom while a makeup tutorial video is shown.

THOSE WHO DON'T FALL INTO ANY GROUP:

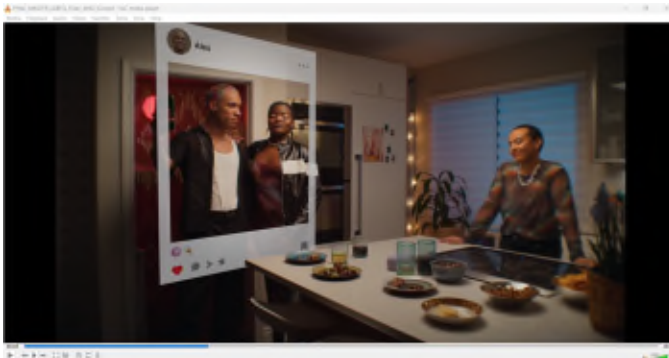
- 1) Men 35+, not racialized, not Indigenous, not parent/caregiver, not 2SLGBTQI+: show ADS 2 and 3

[**AD2:** Originally geared towards men aged 35+ from ethnic/racialized demographics and **AD3:** Originally geared towards Indigenous Peoples OR parents OR caregiver]



- 2) Women 35+, racialized or not racialized, not Indigenous, not parent/caregiver, not 2SLGBTQI+: show Ads 1, 3

**AD1:** Originally geared towards the 2SLGBTQI+ community and **AD3:** Originally geared towards Indigenous Peoples OR parents OR caregivers





[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen, read or heard this ad?

Yes

No

=> GO TO T1J

---

**T1I:**

Where have you seen, read or heard this ad?

**SELECT ALL THAT APPLY**

- Internet website (e.g., The Weather Network)
- Web search (e.g., Google, Bing)
- Digital/streaming radio (e.g., Spotify, Radio Canada)
- Digital/streaming TV (e.g., Netflix)
- Digital billboard
- YouTube
- Reddit
- Snapchat
- TikTok
- In a mobile app (e.g., Gas Buddy)
- Shopping mall
- Outdoor street furniture
- Transit (e.g. bus, subway)
- Gas stations

---

**T1J:**

What do you think is the **main** point this ad are trying to get across?

**T1K:**

Please indicate your level of agreement with the following statements about this ad?

**RANDOMIZE STATEMENTS**

	1 Strongly Disagree	2	3	4	5 Strongly Agree
This ad catches my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad does not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad talks about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad provides new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad clearly conveys that free mental health and substance use supports and resources are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad prompts me to visit a Government of Canada website to learn more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad prompts me to visit additional websites for free mental health and substance use supports and resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad prompts me to search for free mental health and substance use supports and resources at a later time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a result of seeing this ad, I would share it with someone I know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



[Ask all]

**T1L.**

Did you [If NO in T1H: Will you] do any of the following as a result of seeing this ad? Please select all that apply.

[RANDOMIZE]

Visited[Visit] Canada.ca/mental-health

Discussed[Discuss] your challenges with mental health with a healthcare professional/doctor, friend or family member

Shared[Share] the ad with someone you know

Shared [Share] the website with someone you know

Looked [Look]for information for free mental health and substance use support and resources online

Other, specify [**anchor**]

You didn't[won't] do anything as a result of seeing the ad [**anchor**][**exclusive**]

Don't know/Prefer not to answer [anchor exclusive]

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## 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

prefer not to answer

---

**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
  - Prefer not to answer
- 

**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 answer
- 

**D5:**

Where were you born?

- Born in Canada
- Born outside Canada
  - Specify the country:
- Prefer not to answer

**ASK IF D5=BORN OUTSIDE CANADA**

**D6:**

In what year did you first move to Canada?





YYYY

Prefer not to answer

**ADMISSIBLE RANGE: 1900-2024**

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**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

Prefer not to answer [exclusive]

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**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.**

**FOR INFORMATION ABOUT MENTAL HEALTH AND SUBSTANCE USE SUPPORTS, PLEASE VISIT**  
[Canada.ca/mental-health](https://Canada.ca/mental-health)

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