



Government
of Canada

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du Canada

Continuous Qualitative Data Collection of Canadians' Views – December 2020

Final Report

Prepared for the Privy Council Office

Supplier name: The Strategic Counsel

Contract number: 35035-182346/001/CY

Contract value: \$1,618,838.00

Award date: December 18, 2020

Delivery date: March 5, 2021

Registration number: POR-005-19

For more information on this report, please email por-rop@pco-bcp.ca

Ce rapport est aussi disponible en français.

Canada 

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This public opinion research report presents the results of a series of focus groups conducted by The Strategic Counsel on behalf of the Privy Council Office. The third cycle of the second year of the study included a total of ten focus groups with Canadian adults (18 years of age and older) between December 1st and December 17th, 2020.

Cette publication est aussi disponible en français sous le titre : Rapport final - Collecte continue de données qualitatives sur les opinions des canadiens – décembre 2020.

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Catalogue Number:

CP22-185/15-2020E-PDF

International Standard Book Number (ISBN):

978-0-660-37963-0


Related publications (registration number: POR-005-19):

CP22-185/15-2020F-PDF (Final Report, French)
978-0-660-37964-7

Political Neutrality Certification

I hereby certify as a Senior Officer of The Strategic Counsel that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications – Appendix C – Mandatory Procedures for Public Opinion Research.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed:  _____

Date: March 5, 2021

Donna Nixon, Partner
The Strategic Counsel

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Executive Summary

Introduction

The Communications and Consultation Secretariat of the Privy Council Office (PCO) commissioned The Strategic Counsel (TSC) to conduct continuous cycles of focus group research across the country with members of the public on key national issues, events, and policy initiatives related to the Government of Canada.

The broad purpose of this ongoing qualitative research program is three-fold: to explore the dimensions and drivers of public opinion on the most important issues facing the country; to assess perceptions and expectations of the federal government's actions and priorities, and; to inform the development of Government of Canada communications so that they continue to be aligned with the perspectives and information needs of Canadians, while remaining both clear and easy-to-understand.

The research is intended to be used by the Communications and Consultation Secretariat within PCO in order to fulfill its mandate of supporting the Prime Minister's Office in coordinating government communications. Specifically, the research will ensure that PCO has an ongoing understanding of Canadians' opinions on macro-level issues of interest to the government, as well as emerging trends.

This report includes findings from 10 online focus groups which were conducted between December 1st and 17th, 2020 in multiple locations across the country including Atlantic Canada, Quebec, Ontario, Manitoba, Nunavut, Alberta and British Columbia. Details concerning the locations, recruitment, and composition of the groups are shown in the section below.

The research for this cycle of focus groups focussed primarily on COVID-19, as the pandemic continued in Canada. The research explored a wide range of related issues in depth, including what Canadians were hearing about the Government of Canada in the news, how Canadians behaviours had

evolved and views on the federal government's procurement and expectations of timelines around the impending COVID-19 vaccine. The research also explored reactions from particular subgroups of the population in response to different creative concepts. Concepts tested included four COVID-19 Public Service Announcements with Indigenous participants, five social media advertisements aimed at informing Canadians and those thinking of travelling to Canada about Canadian travel restrictions with two groups – those residing in the Greater Montreal Area (GMA) who were exhibiting risky behaviours and young adults residing in the Greater Vancouver Area (GVA) – held early in the month, and a series of video ads aimed at informing Canadians about COVID-19 tested with those exhibiting riskier behaviour towards COVID-19 guidelines.

In addition to the pandemic, non-COVID-19 related discussions broached other topics including long-term care homes, Canada-U.S. relations, the environment, Indigenous issues and local issues in Iqaluit.

As a note of caution when interpreting the results from this study, findings of qualitative research are directional in nature only and cannot be attributed quantitatively to the overall population under study with any degree of confidence.

Methodology

Overview of Groups

Target audience

- Canadian residents, 18 and older.
- Groups were split primarily by location.
- Some groups focused on specific subgroups of the population including young adults (aged 18-24 years old), parents of school aged children (in Junior Kindergarten to Grade 12), people exhibiting riskier behaviours towards COVID-19, people with elderly/vulnerable parents and Indigenous people.

Detailed Approach

- 10 focus groups across various regions in Canada.
- Two groups were conducted with the general population in the Outaouais region of Quebec and in Iqaluit.
- The other eight groups were conducted with key subgroups including:
 - Young adults (aged 18-24) residing in major centres in Alberta and the Greater Vancouver Area (GVA);
 - Parents of school aged children residing in major centres in Atlantic Canada;
 - People exhibiting riskier behaviour in the Greater Montreal Area (GMA) and Peel Region of Ontario;
 - People with elderly/vulnerable parents residing in major centres Ontario and Winnipeg; and
 - Indigenous peoples residing in Northern Ontario.

- All groups in Quebec were conducted in French, while the others were conducted in English.
- All groups for this cycle were conducted online.
- A total of 8 participants were recruited for each group, assuming 6 to 8 participants would attend.
- Across all locations, 71 participants attended, in total. Details on attendance numbers by group can be found below.
- Each participant received an honorarium. The incentive ranged from \$90 to \$125 per participant, depending on the location and the composition of the group.

Group Locations and Composition

| LOCATION | GROUP | LANGUAGE | DATE | TIME (EST) | GROUP COMPOSITION | NUMBER OF PARTICIPANTS |
|---|-------|----------|---------|---------------|---|------------------------|
| Peel Region Ontario | 1 | English | Dec. 1 | 6:00-8:00 pm | Exhibiting Riskier Behaviours | 8 |
| GMA | 2 | French | Dec. 2 | 6:00-8:00 pm | Exhibiting Riskier Behaviours | 8 |
| Greater Vancouver Area | 3 | English | Dec. 3 | 8:00-10:00 pm | Young Adults (aged 18-24) | 7 |
| Major Centres Ontario | 4 | English | Dec. 7 | 6:00-8:00 pm | People with Elderly/Vulnerable Parents | 8 |
| Major Centres Alberta (Calgary & Edmonton) | 5 | English | Dec. 8 | 8:00-10:00 pm | Young Adults (aged 18-24) | 7 |
| The Outaouais Region (Gatineau and the MRC des Collines-de-l'Outaouais) | 6 | French | Dec. 9 | 6:00-8:00 pm | General Population | 7 |
| Major Centres Atlantic Canada | 7 | English | Dec. 10 | 5:00-7:00 pm | Parents of School Age Children (JK-Gr.12) | 8 |
| Winnipeg | 8 | English | Dec. 15 | 7:00-9:00 pm | People with Elderly/Vulnerable Parents | 5 |
| Northern Ontario | 9 | English | Dec. 16 | 6:00-8:00 pm | Indigenous | 6 |
| Iqaluit | 10 | English | Dec. 17 | 6:00-8:00 pm | General Population | 7 |
| Total number of participants | | | | | | 71 |

Key Findings

Part I: COVID-19 Related Findings

Government of Canada in the News (All Locations)

To start each group, participants were asked what they had seen, heard or read about the Government of Canada in recent days. While there was a fair bit of variety from group to group, overall many had not heard anything. For those who did, issues related to COVID-19 concerning vaccines and economic relief were top of mind.

The topic of COVID-19 vaccines issues was referred to in every group. Hope was expressed that a vaccination program was coming and that there would be enough vaccines for all Canadians. With respect to economic issues, there were participants in each group who mentioned that they had heard something about Government of Canada initiatives related to COVID-19. While there was no clear consensus, issues as diverse as the possibility of more economic relief, an extension of the Canada Emergency Response Benefit (CERB), the Canada Emergency Business Account (CEBA) loan, pressure from the Canada Revenue Agency (CRA) on small business to make repayments, and more general comments about financial support programs were all mentioned.

In several groups conducted towards the beginning of the month, participants were asked if they recalled hearing anything about the Government of Canada's fiscal update and, overall, unprompted awareness was relatively low.

In the groups with young adults and parents of school aged children, participants were provided additional information about specific aspects of the Government of Canada's Fall Economic Statement, announced November 30, 2020, which were relevant to them and were probed for their feedback.

Support for Students (Greater Vancouver Area Young Adults, Major Centres Alberta Young Adults)

The group comprised of young adults residing the Greater Vancouver Area were shown a specific description regarding removing interest on the repayment of the deferral portion of the Canada Student Loans and Canada Apprentice Loans for next year (2021-22) and were asked for their feedback. Overall there was some disappointment that this debt deferral initiative applied to only the federal portion of the student debt, especially for the participants whereby the federal portion of their student loans was smaller than the provincial portion. There was also some confusion as to whether this would be a permanent write-off of the interest or just a short-term deferral. Living in B.C., these participants also felt that this was less relevant to them as they pointed out the provincial government was already moving on permanent debt relief for students.

Young adults living in major centres in Alberta, were shown a different description (included in the detailed findings section of this report) with regards to the Government of Canada's Fall Economic Statement, focused more on the proposed several initiatives to support young people including

enhanced funding for the Canada Summer Jobs program, a Youth Employment and Skills Strategy and eliminating interest on Canada Student Loans and Canada Apprentice Loans for 2021-22. Overall, participants responded favourably to these initiatives. The combination of the two aspects – support for employment and elements of relief for student debt – were seen to address key concerns of the demographic represented by the participants in these two groups. However, it should be noted that some reservations were also expressed in terms of these initiatives would be paid (in terms of balancing them with other economic priorities) and the timing of the focus of these initiatives given the pandemic.

Support for Families (Major Centres Atlantic Canada Parents)

In the group with parents in major centres in Atlantic Canada, participants were shown information from the Fall Economic Statement regarding various proposed Government of Canada initiatives to support young families including the Canada Recovery Caregiving Benefit (CRCB), sustained investments in childcare and amendments to the Income Tax act around the Canada Child Benefit (CCB). Details on these statements can be found in the detailed findings section of this report.

Asked how they felt about the above-noted initiatives, responses were uniformly favourable but there were more questions than comments as there was some confusion as to what would happen in practice. Participants were specifically asked if they thought that these initiatives would be helpful for young families and the response was favourable. However, questions and critique centred on a few key areas including: concerns around tax implications, a perceived inconsistency in the age range eligibility between various programs and the need for the program to cover all dependent children regardless of age, and questions around how the financial support is being allocated with suggestions for benefits to be available to all on a sliding scale, rather than having an income cut-off.

Behaviour Change (Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit)

In nine of the ten groups which were held in December participants engaged in a discussion about the impact of COVID-19 on their lives. The conversation focused on their experiences, their behaviours as the pandemic has evolved, as well as their views related to social/family gatherings with the holidays approaching, travel, and the issue of reopening the borders to travel between Canada and the U.S. as well as internationally.

On a relatively unprompted basis, many participants spoke about the mental health impacts related to COVID-19 and the COVID-related restrictions for themselves and family members. They described their mental and emotional state as worsening, attributing this to prolonged isolation, fear of the effects of the virus and questions about the post-pandemic outlook.

Parents, in particular, were struggling with the shift to online learning for their children and were generally concerned about the long-term effects of the experience of the pandemic on their children's psyche. Some were worried about the quality of the education their children were receiving, the lack of social interaction and the degree to which older children in particular would be affected by the pandemic as they embarked on adulthood having missed many of the defining moments and events in a young person's life. Young people themselves expressed a sense of frustration and anxiety, especially in relation to lost opportunities (e.g., work internships) but also post-secondary educational pursuits that were not viewed as rewarding or as delivering the expected value for money.

Financial challenges were another major source of concern. Many participants alluded to the toll the pandemic has taken in this regard (e.g., layoffs and job loss).

Although it was mentioned with less frequency, some participants felt the COVID-19 related restrictions had led to unanticipated benefits – more time with family and/or to pursue hobbies and interests – but, on balance, the downsides appeared to outweigh the upsides.

When participants were prompted about any changes in their behaviour as the situation regarding COVID-19 has evolved in their community, most said they had maintained a fairly consistent routine from March through to December although many noted interacting with even fewer people now than they had during the summer months. Changing weather patterns were the driving factor behind limiting outdoor social gatherings.

Reactions to End of the Atlantic Bubble (Major Centres Atlantic Canada Parents)

Participants residing in major centres across Atlantic Canada were generally satisfied with the regional bubble and the degree to which it had effectively reduced transmission of the virus. However, they were worried that the high rates of infection in Quebec and the United States could penetrate the region and were concerned about the movement of people within the region itself, specifically residents from smaller communities traveling into larger centers.

Response to 'Stay-at-home' Guidance (Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour)

Two groups were conducted with participants who had reported having attended social gatherings outside their homes in the past few weeks. When asked about their motivations, most said they had done so for the sake of their mental health. They viewed social interactions and human connection as integral to their overall sense of humanity and/or as a basic right. Moreover, many felt they were behaving safely and responsibly and most were unconcerned about their own behaviour or the impact of their behaviour on others. These same participants also indicated they would likely be gathering with others during the holiday season for the same reasons but that these would be limited to immediate family members who were a part of their household or, in some cases, extended family members with whom they felt a close bond (and trusted).

While most agreed with mandatory mask wearing and the lockdowns in major centres, many raised concerns with the mandated closure of smaller businesses in their communities while larger, chain stores were allowed to remain open. Others held the view that those residing in small communities

should not be required to follow the same restrictions as applied in larger and more densely populated centres especially given what they felt were the dramatic differences in rates of infection between smaller and larger communities.

Seasonal and Holiday Plans (Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit)

Most participants indicated they would not be traveling, although some were more firm about their plans than others. While some were disappointed, the general consensus was that the 2020 holiday season would be more low-key relative to other years.

Travel and Borders (Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec)

Participants were asked about opening up the borders to travel between Canada and the U.S., and internationally. Overwhelmingly, participants were opposed to doing so at this time. They were concerned about high rates of transmission in the U.S. and were skeptical that Americans crossing the border into Canada would abide by quarantine restrictions. Similarly, most participants felt it was still too risky to permit travels from overseas into Canada, although there was modest support for allowing entry to those from countries where transmission rates were low (e.g., Australia and New Zealand). Concerns remained even if travelers from international points of origin demonstrated that they had been vaccinated. This reflects participants' hesitancy about how the virus was transmitted, even among those who had been vaccinated, along with their concerns about the efficacy of some vaccines not approved in Canada as well as the implementation of mandatory quarantining.

Impact of COVID-19 through the Winter Months

A final line of questioning focused on participants' concerns about the impact of COVID-19 on their families, communities and businesses as the winter season got underway. There were concerns expressed across the board. Many were anxious about older and vulnerable family members as well as the cancellation of many community and sports-related events. Others raised the issue of the impact of COVID-19 on supports for homeless persons in their communities. The effect of the pandemic on small, local businesses was also concerning for many who worried about the solvency of independently-owned businesses in the event of further restrictions or lockdowns.

The mental health impacts of the pandemic were viewed as a grave matter and one of the more serious, likely long-term, negative consequences. While participants acknowledged the benefits of social media and communications technologies in allowing people to stay in touch, presumably reducing a sense of isolation, they also commented on the many negative mental health impacts of the pandemic, including increased anxiety and depression. There was particular concern expressed for more vulnerable populations (e.g., seniors, those living alone) for whom the inability to participate in

family and social gatherings was thought to have had a much more significant detrimental effect on their mental health.

COVID-19 Vaccine (Peel Region Ontario Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Northern Ontario Indigenous Peoples, Iqaluit)

Participants were clearly interested in and paying attention to issues pertaining to the COVID-19 vaccine, including agreements by the federal government with multiple vaccine manufacturers and the imminent roll-out of the Pfizer and Moderna vaccine, specifically targeting priority groups such as those in long-term care facilities, front-line health care professionals and immunocompromised individuals. Indigenous participants and those in Iqaluit had heard that priority would be given to Indigenous people, including Elders. Issues regarding the distribution were top of mind for many participants with some concerns being raised regarding the complex logistics for vaccines which required refrigeration at very low temperatures.

Participants were asked if they thought the Government of Canada was doing a good job in procuring a vaccine and in planning for its distribution. While many were positive in their assessment, about equal numbers were uncertain or unaware, and some others were more negative. On the positive side, participants acknowledged that the federal government had moved quickly on the approvals process and in procuring vaccines once approved. A slightly slower pace in rolling out the vaccine, as perceived by some participants, was seen to be reflective of due diligence on the part of the Government of Canada. Some felt this offered Canadians the opportunity to observe the effects of the vaccine before implementing vaccinations in Canada. Moreover, some appreciated the federal government for taking a holistic approach: working collaboratively with the provinces and territories, as well as being transparent and sharing information openly. Negative comments about Canada's efforts to procure and distribute a vaccine centered on the absence of a capacity to manufacture the vaccine within Canada and the need to rely on production facilities based outside of Canada. There were concerns that delays in receiving vaccines were further harming the Canadian economy, the livelihoods and health of Canadians.

Participants noted that they would ultimately judge the effectiveness of Canada's vaccine efforts by the speed at which vaccines were given to non-priority groups and the point at which a sufficient number of people are vaccinated so that COVID-19 cases dwindle. It was thought that these particular metrics would also suggest a decline in cases of COVID-19, mortality rates and rates of transmissions and that they would be a marker for recovery and the possibility of a return to some kind of normalcy. In line with these measures, participants also indicated that more information on the number and location of vaccine distribution centres, wait times to receive the vaccine and progress in vaccinating those in long-term care would factor into their overall assessment.

When asked as to whether they felt Canada was in a better or worse position relative to other countries to obtain and distribute the vaccine, on balance most responded positively. The general view was that Canada's advanced public health and medical system, stringent federal government

oversight by agencies such as Health Canada, its geography and size, and its renewed relationship with the United States all worked in Canada's favour. At the same time, many participants simply could not make a judgement on this question one way or another and a few expressed some nervousness that Canada was falling behind other countries such as the United Kingdom in vaccine distribution.

Timing of Vaccinations

Participants' estimates varied in terms of the timing related to:

- The initial administration of vaccines – Most expected vaccine to begin rolling out in the early part of 2021 – January and February and certainly within the first quarter of 2021.
- The point at which they would be in a position themselves to receive the vaccine – While Indigenous participants and others who were caring for elderly parents or employed in the health care profession indicated they expected to be eligible soon (e.g., immediately or within the first six months of 2021), others felt a reasonable timeframe would be sometime between March and September, 2021.
- The target date for completion of vaccinations among all those who wished to be vaccinated – The general consensus was that this could and should be done within six months to a year, at most. A few thought it might carry over into the early part or possibly the summer of 2022.

Vaccine Hesitancy

On the more direct question as to whether participants themselves planned to be vaccinated, many indicated they did, especially those with immunocompromised family members. However, there was significant hesitancy expressed by a large number of participants, while fewer outright declared they would not get vaccinated. Those expressing some reluctance indicated a preference to wait in order to get a better sense of what the long-term effects may be. Those who were more negative cited several reasons: they generally felt their own health was sufficiently robust that it did not warrant receiving the vaccination or they had had an adverse reaction to another vaccination. Others felt the decision was highly personal and should be left up to each individual to decide. A number of participants were also concerned that there were many unanswered questions about both the virus and potential side effects from the vaccine.

COVID-19 Public Service Announcements (Northern Ontario Indigenous Peoples)

Scripts for four public service announcements (PSAs) were read aloud to participants (see the Detailed Findings and the Appendix for the full scripts). Following this, participants were asked about their thoughts and feelings on each.

The primary message of the first PSA focused on following public health guidelines and getting tested for COVID-19. Most were somewhat critical, citing that it was not relevant and provided information of which most were already aware and/or following. Although they found the PSA to be clear and responded positively to the use of Indigenous health care workers as spokespeople, they suggested

that it could be more effective if the messaging about unity and the protection of community, family and elders was strengthened.

Participants reviewed three other PSAs specifically pertaining to COVID-19 vaccines. They were titled: 'Priority Immunization,' 'Key Facts' and 'Traditional Medicine.' Each was evaluated individually first after which participants were asked to compare and contrast the three.

Of the three PSAs presented, participants overwhelmingly selected 'Priority Immunization' as the most effective announcement in terms of helping Indigenous people make decisions about getting a vaccine. Comments suggested that participants found the PSA to be well-balanced both in its style and in the information it provided. It was also viewed as reassuring, inclusive and it spoke to Indigenous people being part of the solution as well as actively involved in the decision-making, specifically regarding prioritizing those who are vaccinated first.

Participants responded with mixed views on 'Key Facts'. While it was seen as straightforward and easy to understand, the phrasing about Health Canada approving only those vaccines which are safe and effective was viewed as reassuring by some, but raised some concerns with others. Among the latter group, several participants felt it further reinforced vaccine hesitancy and the conflicting information about the vaccines which they were seeing on social media.

Participants were least enthusiastic in response to the PSA which was titled 'Traditional Medicine.' The main criticism related to the tone which was viewed as directive (e.g., telling them what to do), rather than engaging and informing. And, although they appreciated the emphasis on traditional knowledge systems and approaches to medicine as well as Elders, they felt this announcement targeted Indigenous people to the exclusion of others. By contrast, the other two PSAs were seen as more inclusive in that they spoke to all Canadians ('Key Facts') or to Canadians and Indigenous peoples ('Priority Immunization').

Travel Creatives – Disaster Check (GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults)

The Government of Canada developed a series of three creative concepts, intended for use on social media, which were aimed at informing Canadians about current travel guidelines and restrictions as a result of COVID-19. The concepts were labeled as follows and the creative can be found in the Detailed Findings as well as the Appendix:

- Winter: Versions 1 and 2
- Quarantine
- General: Versions 1 and 2

While each of the concepts varied both in terms of their focus on a particular aspect of travel and the imagery used, all three employed a question format (e.g., posing a question to the viewer/reader about a specific aspect of travel) and encouraged Canadians to get the facts about travel prior to making any decisions by checking a Government of Canada website (travel.gc.ca/travel-covid).

As the concepts were shown to participants in a draft format, participants were asked about their general reaction to each (and multiple versions, as relevant) in addition to their views on the tone and key message take-away. They were also asked to elaborate on any further refinements to the concepts.

Comments from participants reflected their anxiety about the spread of COVID-19 as a result of interprovincial and international travel. Overall, participants' primary concerns with these concepts centered on the timing of the ads and the motivation. They also felt that they ran counter to federal government initiatives to reduce travel as a key public health measure in the effort to control cross-border spread of COVID-19. They felt that it would be inappropriate to release these ads, in their current form, noting that the timing might be more suitable once travel restrictions have been lessened or completely lifted. Participants were also of the view that the concepts appeared to tacitly suggest that the Government of Canada approves travel for both essential and non-essential reasons, despite current restrictions and border closures. This view was principally a factor of the question format used and, more specifically, the way in which some questions had been framed. For example, participants felt that questions such as "Considering a trip?" which was included in all three concepts, and "Should we go away for a winter break?/Should we go visit family for the holidays" (see the Winter concept Versions 1 and 2, respectively) were posed in a way that appeared to be inviting Canadians to consider travel, either within Canada or abroad. At the same time, the latter question was seen as somewhat more relevant and relatable as many participants had this very question on their minds, especially given the upcoming holiday season.

Similarly, while participants acknowledged that the question format employed in the Quarantine concept was intended to prompt audience engagement on the topic and to speak more directly to prospective travelers, most were concerned that this technique resulted in a degree of equivocation that led to a lack of clarity in terms of the main message. On a more positive note, participants did like the focus on the issue of quarantine for travelers coming into Canada. They felt this was an important and serious restriction of which more should be aware. They also thought that referring to quarantine measures would not only attract the target audience's attention, but also prompt further review of the rules and requirements for travelers arriving in or returning to Canada.

Participants reacted mostly positively to both versions of the general concept. They had fewer objections to the use of the question format in the context of alerting prospective travelers to new guidelines or rules about travel, viewing this approach as more informational and less as an invitation to travel. Participants commented that the questions very clearly indicated that new information about travel guidelines or rules was available and found this to be helpful and of interest to anyone who might be considering traveling either within or outside of Canada.

Feedback from participants across all three concepts indicated a general preference for a more forceful tone and a more direct approach, making it clearer in each of the concepts that travel for other than essential purposes was not advised at this time. The consensus among participants was that the main message, specifically with respect to the winter and quarantine concepts, should be formulated in a less passive manner. They felt these ads should be framed in a clear, unequivocal and explicit fashion,

while at the same time underscoring the importance to travelers of staying informed and directing them to vital information pertaining to their own safety and the safety of others.

Advertising Campaign Review (Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour)

Throughout the pandemic, the federal government has run various advertising campaigns to inform Canadians about COVID-19, the available financial supports and the public health measures which have been put in place to keep Canadians safe. Three such ads, which had been developed to promote awareness of and continued compliance with public health and safety protocols, were shown to participants: 'This is for That,' 'Glitter,' and an advertisement featuring Dr. Theresa Tam, Chief Public Health Officer of Canada (in the English version) and Dr. Njoo, Canada's Deputy Chief Public Health Officer (in the French version). The videos are included in the Detailed Findings and the Appendix.

Participants were shown the ads one at a time and asked for their reaction, specifically with respect to the key messages, the tone and likely impact of each ad. In both groups participants reacted more positively towards two of the three ads – 'This is for That' and 'Glitter.'

'This is for That' connected strongly with participants at an emotional level and this was the driving factor behind favourable reactions. The depictions of happier times before the pandemic served to reinforce a personal commitment to public health measures aimed at preventing the spread of COVID-19. Participants were drawn to the realistic but hopeful tone of this ad, the focus on community and the larger goal at stake (e.g., return to some kind of normalcy).

Many participants also found 'Glitter' intriguing and unique in its approach to visualizing the virus as purple glitter and illustrating how it is readily transmitted from person to person, in this case, at a house party. The ad had the effect of making the virus more real and present, underscoring the need for Canadians to be more self-aware of how their daily interactions may contribute to the spread of the virus as well as the measures they should take to reduce transmission.

The third ad with Dr. Tam/Dr. Njoo as spokespersons was viewed as educational and a good reminder of the importance of taking preventive measures to minimize the spread of COVID-19. Relative to the other two ads, however, it was viewed as somewhat repetitive – some participants felt the information relayed in the ad had been in the public domain for quite some time. Moreover, some participants did not readily connect with this ad at an emotional level and, as such, it was viewed as less impactful with respect to behaviour change.

Part II: Other Issues

Long-Term Care Homes (Major Centres Ontario People with Elderly/Vulnerable Parents)

A discussion was held among a group comprising participants with elderly and/or vulnerable parents on the topic of long-term care.

While relatively few participants were aware of federal government initiatives related to long-term care, there was strong support for the suite of measures announced by the Government of Canada to protect people in long-term care facilities. Many were particularly supportive of any measures which would assist seniors to remain at home, either by increasing investments in home and community care or by increasing the Old Age Security (OAS) and Canada Pension Plan (CPP) Survivor's benefits. It was viewed as preferable for elderly people to have the option of aging in place, but noted that many lacked both the financial support to do so and the assistance required to be able to carry out day-to-day activities. Some participants also expressed support for targeted measures for personal support workers which was interpreted as additional funding to increase the number of personal support workers thereby expanding the workforce of those available to care for seniors at home. There was also interest in and some support for new Criminal Code amendments which would hold people accountable for any instances of neglect of seniors under their care. Several participants felt that stricter provisions were required in this area as they felt the Criminal Code may not be as clear cut on this issue as compared to other crimes. A few responded positively to creating new, national standards within the sector, seeing this as a way to ensure greater oversight particularly in for-profit facilities.

Knowing that long-term care homes fall under provincial jurisdiction, most participants agreed it would, however, be challenging for the federal government to set and oversee standards in the sector, although there was some expectation that it could establish minimum standards which all provinces would be required to meet or exceed. The consensus view was that the priorities and needs of seniors varied from province to province as did community resources and supports. As such, most felt provinces not only had constitutional authority, but were also in a better position to set standards regarding long-term care.

A range of suggestions were offered in response to a question asking what else the Government of Canada could do to address issues in long-term care homes, including securing sufficient doses of the COVID-19 vaccine to allow all residents to be vaccinated, and regular inspections/audits to ensure stronger oversight and the delivery of quality care.

Canada-U.S. Relations (Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents)

Most participants were of the view that, following the recent election in the United States the relationship between the two countries would likely to improve. The expectation was for a period of greater stability and collaboration. At the same time, there was some uncertainty which stemmed from a lack of awareness of the specifics of the relationship and questions about how decisions taken by the new administration would impact the oil and gas sector in Alberta, in particular.

The general sense of optimism regarding future Canada-U.S. relations was evident in descriptions put forward by participants reflecting their view of the upcoming years. While participants in Alberta were somewhat more guarded, due to their concerns about the Alberta economy and the oil and gas sector, most anticipated the relationship to be respectful, collaborative, friendly, workable, transparent, and mutually beneficial. This upbeat tone contrasted with participants' views of the relationship over the last four years, which they described as distant, strained, stressful, challenging, uncertain, unclear, unstable, turbulent, adversarial, uncooperative and deteriorating.

While many were hopeful that the Canada-U.S. relationship was entering on an era of improved communication and better alignment with respect to national goals, some participants underscored that Canadians should remain somewhat guarded.

Participants were asked about areas or issues that could create conflict between the two countries. Several were identified, including: trade agreements, the relationship with China, and human rights. Some were concerned about the lingering effects of American protectionism, although they expected this to ease in the coming years.

By contrast, potential areas of cooperation as outlined by participants included, in the short-term, issues such as police brutality and racism, re-engaging with allies and partners on international affairs and other issues of global concern, trade and tariffs, as well as the Keystone XL pipeline, and rising cases of COVID-19. Over the longer term, participants saw opportunities for greater collaboration on issues such as climate change, trade and immigration.

On the topic of the environment, most participants felt that Canada should work with the U.S. to set joint standards for environmental regulations, emissions standards, carbon pricing and emission reduction targets. Participants believed that Canada's size and population precluded it from working independent of the U.S. on these issues. In addition, participants were of the view that the Canadian and U.S. economies were so intertwined that it would not make sense to work unilaterally.

A more in-depth discussion with participants focused on how Canada should respond under two possible scenarios: one in which the U.S. had weaker environmental regulations, compared to Canada, and another in which U.S. regulations were stronger. Most felt the latter scenario was unlikely. With respect to the former scenario, participants were not overly-concerned about the possibility that Canadian businesses might find themselves at a competitive disadvantage. Many felt that that American and international environmental standards were likely to increase in the next few years. Some were also of the view that cooperation did not imply a requirement for identical environmental frameworks or regulations. The prevailing opinion was that Canada should not lag behind other countries in terms of environmental standards and that it should demonstrate a strong commitment of stewardship to the environment and natural resources.

Environmental Plans (Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents)

Relatively few participants had heard anything about the Government of Canada's plan to tackle climate change as most continued to focus primarily on news and updates about COVID-19, vaccines and vaccine distribution. A small number of participants across all the groups did mention some relevant aspects of the federal government's plan, including the target of achieving net-zero emissions by 2050 and support for green technologies, although most were unable to recall additional details.

Participants residing in Winnipeg only were specifically asked if they had heard anything about the Government of Canada's recent announcement to reduce greenhouse gas emissions by 2030. A few had heard something about this topic but were short on specifics. When provided with more information on the Government of Canada's recent announcement of proposed measures aimed at cutting greenhouse gas emissions by 2030 and getting to net-zero emissions by 2050, participants were generally positive in their response to the various initiatives. And, while most felt some sense of urgency to move forward on environmental issues, some participants expressed concern about the timing given the ongoing pandemic. Those holding the latter perspective were concerned about the cost implications for individual Canadians and businesses who had been adversely affected by the pandemic. Additionally, there was a sense that the Government of Canada should remain singularly focused on COVID-19 related matters until the pandemic is over.

Participants in this group were shown a series of five possible names the Government of Canada could use to frame its plan to help businesses reduce their greenhouse gas emissions (see the full list in the Detailed Findings). The balance of participants preferred *A strategy to help sectors across our economy cut pollution*. This option resonated with participants who found it was both clear and inclusive in its tone. Generally participants favoured simple and straightforward language or wording. In further discussion, participants also indicated a preference to refer to 'sectors' over 'businesses' finding the former term to be more all-encompassing. While participants commented favourable on phrases like 'strategy to help' as it implied a collaborative approach, in general 'plan' was preferred over 'strategy.' A strategy was thought to be a deliverable that preceded a plan and the latter more concrete than the former. Reference to a strategy left the impression among a number of participants that the Government of Canada was still at the stage of considering its options as opposed to having goals and targets, along with a rough roadmap outlining a series of specific actions.

Indigenous Issues (Northern Ontario Indigenous Peoples)

Indigenous participants cited a number of issues when asked to identify their priorities for the Government of Canada, including access to clean water, unsafe and inadequate housing, substance use, the current child welfare system and repatriation of Indigenous lands.

While many praised the Government of Canada for its promises of better healthcare and water for Indigenous peoples on reserves, and for supporting job creation and opportunities for Indigenous

people, others were more critical of what they viewed as lengthy timelines for the completion of projects affecting Indigenous people (e.g., infrastructure projects). They generally felt that the federal government should do more to elevate the priority attached to Indigenous issues and to implement projects more quickly.

Very few participants were familiar with the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP). When provided with some information about the main themes in the declaration and about the recent Government of Canada legislation to implement UNDRIP, the consensus view was that this would have a positive impact both for Indigenous people and for all Canadians. But, there was also disappointment that progress in this respect had been slow and was the result of pressure from an international organization.

Participants were well aware of the issues of drinking water advisories on reserves. Upon reviewing an infographic (included in the Detailed Findings) which detailed the federal government's progress in this area, many were unimpressed and expressed frustration that so many Indigenous communities continued to live under boil water advisories. Participants' frustration was further compounded when they were told that the Government of Canada had recently announced it would miss the March 2021 target to lift all First Nation water advisories, as originally planned. Even with the additional \$1.5 billion funding announced by the federal government, on top of the existing \$2.19 billion already budgeted for ending long-term drinking water advisories, participants expressed skepticism about the federal government's commitment. There was an expectation that the Government of Canada should assign a much higher priority to resolving this issue. They were particularly concerned that Indigenous communities without access to clean water were even more vulnerable given the pandemic. Many felt that the issue should be addressed immediately, but expected that it would take at least one to four years to resolve.

Local Issues (Iqaluit)

In a discussion among participants in Iqaluit about issues affecting their local community, three overarching areas of concern emerged: housing shortages, food security and substance use and addictions. In the context of these overarching issues, participants also commented on the high cost of living in Iqaluit, overcrowded housing, unemployment, and a lack of mental health and rehabilitation facilities, as well as language barriers in accessing mental health services in Inuktitut.

Although there was some awareness of Government of Canada funding to the region, participants were generally unaware of specific details. Nevertheless, the federal government was credited with providing necessary relief for Nunavut through Inuit organizations and many referenced emergency COVID-19 initiatives such as transportation subsidies, food subsidies, food hampers and pre-loaded gift cards. Overall, participants were supportive of the emergency initiatives that had been launched.

When asked if the Government of Canada had done anything which may have had a negative impact on Iqaluit, participants mentioned concerns that Canada Emergency Response Benefit (CERB) payments may have exacerbated substance use issues. Separately, they also raised the issue of

funding to French schools whereas they felt that more attention should be given to Inuktitut within the educational system.

When the conversation delved further into infrastructure needs in Iqaluit, participants again pointed to homelessness and housing, specifically citing the issue of overcrowding as well as homes that have been contaminated by mold and asbestos. Others raised the issue of a safe indoor play space for children during the winter months.

When asked about local environmental concerns, participants focused on the climate crisis, linking it to issues of food insecurity, and waste management/recycling. On the latter issue, the point was made that Iqaluit lacks a broad recycling program.

To conclude the discussion, participants were shown a list of various possible community concerns and asked to identify those they viewed as major concerns and/or which they worried about the most. Key issues reflected many of the topics which had surfaced earlier in the discussion (homelessness, the cost of housing, availability of quality affordable food, substance use and overdoses). Other issues highlighted by this exercise included: the availability of childcare options, employment, public transit and low high school graduation rates. On the topic of affordable food, participants attributed much of the issue to the high cost of transporting these goods from point of origin to destination. And, while many participants mentioned the federal government's *Nutrition North Canada* program as important in subsidizing the cost of food, there were also concerns that the distributors were being deceptive and mismanaging/misusing the subsidy funds.

MORE INFORMATION

The Strategic Counsel
Contract number: 35035-182346/001/CY
Contract award date: December 18, 2020
Contract value: \$1,618,838.00

Detailed Findings – Part I: COVID-19

Timeline of December Announcements

To help place the focus group discussions within the context of key events which occurred during the continuing COVID-19 pandemic, below is a brief synopsis for the period beginning at the end of November and throughout the month of December.

- At the end of November:
 - There had been 299,972 cases of COVID-19 in Canada with 12,130 deaths.
 - COVID-19 infection rates continued to increase across much of Canada (with the exception of the Atlantic region). Varying control measures were continued in the Central and Western provinces.
 - Canada's border controls with the U.S. were extended again and ordered to remain in place and in effect until January 21st.
- December 1-6
 - Focus group held with people exhibiting riskier behaviours in Peel Region (Dec. 1st) and the Greater Montreal Area (GMA) (Dec. 2nd).
 - Focus group held with young adults, aged 18-24, residing in the Greater Vancouver Area (GVA) (Dec. 3rd).
 - December 4. Canada's Minister of Health and Minister of Seniors announced an additional investment of more than \$1.8 million to fund 14 Implementation Science Teams (ISTs) across Canada who will partner with long-term care (LTC) and retirement homes to study

the effectiveness of promising practices, interventions, and policy options designed to keep the residents, their families, caregivers, and staff at these homes safe from COVID-19.

- December 4. Deputy Prime Minister and Minister of Finance announced the expansion of the Canadian Emergency Business Account (CEBA), where eligible businesses facing financial hardship as a result of the COVID-19 pandemic were able to access a second CEBA loan of up to \$20,000 – on top of the initial \$40,000 that was available to small businesses.
- December 7-13
 - December 7. Prime Minister announced that the first of 249,000 doses out of a total of 4 million doses of the Pfizer–BioNTech COVID-19 vaccine would arrive before the end of 2020.
 - Focus groups held with people living in major centres in Ontario who had elderly and/or vulnerable parents (Dec. 7th) and young adults, aged 18-24 in Calgary or Edmonton, Alberta (Dec. 8th).
 - December 9. Pfizer–BioNTech COVID-19 vaccine was approved by Health Canada for use in Canada.
 - Focus group held with the general population in the Outaouais region of Quebec (Dec. 9th) and parents of school aged children (Junior Kindergarten to Grade 12) in major centres in Atlantic Canada (Dec. 10th).
- December 14-20
 - December 14. The first tranche of COVID-19 vaccinations began across Canada.
 - December 15. Prime Minister announced that Canada would be able to access the first of 168,000 doses out of a total of 40 million doses of the Moderna COVID-19 vaccine in December 2020.
 - Focus group held with people residing in Winnipeg who had elderly and/or vulnerable parents (Dec. 15th), Indigenous people in Northern Ontario (Dec. 16th) and with the general population in Iqaluit, Nunavut (Dec. 17th).
 - December 18. Canada’s Deputy Prime Minister and Minister of Finance announced the raise of the maximum wage subsidy rate to 75 per cent for the period from Dec. 20 to Mar. 13, 2021 to support workers and businesses through the second wave of the COVID-19 pandemic.
- December 21-27
 - No focus groups were held during the holiday period.
 - December 21. Canada joined several European nations by halting flights from the United Kingdom in an effort to prevent a new, potentially more contagious strain of COVID-19 from spreading to Canada.
 - December 21. Ontario announces province-wide shutdown, effective Dec. 26 2020, to help stop the spread of COVID-19.
 - December 23. Moderna COVID-19 vaccine was approved by Health Canada for use in Canada.
 - December 30. The Government of Canada announced all air travelers entering the country from outside of Canada must provide a COVID-negative PCR test within 72 hours of

boarding their flight into the country effective January 7, 2021. This was in addition to the mandatory 14-day quarantine mandated by the *Quarantine Act*.

- December 28-31
 - No focus groups were held during the holiday period.
 - December 31. There had been 489,811 cases of COVID-19 in Canada with 15,606 deaths.

Government of Canada in the News (All Locations)

To start each group, participants were asked what they had seen, heard or read about the Government of Canada in recent days. While there was a fair bit of variety from group to group, overall many had not heard anything. For those who did, issues related to COVID-19 continued to be top-of-mind. Participants mentioned being aware of a range of issues concerning COVID-19 vaccines and also about economic relief.

The topic of the COVID-19 vaccines was referred to in every group. Hope was expressed that a vaccination program was coming and that there would be enough vaccines for all Canadians. There were, however, specific comments from participants with elderly and/or vulnerable parents who expressed confusion and concern about the details of the vaccination roll-out plan.

With respect to economic issues, there were participants in each group who mentioned that they had heard something about Government of Canada initiatives related to COVID-19. While there was no clear consensus, issues as diverse as the possibility of more economic relief, an extension of the Canada Emergency Response Benefit (CERB), the Canada Emergency Business Account (CEBA) loan, pressure from the Canada Revenue Agency (CRA) on small business to make repayments, and more general comments about financial support programs were all mentioned.

Unrelated to COVID-19, two other salient issues which participants referenced pertaining to the Government of Canada included:

- Canada's climate change plan (specifically mentioned among young adults living in the Greater Vancouver Area); and
- A 2021 deadline for lifting boil water advisories for First Nations Communities (mentioned among parents living in major centres in Atlantic Canada).

The Fall Economic Statement (Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents)

In several groups conducted towards the beginning of the month, participants were asked if they recalled hearing anything about the Government of Canada's fiscal update. Apart from those in the

first group in December (with participants from the Peel region in Ontario exhibiting riskier behaviours related to COVID-19), unprompted awareness was relatively low. Among those who were aware, surprise was expressed at the size of the federal government expenditures required to deal with the pandemic, especially the estimates if the present situation continues for an extended period.

In the groups with young adults and parents of school aged children, participants were provided additional information about specific aspects of the Government of Canada's Fall Economic Statement, announced November 30, 2020, relevant to them and were probed for their feedback.

Support for Students (Greater Vancouver Area Young Adults, Major Centres Alberta Young Adults)

The group comprised of young adults residing the Greater Vancouver Area were shown the following description regarding interest on loan payment deferrals and were asked for their feedback.

In the recent Fall Economic Statement, the federal government announced plans to remove interest on the repayment of the deferral portion of the Canada Student Loans and Canada Apprentice Loans for next year (2021-22). This measure will bring \$329.4 million in relief to up to 1.4 million Canadians who are looking for work or otherwise in the early stages of their careers.

Overall there was a sentiment of disappointment that this applied to only the federal portion of the student debt, especially for the participants whereby the federal portion of their student loans was smaller than the provincial portion. There was also some confusion as to whether this would be a permanent write-off of the interest or just a short-term deferral. Living in B.C., these participants also felt that this was less relevant to them as they pointed out the provincial government was already moving on permanent debt relief for students. Among this group, there was also a division of opinion on the issue of balancing how such initiatives are to be paid for, with the perceived need to help students with their debt load.

Young adults living in major centres in Alberta, were shown a different description (as follows) with regards to the Government of Canada's Fall Economic Statement, focused more on the Canada Summer Jobs program, Youth Employment and Skills Strategy and the Canada Student Loans and Canada Apprentice Loans.

In the recent Fall Economic Statement, the Federal Government proposed several initiatives to support young people:

- *Enhancing Canada Summer jobs Funding by supporting up to 120,000 job placements in 2021-2022;*
- *A Youth Employment and Skills Strategy by investing \$575.3 million over the next two years to provide approximately 45,300 job placements for young people;*
- *Eliminating Interest on Canada Student Loans and Canada Apprentice Loans for 2021-22, bringing relief to up to 1.4 million Canadians who are looking for work or otherwise in the early stages of their careers.*

Overall, participants responded favourably to these initiatives. The combination of the two aspects – support for employment and elements of relief for student debt – were seen to address key concerns of the represented demographic. However, it should be noted that some reservations were also expressed. Concerns around how to pay for these initiatives and balancing them with other economic priorities was raised by multiple participants, and as well it was thought that the timing might be off as perhaps the Government of Canada should be focussing strictly on the pandemic.

Among both groups, there were a range of suggestions as to other approaches to dealing with the issue of the cost of education. It was mentioned that there may be a need for a restructuring of how education is financed and prioritized, and that the system in countries such as Denmark or Germany should be examined as possible models. It was pointed out that the model of paying for education has not kept up with advances in technology and education. Specifically, astonishment was expressed at continued tuition increases while at the same time demand for the operation and use of physical facilities is drastically reduced and online education becomes more of the norm.

Support for Families (Major Centres Atlantic Canada Parents)

In the group with parents in major centres in Atlantic Canada, participants were shown the following information from the Fall Economic Statement regarding various proposed Government of Canada initiatives to support young families:

- *A Canada Recovery Caregiving Benefit of \$500 per week for up to 26 weeks per household for workers unable to work for at least 50% of the week because they must care for a child under the age of 12 or a family member who requires supervised care because schools, child care centres or care facilities are closed due to COVID-19, or because the child or family member is sick/or required to quarantine or is at risk of serious health implications because of COVID-19.*
- *Making sustained investments so that every Canadian family has access to affordable and high-quality child care.*
- *Making amendments to the Income Tax Act to provide, in 2021, four payments of:*
 - *\$300 per child under the age of six to families entitled to the Canada Child Benefit (CCB) with family net income equal or less than \$120,000, and*
 - *\$150 per child under the age of six to families entitled to the CCB with family net income above \$120,000.*

Asked how they felt about the above-noted initiatives, responses were uniformly favourable but there were more questions than comments as there was some confusion as to what would happen in practice. Participants were specifically asked if they thought that these initiatives would be helpful for young families and the response was favourable but nuanced.

Questions and comments centred on a few key areas:

- Tax implications - specifically whether these would negatively impact families and whether tax questions may be a disincentive for families in need to participate in the first place.

- Age range of children for eligibility - there were questions from some participants as to why the cut-off for the Canada Recovery Caregiving Benefit (CRCB) was set at age 12, while the perceived age cut-off for the Canada Child Benefit was age 6. Participants were looking for some level of harmonization, as well as a raise in the age limit to cover all dependent children (some even suggested those in higher education).
- How financial support is allocated - two themes that emerged were that the benefits could perhaps be available on a sliding scale whereby those with lower incomes would receive more than those with higher incomes, as opposed to having a strict cut-off point at \$120,000.
- Sustained support - additionally, there were questions about the need for sustained support and whether that would be part of the plan or not.

Behaviour Change (Peel Region Ontario

Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit)

In nine of the ten groups which were held in December, participants were asked about the impact of COVID-19 on their lives and the ways in which they have adapted as the situation has evolved.

Impact of the Pandemic on Behaviours

Participants were first asked to elaborate on the impact of COVID-19 and the COVID-related restrictions. Throughout the month, many participants commented on the effect of the pandemic on their own mental health and/or that of family members. Many described their mental and emotional state as worsening and specifically spoke about issues related to fatigue, depression, and substance use. Participants attributed their more negative outlook and more fragile mental health to their inability to socialize with family and friends and prolonged isolation. Participants' comments suggested that mental health struggles were relatively widespread and not necessarily limited to specific demographic groups (e.g., younger or older generations, those living alone or with others). Some also commented on their sense of fear and anxiety, related both to the current spread of the virus, but also the post-pandemic outlook. A number of participants expressed concerns that a return to some kind of normalcy (e.g., pre-pandemic state) was unlikely and that life may not be the same as it once was.

Parents and young adults alike mentioned difficulties associated with online learning. Those with children in elementary or secondary school worried about the quality of education their children were receiving, their ability to achieve passing grades, and the challenges they as parents had for those who had opted to homeschool their children or were compelled to do so as a result of school closures. Young people who were enrolled in post-secondary programs spoke in detail about the high level of burnout and their general frustrations with tuition fees which they felt were not reflective of a lower quality of education being delivered online.

Many participants alluded to the toll the pandemic has taken with respect to their personal financial situation. Some mentioned they had been laid off or had lost their jobs. Others spoke about lost internship opportunities. While they were grateful for the financial supports offered by the federal government (e.g., the Canada Emergency Response Benefit, the suite of Recovery Benefits and Employment Insurance), a number of participants were nevertheless struggling to make ends meet. In several groups, participants identified themselves as small business owners, or working in a sector which had been particularly adversely affected by the pandemic (e.g., hospitality, foodservices). These participants were especially vocal about financial challenges resulting from lockdowns and other COVID-19 related restrictions.

While participants most often mentioned the impact of the pandemic on their state of mind and their personal finances, other challenges were also noted. These included:

- Worries related to family members and friends who had contracted COVID-19 and experienced severe symptoms;
- Cancellation of travel plans, milestone events (such as weddings), and other regular activities (such as volunteer commitments and participation in team sports); and
- Extensive planning when leaving the house to run simple errands.

Although it was mentioned with less frequency, some participants felt the COVID-19 related restrictions had led to unanticipated benefits. Those who had continued to work throughout the pandemic noted they had received more time off than in previous years which had generally reduced their stress levels and permitted them more time for rest and relaxation. A few spoke about the positive impact on the quality of their relationships with other household members given the opportunities to spend more time together. Others appreciated the fact that a slower pace of life had allowed them time to reevaluate their priorities and to redirect their energies to other hobbies and interests, or simply to enjoy more time at home.

When participants were prompted about any changes in their behaviour as the situation regarding COVID-19 has evolved in their community, most said they had maintained a fairly consistent routine from March through to December although many noted interacting with even fewer people now than they had during the summer months. Reduced visits with other people and households was a factor of changing weather patterns which limited opportunities for physical distancing outdoors. Some also mentioned that the increase in positive cases had caused them to follow mask-wearing, physical distancing and sanitizing/disinfecting measures to a greater degree. Otherwise, most participants said they continued to limit the frequency of with which they ran errands and participation in social gatherings.

Participants in the Peel region in Ontario were specifically asked if they were concerned about the regular flu season. Most were not, mentioning that the flu was common and not something they gave much thought year to year. Some, however, were worried about the similarity between flu symptoms and those associated with COVID-19. Specifically, they were concerned that the flu may be mistaken for COVID-19, leading to a possible spike in reporting of COVID-19 cases and general panic among Canadians.

Reactions to End of the Atlantic Bubble (Major Centres Atlantic Canada Parents)

Participants residing in major centres across Atlantic Canada discussed the ending of the Atlantic bubble. Most spoke about their general satisfaction with the bubble and that they had felt safe and protected while it was in place. At the same time, some felt that the end of the bubble had come at an appropriate time, although there was also some speculation that it may be reinstated in short order should cases rise in the region. Although there was general agreement that it had been relatively easy for residents in Atlantic Canada to work collaboratively to suppress the transmission of the virus, particularly given geographical containment, there were concerns about the region's close proximity to the U.S. and Quebec. Participants worried that the high rates of infection in Quebec and the United States could penetrate the region. Others mentioned concerns about the movement of people within the region itself, specifically residents from smaller communities who were traveling to larger centers in order to stock up on essential supplies which were unavailable in their own community. This was a particular concern expressed among participants in New Brunswick.

Experience of Parents through COVID-19 (Major Centres Atlantic Canada Parents)

In one group during the month, participants were asked about their experience of parenting during COVID-19. Many parents restated comments made earlier in the discussion, expressing some concern about the negative impact of the pandemic on their children's academic year, especially the shift to online learning. They were concerned about the lack of face-to-face interaction and opportunities for their children to develop social and interpersonal skills which they felt was a key skillset developed in a structured in-person learning environment. Similarly, parents were also concerned that the online format was less productive and they worried that their children were unable to keep up with their school work. Many parents reported that both they and their children were experiencing varying degrees of anxiety and depression associated with ongoing isolation in the home and, in some cases, many household members living in close quarters for an extended period of time. A few others did comment more positively, finding that remote learning worked well for their children, allowing them to complete assignments at their own pace. However, this was not the experience of most parents.

A short exercise was conducted in which parents were asked what words or phrases would best describe the experience of parenting during the pandemic. Parents' descriptions centered on the following themes and sentiments:

- Stressed/anxious/worried – Parents often expressed concerns about the social, emotional and academic toll of the pandemic on their children. Some worried mainly about the impact of virtual

learning, while others also expressed concerns about ensuring their children, and others, were conscientiously following safety guidelines such as handwashing. Concerns about these issues were heightened among those from separated or divorced households where children were moving back and forth. These parents questioned the level of supervision in the other household and were anxious not only about their child's/children's safety but also their exposure to a wider circle of people and the possibility that they may be putting other members of both households at risk.

- Disappointed/hopeless – Some parents lamented the fact that their children were missing out on important events and opportunities due to COVID-19 related restrictions. Parents of older children were particularly disappointed as they felt their children were of an age where they would feel both the isolation and the absence of being able to celebrate key milestones most intensely. There was also some concern that, for older children, the pandemic would be a defining moment in their lives which may have specific, as yet unknown, consequences as they embark on adulthood.
- Drained/patient/understanding – A number of parents also noted the challenges related to running a household in which the entire family was together almost continuously through the duration of the pandemic. Some remarked on the difficulties of juggling supervision of children with the demands of their work and general upkeep of the home. While comments from participants suggested that some were faring better than others in this regard, most parents were finding the work-life balance quite challenging.

Response to 'Stay-at-home' Guidance (Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour)

Two groups were conducted with participants who had reported having attended social gatherings outside their homes in the past few weeks. When asked about their motivations, most said they had done so for the sake of their mental health. At the same time, they also commented that they felt they were being safe and had not done anything that violated restrictions within their community. Many noted that they had generally kept an appropriate social distance, used hand sanitizer liberally and worn a face covering, when needed. A few participants recounted that these events had been with others whom they considered to be part of their 'COVID-19 bubble.' As such, the assumption was that these people were also adhering to public health guidelines. Others mentioned holding outdoor gatherings whenever possible.

Additional discussion indicated that some participants viewed social interactions and human connection as integral to their overall sense of humanity. Others were of the view that it was a basic right to be able to interact with whomever they desired. At the same time, participants commented that they attempted to do this both safely and responsibly. Most were unconcerned about their own behaviour or the impact of their behaviour on others as they felt they were being quite careful in adhering to COVID-19 guidelines.

These same participants also indicated they would likely be gathering with others during the holiday season for the same reasons as noted above. However, many also commented that their holiday

socials would be smaller than in previous years and mostly limited to immediate family members who were a part of their household or, in some cases, extended family members with whom they felt a close bond (and trusted). Others mentioned instituting a 14-day quarantine for family/friends before getting together to ensure everyone was healthy and presumably virus-free. The main concern that some participants had was spending the holidays with their loved ones who were considered essential workers. Nevertheless, they did not anticipate excluding these individuals from holiday gatherings.

Participants were asked for about the restrictions currently in place in their communities. While most agreed with mandatory mask wearing and the lockdowns in major centres, many raised concerns with the mandated closure of smaller businesses while larger, chain stores were allowed to remain open. Many felt this was an example of mixed and confusing messaging. They also felt this approach would be ineffective in reducing or halting the spread of COVID-19 given how the volume of people shopping at these outlets. Most felt that smaller businesses, gyms, and restaurants should be permitted to reopen and that doing so was necessary for the survival of small, independent, locally-based businesses.

Others further noted their general frustration with lockdowns. Those residing in small communities felt they should not have to follow the same restrictions as applied in larger and more densely populated centres especially given what they felt were the dramatic differences in rates of infection between smaller and larger communities. Others reiterated frustrations they had voiced earlier in the discussion with respect to the potential for increased transmission of the virus given limited to no restrictions on the movement of people between communities and across jurisdictions in Canada. The general view was that additional mitigation efforts should be taken to address this risk.

Seasonal and Holiday Plans (Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit)

In the early part of the month, participants were asked about their travel plans over the holidays and specifically whether they intended to visit with family. Most indicated they would not be traveling, although some were more firm about their plans than others.

Those in the Greater Vancouver Area indicated their plans had not yet been finalized. They were waiting to get a better sense of the trends in COVID-19 cases in their communities before making a firm decision. Others were much more firm, commenting that they intended to remain at home, limiting their gatherings to immediate family only while visiting virtually with their extended family and friends. A few participants who noted they initially had made plans to travel within Canada, or internationally, spoke about cancelling their flights.

Although some were disappointed, there was a general consensus among participants that the 2020 holiday season would be more limited and a very different experience from typical years. A few participants, however, offered that the upside of current stay-at-home measures was that that they felt

less stress and pressure related to hosting and entertaining guests through the holiday period. These participants anticipated having a more relaxing time over the holidays.

Travel and Borders (Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec)

A portion of the discussion focused on the Canada-U.S. border and participants' views as to whether it should be reopened at this time. Overwhelmingly, participants spoke in favour of continued closure, citing the following as reasons for doing so:

- They saw cross-border travel as key to protecting the health of Canadians and felt that opening up the border would invariably lead to a spike in cases of COVID-19;
- There was also some degree of cynicism regarding the degree to which Americans coming into Canada would strictly follow quarantine protocols on arrival; and
- Some were also concerned that the differences in public health guidelines between Canada and the U.S. could contribute to confusion and place Canadians at risk.

A few participants were, however, not entirely opposed to opening the Canada-U.S. border. These participants included some who owned property in the U.S. and who were anxious to visit, as well as others who felt that the deployment of rapid-testing would enhance the safety of travelers and others, and would help boost the tourism industry in Canada.

Participants were also asked about international travel and whether Canada should consider opening its borders to all countries. Again, the consensus view was that Canada should not. Many felt it was still too risky at this point, although the point was also made that travelers from countries experiencing low transmission rates (e.g., Australia and New Zealand) should be allowed into Canada as long as they produced a negative COVID-19 test upon arrival.

There were mixed views on the question of whether international travellers should be permitted to enter Canada if they showed evidence that they had been vaccinated against COVID-19. Those in favour felt that doing so would be helpful for Canada's economic recovery. Many, however, were opposed citing a range of reasons:

- Some felt they did not know enough about vaccine efficacy to ascertain how safe this approach would be. Specifically, they questioned whether someone who had been vaccinated could still carry and transmit the virus, despite being unaffected or asymptomatic themselves. Without knowing the answer to this question, they were reluctant to decide in favour;
- There was also a concern about how a mandatory quarantine upon entering Canada would be enforced, and many agreed that while it should remain in force, it could probably be shortened for those who demonstrated having been vaccinated; and
- Finally, some were not convinced of the efficacy of certain vaccines, specifically those manufactured in Russia, and recommended that only those having received a vaccine which has been approved by Health Canada should be considered for entry.

Impact of COVID-19 through the Winter Months

A final line of questioning focused on participants' concerns about the impact of COVID-19 on their families, communities and businesses as the winter season got underway.

With the rise of COVID-19 cases across Canada, many participants expressed some degree of anxiety about the impact on their family, especially elderly family members for whom many thought contracting COVID-19 would be a serious affliction and possibly deadly. Additionally, as was raised earlier in the conversation, participants were worried about the mental health effects for all family members. As the holidays approached, some were feeling a sense of loss, leading to a malaise and in some cases depression associated with not being able to spend the time with family. This was especially true for those who mentioned being part of a large and/or close-knit family.

In addition to concerns about the physical and mental wellbeing of their immediate family, many participants expressed some angst about the impact on their community overall. Concerns were wide-ranging and focused particularly on the impacts on children (e.g., online learning challenges, the cancellation of sports for the duration of the season). There was also some concern for the homeless population, especially with reduced support programs and the closure of shelters due to the virus. Participants felt that homeless people would face particularly difficult circumstances through the winter months. A few participants also mentioned concerns regarding Indigenous communities and those with disabilities, due to underfunding.

Many felt the public health measures which have been put in place as a result of COVID-19 would pose a great deal of financial hardship for small businesses. This concern extended to small business owners as well as those employed in small businesses, as participants felt that employees working in this sector generally had less job security relative to those working for larger companies and institutions. Participants worried about the economic impact on small businesses and the ripple effect to communities and families. A few commented that they were unaware of how the federal government was supporting small businesses which tended to raise their level of concern. By contrast, those who were more familiar with programs to support small businesses through the pandemic were nevertheless concerned that it would be insufficient to keep these businesses solvent if there were any further lockdowns and restrictions. In a similar vein, some were worried about the implications for the national economy should small businesses ultimately fail. At the same time, concerns were expressed about increased deficit spending and the likely tax burden for future generations.

Finally, participants were asked about any specific concerns they had in terms of the mental health impacts for those in their social circles and communities. In line with comments made earlier, many expressed a high level of concern about this issue, drawing from both personal and anecdotal experience. While participants acknowledged the benefits of social media and communications technologies in allowing people to stay in touch, presumably reducing a sense of isolation, they also commented on the many negative mental health impacts of the pandemic, including increased anxiety and depression. There was particular concern expressed for more vulnerable populations (e.g., seniors, those living alone) for whom the inability to participate in family and social gatherings was thought to have a much more significant detrimental effect on their mental health.

COVID-19 Vaccine (Peel Region Ontario Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Northern Ontario Indigenous Peoples, Iqaluit)

Participants were concerned about a number of issues related to the COVID-19 vaccine, mostly centering on:

- The early roll-out of vaccines – most had heard that Canadians were imminently going to start getting the vaccine with some specifically citing the Pfizer and Moderna brands. They also reported hearing that the distribution of vaccines may occur at a relatively slow pace, compared to some other countries, as Canada was procuring vaccines from abroad rather than manufacturing them domestically (some also thought vaccine production for Canadians' use was being outsourced to China). At the same time, several were aware that the Government of Canada had signed agreements with a number of vaccine manufacturers. They were under the impression that Canada could receive far more vaccine doses than would be required to fully vaccinate all those who wished to be vaccinated and that some would be donated to other countries around the world.
- Prioritization of the groups to be vaccinated – participants were generally aware that the first immunizations were being given to those most at risk, starting with people in long-term care facilities and then front-line professionals in the healthcare system.

Other details reported by some, but with less frequency relative to the above-noted points, included:

- That the military had been called in to help with distribution of vaccines.
- Canada had ten times as many doses ordered as there are Canadians.
- The leading vaccines had a high efficacy rate.

Issues regarding the distribution were top of mind for many participants. Concerns were raised about the logistics – how the rollout would be managed and the challenges related to storage and refrigeration of the vaccine prior to its use. Comments from participants suggested they had many questions about the roll-out and there was evident confusion about how the whole process of vaccinating Canadians over the next several months would work.

In the groups held among young adults, in the Greater Vancouver Area and Alberta, specific points were made by participants about how having the vaccine would allow them to go to bars, restaurants and other areas for social gatherings, although they did expect there would be a requirement to show proof of immunization. In Alberta, concerns were expressed by several participants about the possibility that proof of vaccination would be required for those going out in public, however others disputed this indicating that both provincial and federal officials had denied that vaccinations would be mandatory. The point was made that mandatory vaccinations would be difficult to manage and enforce.

Indigenous participants and those in Iqaluit had heard that priority would be given to Indigenous people, specifically Elders. In Iqaluit some participants also raised the issue of having to demonstrate proof of vaccination in order to be able to move around freely in public.

Assessment of the Government of Canada's Performance

Participants were asked if they thought the Government of Canada was doing a good job in procuring a vaccine and in planning for its distribution. Responses varied widely across and within the groups. While many were positive in their assessment, about equal numbers simply didn't know or indicated they felt there was a lot of uncertainty in this regard, while some others were more negative.

Many participants expressed strong support for the Government of Canada's efforts to procure the vaccine, but were also confused and skeptical about the distribution process. There was a feeling that the Government of Canada was doing its best and had been at least as good as, if not better than, other jurisdictions at procuring multiple vaccines. Participants acknowledged that there were many factors in play with respect to vaccine development and the approvals process, with some noting that Canada had moved quite quickly on this front and had kept pace with vaccine manufacturers through the development and approvals process. It was noted by some that there had been no significant delays in procurement once a vaccine had been approved. Indeed, some felt the Government of Canada should not be moving any more quickly or aggressively than it already was to secure vaccines and there was confidence expressed regarding the stringency of Canadian approvals processes. They were aware that the three major pharmaceutical companies that had a vaccine in production and/or under development all had different requirements with respect to storage and distribution. They felt that many facets of distribution had yet to be finalized and were generally comfortable and supportive of the Government of Canada moving ahead, but doing so cautiously. Several participants felt a slightly slower pace, relative to other countries, would offer Canadians the opportunity to observe the effects of the vaccine. At the same time, participants commented that they felt the Government of Canada and the provinces/territories were working well together on the logistics of vaccine distribution and felt this was a notable accomplishment given regional differences. Specifically, some complimented the federal government for taking a holistic approach, as well as for having a reasonably clear plan, for being transparent and for sharing information openly.

Those who tended to evaluate the Government of Canada's efforts more negatively pointed mainly to Canada's inability to produce vaccines domestically. The absence of domestic production, in their view, had resulted in unnecessary delays both in receiving vaccines and in getting the process of

distribution and mass vaccination underway. The high level of scientific ability and economic capacity in Canada was referred to and strong feelings were expressed about developing domestic capability to manufacture products, like vaccines, which were considered essential to the health and safety of Canadians. It was felt that Canadians should not have to rely exclusively on foreign production. Some also commented that lengthy delays in receiving vaccine doses were further harming Canadian businesses and the economy. These participants were left wondering why some Canadians were losing their livelihoods and their life's savings, with no clear sense as to when mass vaccinations would occur. There was some disappointment expressed among this group that other countries would have a head start in vaccinating their populations, well ahead of Canada.

Some degree of negativity was also associated with Canada's early efforts to partner with a Chinese company to produce a vaccine domestically. It was expressed that this might have delayed other actions on procuring vaccines elsewhere as it was thought that, especially given the current state of Canada-China relations, this joint venture would never have received the necessary Chinese approvals and was effectively a distraction from moving ahead on other fronts.

Many participants expressed some uncertainty and/or did not feel sufficiently informed to be able to offer an assessment as to how well the Government of Canada was performing. They generally viewed the actions of the Government of Canada as being in line with those of other countries, neither significantly faster nor slower. And, they perceived the vaccination effort as a fundamentally global initiative, ascribing some degree of complexity to it as a result of the coordination required between Canada and many other nations. Again, questions were raised regarding how many vaccine doses were available, where one would go to be vaccinated and who would be prioritized. The comment was made that a lack of communication on these details tended to foster misinformation. The issue of military involvement in the distribution was raised by way of example. While many felt that involving the military made sense, especially given the scope and scale of the vaccine distribution effort, others noted that without further explanations as to why the federal government was engaging military personnel to handle the logistics, some might jump to the wrong conclusions (e.g., military seizing control of a public health issue/operation).

The question was asked as to how participants would evaluate whether things were going well as the vaccination effort rolls out. Participants identified a number of very specific metrics which they indicated would factor into their overall evaluation of the Government of Canada's performance, including:

- Number of vaccination locations/number of distribution centres;
- Wait times (and, if lengthy, whether this is putting people at risk);
- Number of vaccinations conducted per long-term care home and the percentage of occupants immunized (and a similar metric for hospitals); and
- Publishing of a plan for vaccine distribution and measurement of progress against the plan and targets.

Others spoke about the point at which herd immunity would be reached as being key to their view on whether the roll-out had gone well or not. In particular, they said they would be looking for more data

on the percentage of the population that would need to be immunized in order to ensure herd immunity (some thought that this would be in the range of 70-80%). They were keen to ensure that the federal government rigorously tracked progress towards meeting this target.

A third strand of opinion on this question was less quantitative in nature. Some indicated they would be more focused on listening to what was being said by both formal and informal opinion leaders. The opinions of experts were cited, as well as reports from the news media. In addition, information shared by word-of-mouth was also considered to be important, especially what was said within Indigenous communities by their Elders.

A few others commented that it would be useful to maintain an ongoing comparison of the roll-out in Canada relative to other countries. A specific question about international comparisons was asked and details are provided on this discussion in the section that follows.

To further the discussion, participants were prompted with a few possible milestones in the roll-out of the vaccine and asked which one would be the biggest factor in evaluating how well or how poorly the Government of Canada is doing:

- When the first vaccines roll out
- The speed at which it can get vaccines to non-priority groups (such as people who are not at higher risk)
- The point at which enough people are vaccinated so that COVID-19 cases dwindle
- The point at which the final vaccine is administered to those who want it
- Some other factor

Most considered a combination of the second and third items listed to be most relevant to their assessment. They spoke about a downward trend in cases being a marker of recovery and, in particular, a return to some kind of normalcy. Many also noted the importance of quickly getting vaccines out to non-priority groups which, in their view, would suggest that those who most need to receive a vaccination have received one. They felt this would result in lower overall mortality rates and generally reduce the threat of the virus. A number of participants also underscored the importance of reaching a point where the vaccines have been administered to all those who want it as presumably this would be the point at which herd immunity would kick in, although participants noted that this goal could only be reached with significant uptake of vaccinations.

The conversation regarding assessment of the federal government's performance in its efforts to roll out the vaccine also triggered discussion of vaccine hesitancy. Participants worried about the relatively low uptake of the yearly vaccine for influenza, with some noting that only about four-in-ten adult Canadians are vaccinated, well short of national goals. Concerns were expressed about how to double this rate, and this led to thoughts about education and awareness raising and also comments from some participants who wanted to wait and see if there were going to be any side effects from the vaccine before personally being vaccinated.

Canada Compared to Other Countries

Participants shared their views on whether they felt Canada was in a better or worse position relative to other countries to obtain and distribute the vaccine. On balance, most felt that Canada was in at least a good, if not better position compared to other countries. These participants noted the following as underpinning their generally positive views:

- Relationship with the U.S. – Participants expected that the incoming administration would likely work more closely and collaboratively with the federal government to ensure a prompt roll-out of vaccinations across North America. In fact, some were of the view that Canada was perhaps better organized at this point, relative to the United States.
- Advanced public health and medical system in Canada – Some participants pointed to the fact that Canada is a progressive, safe and ethical country with an advanced medical system and infrastructure capable of delivering vaccines to the wider public. As a developed country, participants felt the main challenge was to ensure that a sufficient number of vaccines had been delivered. Given this, they believed that vaccination logistics would not be overly complex.
- Canada’s geography and size – It was also mentioned that Canada’s relatively small population, although spread across a vast geography, was fairly densely concentrated making it easier to distribute the vaccine.
- Trust in government – General trust in the Canadian government was also cited as a positive factor. This was grounded in perceptions that Health Canada, for example, was both detailed and stringent as well as a belief that the vaccines would be prioritized appropriately to ensure vulnerable populations were addressed first. Participants also commented that they trusted the Government of Canada to implement rigorous security measures around the delivery and storage of the vaccines and that they expected distribution would occur in an orderly fashion.

Many participants were less comfortable making a judgement about Canada’s position on vaccinations relative to other countries. They felt they simply did not have sufficient information to reach a definitive conclusion. A few were not following what other countries were doing, as they were more focused on information coming out of Health Canada and the federal government about the situation domestically. Others expressed some nervousness as vaccine distribution was getting underway in countries such as the United Kingdom and were generally comfortable that Canada was not at the front of the line. That said, they were of the view that Canada would likely receive vaccines in a reasonably timely fashion, within about the same timeframe as many other countries.

A smaller proportion were more critical and felt that Canada was in a worse position vis-à-vis other countries. Their comments centred on two concerns:

- In opposition to views held by other participants, some doubted that Canada had the capacity to distribute the vaccines effectively given the large geography to be covered and what they believed were insufficient financial resources being applied to the distribution challenge. The model of Germany was held up as an example not only in terms of its approach to vaccine distribution but also its private and public health insurance policies.

- Some negativity was also associated with concerns that Canada no longer had the capacity to manufacture vaccines domestically and was therefore vulnerable to vaccine nationalism in other countries.

Timing of Vaccinations

Participants were asked several questions to gauge their expectations regarding the timing of vaccinations. Most expected that the first vaccines would begin to be administered in the early part of 2021 – January and February – and certainly within the first quarter of 2021. Some were reluctant to venture a guess. Again, a few participants felt they were not sufficiently informed on the timing, or had heard many different estimates around the timing, and preferred to say nothing rather than risk developing false expectations.

On a subsequent question about when participants themselves expected they would be in a position to be vaccinated, estimates varied. Indigenous participants and others who were caring for elderly parents or employed within the health care profession indicated they expected to be eligible for a vaccination very soon, and certainly within the first six months of 2021. For others, the expected time frame ranged from March through September 2021 with many suggesting it would likely be sometime in June through to the early part of the fall. Most of those in the groups comprising young adults expected to be vaccinated within this timeframe, specifically before the start of the next academic year.

On an unprompted basis, a few participants did express some reluctance to be vaccinated when asked the question about timing. They indicated that while they hoped to be inoculated soon they were somewhat fearful of the unknown and/or that they preferred a little more time to elapse. Those holding the latter point of view were concerned that vaccine development had been rushed and were more comfortable for other Canadians, as well as those in other countries, to be vaccinated first in order to see if any negative side effects emerged.

Participants were asked what they thought would be a reasonable target date to complete vaccinations among all those who wished to be vaccinated. The general consensus was that this could and should be done within six months to a year at most. A few thought it might carry over into the early part of 2022, or possibly later into the summer months. The sense was that the timing would be entirely dependent upon available supply. A few also commented that widespread vaccinations would be driven less by supply and logistics and more as a result of awareness raising and educational activities to overcome vaccine hesitancy (see more on this topic issue in the section that follows).

A point that had been made in response to other questions surfaced again – that the vaccine roll-out should occur in a managed and paced fashion and not be overly rushed, as the additional time would allow for more information to surface about possible side effects.

In the context of this discussion the point was also raised that rather than focusing on providing vaccines to all Canadians, Canada should focus on reaching the target required to ensure herd immunity and then allocate the remaining vaccines to less developed countries in order to address the global nature of the pandemic.

Vaccine Hesitancy

The more direct question as to whether participants themselves planned to be vaccinated was posed and discussed. While many, especially those with immunocompromised family members, immediately confirmed they would, there was significant hesitancy among many. Fewer declared outright that they would not.

Those who indicated they would get vaccinated commented on the importance of doing so to protect other family members and the wider circle of people around them. There was interest in wanting to be able to visit with friends and family, particularly older family members (e.g., grandparents). They also noted they were confident in the science behind the vaccine. A number described the decision as a 'no brainer.'

A few were more definitively negative in their response. This point of view was common among younger participants who felt their youthfulness, health and the fact that they were not working in a frontline capacity rendered it less important for them to be vaccinated. This perspective was also more frequently expressed by participants in Quebec and those exhibiting riskier behaviours (Peel Region Ontario) who believed the decision was a highly personal one and that there were still too many unknown issues about vaccine effectiveness and safety – some indicated they did not wish to be 'guinea pigs' (e.g., early recipients of what they felt was an untested vaccine). Others echoed the view that there were many unanswered questions about the virus itself which left them feeling unconvinced of vaccine effectiveness. Finally, some spoke about their previous experience with other vaccinations, including side effects as well as allergic reactions they have had particularly to eggs and egg proteins (which they understood was an ingredient in many vaccines). For this reason they were electing not to be vaccinated.

Many expressed reluctance. Some indicated they may get vaccinated but preferred to wait in order to get a better sense of what the long-term effects may be. A few young people fell into this category in terms of preferring to hold off on receiving the vaccination, primarily because they did not feel their lifestyle was putting anyone else at risk. However, they also noted that they would reconsider if and when opportunities to travel returned. Having further information about the vaccine, specifically ingredients and possible side effects, were factors cited by participants which may help convince them to take the vaccine.

COVID-19 Public Service Announcements (Northern Ontario Indigenous Peoples)

In the group with Indigenous people living in Northern Ontario, participants were read four public service announcements (PSAs) that they were told were currently being developed by the Government of Canada. The moderator described the PSA and then read the script aloud (twice). Participants were

asked a series of questions to gauge their thoughts and feelings about each. To provide some more context to the announcements, participants were also told that for each PSA they would see Indigenous health professionals talking on-screen.

PSA on Public Health Guidelines and Getting Tested

To begin, participants were read the following PSA, which focused on following public health guidelines and getting tested for COVID-19.

Even though a COVID-19 vaccine is coming, the virus is still a serious threat.

Let's all do our part:

*avoid gatherings, wash your hands, wear a mask, stay 2 meters apart,
and if you have symptoms, get tested and stay home.*

Let's help keep each other safe.

Learn more at Canada.ca/coronavirus or 1-833-784-4397.

A message from the Government of Canada.

Participants were then asked about their initial thoughts. On balance, participants were somewhat critical in their views. Most felt the PSA was not relevant to them, as it presented information that was not new but repeated public health guidelines they were already aware of and/or following. In order to make the PSA more effective, participants suggested it should instead focus on why they should be following these measures. Participants felt that messaging about unity and the protection of community, family and elders could be strengthened in this regard.

A few participants specifically commented that they did not like the use of the term 'threat'. They perceived it to instill fear at a time when they believed many were already scared. They suggested that a different approach could be taken without the use of terminology they perceived as fear mongering, while still maintaining a focus on the seriousness of the issue.

On the positive side, all participants commented that the language used in the announcement was simple, short, straightforward and easy to understand. Many also positively remarked about the use of Indigenous healthcare workers as spokespeople and found comfort in messaging that COVID-19 vaccines would soon be available.

PSAs on COVID-19 Vaccines

Following the first PSA, participants were then read a series of three additional PSAs that focused specifically on COVID-19 vaccines. Participants were shown the following announcements one at a time and then were asked to compare all three at the end of the discussion.

Of the three PSAs presented, participants overwhelmingly selected the announcement titled 'Priority Immunization' as the most effective announcement in terms of helping Indigenous people make decisions about getting a vaccine.

Priority Immunization

COVID-19 vaccines will soon be available to all Canadians.

Those who need vaccines the most will get them first.

Indigenous leaders are part of the decision-making process and will help decide who will benefit from being vaccinated first.

Learn more at Canada.ca/coronavirus or 1-833-784-4397.

A message from the Government of Canada.

In general, participants found that the announcement was well balanced in its style and the information it provided. Many thought the ad was reassuring and inclusive in its tone. It struck an important chord with many participants as they appreciated that it spoke to the fact that Indigenous people were a part of the solution and many took comfort knowing that Indigenous leaders were actively involved in the decision making. Other positive commentary from participants suggested that the announcement did a good job at providing important information around the approach to prioritizing inoculation.

While this was the most widely favoured PSA, participants did have additional commentary around nuanced improvements that could be made. A few were opposed to the phrasing "will help", as it suggested that Indigenous leaders were only now assisting in vaccination discussions. Participants believed the messaging would be better received with phrasing such as "already helping", which speaks to the inclusion of Indigenous leaders throughout the process. Others felt that the use of the term 'Canadians' was not representative or inclusive of Indigenous people.

The other two PSA's 'Key Facts' and 'Traditional Medicine' were somewhat less effective relative to 'Priority Immunization' for a variety of reasons.

Participants generally held mixed views about the following public service announcement titled 'Key Facts'.

Key Facts

Here are some important things you should know about COVID-19 vaccines:

Vaccines work.

Only vaccines that are safe and effective will be approved for use in Canada.

COVID-19 vaccines will be free, and available to everyone for whom they are authorized.

Get the facts about vaccines.

Learn more at Canada.ca/coronavirus or 1-833-784-4397.

A message from the Government of Canada.

Participants were in agreement that the announcement was straightforward and the language used was easy to understand. Other positive commentary related to the reference to only using vaccines that are "safe and effective", as some remarked that this statement lessened their hesitancy towards getting a COVID-19 vaccine.

However, for others, the announcement seemed to reaffirm some of their fears. They discussed how they were receiving a lot of conflicting information about vaccines through social media. Participants recalled hearing about situations where Canadians had become sick after receiving the vaccine, which led to more stress and confusion on their part. A few participants also expressed an inherent lack of trust with the federal government which made the message less credible overall.

The following 'Traditional Medicine' announcement was deemed to be the least effective PSA, relative to the others. The negative commentary from participants outweighed the positive aspects for most.

Traditional Medicine

Indigenous leaders and healthcare providers look to and rely on traditional knowledge systems for wisdom and guidance to protect against COVID-19.

The COVID-19 vaccines will complement traditional approaches to protect our Elders and those most at risk.

Get the facts about vaccines.

Learn more at Canada.ca/coronavirus or 1-833-784-4397.

A message from the Government of Canada.

Participants were particularly opposed to the tone of the ad which they perceived to be condescending. They viewed it as telling them what to do rather than engaging and informing. Additionally, a few participants were critical that the ad appeared to be exclusively targeting Indigenous people. They were somewhat self-conscious about being singled-out in such a blatant fashion.

On the positive side, some participants mentioned that they liked the reference to 'protecting Elders', which they deemed to be an important and vulnerable group. Some also appreciated that the PSA acknowledged traditional approaches to medicine.

Travel Creatives – Disaster Check (GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults)

The Government of Canada developed a series of three creative concepts intended to inform Canadians on issues related to COVID-19, specifically centering on advice and guidelines for those who might be considering a trip either within or outside Canada. Participants in two groups were shown three social media advertising concepts. While the concepts themselves varied to some extent, in terms of the imagery used and the particular focus of each, all three employed a question format (e.g., posing a specific question to the viewer about a specific aspect of travel) and encouraged Canadians to get the facts about travel prior to making any decisions by checking a Government of Canada website (travel.gc.ca/travel-covid).

For two of the three concepts, participants were shown two versions or variations on the concept to illustrate how it could be adapted for different audiences and purposes. Each of the concepts were

presented in a close-to-final format. In this respect, the evaluation at this stage was intended more as a ‘disaster check,’ rather than to provide input into creative direction which would typically occur at a much earlier phase in the creative development process. As such, participants’ feedback was sought mostly to ascertain the overall effectiveness of the ads, relative to the objectives of the campaign, and to determine any issues or further refinements prior to launching them in-market.

For testing purposes, the concepts were labeled as follows:

- Winter: Versions 1 and 2
- Quarantine
- General: Versions 1 and 2

A more detailed analysis of findings from the discussion of each concept is provided below, along with the creative which was shown to participants.

Winter Concept: Versions 1 and 2

Participants were shown two versions of this concept, each of which is included below.



The figure above shows a social media ad, featuring the Government of Canada social media handle at the top of the ad (including a small Government of Canada logo, a blue checkmark and @canada.ca). The main head line (at the top of the ad) reads: “Considering a trip this holiday season? Know the facts first. Visit travel.gc.ca/travel-covid to stay informed on the latest travel rules and restrictions.” The main image in the ad features a navy blue background with a graphic image (on the right) of a woman looking straight into the camera with a man and child cooking together in the background, all of which is framed by a maple leaf. On the left hand side, the main headline reads “Should we go away for winter break?” with a subtext below reading

“Know the facts before deciding to travel.” Below the main image, there is a light gray banner with the website travel.gc.ca/travel-covid in navy blue font and the Canada Wordmark on the right hand side. Below the main image of the ad, black text reads “COVID-19: Travel, quarantine and borders” with subtext reading “Learn more at travel.gc.ca/travel-covid” against a white background. At the very bottom of the ad, there are small logos indicating an option to comment, between, like, and share the ad.



The figure above shows a social media ad, featuring the Government of Canada social media handle at the top of the ad (including a small Government of Canada logo, a blue checkmark and @canada.ca). The main head line (at the top of the ad) reads: “Considering a trip this holiday season? Know the facts first. Visit travel.gc.ca/travel-covid to stay informed on the latest travel rules and restrictions.” The main image in the ad features a navy blue background with a graphic image (on the right) of an elderly woman looking straight into the camera with an elderly man making coffee in the background, all of which is framed by a maple leaf. On the left hand side, the main headline reads “Should we go see family for the holidays?” with a subtext below reading “Know the facts before deciding to travel.” Below the main image, there is a light gray banner with the website travel.gc.ca/travel-covid in navy blue font and the Canada Wordmark on the right hand side. Below the main image of the ad, black text reads “COVID-19: Travel, quarantine and borders” with subtext reading “Learn more at travel.gc.ca/travel-covid” against a white background. At the very bottom of the ad, there are small logos indicating an option to comment, between, like, and share the ad.

The reaction from participants tended to favour Version 2 over Version 1 mostly because the question posed in the latter – “Should we go away for a winter break?” – seemed to suggest tacit, if not outright approval of travel despite borders being closed between Canada and the U.S., and other travel restrictions in place at the time of these focus groups. The question posed in Version 2 of this concept – “Should we go visit family for the holidays?” – was viewed as more relevant and reasonable for most. At the same time, several participants in the GMA group, preferred the more general nature of Version 1, compared to Version 2. Their view was that Version 1 related more directly to travel abroad, while Version 2 was interpreted as visiting rather than traveling to see family members. A few commented

that a mix of the messaging contained in the two versions would be most effective at encouraging Canadians to stay informed on the latest travel rules and restrictions.

The main reaction to Version 1 of this concept was confusion and concern. While participants felt the ad would be of particular interest to keen travelers who are anxious to organize their next trip abroad, they questioned both the motivation behind the ad and the timing.

Some participants thought the ad would attract the attention of avid travelers, many of whom they felt would be interested in learning more about travel rules and restrictions prior to planning a trip. At the same time, most participants worried that the ad ran counter to federal government initiatives to restrict travel as a key public health measure in the effort to reduce cross-border spread of COVID-19. They felt that at this time, it would be inappropriate to release an ad of this nature, noting that the timing might be more suitable once travel restrictions have been lessened or completely lifted.

While most understood that the main message or objective was to encourage people who might be thinking about travel to inform themselves before doing so, participants viewed the ad more as giving those who are interested, permission to travel. Some felt that this aspect of the ad (e.g., encouraging the prospect of travel) would garner more attention relative to what they thought was the main call to action (e.g., to visit the website and get the facts before deciding to travel).

Reaction to Version 2 of this concept was somewhat more positive. Participants said that the question posed in the ad – “Should we go see family for the holidays?” – was more timely, relevant and relatable to most, given some were carefully weighing this option. They also thought that traveling to visit family or for family reasons, was more likely and somewhat more acceptable, compared to vacation travel. The reference to family in the question was also seen as a subtle prompt to encourage Canadians to think about the impact on others, specifically the risk of exposing family members to the virus should they choose to visit over the holidays.

Nevertheless, in line with views expressed in response to Version 1, the point was made that this ad also implicitly gave permission to those considering travel. This was a significant concern for most participants given the prevailing view in both groups that travel at this time was both inappropriate and risky. A few others commented that they interpreted the ad to be less focused on travel per se, and more on visits with family members regardless of whether they lived in the same community or province, another province or outside of Canada. In particular, some questioned whether the message implied they should not be visiting family members regardless of whether they live next door, in the same community or province, within or outside of Canada. In this regard, the ad led to some confusion.

Ultimately, it was unclear to many participants whether the point of this ad was to a) promote travel or b) to permit travel only under certain conditions or if specific measures were taken in advance. For both Versions 1 and 2, the general consensus among participants was that the main message should be formulated in a less passive manner. They felt both versions should be framed in a clear, unequivocal and explicit fashion in terms of stating that travel is not recommended at this time but that information is available for those who must travel and travelers should be informed in order to keep them and others safe.

Quarantine Concept

While some participants acknowledged that the question format employed in this concept was intended to engage the audience and speak more directly to prospective travelers, most were critical that this technique resulted in a degree of equivocation that led to a lack of clarity in terms of the main message. By contrast, most participants felt that direct statements would be more effective at imparting key facts to those who may be considering travel abroad, along the lines of “Entering Canada requires a quarantine” or “Should you need to travel, know the facts.”



The figure above shows a social media ad, featuring the Government of Canada social media handle at the top of the ad (including a small Government of Canada logo, a blue checkmark and @canada.ca). The main head line (at the top of the ad) reads: “Considering a trip? Know the facts first. Visit travel.gc.ca/travel-covid to stay informed on the latest travel rules and restrictions.” The main image in the ad features a dark green background with a graphic image (on the right) of a man looking straight at the camera with a brick wall behind him. On the left hand side, the main headline reads “Would entering Canada require a quarantine?” with a subtext below reading “Know the facts before deciding to travel.” Below the main image, there is a light gray banner with the website travel.gc.ca/travel-covid in dark green font and the Canada Wordmark on the right hand side. Below the main image of the ad, black text reads “Get the latest travel facts” with subtext reading “travel.gc.ca/travel-covid” against a white background. At the very bottom of the ad, there are small logos indicating an option to comment, between, like, and share the ad.

Participants commented on two specific aspects of the messaging:

- They recommended altering the initial question posed – “Considering a trip?” The consensus was that the use of the term ‘considering’ was akin to an invitation. Concerns were also expressed about the term ‘trip’ as opposed to ‘travel,’ with the former interpreted as vacation while the latter

was thought to refer more to official or essential travel. As such, participants thought that a better approach would be to state “Travel only when it’s essential” which they felt more clearly aligned with Government of Canada messaging that traveling for non-essential reasons at this time was not advisable.

- The suggestion was also put forward to adjust the question regarding quarantine requirements to more of a statement of fact, as noted above. They felt that this point could be made in a clearer, more matter of fact, manner and that this could be still done within the question format in order to entice the reader/viewer to seek out more information. Participants suggested alternatives, such as the following statement: “Did you know entering Canada requires a quarantine? Learn more about what’s required, why and who should be traveling at this time.”

On a positive note, participants did like the focus of this ad on the issue of quarantine for travelers coming into Canada, as they felt this was an important and serious restriction of which more should be aware. They also thought that referring to quarantine measures would catch the target audience’s attention and prompt further review of the rules and requirements for travelers arriving in or returning to Canada.

General Concept: Versions 1 and 2

The two versions of this concept were generally viewed positively. In both these versions participants had less objection to the question format as they felt the questions being asked were framed as informational and less as an invitation to travel. Participants commented that the questions definitively indicated that new information around travel guidelines or rules were available and found this to be helpful and of interest to anyone who might be considering traveling either within or outside of Canada.



The figure above features a social media ad sponsored by the Government of Canada. The social media handle at the top of the ad includes a small Government of Canada logo, a blue verified badge and the handle @canada.ca. The main text for the post (at the top of the ad) reads: "Considering a trip? Know the facts first. Visit travel.gc.ca/travel-covid to stay informed on the latest travel rules and restrictions." The main image of the ad features a dark green background with an image (on the right) of a woman holding a mug set against a light green background, which is framed by a maple leaf graphic. On the left hand side, the main headline reads "Are there new guidelines for travel?" with a subtext below reading "Know the facts before deciding to travel." Below the main image, there is a light gray banner with the website "travel.gc.ca/travel-covid" in dark green font and the Canada Wordmark on the right hand side. Below the main image of the ad, black text reads "Get the latest travel facts" with subtext reading "travel.gc.ca/travel-covid" against a white background. At the very bottom of the ad, there are small logos indicating an option to reply, retweet, like, and share the ad.



The figure above shows a social media ad, featuring the Government of Canada social media handle at the top of the ad (including a small Government of Canada logo, a blue checkmark and @canada.ca). The main head line (at the top of the ad) reads: "Considering a trip? Know the facts first. Visit travel.gc.ca/travel-covid to stay informed on the latest travel rules and restrictions." The main image in the ad features a dark green background with a graphic image (on the right) of a woman holding a mug set against a lighter green background, which is framed by a maple leaf. On the left hand side, the main headline reads "What are the rules around travel?" with a subtext below reading "Know the facts before deciding to travel." Below the main image, there is a light gray banner with the website travel.gc.ca/travel-covid in dark green font and the Canada Wordmark on the right hand side. Below the main image of the ad, black text reads "Get the latest travel facts" with subtext reading "travel.gc.ca/travel-covid" against a white background. At the very bottom of the ad, there are small logos indicating an option to comment, between, like, and share the ad.

Most participants felt this concept would encourage people to click on the website for more information. A number of participants found the concept to be straightforward and to have piqued their curiosity.

The participants' main critique of these concepts was as follows:

- Similar to feedback offered in reaction to the other two concepts, some participants desired a more forceful tone. Suggestions were made to frame the questions in a 'Did you know?' format which they felt would alert people to important and/or new information about travel restrictions.
- Some also found these ads to be overly-generic and indirect. This was a factor of the phrasing of the question, asking "Are there new guidelines ...?/What are the new rules ...?" as well as what was viewed as, overall, a softer tone or approach.

- A few participants also commented on the reference to ‘guidelines’ in Version 1 versus ‘rules’ in Version 2, noting that the latter term is somewhat more forceful than the former. Their preference was for a firmer tone, with references to rules and regulations over guidelines.

Of the two versions, participants tended to gravitate toward Version 2 as being the most effective at encouraging Canadians to stay informed on the latest travel rules and restrictions. Framing the question by asking “What are the rules ...?” was seen as somewhat more direct. Others, however, felt the reference to changes should be included in this question and suggested that the question would be better put as “What are the new rules around travel?” to underscore that there has been an update. Participants felt this would prompt even those who felt they were well versed in the travel restrictions to check out what has changed.

Advertising Campaign Review (Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour)

Throughout the pandemic, the federal government has run various advertising campaigns to inform Canadians about COVID-19, the available financial supports and the public health measures which have been put in place to keep Canadians safe.

In two focus groups, participants were shown videos from three different advertising campaigns which had been developed to promote awareness of and continued compliance with public health and safety protocols:

- ‘This is for That’
- ‘Glitter’
- Advertisement featuring Dr. Theresa Tam (in the English version) and Dr. Njoo (in the French version)

As these ads had already been in-market at the time of the groups, it is possible that some participants may have been familiar with any one of them.

For purposes of evaluating participants’ reactions to the ads, and to avoid any ordering bias, the sequence in which they were shown was varied in each group. After viewing each ad, participants were then asked a series of questions to gauge their thoughts and feelings about the ad, comment on what they took away as the main message and discuss their likely response or reaction to the information provided. To wrap-up the discussion, participants were asked which one of the three ads they felt would be the most effective in encouraging people to change their behaviours to limit the spread of COVID-19.

Across both groups, participants gravitated to two of the ads – ‘This is for That’ and ‘Glitter’ – in about equal numbers, finding both of these to be more impactful in positively altering behaviours. At the same time, participants noted some key differences between each of the three ads primarily in terms

of the tone and main message. The ad which featured Dr. Theresa Tam/Dr. Njoo, while generally viewed as educational, did not connect with participants as strongly at an emotional level relative to the other two.

More detailed reactions to each of the ads is provided below.

'This is for That' Advertisement

Overwhelmingly, participants in both groups reacted highly positively to the ad titled *'This is for That.'* Many found this ad had a strong emotional appeal, rooted in the scenarios of life events and social activities which served both as a reminder of happier times pre-pandemic and a hopeful sign of what Canadians could look forward to post-pandemic.



1 This is for That.mp4

The above video begins with scene of a woman sitting in her car. She puts on a non-medical mask and then enters a store. The next scene shows multiple young people gathered in a living room, laughing and sharing drinks and food. The scene then shifts to a man asleep on an airplane with his mouth open. Accompanying voiceover for these three scenes says "Every time you wear a mask, remember, it is so one day we can all go back to doing this, and this." The next set of three scenes starts with a man washing his hands with soap and water and a young woman brings him a towel, followed by a birds eye view of people raising a toast and the last scene shows an older couple dancing together in a small group. The voiceover accompanying these scenes says "Every time you wash your hands, remember, that eventually, it will all be worth it for them, and them." The final set of scenes follows a series of clips including a young man on a video call with his friends, an outdoor wedding, a DJ playing for a large crowd and finally a scene of a hockey game where two friends are cheering in the stands together. Accompanying voiceover says "Every time you hang out here, remember that at some point, we'll all be able to get together here, here and here." A blue screen with white text then appears that reads "Keep following COVID-19 public health measures." with the URL 'canada.ca/coronavirus' and phone number '1-833-784-4397' written at the bottom of the screen. The voiceover then says "Protect yourself and others from COVID-19. A message from the Government of Canada." The ad ends on a black screen with the Government of Canada wordmark.

A few features of the ad, specific to the tone and messaging, stood out in a highly positive way for participants, including:

- Emphasis on the 'bigger picture' – A number of participants commented that the ad, through its depiction of various events, paints a more complete and larger picture. Moreover, participants felt this approach worked in particular to underscore a key message that the public health measures are temporary, and that Canadians should remain focused on doing what is necessary to be able to return to some sense of normalcy.
- Reinforcing patience and perseverance – In line with the point noted above, participants felt the ad effectively reinforced a message encouraging individual Canadians to be both patient and diligent in adhering to public health measures for the benefit of all Canadians in the long-term.
- Forging a sense of community – Several participants remarked that this ad reinforced notions of unity and togetherness, which they found encouraging and motivational.

- Inclusive – The ad was viewed positively as it depicted scenes that all Canadians could relate to on one level or another and this further reinforced the values of community and perseverance.
- Emotionally compelling – A key aspect of the ad was its emotional appeal. Many participants commented that the depictions shown triggered an emotional reaction which prompted a stronger support for compliance with public health measures. It also further reinforced a more steadfast commitment to making some sacrifices now leading to a better future.
- Generally positive tone – A few participants commented on the generally upbeat tone of the ad. They found it hopeful, encouraging, calming and comforting. Some indicated that it helped to set their mind at ease. This was a factor of the storytelling nature of the ad, but also the realistic portrayal of key life events. Participants noted that the ad achieved a reasonable balance in terms of the tone – they found it to be fair and appropriate and, specifically, not to over-promise on what the next few weeks and months may hold for Canadians.

There were few criticisms of this ad, although some were left feeling slightly saddened by reminders of what they were missing during this time. A few others also commented that this ad was perhaps not as effective as the others in emphasizing consistent and ongoing compliance with public health guidelines (e.g., wear a mask, use hand sanitizer).

Overall, however, many participants in both groups favoured this ad given its emotive approach and reflective tone.

'Glitter' Advertisement

Participants also reacted favourably to 'Glitter' which they felt effectively visualized how quickly and easily the virus spreads. Many responded positively to the creative technique employed in this ad in which purple glitter is used as an analogy for the virus.



3 Glitter.mp4

The above video begins with a scene of a young woman entering a party with purple glitter on her and hugging a young man. By hugging, the young woman passes the glitter onto the young man's sweater. The scene cuts to the man eating from a bowl of chips with purple glitter on them and the young woman holds his hand. The next scene cuts to the same young man, now at home in his kitchen. He has glitter on his clothes and it is also all over his kitchen, including on the counter, fridge, and cupboards. There is a box of cookies on the counter that he is eating from, also covered in glitter. The young man's mother walks in, wearing a housecoat. She comes over and eats a cookie from the glitter-covered box. A male voiceover says, "Is going to a party really worth it?" The final scene pan to the mother, eating the cookie. She, too, now has glitter around her mouth and reaches for another cookie from the glittery box, next to a milk cup with the same glitter on it. An overlay of text on the screen as well as a female voiceover says, "Putting yourself at risk puts everyone at risk." A light pink screen with darker pink font then appears, along with audio, reading "Help limit the spread of COVID-19." The word COVID-19 on screen is in yellow and has purple glitter behind it. The ad ends on a black screen and the Government of Canada wordmark is shown.

Several participants remarked that the ad was highly effective in putting the virus into perspective for them. The process by which the purple glitter (e.g., the virus) was transferred from one person to another through the sharing of food, hugging, etc., reinforced both how widely and readily the virus

can be transmitted via common and natural human actions and interactions. As some commented, they felt many people did not realize the ease with which COVID-19 is transmitted as the virus is both silent and invisible. The ad brought this forward in a highly graphic, intriguing and visible way, reinforcing that transmission can be occurring without most people being aware of it. In this respect, participants felt the ad was effective in raising public consciousness of the 'silent,' stealthy spread of the virus and in contributing to greater awareness of the impact of individual actions.

While a number of participants felt this ad would be more directly relevant to a younger demographic, a reflection of the scene showing young people at a house party, many nevertheless appreciated and responded positively to the highly visual representation of the virus as purple glitter. This creative tool was viewed as unique and effective, lending a sense of immediacy to how the virus is spread.

There were only two minor critiques of the ad. One focused on the house party scene depicted in the ad, which some felt was not entirely realistic, while the other centered on concerns about the issue of personal choice. The latter point reflected a view that individuals should have the choice as to whether or not they attend a social gathering and they felt that this ad seemed to suggest that socializing was unacceptable.

Overall, most felt this ad would have an impact on behaviours, specifically leading into the holiday season. And, some commented that the ad gave them pause to rethink their behaviours and interactions on a daily basis, not restricted only to those behaviours associated with formal social gatherings. They felt the idea of how readily the virus can be spread had direct relevance to how they go about their day-to-day activities and made them more aware of altering their behaviours to limit transmission or avoid situations where they may be more exposed.

Dr. Theresa Tam/Dr. Njoo Advertisement

The ad depicting Dr. Theresa Tam, Chief Public Health Officer of Canada (in the English version) and Dr. Njoo, Canada's Deputy Chief Public Health Officer (in the French version) speaking about the COVID-19 protocols and encouraging Canadians to continue to follow them was viewed in a positive light and seen as educational.



2 Dr. Theresa Tam.mp4

The above video features Dr. Theresa Tam sitting at a desk with a mask and hand sanitizer nearby and a Canada flag in the background. Dr. Tam's full title of Chief Public Health Officer of Canada is shown on the left hand side of the screen throughout the video. Dr. Theresa Tam says the following: "The COVID-19 pandemic in Canada is serious. We must continue to practice all public health measures. Follow local guidelines for gatherings, maintain physical distancing, wash your hands, wear a mask and download the COVID Alert App. If you have symptoms, even mild ones, stay home. Protect yourself and others. We've come too far to stop now." Near the end of the ad, the following white text is overlaid at the bottom of the screen: 'Learn more at Canada.ca/coronavirus or 1-833-784-4397.' The ad ends on a black screen and the Government of Canada wordmark is shown with accompanying voiceover: "A message from the Government of Canada."

Participants felt the ad clearly relayed the importance of taking preventive measures to minimize the spread of COVID-19. Some also noted that the ad encouraged Canadians to download the COVID Alert app. A number of participants commented that this ad emphasized the seriousness of this issue and the need for patience, in much the same way as 'This is for That' had, as well as continued adherence to public health measures.

However, others found the information contained in the ad to be repetitive of messaging with which they are already familiar. Moreover, some participants did not readily connect with this ad at an emotional level and, as such, it was viewed as having less impact with respect to behaviour change. Many felt they were already following the measures which were referred to in the ad, although they also agreed that the ad did serve as a useful reminder.

Detailed Findings – Part II: Other Issues

Long-Term Care Homes (Major Centres Ontario People with Elderly/Vulnerable Parents)

A discussion was held among a group comprising participants with elderly and/or vulnerable parents on the topic of long-term care. The discussion centered on participants' awareness of federal government activities and measures to protect residents and those working in long-term care facilities as well as on ways in which it could address participants' concerns.

Relatively few participants were aware of federal government initiatives related to long-term care. Some thought that there had been additional funding to the sector by the federal government, but were not aware of any further details. A few also recalled hearing something about restrictions on the ability to staff to work in more than one facility. However, they were unclear about whether this directive had come from the federal or the provincial level of government and the degree to which it was being or could be enforced.

Before continuing further, participants were provided with additional information on the suite of measures announced by the Government of Canada to protect people in long-term care. There are outlined below:

- *Working with the provinces and territories to set new, national standards for the sector.*
- *Developing a plan to bring forward new Criminal Code amendments to hold people accountable for the neglect of seniors under their care.*
- *Taking additional action to help people stay in their homes (such as investments in home and community care).*
- *Increasing targeted measures for personal support workers.*
- *Increasing the Old Age Security and Canada Pension Plan Survivor's benefit to keep seniors at home.*

Reaction to the suite of initiatives was generally positive. Many participants were particularly supportive of any measures which would assist seniors to remain at home, either by increasing investments in home and community care or by increasing the Old Age Security (OAS) and Canada Pension Plan (CPP) Survivor's benefits. A number of participants shared personal stories which underscored their desire and efforts to provide care for parents in place. Many felt that it was preferable for elderly people to be able to remain at home, but that many lacked both the financial support to do so and the assistance to be able to carry out day-to-day activities. They also spoke about the demands on family members, many of whom are working full-time while also caring for aging parents. Nevertheless, they felt that remaining in place significantly improved the quality of life for seniors and, in some cases, contributed to extending their lifespan. A number of participants noted that pandemic had further reinforced their desire for their parents to stay at home for as long as possible, reducing their potential exposure to the virus. At the same time, participants were curious to know more about the proposed increase to OAS and the CPP Survivor's benefit, questioning whether any increase would be sufficient. Some also indicated that the cost of long-term care was, in some cases, prohibitive. For these reason, they also preferred the option for seniors to remain in their homes.

Related to the two above-noted measures, some participants also expressed support for targeted measures for personal support workers. They interpreted this as meaning funding to increase the number of personal support workers thereby expanding the workforce of those available to care for seniors at home.

And, several participants flagged possible tangential benefits related to these three specific initiatives, including:

- *Freeing up spaces in long-term care facilities – Participants were of the view that finding ways to help more seniors remain in their own homes would ensure that the spaces in long-term care facilities would be targeted to those most in need;*
- *Job creation – By allowing more seniors to age in place participants felt that this would lead to more jobs for personal support workers with concomitant positive benefits in terms of economic growth and expansion of the tax base; and*
- *Cost efficiencies for government – The view was that any community and home-based initiatives around aging in place would likely be more cost effective over the long run, relative to current federal government expenditures on long-term care and other supports for seniors.*

There was also some support for new Criminal Code amendments which would hold people accountable for neglect of seniors under their care, although some did feel that current laws were likely sufficient in this regard. Others, however, while curious as to the nature and impact of the proposed amendments, ultimately felt that it was vital to increase the overall accountability of long-term care facilities and their staff regarding those in their care. In particular, they felt more needed to be done to specifically address the issue of neglect. This was an area within the Criminal Code which they believed may not be as clear cut as compared to other crimes.

A few responded positively to creating new, national standards within the sector, seeing this as a way to ensure greater oversight particularly of for-profit facilities. Some presumed that this might lead to higher wages for staff, a better distribution of resources across the sector, and limitations on the ability to work in multiple care facilities.

Participants were told that long-term care homes fall under provincial jurisdiction and asked whether, as a result, it made more sense for each province to set its own standards. Most agreed it would be challenging for the federal government to set and oversee standards in the sector, although some felt that it could issue minimum standards which all provinces would be required to meet while having the flexibility to exceed them. The primary argument in favour of having provinces set their own standards centered on the varying needs of each province and territory in terms of community resources and supports, as well as the variable proportion of seniors as a percentage of the total population.

To conclude the discussion on this topic, participants were asked if there was anything else that the Government of Canada could do to address the issues in long-term care homes. A number of suggestions were put forward, including:

- Securing sufficient doses of the COVID-19 vaccine to vaccinate all residents in long-term care facilities and minimize future outbreaks;
- Ensuring all long-term care homes are able to provide an appropriate level of care and can offer key services (e.g., exercise facilities);
- Performing regular inspections or audits to ensure that long-term care facilities are operating to required standards; and
- Related to the above point, permitting unscheduled visits by guardians to check on the quality of care of their family members.

Canada-U.S. Relations (Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents)

Following the recent election in the United States, participants were asked if they expected the relationship between Canada and the U.S. to change. The general consensus was that the relationship between the two countries was likely to improve. Participants felt there would be less volatility and anticipated a more stable relationship which would likely benefit the Canadian economy. Most

participants thought that greater collaboration would lead to more advance notification on major policy changes and would permit both countries to undertake better planning as the relationship evolves.

A few participants were either uncertain about the future state of Canada-U.S. relations or had mixed views. Among this group concerns were raised, mainly by several participants in Alberta, that the new administration in the U.S. may be less favourable to or supportive of the oil and gas sector over the long term. Nevertheless, most participants in the Alberta group agreed that the relationship with the incoming administration would be generally positive for Canada and for the province. Specifically, they expected both countries would work in a more coordinated fashion.

When participants were asked to describe, in a few words, the relationship between Canada and the U.S. over the last few years, descriptions were generally more negative than positive. Participants used terms such as distant, strained, stressful, challenging, uncertain, unclear, unstable, turbulent, adversarial, uncooperative and deteriorating to describe the state of the relationship. Others described the relationship as reserved, stagnant and disappointing. To the extent that participants were uncertain, confused or lacked clarity about the relationship, this was a reflection of two factors: their sense of the importance of the relationship between the two countries but also their own stated lack of awareness regarding the specifics, particularly via official sources.

However, when participants were tasked with describing the relationship in the coming years, they were considerably more positive and upbeat with respect to both the tone and the nature of the relationship. There were, however, some differences between the groups. Participants in Alberta were generally more guarded, relative to others. While they expressed a sense of hopefulness and positivity, they also underscored some degree of uncertainty. In other locations, participants described the upcoming relationship in overwhelmingly positive terms anticipating it to be respectful, collaborative, friendly, workable, transparent, and mutually beneficial. A number of participants described it as more of a strategic partnership, underscored by a sense of unity and community.

When asked to further explain their choice of descriptors for the upcoming years, participants reiterated that they were uncertain of many details of the relationship which led to being somewhat guarded about the outlook. Uncertainty was also linked to the possibility of considerably more activity following the installation of the new administration leading to rapid change and the need for Canada to quickly adapt and respond. Some participants also underscored that Canadians would be wise to take a somewhat guarded approach. In the same vein, the point was also made that Canada should not assume that whatever is in America's best interest is also likely to be in Canada's best interest. At the same time, and on a more positive note, participants felt that communications between the two countries would improve and that common goals and values on most major policy issues would tend to have a unifying rather than a divisive effect. Ultimately, many participants were of the view that the current environment presented more opportunities for both countries.

Areas of Conflict and Cooperation

Participants were asked about areas or issues that could create conflict between the two countries. Several were identified, including: trade agreements, the relationship with China, and human rights. There was a sense that Canada should be somewhat more wary of American proposals given the protectionist interests which have been at the heart of issues between Canada and the U.S. over the last several years, although there was an expectation that this would ease in the coming months and years. At the same time, participants underscored that Canada should not take this relationship for granted given the economic power and heft of the United States. As noted earlier, there were also concerns that the oil and gas sector in Canada may be adversely affected by policies and decisions taken by the incoming administration.

In terms of issues that both countries should work together on in the short-term, participants mentioned police brutality and racism, specifically the Black Lives Matter movement, in addition to re-engaging with allies and partners on international affairs and issues of global concern. Others mentioned the Keystone XL pipeline, addressing issues related to trade and tariffs, and developing a more coherent strategy to address rising cases of COVID-19.

Over the long-term, participants saw opportunities for greater collaboration on issues such as climate change, trade and immigration.

Canada-U.S. Cooperation on Environmental Issues

Overall, most participants felt that Canada should work with the U.S. to set joint standards for environmental regulations, emissions standards, carbon pricing and emission reduction targets. Participants believe that Canada's size and population precluded it from working independent of the U.S. on these issues. In addition, participants were of the view that the Canadian and U.S. economies were so intertwined that it would not make sense to work unilaterally. Participants in Atlantic Canada were somewhat more divided – some felt collaboration was necessary while others recommended moving forward independently but not in complete isolation of the United States.

Several scenarios were presented to participants to explore this issue further. Assuming the United States had weaker environmental regulations, relative to Canada, participants were asked whether this would pose any concerns for them particularly with respect to the possibility that Canadian businesses might suffer from a competitive disadvantage. Most were not overly-concerned either because they felt that American and international environmental standards were likely to increase in the next few years or that this issue would not necessarily be solved any more successfully by working independently. Some also noted that cooperation did not imply a requirement for identical environmental frameworks or regulations. As such, they did not view working with another country with weaker environmental standards as a critical impediment. They did not see this as leading Canada down a path of lowering its own standards in order to compete. In fact, some felt that Canada should continue to aim for high environmental standards regardless of what happens in the U.S. and that it should position itself in a clear stewardship role.

There were some dissenting points of view on this question, again primarily voiced by a few participants in the group held among those in Atlantic Canada. These participants pressed to ensure that Canadian environmental standards would not be lessened in order to align with lower environmental standards elsewhere. In this respect, they felt that it would be advisable for Canada to work more closely with European counterparts which they expected would have higher standards. Others raised the prospect that innovation, in place of regulation, could be a more effective approach to take in dealing with climate change (e.g., shifting away from fossil fuels, investment in green technologies).

A second scenario in which the U.S. had stronger environmental regulations compared to Canada was discussed with participants. Most thought this scenario, in reality, was unlikely. Moreover, the majority view was that if this was the case, then Canadian environmental standards should be raised to the same level. The consensus opinion was that Canada would not want to lag behind. Others, however, argued that the impact of differing (and higher) standards in the U.S. should prompt examination on a case-by-case basis as the effects may be felt differently depending on the industry or sector.

Environment (Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents)

Environment in the News (All Groups)

In the early part of each discussion participants were asked if they had heard anything about the Government of Canada's plan to tackle climate change. Many participants commented that they continued to be more focused on news and updates about COVID-19, vaccines and vaccine distribution, while some were actively tuning out the news finding it to be somewhat overwhelming and distressing. For the most part, participants had not heard anything directly related to the federal government's plans on climate change.

That said, a few participants did mention the following:

- The Government of Canada's plan to reach net zero emissions by 2050. Others had heard about a target date of 2030, although they were uncertain of the details and admitted they may have misunderstood;

- General guidelines being put forward by the Government of Canada for carbon and emissions reductions, although again participants were unable to provide any further details;
- Funding from the federal government to support the development of green technologies. Participants referenced the Speech from the Throne in September in this regard, indicating this was what they had heard most recently.

Reducing Greenhouse Gas Emissions by 2030 (Winnipeg People with Elderly/Vulnerable Parents)

Participants residing in Winnipeg were asked if they had heard anything about the Government of Canada's recent announcement to reduce greenhouse gas emissions by 2030. A few had heard something about this topic but recalled minimal details having only to do with a concomitant increase in gasoline prices.

The following information was shared for the benefit of participants and prior to discussing the topic further:

Last Friday, the Government of Canada announced proposed measures aimed to help Canada cut greenhouse gas emissions by 2030 and get the country to net-zero emissions by 2050. Some of the key initiatives include:

- *Investing in retrofits to make it easier for Canadians to improve the energy efficiency of their homes*
- *Making clean, affordable transportation and power available across Canada, via investments in zero-emission vehicles, and expanding the network of electric vehicle charging stations across the country*
- *Continuing to put a price on carbon pollution, with a gradual increase each year, so that the price rises from \$30/tonne this year to \$170/tonne by 2030*
- *Helping Canadian businesses invest in more efficient and cost-effective technologies that both improve their operations and their bottom line*
- *Enabling Canadians to prepare for, and adapt to, climate risks such as floods, forest fires and extreme weather, through measures such as planting two billion trees over 10 years, and restoring and enhancing wetlands, grasslands and agricultural lands to help slow or reverse the effects of carbon pollution*

Reaction to the Government of Canada's plan was generally positive. It was variously described as being encouraging or at least a step in the right direction, although some caveats were also expressed. It was thought that the plan would result in public concerns and complaints about gasoline price increase. It was also viewed as somewhat aggressive and as potentially unrealistic by others.

Participants favoured the relatively fast track towards the stated goals for 2030 and 2050, particularly as it would prompt a greater focus on electric vehicles. However, some were concerned that actions should have been taken earlier given the seriousness of the issue. Moreover, the impact on fuel prices at the pump was viewed negatively. Other questions were posed with respect to specific next steps in order to meet the goal within the next 10 years, which some felt was tight, and around the data or evidence that supported the federal government's plans.

Further reflection on timing considerations generated two somewhat competing points of view:

- A number of participants questioned whether the Government of Canada should be moving forward on an environmental agenda now or should instead stay more focused on COVID-19 related matters until the pandemic is over. Relatedly, concerns were expressed that some Canadians may not have the capacity to deal with any extra costs given the impact of the pandemic on their current financial status and outlook. And, several suggested that Government of Canada should hold off on any major environmental initiatives until after many Canadians have been vaccinated.
- Conversely, the view of most participants was that action on the environmental agenda should continue. Forward movement was supported as long as did not lead to significant costs for individuals in the short-term, especially during the pandemic. But, overall, most participants felt that environmental issues were too important and time sensitive to be ignored or put off until a later date.

Participants were shown a series of possible names the Government of Canada could use to frame its plan to help businesses reduce their greenhouse gas emissions and asked about their preference:

- *A strategy to help businesses cut pollution*
- *A strategy to help sectors across our economy cut pollution*
- *Clean industrial strategy*
- *Low-carbon industrial strategy*
- *Strategy for cleaner industry*

The balance of participants found that the second option – *A strategy to help sectors across our economy cut pollution* – had the most resonance. Participants preferred this option as it was more straightforward, clear, simple to understand and inclusive to the extent that it applied broadly to all sectors in the economy. The reference to ‘sector’ rather than ‘businesses’ was preferred as it was acknowledged that levels of pollution vary significantly across sectors in the economy, rather than among specific individual businesses. The reference to sectors was thought to be sufficiently expansive to capture whole swaths of activity that were contributing to pollution. There was also support for the phrasing ‘strategy to help’ as it implied a collaborative rather than an adversarial approach between government and businesses.

A few participants favoured *Clean industrial strategy* and *A strategy to help businesses cut pollution*. The former was preferred given the perception that industry is a major polluter, while the latter was viewed as self-explanatory specifically in that it incorporated clear and commonly understood phrases like ‘strategy to help.’

There was extended discussion over the word ‘strategy.’ This was seen either as being synonymous with the word ‘plan’ or as something less definite that typically preceded the development of a more concrete plan. As a result, a general comment among participants was that most of the names left the impression that the Government of Canada was still at the stage of considering its options as opposed to having a ‘plan’ which would imply goals and targets, a rough roadmap as well as a series of specific actions. The consensus among participants was that most Canadians would expect the Government of

Canada to produce a plan as opposed to a strategy, given both the urgency of the issue and the significant time that has already lapsed while Canada and other nations have been discussing environmental challenges and potential solutions. This view, while predominant, was not unanimously held by participants as a few did comment that a strategy suggests a lot of advance work and brainstorming has been undertaken to determine how to achieve specific goals and targets.

Indigenous Issues (Northern Ontario Indigenous Peoples)

Indigenous participants from Northern Ontario participated in a discussion that covered a variety of topics including their views on important issues facing Indigenous people, the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and drinking water on reserves.

Indigenous Priorities

When asked about important Indigenous issues on which the Government of Canada should focus, participants focused mainly on aspects related to the quality of life on reserves – access to clean water as well as unsafe or inadequate housing. Participants also raised their concerns about substance use in Indigenous communities and the need for a better child welfare system. A few participants mentioned issues relating to the repatriation of Indigenous lands, but also noted that this was not as high a priority as some of the other issues noted above.

Participants were generally positive about the Government of Canada in terms of addressing issues affecting the Indigenous population in Canada, mentioning promises of better healthcare and water for Indigenous peoples on reserves in this regard. The very fact that these issues were being discussed publicly was viewed in a positive light as some felt bringing them out into the open would result in progress. A side effect was also seen to be establishing a model for future discussions among future generations of Indigenous leaders and government officials.

Other participants noted several less obvious, subtle changes or steps that were benefitting Indigenous people. In particular they commented on increased job opportunities targeted to Indigenous people as well as language instruction in schools serving Indigenous communities in both French and their native tongue.

At the same time, participants cited a few key areas for improvement by the Government of Canada. In particular, there was an interest expressed in having quick turnaround times of the completion of Indigenous-specific projects (e.g., construction of water treatment facility on reserve) led or funded by the federal government. Many suggested this should not be challenging given how quickly the federal government has been able to approve and procure vaccines for COVID-19.

The most common suggestion was for the federal government to shorten the timelines on projects related to Indigenous issues. Many felt this was a reasonable request, providing an example of how the federal government was able to coordinate a nation-wide vaccine roll out in a matter of months. In

general, participants felt there was a significant opportunity for the Government of Canada to elevate the priority attached to Indigenous issues. While recognizing the progress made on issues such as missing and murdered Indigenous women and girls as well as the apology to those Indigenous students, family and communities affected by the legacy of residential schools in Canada, participants felt that more emphasis needs to be placed on providing access to clean water and safe shelter as well.

UNDRIP (The United Nations Declaration on the Rights of Indigenous Peoples)

Most participants were unfamiliar with UNDRIP. Among those few who expressed some familiarity, the general sense was that it was intended to recognize the rights of Indigenous people across Canada. To further the discussion, participants were provided with the following explanation.

UNDRIP is an international document adopted by the United Nations in 2007 that lays out the basic rights that Indigenous peoples should have around the world. It outlines how governments should respect the human rights of Indigenous peoples.

UNDRIP consists of 46 articles that describe specific rights and actions that governments must take to protect these rights. The main themes in the declaration are:

- *The right to self-determination*
- *The right to cultural identity*
- *The right to free, prior and informed consent (i.e. the right to be consulted and make decisions on any matter that may affect the rights of Indigenous peoples)*
- *Protection from discrimination*

Very few participants were aware of the federal government's response to UNDRIP. When told that the Government of Canada had recently introduced legislation to implement UNDRIP, participants responded favourably. Many viewed the United Nations as a reputable organization and felt that by adopting these principles, the Government of Canada would be held to a higher standard. Ultimately, they believed that implementing the main themes would shift Canada in a more positive direction. At the same time, some voiced disappointment that it had taken the federal government such a long time to make this commitment and that it had only been achieved as a result of pressure from an external organization. Furthermore, many felt that the very fact the United Nations found it necessary to draft UNDRIP underscored the inequities facing Indigenous peoples in Canada and around the world.

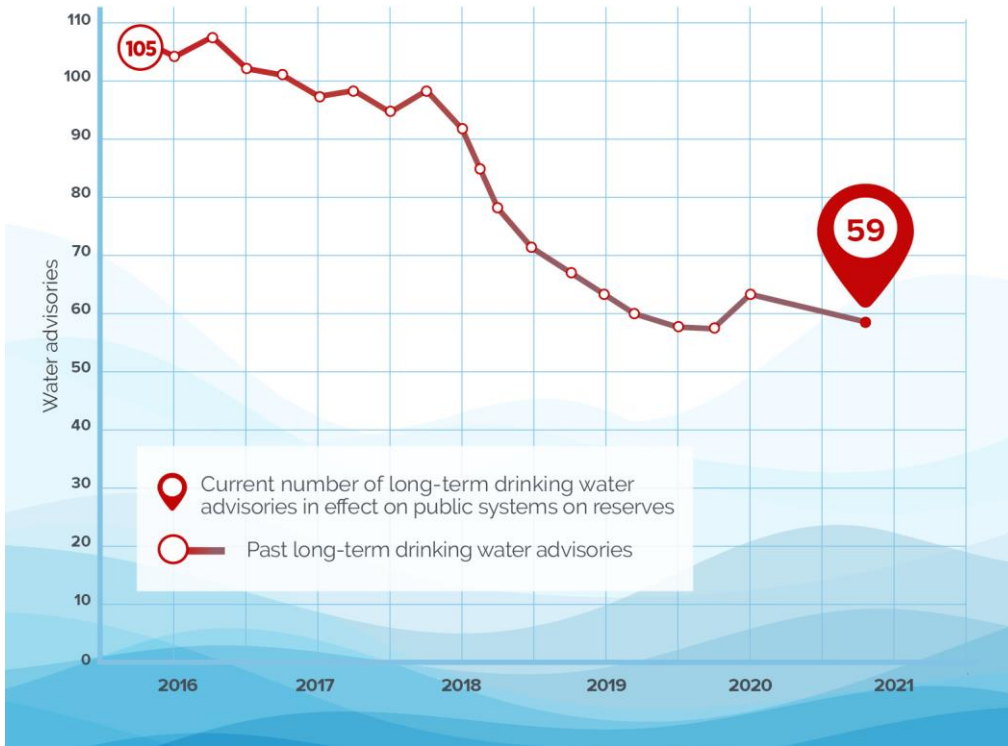
Drinking Water Advisories on Reserves

Many participants were aware of the issue of long-term drinking water advisories on reserves as well as the verbal commitments from the Government of Canada to fix the problem. Prior to continuing the discussion on this topic, an infographic summarizing the federal government's progress in this area was shared with participants and they were asked for their reactions.

Updated December 1, 2020

97
 long-term drinking water advisories
 lifted since
 November 2015

59 long-term drinking water advisories
 in effect in
41 communities



This infographic features a white background with a graphic of blue waves across the bottom third of the page. On the top left, the version date "Updated December 1, 2020" in written grey font underlined by a dark blue waved line. Towards the top third of the infographic, text on the left reads, "97 long-term drinking water advisories lifted since November 2015" in grey font, with the number "97" in large font and the word "lifted" in blue font. To the right, text reads "59 long-term drinking water advisories in effect in 41 communities" where the numbers are in large font and the words "in effect in" is written in blue text. For the bottom two-thirds of the infographic, there is a large line graph. The vertical axis is labelled with water advisories (ranging from 0 to 110) and the horizontal axis is labelled with years (ranging from 2016 to 2021). In the graph, a red line tracks downwards, from left to right. At the top left of the graph is (around 2015 horizontally) the number 105 in red font a white circle. On the bottom right of the graph (around 2021 horizontally) is the number 59 in a red pinpoint icon. In the bottom left hand side of the graph, a legend

depicts that the red pinpoint icon is the “current number of long-term drinking water advisories in effect on public systems on reserves” and that each point on the line graph is “past long-term drinking water advisories.”

Many expressed some frustration upon viewing the information contained in the infographic. Most questioned why any community in Canada should have to deal with this issue. Others calculated that lifting the water advisories on an average of nine communities per year would mean slow progress towards a resolution for many affected communities. In the context of this discussion, some participants shared their own experiences with drinking water advisories and poor access to potable water on reserves. By way of example, some wondered why reserves located close to major centers still faced this issue when residents of those municipalities in close proximity had access to safe drinking water. Some commented that if this issue had occurred in a more populous area (e.g., Canada’s major cities and towns), the federal government would have taken action immediately. As such, most were critical of the Government of Canada’s progress on this issue while relatively few felt the infographic demonstrated at least some forward progress.

It was explained that the Government of Canada had recently announced it would miss the March 2021 target to lift all First Nation water advisories, as originally planned. However, in addition to the \$2.19 billion already budgeted for ending long-term drinking water advisories, the federal government had also announced another \$1.5 billion to finish the work. The new funding would go towards ongoing support for daily operations and maintenance of water infrastructure on reserves, continued funding for water and wastewater infrastructure on reserves, and to pay for work halted due to the COVID-19 pandemic and other project delays. Knowing this, participants nevertheless remained skeptical and cynical about the federal government’s commitment to addressing the issue. Some felt it should be a much higher priority item and that the Government of Canada should emphasize training of Indigenous people residing on affected reserves to undertake the maintenance required. Others were unconvinced of the delays resulting from COVID-19, viewing the pandemic as a crisis that should have motivated the federal government to ramp up its efforts to resolve drinking water issues on reserves. They felt that access to clean water was essential especially at this time to prevent the further spread of the virus in vulnerable communities.

When asked what a reasonable timeframe would be to address all water issues on reserves, responses ranged from as soon as possible, to six months to a year. Several were of the view that the federal government would be unlikely to make significant progress in the immediate future and that this issue would likely take at least three to four years to properly address.

Local Issues (Iqaluit)

A discussion took place in Iqaluit aimed at obtaining feedback from participants regarding their perspective on the most important local issues and the impact of Government of Canada initiatives on their community. Participants were forthcoming with a variety of issues they felt were affecting their local community. Three overarching issues emerged from this discussion:

- Shortage of housing – participants referred to the lack of available housing, the high cost of living and the quality of current housing. Some felt that the shortage of housing had led to many residents to share one home resulting in serious overcrowding.
- Food security – participants conveyed their worries about food insecurity, specifically citing concerns about children going to school hungry. Many believed that food security was not a standalone issue, but one which is closely linked to others including unemployment, substance use and one’s ability to effectively manage their finances. Some perceived that a failure of the education system to teach money management skills was a contributing factor to food security issues later in life.
- Substance use and addictions – participants spoke specifically about the lack of support and resources their community has had over the years and how addictions are often the root cause for many other critical issues at the community level. Many felt this issue had been further amplified by the onset of the pandemic (e.g., unemployment and CERB payments). Participants mentioned challenges dealing with this issue such as a shortage of quality mental health facilities and rehabilitation centres in Iqaluit. Some participants more specifically referred to a language barrier when accessing these facilities and the need for mental health professionals who speak Inuktitut.

Participants highlighted initiatives that stemmed from federal government funding over the past year and the positive impacts Nunavut, and more specifically Iqaluit, had experienced as a result. Although there was some awareness of Government of Canada funding, participants were generally unaware of the specific federal programs that provided funding or where that funding had been directed. The federal government was credited with providing necessary relief for Nunavut through Inuit organizations. Many referenced emergency COVID-19 initiatives, such as transportation subsidies, food subsidies, food hampers and pre-loaded gift cards. Overall, participants were supportive of the emergency initiatives in place, however, some were disappointed that these types of initiatives had not been launched prior to the pandemic. Participants spoke about the necessity of long-term financial support through the continuation of resources such as food hamper deliveries and gift cards for food.

There was some concern expressed over the negative impact that direct financial benefits such as the CERB have had on the community. Participants believed that some CERB recipients viewed the benefit as ‘free money’, which may have exacerbated substance use issues in the community. Some felt overall eligibility requirements could have been more carefully considered prior to implementation.

In addition to the CERB, participants were critical of the prioritization of federal funding of a French language school in Iqaluit. Some perceived this issue to be part of a broader community priority to incorporate Inuktitut as a first language and felt that more attention should be given to Inuktitut within the educational system.

The discussion then focused on specific infrastructure needs within the community. Participants again referred to the earlier issue of overcrowding in homes and the poor conditions associated with some residences, expressing concern that some were living in homes contaminated with mold or asbestos. In addition, some mentioned the need for additional homeless shelters and a safe indoor play space for children during the winter.

When asked about local environmental concerns, participants raised two key issues:

- Implications of the climate crisis – they commented that the effects of climate change are not strictly limited to the physical environment but contribute to broader community issues such as food security. In particular, the example of thinning ice was mentioned as hindering the community's traditional hunting practices.
- Waste management and recycling – the increase in online purchasing during the pandemic has highlighted concerns over production of excess waste and the absence of a recycling system in Iqaluit. Many felt that Nunavut should be proactively reducing waste by implementing a broad recycling program.

To conclude the discussion, participants were shown a list of various community concerns and asked to select all those items they viewed as major concerns in their community. To further assess participants' priorities, they were asked to select two or three from the list that they viewed as major concerns and/or which they worried about the most. These included:

- *A shrinking middle class*
- *Ability of local businesses and industries to succeed*
- *An aging population*
- *Availability of affordable childcare options*
- *Availability of broadband internet*
- *Availability of cell phone service*
- *Availability of healthcare services*
- *Availability of jobs*
- *Availability of public transit*
- *Availability of services*
- *Availability of clean drinking water*
- *Availability of quality affordable food*
- *Cost of housing*
- *Crime*
- *Drug Overdoses*
- *Gun control*
- *Homelessness*
- *Integrating immigrants into the community*
- *Level of Employment Insurance benefits for those who can't find work*
- *Low high school graduation rates*
- *Poverty*
- *Preserving a clean environment*
- *Quality of roads and bridges*
- *Retirement security*
- *Young people leaving for opportunities elsewhere*

Participants' selections reflected the issues identified in the early part of the discussion on this topic – homelessness, the cost of housing, availability of quality affordable food, and substance use and overdoses. Other issues highlighted by this exercise included: the availability of childcare options, employment, public transit and low high school graduation rates.

When asked to identify two or three major concerns, participants focused mainly on the availability of quality and affordable food which they viewed as an interconnected issue (e.g., linked to many other issues such as housing, basic living wage, etc.). Participants detailed the struggles faced by the community to acquire fresh, quality food. Mentions included but were not limited to, transportation limitations (by land, air or water), the lag time to deliver fresh produce from origin to destination, the cost of fresh produce, lack of locally-produced goods, and household income. Participants indicated that their access to fresh produce was limited and that the high cost of available fresh foods could be attributed to the high cost of transporting these goods. Many participants mentioned the federal government's *Nutrition North Canada Program* as a way of subsidizing the cost of food. However, some felt that although the savings were detailed on their receipts, the larger corporations were being deceptive and mismanaging/misusing the subsidy funds.

Overall, participants felt that a basic living wage and affordable housing was an important factor in delivering access to fresh quality food. Participants commented that the situation is less stressful for dual income families and that many in Iqaluit are forced to seek multiple jobs in order to meet their financial commitments, including paying for the cost of basic needs such as food. Finally, many noted the importance of job creation and, specifically higher paying jobs, as a means of ensuring food security.

Appendix A – Recruiting Scripts

English Recruiting Script

**Privy Council Office
Recruiting Script – December 2020
English Groups**

Recruitment Specifications Summary

- Groups conducted online
- Each group is expected to last for two hours
- Recruit 8 participants for 6-8 to show
- Incentives will be \$90 per person and will be sent to participants via e-transfer following the group
- Incentive will be \$125 per person for those participating in the Iqaluit group and will be sent to participants via e-transfer following the group

Specifications for the focus groups are as follows:

| GROUP | DATE | TIME (EST) | TIME (LOCAL) | LOCATION | COMPOSITION | MODER-ATOR |
|-------|-----------------|------------|------------------------------------|---------------------------------|--|------------|
| 1 | Tues., Dec 1 | 6:00-8:00 | 6:00-8:00 (EST) | Ontario – Peel Region | People Exhibiting Riskier Behaviours, All Ages | DN |
| 3 | Thurs., Dec 3 | 8:00-10:00 | 5:00-7:00 (PST) | Greater Vancouver Area | Young Adults, Aged 18-24 | TBW |
| 4 | Mon., Dec. 7 | 6:00-8:00 | 6:00-8:00 (EST) | Ontario – Major Centres | Persons with Elderly/Vulnerable Parents | DN |
| 5 | Tues., Dec. 8 | 8:00-10:00 | 6:00-8:00 (MST) | Alberta – Calgary and Edmonton | Young Adults, Aged 18-24 | TBW |
| 7 | Thurs., Dec 10 | 5:00-7:00 | 6:00-8:00 (AST) 6:30-8:30 (NST) | Atlantic Canada – Major Centres | Parents of School Age Children, JK to Gr. 12 | DN |
| 8 | Tues., Dec. 15 | 7:00-9:00 | 6:00-8:00 (CST) | Winnipeg | Persons with Elderly/Vulnerable Parents | TBW |
| 9 | Wed., Dec. 16 | 6:00-8:00 | 6:00-8:00 (EST) | Northern Ontario | Indigenous Peoples | DN |
| 10 | Thurs., Dec. 17 | 6:00-8:00 | 6:00-8:00 (EST) | Iqaluit | Gen Pop | DN |

Recruiting Script

INTRODUCTION

Hello, my name is **[RECRUITER NAME]**. I'm calling from The Strategic Counsel, a national public opinion research firm, on behalf of the Government of Canada. / Bonjour, je m'appelle **[NOM DU RECRUTEUR]**. Je vous téléphone du Strategic Counsel, une entreprise nationale de recherche sur l'opinion publique, pour le compte du gouvernement du Canada.

Would you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais?
[CONTINUE IN LANGUAGE OF PREFERENCE]

RECORD LANGUAGE

English **CONTINUE**
French **THANK AND END**

On behalf of the Government of Canada, we're organizing a series of online video focus group discussions to explore current issues of interest to Canadians.

The format is a "round table" discussion, led by an experienced moderator. Participants will be given a cash honorarium in appreciation of their time.

Your participation is completely voluntary and all your answers will be kept confidential. We are only interested in hearing your opinions - no attempt will be made to sell or market you anything. The report that is produced from the series of discussion groups we are holding will not contain comments that are attributed to specific individuals.

But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people in each of the groups. May I ask you a few questions?

Yes **CONTINUE**
No **THANK AND END**

SCREENING QUESTIONS

1. Have you, or has anyone in your household, worked for any of the following types of organizations in the last 5 years?

| | |
|--|----------------------|
| A market research firm | THANK AND END |
| A marketing, branding or advertising agency | THANK AND END |
| A magazine or newspaper | THANK AND END |
| A federal/provincial/territorial government department or agency | THANK AND END |
| A political party | THANK AND END |
| In public/media relations | THANK AND END |
| In radio/television | THANK AND END |
| No, none of the above | CONTINUE |

1a. **IN ALL LOCATIONS:** Are you a retired Government of Canada employee?

Yes **THANK AND END**
 No **CONTINUE**

2. In which city do you reside?

| LOCATION | CITIES | |
|---------------------------------|--|---------------------------|
| Ontario – Peel Region | Cities could include (but are not limited to): Brampton, Mississauga, Caledon MAX OF 3 PARTICIPANTS FROM BRAMPTON 3 FROM MISSISSAUGA. ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. | CONTINUE – GROUP 1 |
| Greater Vancouver Area | Cities could include (but are not limited to): Vancouver, West and North Vancouver, Surrey, Burnaby, Richmond, Coquitlam, Port Coquitlam, Delta, Maple Ridge, New Westminster, Port Moody, Langley, Maple Ridge, White Rock ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY. | CONTINUE – GROUP 3 |
| Ontario – Major Centres | Cities could include (but are not limited to): Toronto, Ottawa, Mississauga, Brampton, Hamilton ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. NO MORE THAN TWO PER CITY. | CONTINUE – GROUP 4 |
| Alberta – Calgary and Edmonton | Calgary and Edmonton 4 PARTICIPANTS FROM EACH CITY. PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER. | CONTINUE – GROUP 5 |
| Atlantic Canada – Major Centres | Cities could include (but are not limited to): Nova Scotia: Halifax-Dartmouth, Cape Breton Newfoundland and Labrador: St. John’s, New Brunswick: Moncton, Saint John, Fredericton PEI: Charlottetown, Summerside ENSURE A GOOD MIX OF CITIES ACROSS THE REGIONS. AIM FOR 2 PARTICIPANTS FROM EACH PROVINCE. NO MORE THAN TWO PER CITY. | CONTINUE – GROUP 7 |
| Winnipeg | Winnipeg PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTERS PROPER. | CONTINUE – GROUP 8 |
| Northern Ontario | Cities could include (but are not limited to): Sudbury, Thunder Bay, Sault Ste. Marie, North Bay, Timmins, Kenora, Elliot Lake ENSURE A GOOD MIX OF CITIES ACROSS THE REGION. INCLUDE THOSE RESIDING IN LARGER AND SMALLER COMMUNITIES. | CONTINUE – GROUP 9 |

| | | |
|--|--|----------------------------|
| Iqaluit | Iqaluit PARTICIPANTS SHOULD RESIDE IN THE ABOVE-NOTED CENTER PROPER. | CONTINUE – GROUP 10 |
| Other | | THANK AND END |
| VOLUNTEERED Prefer not to answer | - | THANK AND END |

2a. How long have you lived in [INSERT CITY]?

| | |
|---------------------------------|----------------------|
| Less than two years | THANK AND END |
| Two years or more | CONTINUE |
| Don't know/Prefer not to answer | THANK AND END |

ENSURE A GOOD MIX BY NUMBER OF YEARS IN CITY. NO MORE THAN 2 PER GROUP UNDER 5 YEARS.

3. **ASK ONLY IF GROUP 1** Have you attended a social gathering or event outside your home in the last month?

Yes **CONTINUE TO 3a**
 No **THANK AND END**
VOLUNTEERED Prefer not to answer **THANK AND END**

3a. **ASK ONLY IF GROUP 1** Which of the following best describes your current situation?

I am only seeing those currently living in my household **THANK AND END**
 I am seeing extended family from time to time **CONTINUE TO 3b**
 I am seeing friends and or neighbours **CONTINUE TO 3b**
VOLUNTEERED Prefer not to answer **THANK AND END**

3b. **ASK ONLY IF GROUP 1** Thinking about the upcoming holiday season, are you planning to ...

Restrict gatherings to members of your immediate family only **THANK AND END**
 Have extended family members join gatherings **CONTINUE**
 Have overnight house guests **CONTINUE**
 Attend seasonal and/or holiday parties outside your home **CONTINUE**
VOLUNTEERED Prefer not to answer **THANK AND END**

4. **ASK ONLY IF GROUP 4 AND 8** Do you have a parent that is between the ages of... **READ LIST**

| | |
|---|--|
| 75-79 years old | CONTINUE IF 'YES' TO ANY. ENSURE A GOOD MIX BY AGE OF PARENT. |
| 80-84 years old | |
| 85-89 years old | |
| 90 years old or older | |
| None of the above | THANK AND END |
| VOLUNTEERED Prefer not to answer | |

4a. **ASK ONLY IF GROUP 4 AND 8** Is this parent immunocompromised? That includes, but is not limited to, those who have an underlying chronic medical condition such as heart disease, lung disease, asthma, liver disease, kidney disease, diabetes, cancer and/or HIV/AIDS, or that are taking medications which lower the immune system (for example, chemotherapy).

Yes **CONTINUE**

No **CONTINUE**

VOLUNTEERED Prefer not to answer **THANK AND TERMINATE**

ENSURE 4-5 PARTICIPANTS IN THE GROUP HAVE A PARENT WHO IS IMMUNOCOMPROMISED.

5. **ASK ONLY IF GROUP 7** Do you have any children in Junior Kindergarten to Grade 12?

Yes **CONTINUE**

No **THANK AND END**

VOLUNTEERED Prefer not to answer **THANK AND TERMINATE**

5a. **ASK ONLY IF GROUP 7** Could you please tell me which grade these child/these children are in?

| Child | Grade |
|-------|-------|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |

ENSURE A GOOD MIX BY GRADE AND NUMBER OF CHILDREN IN EACH GROUP.

6. **ASK ONLY IF GROUP 9** Do you identify as Indigenous (First Nations, Métis or Inuit (Inuk))?

| | |
|---------------------------------|---|
| Yes | CONTINUE ENSURE A GOOD MIX OF DIFFERENT INDIGENOUS GROUPS. |
| No | THANK AND END |
| Don't know/Prefer not to answer | |

7. Would you be willing to tell me in which of the following age categories you belong?

| | |
|-----------------------|--|
| Under 18 years of age | IF POSSIBLE, ASK FOR SOMEONE OVER 18 AND REINTRODUCE. OTHERWISE THANK AND END. |
| 18-24 | IF GREATER VANCOUVER AREA = GROUP 3 IF CALGARY/EDMONTON = GROUP 5 ALL OTHER LOCATIONS, CONTINUE |
| 25-34 | IF GREATER VANCOUVER AREA OR CALGARY/EDMONTON = THANK AND END |
| 35-44 | |
| 45-54 | |
| 55+ | ALL OTHER LOCATIONS, CONTINUE |

| | |
|--|----------------------|
| VOLUNTEERED Prefer not to answer | THANK AND END |
|--|----------------------|

ENSURE A GOOD MIX OF AGES WITHIN EACH GROUP. PARTICIPANTS IN GROUP 4 AND 8 MAY SKEW OLDER (50/60S). PARENTS IN GROUP 7 MAY SKEW YOUNGER-MIDDLE AGED (30S/40S).

8. **[DO NOT ASK] Gender RECORD BY OBSERVATION.**

- Male
- Female

PARENTS IN GROUP 7 TO SKEW TOWARDS WOMEN. RECRUIT 6 WOMEN AND 2 MEN. ENSURE A GOOD MIX BY GENDER IN ALL OTHER GROUP.

9. Which of the following best describes the industry sector that you are currently employed in?

- Accommodation and Food Services
- Administrative and Support, Waste Management and Remediation Services
- Agriculture, Forestry, Fishing and Hunting
- Arts, Entertainment and Recreation
- Construction
- Educational Services
- Finance and Insurance
- Health Care and Social Assistance
- Information and Cultural Industries
- Management of Companies and Enterprises
- Manufacturing
- Mining, Quarrying, and Oil and Gas Extraction
- Other Services (except Public Administration)
- Professional, Scientific and Technical Services
- Public Administration
- Real Estate and Rental and Leasing
- Retail Trade
- Transportation and Warehousing
- Utilities
- Wholesale Trade
- Unemployed
- Full Time Student
- Retired
- Other, please specify: _____

CONTINUE FOR ALL. ENSURE A GOOD MIX BY TYPE OF EMPLOYMENT FOR EACH GROUP. NO MORE THAN TWO PER SECTOR. PARENTS IN GROUP 7 TO SKEW TOWARDS WORKING WOMEN. RECRUIT AT LEAST 4 WORKING WOMEN.

10. Are you familiar with the concept of a focus group?

- Yes **CONTINUE**
- No **EXPLAIN THE FOLLOWING** *"a focus group consists of six to eight participants and one*

moderator. During a two-hour session, participants are asked to discuss a wide range of issues related to the topic being examined."

11. As part of the focus group, you will be asked to actively participate in a conversation. Thinking of how you engage in group discussions, how would you rate yourself on a scale of 1 to 5 where 1 means 'you tend to sit back and listen to others' and 5 means 'you are usually one of the first people to speak'?

1-2 **THANK AND END**
3-5 **CONTINUE**

12. As this group is being conducted online, in order to participate you will need to have high-speed Internet and a computer with a working webcam, microphone and speaker. **RECRUITER TO CONFIRM THE FOLLOWING. TERMINATE IF NO TO ANY.**

Participant has high-speed access to the Internet
Participant has a computer/webcam

13. Have you used online meeting software, such as Zoom, Webex, Microsoft Teams, Google Hangouts/Meet, etc., in the last two years?

Yes **CONTINUE**
No **CONTINUE**

14. How would skilled are you at using online meeting platforms on your own, using a scale of 1 to 5, where 1 means you are not at all skilled, and 5 means you are very skilled?

1-2 **THANK AND END**
3-5 **CONTINUE**

15. During the discussion, you could be asked to read or view materials on screen and/or participate in poll-type exercises online. You will also be asked to actively participate online using a webcam. Can you think of any reason why you may have difficulty reading the materials or participating by video?

TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY, ANY CONCERNS WITH USING A WEBCAM OR IF YOU AS THE INTERVIEWER HAVE A CONCERN ABOUT THE PARTICIPANT'S ABILITY TO PARTICIPATE EFFECTIVELY.

16. Have you ever attended a focus group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

Yes **CONTINUE**
No **SKIP TO Q.20**

17. How long ago was the last focus group you attended?

Less than 6 months ago **THANK AND END**
More than 6 months ago **CONTINUE**

18. How many focus group discussions have you attended in the past 5 years?

0-4 groups **CONTINUE**

5 or more groups **THANK AND END**

19. And on what topics were they?

TERMINATE IF ANY ON SIMILAR/SAME TOPIC

ADDITIONAL RECRUITING CRITERIA

Now we have just a few final questions before we give you the details of the focus group, including the time and date.

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

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

Post graduate degree above bachelor's level

VOLUNTEERED Prefer not to answer

ENSURE A GOOD MIX.

21. Which of the following categories best describes your total household income in 2019? That is, the total income of all persons in your household combined, before taxes?

Under \$20,000

\$20,000 to just under \$40,000

\$40,000 to just under \$60,000

\$60,000 to just under \$80,000

\$80,000 to just under \$100,000

\$100,000 to just under \$150,000

\$150,000 and above

VOLUNTEERED Prefer not to answer

ENSURE A GOOD MIX.

22. The focus group discussion will be audio-taped and video-taped for research purposes only. The taping is conducted to assist our researchers in writing their report. Do you consent to being audio-taped and video-taped?

Yes

No **THANK AND END**

INVITATION

I would like to invite you to this online focus group discussion, which will take place the evening of **[INSERT DATE/TIME BASED ON GROUP # IN CHART ON PAGE 1]**. The group will be two hours in length and you will receive \$90 for your participation following the group via an e-transfer.

Please note that there may be observers from the Government of Canada at the group and that the discussion will be videotaped. By agreeing to participate, you have given your consent to these procedures.

Would you be willing to attend?

| | |
|-----|----------------------|
| Yes | CONTINUE |
| No | THANK AND END |

May I please have your full name, a telephone number that is best to reach you at as well as your e-mail address if you have one so that I can send you the details for the group?

Name:

Telephone Number:

E-mail Address:

You will receive an e-mail from **The Strategic Counsel** with the instructions to login to the online group. Should you have any issues logging into the system specifically, you can contact our technical support team at support@thestrategiccounsel.com.

We ask that you are online at least 15 minutes prior to the beginning of the session in order to ensure you are set up and to allow our support team to assist you in case you run into any technical issues. We also ask that you restart your computer prior to joining the group.

You may be required to view some material during the course of the discussion. If you require glasses to do so, please be sure to have them handy at the time of the group. Also, you will need pen and paper in order to take some notes throughout the group.

This is a firm commitment. If you anticipate anything preventing you from attending (either home or work-related), please let me know now and we will keep your name for a future study. If for any reason you are unable to attend, please let us know as soon as possible at **[1-800-xxx-xxxx]** so we can find a replacement.

Thank you very much for your time.

RECRUITED BY: _____

DATE RECRUITED: _____

French Recruiting Script

**Bureau du Conseil privé
Questionnaire de recrutement — décembre 2020
Groupes en français**

Résumé des consignes de recrutement

- Groupes tenus en ligne.
- Durée prévue de chaque rencontre : deux heures.
- Recrutement de huit participants pour assurer la présence d’au moins six à huit personnes.
- Incitatifs de 125 \$ par personne, versés aux participants par transfert électronique après la rencontre.

Caractéristiques des groupes de discussion :

| GROUPE | DATE | HEURE (DE L'EST) | LIEU | COMPOSITION DU GROUPE | MODÉRATEUR |
|--------|------------|---------------------|---|--|------------|
| 2 | 2 décembre | 18 h-20 h | Grande région de Montréal – y compris Montréal même | Personnes ayant des comportements plus à risque, tous âges | M. Proulx |
| 6 | 9 décembre | 18 h-20 h | Région de l’Outaouais – Gatineau et MRC des Collines-de l’Outaouais | Population générale | M. Proulx |

Questionnaire de recrutement

INTRODUCTION

Hello, my name is **[RECRUITER NAME]**. I'm calling from The Strategic Counsel, a national public opinion research firm, on behalf of the Government of Canada / Bonjour, je m'appelle **[NOM DU RECRUTEUR]**. Je vous téléphone du Strategic Counsel, une entreprise nationale de recherche sur l'opinion publique, pour le compte du gouvernement du Canada.

Would you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais ?
[CONTINUER DANS LA LANGUE PRÉFÉRÉE]

NOTER LA LANGUE ET CONTINUER

Anglais **REMERCIER ET CONCLURE**

Français **CONTINUER**

Nous organisons, pour le compte du gouvernement du Canada, une série de groupes de discussion vidéo en ligne afin d'explorer des questions d'actualité qui intéressent les Canadiens.

La rencontre prendra la forme d'une table ronde animée par un modérateur expérimenté. Les participants recevront un montant d'argent en remerciement de leur temps.

Votre participation est entièrement volontaire et toutes vos réponses seront confidentielles. Nous aimerions simplement connaître vos opinions : personne n'essaiera de vous vendre quoi que ce soit ou de promouvoir des produits. Notre rapport sur cette série de groupes de discussion n'attribuera aucun commentaire à une personne en particulier.

Avant de vous inviter à participer, je dois vous poser quelques questions qui nous permettront de former des groupes suffisamment diversifiés. Puis-je vous poser quelques questions ?

Oui **CONTINUER**

Non **REMERCIER ET CONCLURE**

QUESTIONS DE SÉLECTION

1. Est-ce que vous ou une personne de votre ménage avez travaillé pour l'un des types d'organisations suivants au cours des cinq dernières années ?

Une société d'études de marché
CONCLURE

REMERCIER ET

Une agence de commercialisation, de marque ou de publicité
CONCLURE

REMERCIER ET

Un magazine ou un journal
CONCLURE

REMERCIER ET

Un ministère ou un organisme gouvernemental fédéral, provincial ou territorial
CONCLURE

REMERCIER ET

| | |
|---|------------------------------|
| Un parti politique | REMERCIER ET CONCLURE |
| Dans les relations publiques ou les relations avec les médias | REMERCIER ET CONCLURE |
| Dans le milieu de la radio ou de la télévision | REMERCIER ET CONCLURE |
| Non, aucune de ces réponses | CONTINUER |

1a. **POUR TOUS LES LIEUX** : Êtes-vous un ou une employé(e) retraité(e) du gouvernement du Canada ?

Oui **REMERCIER ET CONCLURE**
 Non **CONTINUER**

2. Quelle langue parlez-vous le plus souvent à la maison ?

Anglais **REMERCIER ET CONCLURE**
 Français **CONTINUER**
 Autre [Préciser ou non la langue, selon les besoins de l'étude] **REMERCIER ET CONCLURE**
 Préfère ne pas répondre **REMERCIER ET CONCLURE**

3. Dans quelle ville habitez-vous ?

| LIEU | VILLES | |
|---|--|------------------------------|
| Grande région de Montréal (GRM) – y compris Montréal même | Les villes de la GRM peuvent notamment comprendre : Montréal, Laval, Longueuil, Terrebonne, Brossard, Saint-Jérôme, Blainville, Mirabel, Dollard-des-Ormeaux PAS PLUS DE TROIS PARTICIPANTS DE LA VILLE DE MONTRÉAL. ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU. | CONTINUER – GROUPE 2 |
| Région de l'Outaouais – Gatineau et MRC des Collines-de-l'Outaouais | Ces villes peuvent notamment comprendre : Gatineau, Les Collines-de-l'Outaouais : Val-des-Monts, Cantley, Le Pêche, Chelsea, Pontiac, L'Ange-Gardien, Notre-Dame-de-la-Salette ASSURER UNE BONNE REPRÉSENTATION DES VILLES DANS CHAQUE LIEU. | CONTINUER – GROUPE 7 |
| Autre lieu | - | REMERCIER ET CONCLURE |

| | | |
|---|---|------------------------------|
| RÉPONSE SPONTANÉE Préfère ne pas répondre | - | REMERCIER ET CONCLURE |
|---|---|------------------------------|

3a. Depuis combien de temps habitez-vous à [INSÉRER LE NOM DE LA VILLE]?

| | |
|-------------------------------------|------------------------------|
| Moins de deux ans | REMERCIER ET CONCLURE |
| Deux ans ou plus | CONTINUER |
| Ne sais pas/Préfère ne pas répondre | REMERCIER ET CONCLURE |

ASSURER UNE BONNE REPRÉSENTATION EN FONCTION DU NOMBRE D'ANNÉES DE RÉSIDENCE DANS LA VILLE. PAS PLUS DE DEUX PAR GROUPE DOIVENT Y VIVRE DEPUIS MOINS DE 5 ANS.

4. **DEMANDER SEULEMENT POUR LE GROUPE 2** Au cours du derniers mois, avez-vous participé à un rassemblement ou à une activité sociale à l'extérieur de votre domicile ?

Oui **PASSER À LA Q.4a**
 Non **REMERCIER ET CONCLURE**
RÉPONSE SPONTANÉE Préfère ne pas répondre **REMERCIER ET CONCLURE**

4a. **DEMANDER SEULEMENT POUR LE GROUPE 2** Lequel des énoncés suivants décrit le mieux votre situation actuelle ?

Je fréquente uniquement les membres de mon ménage **REMERCIER ET CONCLURE**
 Je fréquente parfois des membres de ma famille élargie **PASSER À LA Q.4b**
 Je fréquente des amis ou des voisins **PASSER À LA Q.4b**
RÉPONSE SPONTANÉE Préfère ne pas répondre **REMERCIER ET CONCLURE**

4b. **DEMANDER SEULEMENT POUR LE GROUPE 2** Pour la période des Fêtes, est-ce que vous prévoyez ...

Limiter les rassemblements aux membres de votre famille immédiate **REMERCIER ET CONCLURE**
 Inviter des membres de votre famille élargie à se joindre aux rassemblements **CONTINUER**
 Inviter certaines personnes à passer la nuit chez vous **CONTINUER**
 Assister à des fêtes de Noël ou de fin d'année à l'extérieur de chez vous **CONTINUER**
RÉPONSE SPONTANÉE Préfère ne pas répondre **REMERCIER ET CONCLURE**

5. Seriez-vous prêt/prête à m'indiquer votre tranche d'âge dans la liste suivante ?

| | |
|-----------------|---|
| Moins de 18 ans | SI POSSIBLE, DEMANDER À PARLER À UNE PERSONNE DE 18 ANS OU PLUS ET REFAIRE L'INTRODUCTION. SINON, REMERCIER ET CONCLURE. |
| 18 à 24 | CONTINUER ASSURER UNE BONNE REPRÉSENTATION DES ÂGES DANS CHAQUE GROUPE. |
| 25 à 34 | |
| 35 à 44 | |
| 45 à 54 | |
| 55 ans ou plus | |

| | |
|---|------------------------------|
| RÉPONSE SPONTANÉE Préfère ne pas répondre | REMERCIER ET CONCLURE |
|---|------------------------------|

6. **[NE PAS DEMANDER]** Sexe **NOTER SELON VOTRE OBSERVATION.**

Homme

Femme

ASSURER UNE PROPORTION ÉGALE D’HOMMES ET DE FEMMES DANS CHAQUE GROUPE.

7. Parmi les choix suivants, lequel décrit le mieux le secteur d’activité dans lequel vous travaillez ?

Administrations publiques

Agriculture, foresterie, pêche et chasse

Arts, spectacle et loisirs

Autres services, sauf les administrations publiques

Commerce de détail

Commerce de gros

Construction

Extraction minière, exploitation en carrière, et extraction de pétrole et de gaz

Fabrication

Finance et assurances

Gestion de sociétés et d’entreprises

Hébergement et services de restauration

Industrie de l’information et industrie culturelle

Services administratifs, services de soutien, services de gestion des déchets et services d’assainissement

Services d’enseignement

Services immobiliers et services de location et de location à bail

Services professionnels, scientifiques et techniques

Services publics

Soins de santé et assistance sociale

Transport et entreposage

Sans emploi

Aux études à temps plein

À la retraite

Autre situation ou autre secteur; veuillez préciser : _____

CONTINUER POUR TOUS LES RÉPONDANTS. ASSURER UNE BONNE REPRÉSENTATION DES TYPES D’EMPLOI DANS CHAQUE GROUPE. PAS PLUS DE DEUX RÉPONDANTS PAR SECTEUR D’ACTIVITÉ.

8. Est-ce que vous connaissez le concept du « groupe de discussion » ?

Oui **CONTINUER**

Non **EXPLIQUER QUE** : « un groupe de discussion se compose de six à huit participants et d’un modérateur. Au cours d’une période de deux heures, les participants sont invités à discuter d’un éventail de questions reliées au sujet abordé ».

9. Dans le cadre du groupe de discussion, on vous demandera de participer activement à une conversation. En pensant à la manière dont vous interagissez lors de discussions en groupe, quelle note vous donneriez-vous sur une échelle de 1 à 5 si 1 signifie « j'ai tendance à ne pas intervenir et à écouter les autres parler » et 5, « je suis habituellement une des premières personnes à parler » ?

1-2 **REMERCIER ET CONCLURE**
3-5 **CONTINUER**

10. Étant donné que ce groupe se réunira en ligne, vous aurez besoin, pour participer, d'un accès Internet haut débit et d'un ordinateur muni d'une caméra Web, d'un microphone et d'un haut-parleur en bon état de marche. **CONFIRMER LES POINTS CI-DESSOUS. METTRE FIN À L'APPEL SI NON À L'UN DES TROIS.**

Le participant a accès à Internet haut débit
Le participant a un ordinateur avec caméra Web

11. Avez-vous utilisé des logiciels de réunion en ligne tels que Zoom, Webex, Microsoft Teams, Google Hangouts/Meet, etc., au cours des deux dernières années ?

Oui **CONTINUER**
Non **CONTINUER**

12. Sur une échelle de 1 à 5 où 1 signifie que vous n'êtes pas du tout habile et 5 que vous êtes très habile, comment évaluez-vous votre capacité à utiliser seul(e) les plateformes de réunion en ligne ?

1-2 **REMERCIER ET CONCLURE**
3-5 **CONTINUER**

13. Au cours de la discussion, vous pourriez devoir lire ou visionner du matériel affiché à l'écran, ou faire des exercices en ligne comme ceux qu'on trouve dans les sondages. On vous demandera aussi de participer activement à la discussion en ligne à l'aide d'une caméra Web. Pensez-vous avoir de la difficulté, pour une raison ou une autre, à lire les documents ou à participer à la discussion par vidéo ?

CONCLURE L'ENTRETIEN SI LE RÉPONDANT SIGNALA UN PROBLÈME DE VISION OU D'AUDITION, UN PROBLÈME DE LANGUE PARLÉE OU ÉCRITE, S'IL CRAINT DE NE POUVOIR COMMUNIQUER EFFICACEMENT, SI L'UTILISATION D'UNE CAMÉRA WEB LUI POSE PROBLÈME, OU SI VOUS, EN TANT QU'INTERVIEWEUR, AVEZ DES DOUTES QUANT À SA CAPACITÉ DE PARTICIPER EFFICACEMENT AUX DISCUSSIONS.

14. Avez-vous déjà participé à un groupe de discussion, à une entrevue ou à un sondage organisé à l'avance en contrepartie d'une somme d'argent ?

Oui **CONTINUER**
Non **PASSER À LA Q.18**

15. À quand remonte le dernier groupe de discussion auquel vous avez participé ?

À moins de six mois, **REMERCIER ET CONCLURE**
À plus de six mois, **CONTINUER**

16. À combien de groupes de discussion avez-vous participé au cours des cinq dernières années ?

0 à 4 groupes, **CONTINUER**
5 groupes ou plus **REMERCIER ET CONCLURE**

17. Et sur quels sujets portaient-ils?
METTRE FIN À L'ENTRETIEN SI LES SUJETS ÉTAIENT LES MÊMES OU SEMBLABLES

CRITÈRES DE RECRUTEMENT SUPPLÉMENTAIRES

Il me reste quelques dernières questions avant de vous donner les détails du groupe de discussion, comme l'heure et la date.

18. Quel est le niveau de scolarité le plus élevé que vous avez atteint ?

École primaire
Études secondaires partielles
Diplôme d'études secondaires ou l'équivalent
Certificat ou diplôme d'apprenti inscrit ou d'une école de métiers
Certificat ou diplôme d'un collège, cégep ou autre établissement non universitaire
Certificat ou diplôme universitaire inférieur au baccalauréat
Baccalauréat
Diplôme d'études supérieur au baccalauréat

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

19. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre ménage en 2019— c'est-à-dire le revenu cumulatif de l'ensemble des membres de votre ménage avant impôt ?

Moins de 20 000 \$
20 000 \$ à moins de 40 000 \$
40 000 \$ à moins de 60 000 \$
60 000 \$ à moins de 80 000 \$
80 000 \$ à moins de 100 000 \$
100 000 \$ à moins de 150 000 \$
150 000 \$ ou plus

RÉPONSE SPONTANÉE : Préfère ne pas répondre

ASSURER UN BON MÉLANGE.

20. La discussion sera enregistrée sur bandes audio et vidéo, strictement aux fins de la recherche. Les enregistrements aideront nos chercheurs à rédiger leur rapport. Est-ce que vous consentez à ce qu'on vous enregistre sur bandes audio et vidéo ?

Oui

Non **REMERCIER ET CONCLURE**

INVITATION

J'aimerais vous inviter à ce groupe de discussion en ligne, qui aura lieu le **[DONNER LA DATE ET L'HEURE EN FONCTION DU N° DE GROUPE INDIQUÉ DANS LE TABLEAU, PAGE 1]**. La discussion durera deux heures et vous recevrez 125 \$ pour votre participation. Ce montant vous sera envoyé par transfert électronique après la tenue du groupe de discussion.

Veillez noter que des observateurs du gouvernement du Canada pourraient être présents au groupe et que la discussion sera enregistrée sur bande vidéo. En acceptant de participer, vous donnez votre consentement à ces modalités.

Est-ce que vous accepteriez de participer ?

| | |
|-----|------------------------------|
| Oui | CONTINUER |
| Non | REMERCIER ET CONCLURE |

Puis-je avoir votre nom complet, le numéro de téléphone où vous êtes le plus facile à joindre et votre adresse électronique, si vous en avez une, pour vous envoyer les détails au sujet du groupe ?

Nom :

Numéro de téléphone :

Adresse courriel :

Vous recevrez un courrier électronique du **Strategic Counsel** expliquant comment rejoindre le groupe en ligne. Si la connexion au système vous pose des difficultés, veuillez en aviser notre équipe de soutien technique à : support@thestrategiccounsel.com.

Nous vous prions de vous mettre en ligne au moins 15 minutes avant l'heure prévue, afin d'avoir le temps de vous installer et d'obtenir l'aide de notre équipe de soutien en cas de problèmes techniques. Veuillez également redémarrer votre ordinateur avant de vous joindre au groupe.

Vous pourriez devoir lire des documents au cours de la discussion. Si vous utilisez des lunettes, assurez-vous de les avoir à portée de main durant la rencontre. Vous aurez également besoin d'un stylo et de papier pour prendre des notes.

Ce rendez-vous est un engagement ferme. Si vous pensez ne pas pouvoir participer pour des raisons personnelles ou professionnelles, veuillez m'en aviser dès maintenant et nous conserverons votre nom pour une étude ultérieure. Enfin, si jamais vous n'êtes pas en mesure de participer, veuillez nous prévenir le plus rapidement possible au **[1-800-xxx-xxxx]** pour que nous puissions trouver quelqu'un pour vous remplacer.

Merci de votre temps.

RECRUTEMENT FAIT PAR : _____

DATE DU RECRUTEMENT : _____

Appendix B – Discussion Guides

English Moderators Guide

MODERATOR'S GUIDE – December 2020 MASTER

INTRODUCTION (10 minutes) All Locations

- Moderator or technician should let participants know that they will need pen and paper in order to take some notes, jot down some thoughts around some material that we will show them later in the discussion.

GOVERNMENT OF CANADA IN THE NEWS (10-15 minutes) All Locations

- What have seen, read or heard about the Government of Canada in the last few days? Northern Ontario Indigenous Peoples *(move through this quickly; if vaccines mentioned note that we'll come back to this)*
 - Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents Have you heard anything about the Government of Canada's plan to tackle climate change?
- Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents IF NOT MENTIONED: Have you heard anything about the Government of Canada's fiscal update (the Fall Economic Statement)?
 - IF YES: What did you hear?

Greater Vancouver Area Young Adults CLARIFY: In the recent Fall Economic Statement, the federal Government announced plans to remove interest on the repayment of the deferral portion of the Canada Student Loans and Canada Apprentice Loans for next year (2021-22). This measure will bring \$329.4 million in relief to up to 1.4 million Canadians who are looking for work or otherwise in the early stages of their careers.

- What do you think of this?

Major Centres Alberta Young Adults CLARIFY: In the recent Fall Economic Statement, the Federal Government proposed several initiatives to support young people:

- Enhancing Canada Summer jobs Funding by supporting up to 120,000 job placements in 2021-2022;
- A Youth Employment and Skills Strategy by investing \$575.3 million over the next two years to provide approximately 45,300 job placements for young people;

- Eliminating Interest on Canada Student Loans and Canada Apprentice Loans for 2021-22, bringing relief to up to 1.4 million Canadians who are looking for work or otherwise in the early stages of their careers.
- **Major Centres Alberta Young Adults** What do you think of this?
- **Greater Vancouver Area Young Adults, Major Centres Alberta Young Adults** Do you think that this would be helpful for young people?
 - What more needs to be done?

Major Centres Atlantic Canada Parents CLARIFY: In the recent Fall Economic Statement, the Federal Government proposed several initiatives to support young families:

Major Centres Atlantic Canada Parents SHOW ON SCREEN:

- A Canada Recovery Caregiving Benefit of \$500 per week for up to 26 weeks per household for workers unable to work for at least 50% of the week because they must care for a child under the age of 12 or a family member who requires supervised care because schools, child care centres or care facilities are closed due to COVID-19, or because the child or family member is sick/or required to quarantine or is at risk of serious health implications because of COVID-19.
- Making sustained investments so that every Canadian family has access to affordable and high-quality child care.
- Making amendments to the *Income Tax Act* to provide, in 2021, four payments of:
 - \$300 per child under the age of six to families entitled to the Canada Child Benefit (CCB) with family net income equal or less than \$120,000, and
 - \$150 per child under the age of six to families entitled to the CCB with family net income above \$120,000.
- **Major Centres Atlantic Canada Parents** What do you think of this?
- **Major Centres Atlantic Canada Parents** Do you think that this would be helpful for young families?
 - What more needs to be done?

ADVERTISING CAMPAIGN REVIEW (30 minutes) **Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour**

Now, we're going to review three advertising campaigns and we'll go over them and review certain things about each one afterwards. Please try to abstain from comparing them until the end. These ads have already been launched and you may be familiar with any one of them.

ROTATE ORDER BETWEEN GROUPS

Peel Region Ontario Exhibiting Riskier Behaviour Order: 2, 1, 3

GMA Exhibiting Riskier Behaviour Order: 1, 3, 2

SHOW VIDEO 1 (Dr. Theresa Tam (EN) / Dr. Njoo (FR))

- What are your thoughts on this ad?
- How do you feel about the tone of this ad?
- What is the main message of this ad?
- Does this ad make you rethink about your behaviours? Why/why not?

SHOW VIDEO 2 (This is for That)

- What are your thoughts on this ad?
- How do you feel about the tone of this ad?
- What is the main message of this ad?
- Does this ad make you rethink about your behaviours? Why/why not?

SHOW VIDEO 3 (Glitter)

- What are your thoughts on this ad?
- How do you feel about the tone of this ad?
- What is the main message of this ad?
- Does this ad make you rethink about your behaviours? Why/why not?

COMPARISON

- **POLL:** Which ad do you feel would be most effective to encourage regular people to change their behaviours to limit the spread of COVID-19?
- *Moderator to go through poll results and get reasons for selections*

COVID-19 VACCINE (20-30 minutes) Peel Region Ontario Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Northern Ontario Indigenous Peoples, Iqaluit

- What have you heard lately about a COVID-19 vaccine?
- Peel Region Ontario Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit Do you think that the Government of Canada is doing a good job in procuring a vaccine?
 - Why do you think that?
- Peel Region Ontario Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults,

- Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit Do you think that the Government of Canada is doing a good job in planning for the distribution of the vaccine?
- Why do you think that?
- Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit As the vaccination effort rolls out, how will you evaluate whether this is going well or not?
 - For example, will you base it on how Canada does compared to other countries? Do you have some kind of timeline in mind? Or will it mainly be based on if it seems to go smoothly/you don't hear of any issues, and the timeline doesn't really matter?
 - Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit SHOW ON SCREEN: And thinking about different milestones, which one will be the biggest factor in evaluating how well or poorly the Government of Canada is doing:
 - When the first vaccines roll out?
 - The speed at which it can get vaccines to non-priority groups (such as people who are not at higher risk)?
 - The point at which enough people are vaccinated so that COVID-19 cases dwindle?
 - The point at which the final vaccine is administered to those who want it?
 - Some other factor?
 - Peel Region Ontario Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit Compared to other countries, is Canada in a better (or worse) position to obtain and distribute the vaccine?
 - Peel Region Ontario Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents When do you expect the first vaccines to be given in Canada?
 - When do you think you personally will be in a position to receive a vaccine?
 - Do you plan to get vaccinated?
 - (IF NO) Why not?
 - (IF UNSURE) What are the factors that will influence your decision on whether or not to get vaccinated?

- Peel Region Ontario Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit What do you think is a reasonable target date to have everyone in Canada (who wants to be vaccinated) to be vaccinated by?

BEHAVIOURS (30-40 minutes) Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit

- How have COVID-19 and COVID-related restrictions impacted you?
- Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour When we invited you to participate in tonight's discussion, each of you indicated you have attended a social gathering or event outside your home recently. What made you decide to have contact with individuals outside your household?
 - Do you have any concerns about socializing with others?
- Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit As the situation with COVID-19 evolves and some regions are seeing increased rates of infections, do you find yourself having to adapt your behaviours? (for example, are you staying home more, ordering food instead of going out to bars and restaurants, re-evaluating your social circles, etc.?)
- Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour Each of you are also planning on having gatherings with others during the holiday season? Is this for the same reasons or are there other reasons you'll be doing this?
 - Do you have any concerns about doing this?
- Major Centres Atlantic Canada Parents As the situation with COVID-19 evolves, how do you feel about the end of the Atlantic bubble?
 - Are you feeling more worried that Atlantic Canada is going to get as bad as the rest of Canada?
 - Are you feeling more anxious about it?
 - What more needs to be done in terms of restrictions? Should there be more restrictions? Should the Atlantic bubble be reinstated?
- Major Centres Atlantic Canada Parents Throughout the COVID-19 pandemic, parents have had a unique experience with their kids.
 - How has this impacted you and your family?

- Has it been hard on your kids?
 - Has it been hard on you as a parent?
 - In two words, how would you describe the experience?
- **Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec** With the holidays coming up, are some of you planning to travel to visit family?
 - **Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit** With the holidays coming up, how are you feeling about celebrating this year?
 - **Major Centres Atlantic Canada Parents, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit** Are some of you planning to travel to visit family?
 - Have your holiday plans changed because of COVID-19?
 - What are you planning to do differently this year?
 - **Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour** Do you think that your communities should have restrictions in place at the moment?
 - IF NO: Why not?
 - IF YES: What kinds of restrictions do you think should be in place? Would you follow these? Why/why not?
 - **Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec** And what about travel – do you think we should open the Canada-US border? Why/why not?
 - **Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec** What about international travel – do you think we should open the border to travellers from other countries?
 - IF YES: from all countries or just certain ones?
 - IF CERTAIN ONES: Which ones? What makes you say that?
 - IF NO: Why not?
 - **Peel Region Ontario Exhibiting Riskier Behaviour** Are you concerned about the regular flu season?
 - **Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec** As vaccination efforts roll out, what do you think about letting people from the US or other countries travel to Canada if they show evidence that they have been vaccinated against COVID-19?

- Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, And as we approach winter, are you concerned about impacts on you, your families, your community, businesses due to COVID-19? How so?
- Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec, Winnipeg People with Elderly/Vulnerable Parents, Iqaluit Again, ahead of the holidays, are you concerned about impacts on you, your families, your community, and businesses due to COVID-19? How so?
 - Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults, Major Centres Ontario People with Elderly/Vulnerable Parents, Major Centres Alberta Young Adults, Outaouais Region Quebec Do you have any concerns about mental health impacts for those in your social circles or your community?

TRAVEL CREATIVES – DISASTER CHECK (25 minutes) GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults

We are now going to review images for creative concepts that may be used by the Government of Canada to inform Canadians about things related to COVID-19.

SHOW WINTER V1 (Should we go away for winter break)

- What are your thoughts on this?
- What is the main message of this ad? Who is it directed to?
- How would you describe the tone of this ad?

Let's take a look at the next one.

SHOW WINTER V2 (Should we go see family for the holidays)

- What are your thoughts on this?
- Is this the same message as the first? Is the target audience the same or different? What makes you say that?
- What about the tone – is it similar or different?

I'm now going to show these 2 ads side by side.

SHOW WINTER V1 and V2

- Thinking about the question posed, which one do you think is more effective in terms of encouraging Canadians to stay informed on the latest travel rules and restrictions? That is, do you think "Should we go see family for the holidays" should be used for both images, or do you think "Should we go away for winter break" should be used? What makes you say that?

GMA Exhibiting Riskier Behaviour I'm now going to show you a different creative.

Greater Vancouver Area Young Adults I'm now going to show you a different creative. This ad would only be visible on social media in international countries, and not in Canada

SHOW QUARANTINE (Would entering Canada require a quarantine)

- What are your thoughts on this?
- What is the main message of this ad? Who is it directed to?
- How would you describe the tone of this ad?
- **GMA Exhibiting Riskier Behaviour** The ad says "faire une quarantaine". What if instead it said "se metre en quarantaine" - is that clearer or is the current phrasing better? What makes you say that?

Moving on to the next one...

SHOW GENERAL V1 (Are there new guidelines for travel)

- What are your thoughts on this?
- What is the main message of this ad? Who is it directed to?
- How would you describe the tone of this ad?

I'm now going to show you a different version of this creative.

SHOW GENERAL V2 (What are the rules around travel)

- Did any of you notice the difference between this one and the first version you saw? What is different?

I'm now going to show these 2 ads side by side.

SHOW GENERAL V1 and V2

- Which one do you think is more effective in terms of encouraging Canadians to stay informed on the latest travel rules and restrictions? What makes you say that?

LONG-TERM CARE HOMES (30 minutes) Major Centres Ontario People with Elderly/Vulnerable Parents

- Have you heard about anything the Government of Canada is doing to protect people in long-term care homes?
 - IF YES: What did you hear?

CLARIFY AND SHOW ON SCREEN:

The Government of Canada announced a suite of measures to protect people in long-term care, including:

- Working with the provinces and territories to set new, national standards for the sector.
 - Developing a plan to bring forward new Criminal Code amendments to hold people accountable for the neglect of seniors under their care.
 - Taking additional action to help people stay in their homes (such as investments in home and community care).
 - Increasing targeted measures for personal support workers.
 - Increasing the Old Age Security and Canada Pension Plan Survivor's benefit to keep seniors at home.
- What do you think of these measures? Do you think this is the right approach? Why / why not?
 - Long-term care homes fall under provincial jurisdiction. Given that, do you think that it makes more sense for each province to set its own standards? Why?
 - Is there anything else the Government of Canada could do to address the issues in long-term care homes?

CANADA-US RELATIONS (30 minutes) Major Centres Alberta Young Adults, Outaouais Region
Quebec, Major Centres Atlantic Canada Parents

Now I'd like to focus on the relationship between Canada and the US. I don't want to discuss your reactions to the recent US election, who you thought should have won, or anything like that.

- Moving forward, do you think the relationship between Canada and the US will change?
 - If so, why do you think so? What will change?
 - If not, why do you think it will stay the same?

EXERCISE:

- **POLL:** I want you to enter three words when prompted on screen that you believe best describes the relationship between Canada and the United-States over the last few years.
- **POLL:** I want you to enter three words when prompted on screen that you think could describe the upcoming relationship between Canada and the United-States in the coming years. The words you enter can be the same or different as for the previous exercise.
- Now I would like you to pick one of the words you selected for the relationship over the last few years and one of the words for the coming years and explain why you chose that word in each case.

- What are some areas you think create conflict between Canada and the United-States?
- What are issues you think that both countries need to work on together better in the short-term? (What are the most pressing issues?)
 - How about in the long-term?
- PROBE: If we consider the environment, should Canada and the United States work together to set joint standards for environmental regulations, emission standards, carbon pricing, emission reduction targets, etc.? Alternatively, should Canada work independently and not worry about what the US does?
- What if the United States has weaker environmental regulations than Canada? Are you worried that Canadian businesses would suffer from a competitive disadvantage?
 - PROMPT AS NECESSARY: For example, since they may have more laws and regulations to follow, would it be more difficult for Canadian businesses to remain competitive with American businesses?
- What if the opposite was true? How would you feel if the United States had stronger environmental regulations than Canada? Would that be a good reason to increase ours?

ENVIRONMENT (30 minutes) **Winnipeg People with Elderly/Vulnerable Parents**

Have you heard anything about the Government of Canada's recent announcement to reduce greenhouse gas emissions by 2030?

- IF YES: What did you hear?

SHOW ON SCREEN:

Last Friday, the Government of Canada announced proposed measures aimed to help Canada cut greenhouse gas emissions by 2030 and get the country to net-zero emissions by 2050. Some of the key initiatives include:

- Investing in retrofits to make it easier for Canadians to improve the energy efficiency of their homes
- Making clean, affordable transportation and power available across Canada, via investments in zero-emission vehicles, and expanding the network of electric vehicle charging-stations across the country
- Continuing to put a price on carbon pollution, with a gradual increase each year, so that the price rises from \$30/tonne this year to \$170/tonne by 2030
- Helping Canadian businesses invest in more efficient and cost-effective technologies that both improve their operations and their bottom line
- Enabling Canadians to prepare for, and adapt to, climate risks such as floods, forest fires and extreme weather, through measures such as planting two billion trees over 10 years,

and restoring and enhancing wetlands, grasslands and agricultural lands to help slow or reverse the effects of carbon pollution

- What are your initial thoughts about this proposed plan?
 - What do you like about it? What do you dislike about it?
- What catches your attention?
- Should the Government of Canada be moving forward on an environmental agenda now? Or, should they keep focused on COVID-19 related matters and wait until the pandemic is over?

Now thinking about business specifically: I will show you a list of possible names the Government of Canada might use to frame its plan to help businesses reduce their carbon emissions. We will then go over them to discuss which ones you preferred and why.

SHOW ON SCREEN:

- A strategy to help businesses cut pollution
- A strategy to help sectors across our economy cut pollution
- Clean industrial strategy
- Low-carbon industrial strategy
- Strategy for cleaner industry

POLL: Which one do you feel would be most effective name to frame the Government of Canada's plan to help businesses reduce their carbon emissions?

- *Moderator to go through poll results and get reasons for selections*
- Do you have any suggestions that you think would be more effective?

COVID-19 PUBLIC SERVICE ANNOUNCEMENT (60 minutes) Northern Ontario Indigenous Peoples

We are now going to review four potential public service announcements (PSAs for short) that are currently being developed by the Government of Canada. I only have scripts for each, so I will describe it and read to you what you would hear. I will read the public service announcement to you twice, and then we will discuss what we thought about it. **Feel free to take notes to help you remember what you liked and didn't like about the PSA.**

In each public service announcement, we see Indigenous health professionals talking on-screen.

PSA#1 (Public Health Guidelines and Get Tested)

I will now read the script for the first one:

Even though a COVID-19 vaccine is coming, the virus is still a serious threat.

Let's all do our part:

*avoid gatherings, wash your hands, wear a mask, stay 2 meters apart,
and if you have symptoms, get tested and stay home.*

Let's help keep each other safe.

Learn more at Canada.ca/coronavirus or 1-833-784-4397.

A message from the Government of Canada.

NOTE TO MODERATOR: RE-READ SCRIPT A SECOND TIME.

- What are your initial thoughts about this?
- What do you like most? What do you like the least?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Does this message effectively communicate how to stay safe and when to get tested for COVID-19?
- Do you have any other thoughts about what could make this PSA more effective?

Now, I'm going to review three other PSA's with you about COVID-19 vaccines. We'll review these one at a time and then we'll discuss them as a group. Again, please feel free to take notes.

PSA#2 (COVID-19 Vaccine – Key Facts)

I will now read the script for a different public service announcement. As a reminder, we see Indigenous public health professionals talking on-screen:

Here are some important things you should know about COVID-19 vaccines:

Vaccines work.

Only vaccines that are safe and effective will be approved for use in Canada.

COVID-19 vaccines will be free, and available to everyone for whom they are authorized.

Get the facts about vaccines.

Learn more at Canada.ca/coronavirus or 1-833-784-4397.

A message from the Government of Canada.

NOTE TO MODERATOR: RE-READ SCRIPT A SECOND TIME.

- What are your initial thoughts about this?
- What do you like most? What do you like the least?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Does this message effectively communicate key facts about COVID-19 vaccines?
- Do you have any other thoughts about what could make this PSA more effective?

PSA#3 (COVID-19 Vaccine and traditional medicine)

I will now read the script for a different public service announcement. (Indigenous public health professionals talking on-screen):

Indigenous leaders and healthcare providers look to and rely on traditional knowledge systems for wisdom and guidance to protect against COVID-19. The COVID-19 vaccines will complement traditional approaches to protect our Elders and those most at risk.

Get the facts about vaccines.

Learn more at Canada.ca/coronavirus or 1-833-784-4397.

A message from the Government of Canada.

NOTE TO MODERATOR: RE-READ SCRIPT A SECOND TIME.

- What are your initial thoughts about this?
- What do you like most? What do you like the least?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Does this message effectively communicate how COVID-19 vaccines and traditional medicine complement each other?

PSA#4 (COVID-19 Vaccine – Priority Immunization)

I will now read the script for a different public service announcement. (Indigenous public health professionals talking on-screen):

COVID-19 vaccines will soon be available to all Canadians.

Those who need vaccines the most will get them first.

Indigenous leaders are part of the decision-making process and will help decide who will benefit from being vaccinated first.

Learn more at Canada.ca/coronavirus or 1-833-784-4397.

A message from the Government of Canada.

NOTE TO MODERATOR: RE-READ SCRIPT A SECOND TIME.

- What are your initial thoughts about this?
- What do you like most? What do you like the least?
- Is the language easy to understand? (if not) What parts are unclear or confusing?
- Does this message effectively communicate who will receive a vaccine first, and how Indigenous people are involved?
- Do you have any other thoughts about what could make this PSA more effective?

VACCINE PSA COMPARISON

- **POLL:** Which of the three PSAs about COVID-19 vaccines do you feel would be most effective in helping Indigenous people make decisions about getting a vaccine?

MODERATOR TO REMIND PARTICIPANTS TO SELECT ONE OF THE LAST 3 PSA'S ONLY. IT DOES NOT INCLUDE THE FIRST PSA WE REVIEWED. (PSA'S 2, 3 AND 4).

- *Moderator to go through poll results and get reasons for selections*

INDIGENOUS ISSUES (30 minutes) Northern Ontario Indigenous Peoples

I'd now like to shift our attention to Indigenous issues.

- What important Indigenous issues do you think the Government of Canada should focus on?
- Has the Government of Canada done anything well?
- What can they improve on?

- Have you heard of UNDRIP (the United Nations Declaration on the Rights of Indigenous Peoples)?

SHOW ON SCREEN

UNDRIP is an international document adopted by the United Nations in 2007 that lays out the basic rights that Indigenous peoples should have around the world. It outlines how governments should respect the human rights of Indigenous peoples.

UNDRIP consists of 46 articles that describe specific rights and actions that governments must take to protect these rights. The main themes in the declaration are:

- The right to self-determination
- The right to cultural identity
- The right to free, prior and informed consent (i.e. the right to be consulted and make decisions on any matter that may affect the rights of Indigenous peoples)
- Protection from discrimination

- Have you heard anything recently about how the Government of Canada has responded to UNDRIP? What have you heard?

CLARIFY AS NECESSARY

The Government of Canada recently introduced legislation to implement UNDRIP.

What are your thoughts on this? Do you think this will change anything? What makes you say that?

I'd now like to talk about drinking water for a bit...

- Have you heard about Government of Canada efforts to lift long-term drinking water advisories on reserves?

I'm going to show you an infographic about the work being done by the federal government to lift long-term drinking water advisories and I will ask you for your opinion about it afterwards.

Show the infographic 'Long-term drinking water advisories on public systems on reserves'

- What are your first reactions?
- Now that you've seen this, how would you rate the progress the Government of Canada has made on this issue? Would you say they've made a lot of progress, a bit, none, or have they made things worse?
- Have you heard anything about what the Government of Canada's timeline is for lifting all long-term drinking water advisories?

SHOW ON SCREEN

The Government of Canada recently announced that it would not meet its target of March 2021 as originally planned. In addition to the \$2.19 billion already budgeted for ending long-term drinking water advisories, the government announced another \$1.5 billion to finish the work. This new money is for ongoing support for daily operations and maintenance of water infrastructure on reserves, continued funding for water and wastewater infrastructure on reserves, and to pay for work halted due to the COVID-19 pandemic and other project delays.

- What are your thoughts on this?
- What do you think is a reasonable timeline?

LOCAL ISSUES (30 minutes) Iqaluit

- What are the most important local issues in Iqaluit?
 - **FOR EACH:** Why is it important? What needs to be done? **PROBE TO SEE IF OTHERS FEEL IT IS IMPORTANT**
- Thinking about everything the federal government has done in the past year, what, if anything, do you think will have the most positive impact in Iqaluit?
- Have they done anything that you think will have a negative impact on Iqaluit?
- And what does Iqaluit need in terms of infrastructure?
 - What are the biggest concerns/challenges? Is there anything that needs to be done?
 - And what about local environmental concerns? Are there any that come to mind? Why is it important? What needs to be done?

- I've got a list with various items. I'd like you to select each one that you think is a major concern in your community:

POLL #1: PARTICIPANTS SELECT ALL THAT APPLY

- A shrinking middle class
- Ability of local businesses and industries to succeed
- An aging population
- Availability of affordable childcare options
- Availability of broadband internet
- Availability of cell phone service
- Availability of healthcare services
- Availability of jobs
- Availability of public transit
- Availability of services
- Availability of clean drinking water
- Availability of quality affordable food
- Cost of housing
- Crime
- Drug overdoses
- Gun control
- Homelessness
- Integrating immigrants into the community
- Level of Employment Insurance benefits for those who can't find work
- Low high school graduation rates
- Poverty
- Preserving a clean environment
- Quality of roads and bridges
- Retirement security
- Young people leaving for opportunities elsewhere

- Now I'd like you to select the top 2 or 3 that you worry about the most.

POLL #2: SAME LIST; PARTICIPANTS SELECT 2-3 THAT THEY WORRY ABOUT THE MOST

- Was there anything missing from that list?

TIME PERMITTING - DISCUSS A FEW ISSUES THAT WERE SELECTED AS MOST WORRISOME:

- What *specifically* is the problem? *Why* is it a problem?
- Is this something that has been getting worse in recent years or has it always been a problem?

CONCLUSION (5 minutes)

French Moderators Guide

GUIDE DU MODÉRATEUR — DÉCEMBRE 2020 DOCUMENT MAÎTRE

INTRODUCTION (10 minutes) Tous les lieux

- Le modérateur ou la personne responsable du soutien technique doit faire savoir aux participantes et aux participants qu'un stylo et du papier seront nécessaires afin de prendre des notes et d'écrire quelques réflexions au sujet des pièces de communication que nous leur montrerons au cours de la discussion.

LE GOUVERNEMENT DU CANADA DANS L'ACTUALITÉ (10-15 minutes) Tous les lieux

- Qu'avez-vous vu, lu ou entendu au sujet du gouvernement du Canada au cours des derniers jours ? **Peuples autochtones du Nord de l'Ontario** (*passer rapidement sur ce sujet ; si l'on mentionne les vaccins, préciser qu'on y reviendra*)
 - **Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec, parents des grands centres de l'Atlantique** Avez-vous entendu quoi que ce soit au sujet du plan du gouvernement du Canada pour lutter contre le changement climatique ?
- **Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec, parents des grands centres de l'Atlantique** **SI CELA N'A PAS ÉTÉ MENTIONNÉ : Avez-vous entendu quoi que ce soit au sujet de la mise à jour économique du gouvernement du Canada (l'Énoncé économique de l'automne) ?**
 - **SI OUI : Qu'avez-vous entendu ?**

Jeunes adultes de la région du Grand Vancouver **ÉCLAIRCISSEMENT** : Dans le récent Énoncé économique d'automne, le gouvernement fédéral a annoncé son intention d'éliminer l'intérêt sur le remboursement de la partie différée des Prêts d'études canadiens et des Prêts canadiens aux apprentis pour l'année à venir (2021-22). Cette mesure apportera une aide de 329,4 millions de dollars à 1,4 million de Canadiens qui cherchent du travail ou qui en sont aux premiers stades de leur carrière.

- Que pensez-vous de cela ?

Jeunes adultes des grands centres de l'Alberta ÉCLAIRCISSEMENT : Dans le récent Énoncé économique d'automne, le gouvernement fédéral a proposé plusieurs initiatives pour soutenir les jeunes :

- Augmenter le financement du programme Emplois été Canada afin de soutenir jusqu'à 120 000 placements en 2021-2022 ;
- Une Stratégie emploi et compétences jeunesse, avec un investissement de 575,3 millions de dollars au cours des deux prochaines années afin d'offrir environ 45 300 emplois aux jeunes ;
- Éliminer les intérêts sur le remboursement de la partie fédérale des Prêts d'études canadiens et des Prêts canadiens aux apprentis pour 2021-2022, qui apportera une aide à jusqu'à 1,4 million de Canadiens qui cherchent du travail ou qui en sont aux premiers stades de leur carrière.
- **Jeunes adultes des grands centres de l'Alberta** Que pensez-vous de cela ?
- **Jeunes adultes de la région du Grand Vancouver, jeunes adultes des grands centres de l'Alberta** Croyez-vous que cela aiderait les jeunes ?
 - Que faut-il faire de plus ?

Parents des grands centres de l'Atlantique ÉCLAIRCISSEMENT : Dans le récent Énoncé économique d'automne, le gouvernement fédéral a proposé plusieurs initiatives pour soutenir les jeunes familles :

Parents des grands centres de l'Atlantique AFFICHER À L'ÉCRAN :

- Une Prestation canadienne de relance économique pour les proches aidants de 500 \$ par semaine, pour un maximum de 26 semaines par ménage, est offerte aux travailleurs qui sont dans l'impossibilité de travailler pendant au moins 50 % de la semaine parce qu'ils doivent prendre soin d'un enfant de moins de 12 ans ou d'un proche dont l'école, le service de garde ou l'établissement de soins est fermé en raison de la COVID-19, ou parce que l'enfant ou le proche est malade, en quarantaine ou à risque de développer de graves complications s'il contractait la COVID-19.
- Faire des investissements durables afin que chaque famille canadienne ait accès à des services de garde d'enfants abordables et de qualité.
- Apporter des modifications à la Loi de l'impôt sur le revenu afin d'accorder, en 2021, quatre versements :
 - 300 \$ par enfant de moins de six ans aux familles ayant droit à la prestation canadienne pour enfants (PCE) et dont le revenu familial net est inférieur ou égal à 120 000 \$, et
 - 150 \$ par enfant de moins de six ans aux familles ayant droit à la PCE et dont le revenu familial net est supérieur à 120 000 \$.
- **Parents des grands centres de l'Atlantique** Que pensez-vous de cela ?
- **Parents des grands centres de l'Atlantique** Croyez-vous que cela aiderait les jeunes familles ?
 - Que faut-il faire de plus ?

ÉVALUATION DES CAMPAGNES PUBLICITAIRES (30 minutes) Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué

Maintenant, nous allons passer en revue trois campagnes publicitaires et nous allons ensuite examiner certaines choses par rapport à chacune d'entre elles. Essayez de vous abstenir de les comparer avant la fin. Ces publicités ont déjà été lancées et il se peut que vous en connaissiez une ou plusieurs d'entre elles.

CHANGER L'ORDRE DE PRÉSENTATION D'UN GROUPE À L'AUTRE

Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué Ordre : 2, 1, 3

Résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué Ordre : 1, 3, 2

MONTRER LA VIDÉO N° 1 (Dre Theresa Tam [EN]/Dr Njoo [FR])

- Que pensez-vous de cette publicité ?
- Que pensez-vous du ton de cette publicité ?
- Quel est le message principal de cette publicité ?
- Est-ce que cette publicité vous fait réfléchir à nouveau quant à vos comportements ? Pourquoi ou pourquoi pas ?

MONTRER LA VIDÉO N° 2 (Tout ça pour ça)

- Que pensez-vous de cette publicité ?
- Que pensez-vous du ton de cette publicité ?
- Quel est le message principal de cette publicité ?
- Est-ce que cette publicité vous fait réfléchir à nouveau quant à vos comportements ? Pourquoi ou pourquoi pas ?

MONTRER LA VIDÉO N° 3 (Paillettes)

- Que pensez-vous de cette publicité ?
- Que pensez-vous du ton de cette publicité ?
- Quel est le message principal de cette publicité ?
- Est-ce que cette publicité vous fait réfléchir à nouveau quant à vos comportements ? Pourquoi ou pourquoi pas ?

COMPARAISON

- **SONDAGE** : Selon vous, quelle publicité serait la plus efficace pour encourager les gens ordinaires à modifier leurs comportements afin de limiter la propagation de la COVID-19 ?

- *Le modérateur passera en revue les résultats du sondage et recueillera les raisons qui ont motivé leur choix.*

LE VACCIN COVID-19 (20-30 minutes) Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de, région de l'Outaouais du Québec, parents des grands centres de l'Atlantique, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, peuples autochtones du Nord de l'Ontario, Iqaluit

- Qu'avez-vous entendu récemment au sujet d'un vaccin COVID-19 ?
- Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de, région de l'Outaouais du Québec, parents des grands centres de l'Atlantique, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, Iqaluit Pensez-vous que le gouvernement du Canada fait un bon travail pour se procurer un vaccin, ou non ?
 - Pourquoi pensez-vous cela ?
- Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de, région de l'Outaouais du Québec, parents des grands centres de l'Atlantique, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, Iqaluit Pensez-vous que le gouvernement du Canada fait un bon travail quant à la planification de la distribution du vaccin, ou non ?
 - Pourquoi pensez-vous cela ?
- Personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec, parents des grands centres de l'Atlantique, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, Iqaluit À mesure que l'effort de vaccination se déploie, comment allez-vous évaluer si tout se déroule bien ou non ?
 - Par exemple, allez-vous vous baser sur la façon dont le Canada se compare à d'autres pays ? Avez-vous un certain échéancier en tête ? Ou, allez-vous surtout vous baser sur le fait que tout semble se dérouler rondement, que vous n'entendez pas parler de problèmes et que l'échéancier n'a pas vraiment d'importance ?
- Personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec, parents des grands centres de l'Atlantique, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, Iqaluit AFFICHER À L'ÉCRAN : Et en réfléchissant aux diverses étapes, laquelle constituera le facteur le plus important permettant d'évaluer la performance ou la contre-performance du gouvernement du Canada :

- Lorsqu'il y aura déploiement des premiers vaccins ?
 - La rapidité à laquelle il pourra distribuer les vaccins aux groupes non prioritaires (tels que les personnes qui ne sont pas à plus haut risque) ?
 - Le moment où un nombre suffisant de personnes seront vaccinées de sorte que les cas de COVID-19 diminuent ?
 - Le moment où le vaccin final est administré à ceux qui le souhaitent ?
 - Quelque autre facteur ?
- Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec, parents des grands centres de l'Atlantique, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, Iqaluit Par rapport à d'autres pays, le Canada est-il mieux (ou moins bien) placé pour se procurer et distribuer le vaccin ?
 - Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec, parents des grands centres de l'Atlantique Quand pensez-vous que les premiers vaccins seront administrés au Canada ?
 - Quand pensez-vous être personnellement en mesure de recevoir un vaccin ?
 - Comptez-vous vous faire vacciner ?
 - [SI NON] pourquoi pas ?
 - [SI INCERTAIN(E)] Quels sont les facteurs qui influenceront votre décision de vous faire vacciner ou non ?
 - Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec, Parents des grands centres de l'Atlantique, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, Iqaluit Selon vous, quelle est une date cible raisonnable à laquelle toute personne au Canada (qui souhaite être vaccinée) serait vaccinée ?

COMPORTEMENTS (30-40 minutes) Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec, Parents des grands centres de l'Atlantique, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, Iqaluit

- De quelle façon est-ce que la COVID-19 et les restrictions liées à la COVID vous ont affecté ?

- Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué
Lorsque nous vous avons invités à participer à la discussion de ce soir, chacun d'entre vous a indiqué avoir récemment pris part à un rassemblement ou à un événement social à l'extérieur de votre domicile. Qu'est-ce qui vous a fait décider d'avoir des contacts avec des personnes qui ne font pas partie de votre ménage ?
 - Avez-vous quelque préoccupation que ce soit quant à avoir des contacts sociaux avec d'autres personnes ?
- Jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, Iqaluit
À mesure que la situation relative à la COVID-19 évolue et que certaines régions connaissent une augmentation des taux d'infection, est-ce que vous vous trouvez contraint d'adapter vos comportements ? (Par exemple, restez-vous plus souvent à la maison, commandez-vous de la nourriture au lieu d'aller dans les bars et les restaurants, réévaluez-vous vos cercles sociaux, etc.)
- Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué
Chacun d'entre vous prévoit également d'avoir des rassemblements avec d'autres personnes pendant la période des fêtes. Est-ce pour les mêmes raisons ou y a-t-il d'autres raisons qui vous poussent à le faire ?
 - Avez-vous quelque préoccupation que ce soit par rapport à cela ?
- Parents des grands centres de l'Atlantique
À mesure que la situation avec la COVID-19 évolue, que pensez-vous de la fin de la bulle atlantique ?
 - Ressentez-vous une plus grande inquiétude à l'idée que le Canada atlantique connaisse une situation aussi grave que celle observée dans le reste du Canada ?
 - Ressentez-vous plus d'anxiété par rapport à cela ?
 - Que faut-il faire de plus en matière de restrictions ? Devrait-il y avoir davantage de restrictions ? Devrait-on rétablir la bulle atlantique ?
- Parents des grands centres de l'Atlantique
Tout au long de la pandémie de COVID-19, les parents ont vécu une expérience unique avec leurs enfants.
 - Quel effet cela a-t-il eu sur vous et votre famille ?
 - Est-ce que cela a été difficile pour vos enfants ?
 - Est-ce que cela a été difficile pour vous en tant que parent ?
 - En deux mots, comment décririez-vous cette expérience ?
- Jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de

l'Outaouais du Québec À l'approche des fêtes, y a-t-il certains d'entre vous qui prévoient voyager pour visiter de la famille ?

- **Parents des grands centres de l'Atlantique, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, Iqaluit** À l'approche de la période des fêtes, avez-vous au fait l'esprit à la fête cette année ?
 - **Parents des grands centres de l'Atlantique, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, Iqaluit** Y a-t-il certains d'entre vous qui prévoient voyager pour visiter de la famille ?
 - Est-ce que vos projets de vacances des fêtes ont changé à cause de la COVID-19 ?
 - Qu'avez-vous l'intention de faire différemment cette année ?

- **Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué** Selon vous, est-ce que vos collectivités devraient avoir des restrictions en place actuellement ?
 - SI NON : Pourquoi pas ?
 - SI OUI : Quels types de restrictions devraient, selon vous, être mis en place ? Les respecteriez-vous ? Pourquoi ou pourquoi pas ?

- **Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec** Et qu'en est-il des voyages — pensez-vous que nous devrions ouvrir la frontière entre le Canada et les États-Unis ? Pourquoi ou pourquoi pas ?

- **Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec** Qu'en est-il des voyages internationaux — pensez-vous que nous devrions ouvrir la frontière aux voyageurs d'autres pays ?
 - SI OUI : De tous les pays ou seulement de certains pays ?
 - SI CERTAINS PAYS : Lesquels ? Qu'est-ce qui vous fait dire cela ?
 - SI NON : Pourquoi pas ?

- **Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué** Êtes-vous préoccupé par la période de la grippe saisonnière ?

- **Personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec** Alors que les efforts de vaccination se déploient, que pensez-vous de l'idée de permettre aux personnes en provenance

des États-Unis ou d'autres pays de voyager à destination du Canada si elles présentent des preuves qu'elles ont été vaccinées contre la COVID ?

- Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, Résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué, Et à l'approche de l'hiver, êtes-vous préoccupé par les répercussions de la COVID-19 sur vous, vos familles, votre collectivité et les entreprises ? De quelle façon ?
- Jeunes adultes de la région du Grand Vancouver, Personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec, résident(e)s de Winnipeg qui ont des parents âgés/vulnérables, Iqaluit
Toujours dans la perspective des vacances des fêtes, êtes-vous préoccupé par les répercussions de la COVID-19 sur vous, vos familles, votre collectivité et les entreprises ? De quelle façon ?
 - Résident(e)s de la région de Peel de l'Ontario qui présentent un comportement plus risqué, résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué, jeunes adultes de la région du Grand Vancouver, personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario, jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec
Êtes-vous préoccupés par les effets sur la santé mentale des personnes appartenant à vos cercles sociaux ou à votre collectivité ?

CONCEPTS CRÉATIFS CONCERNANT LES VOYAGES – ÉVALUATION DE TYPE « DISASTER CHECK » (25 minutes) Résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué, Jeunes adultes de la région du Grand Vancouver

Nous allons maintenant passer en revue des images qui pourraient être utilisées par le gouvernement du Canada dans le but d'informer la population canadienne sur des sujets liés à la COVID-19.

MONTRER WINTER V1 FRE (Est-ce qu'on devrait partir durant les vacances cet hiver ?)

- Qu'en pensez-vous ?
- Quel est le message principal de cette publicité ? À qui cela s'adresse-t-il ?
- Comment décririez-vous le ton de cette publicité ?

Regardons la prochaine...

MONTRER WINTER V2 FRE (Est-ce qu'on devrait aller voir notre famille pour les Fêtes ?)

- Qu'en pensez-vous ?

- Est-ce le même message que le premier ? Est-ce que le public cible est le même ou est-il différent ? Qu'est-ce qui vous fait dire cela ?
- Qu'en est-il du ton — est-il similaire ou différent ?

Je vais maintenant montrer ces deux publicités côte à côte.

MONTRER WINTER V1 FRE et V2 FRE

- En ce qui concerne la question qui est posée, laquelle vous semble la plus efficace pour encourager les Canadiennes et les Canadiens à se renseigner quant aux plus récentes consignes et restrictions relatives aux voyages ? Autrement dit, pensez-vous que « Est-ce qu'on devrait aller voir notre famille pour les Fêtes ? » devrait être utilisé pour les deux images, ou pensez-vous que « Est-ce qu'on devrait partir durant les vacances cet hiver ? » devrait être utilisé ? Qu'est-ce qui vous fait dire cela ?

Résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué Je vais maintenant montrer ces deux publicités côte à côte.

Jeunes adultes de la région du Grand Vancouver Je vais maintenant vous montrer un autre concept créatif. Cette publicité ne paraîtrait sur les médias sociaux que dans les pays étrangers, et non au Canada.

MONTRER QUARANTINE FRE (Est-ce qu'il va falloir faire une quarantaine en arrivant au Canada ?)

- Qu'en pensez-vous ?
- Quel est le message principal de cette publicité ? À qui cela s'adresse-t-il ?
- Comment décririez-vous le ton de cette publicité ?
- **Résident(e)s de la région du Grand Montréal qui présentent un comportement plus risqué** La publicité parle de « faire une quarantaine ». Et si, elle parlait plutôt de « se mettre en quarantaine » — est-ce plus clair ou est-ce que la formulation actuelle est meilleure ? Qu'est-ce qui vous fait dire cela ?

Passons au suivant...

MONTRER GENERAL V1 FRE (Y a-t-il de nouvelles directives pour les voyages ?)

- Qu'en pensez-vous ?
- Quel est le message principal de cette publicité ? À qui cela s'adresse-t-il ?
- Comment décririez-vous le ton de cette publicité ?

Je vais maintenant vous montrer un autre concept créatif.

MONTRER GENERAL V2 FRE (Quelles sont les règles concernant les voyages ?)

- Est-ce que l'un d'entre vous a remarqué la différence entre cette version et la première que vous avez vue ? Qu'est-ce qui est différent ?

Je vais maintenant montrer ces deux publicités côte à côte.

MONTRER GENERAL V1 FRE et V2 FRE

- Selon vous, laquelle est la plus efficace pour ce qui est d'encourager les Canadiennes et les Canadiens à se renseigner quant aux plus récentes consignes et restrictions relatives aux voyages ? Qu'est-ce qui vous fait dire cela ?

LES FOYERS DE SOINS DE LONGUE DURÉE (30 minutes) Personnes qui ont des parents âgés/vulnérables des grands centres de l'Ontario

- Avez-vous entendu quoi que ce soit à propos de ce que le gouvernement du Canada fait pour protéger les personnes dans les foyers de soins de longue durée ?
 - SI OUI : Qu'avez-vous entendu ?

PRÉCISER ET AFFICHER À L'ÉCRAN :

Le gouvernement du Canada a annoncé une série de mesures visant à protéger les personnes qui reçoivent des soins de longue durée, notamment :

- Travailler avec les provinces et les territoires pour établir de nouvelles normes nationales pour ce secteur.
 - Élaborer un plan pour présenter de nouvelles modifications au Code criminel visant à tenir responsables les personnes qui négligent les aînés dont elles prennent soin.
 - Adopter des mesures supplémentaires pour aider les gens à rester à leur domicile (tels que des investissements dans les soins à domicile et les soins communautaires).
 - Adopter des mesures ciblées supplémentaires pour les préposés aux services de soutien à la personne.
 - Augmenter la pension de la Sécurité de la vieillesse et bonifier les prestations de survivant du Régime de pensions du Canada afin de permettre aux aînés de rester à leur domicile.
- Que pensez-vous de ces mesures ? Croyez-vous que c'est la bonne approche ? Pourquoi ou pourquoi pas ?
 - Les foyers de soins de longue durée relèvent de la compétence des provinces. Compte tenu de cela, pensez-vous qu'il est plus logique que chaque province établisse ses propres normes ? Pourquoi ?

- Y a-t-il autre chose que le gouvernement du Canada pourrait faire en réponse aux problèmes qui existent dans les foyers de soins de longue durée ?

RELATIONS CANADO-AMÉRICAINES (30 minutes) Jeunes adultes des grands centres de l'Alberta, région de l'Outaouais du Québec, parents des grands centres de l'Atlantique

J'aimerais maintenant me pencher sur les relations entre le Canada et les États-Unis. Je ne veux pas discuter de vos réactions à l'élection, de qui aurait dû gagner selon vous, ou de quoi que ce soit d'autre du genre.

- Désormais, pensez-vous que les relations entre le Canada et les États-Unis vont changer ?
 - Si oui, pourquoi pensez-vous que cela va changer ? Qu'est-ce qui va changer ?
 - Si non, pourquoi pensez-vous qu'elle restera la même ?

EXERCICE :

- **SONDAGES :** Je voudrais, lorsque vous y serez invité à l'écran, que vous saisissiez trois mots qui, à votre avis, décrivent le mieux les relations entre le Canada et les États-Unis au cours des quelques dernières années.
- **SONDAGES :** Je voudrais, lorsque vous y serez invité à l'écran, que vous saisissiez trois mots qui, selon vous, pourraient décrire les relations futures entre le Canada et les États-Unis dans les années à venir. Les mots que vous saisissez peuvent être les mêmes ou être différents de ceux de l'exercice précédent.
- Je voudrais maintenant que vous choisissiez un des mots que vous avez utilisés pour décrire la relation au cours des dernières années et un des mots qui décrit la relation pour les années à venir, et que pour chacun vous expliquiez pourquoi vous l'avez choisi.
- Selon vous, quels sont les domaines qui créent des conflits entre le Canada et les États-Unis ?
- Selon vous, quelles sont les questions sur lesquelles les deux pays doivent mieux travailler ensemble à court terme ? (Quelles sont les questions les plus pressantes ?)
 - Et à long terme ?
- **SONDER :** Si l'on pense à l'environnement, le Canada et les États-Unis devraient-ils travailler ensemble pour établir des normes communes en matière de réglementation environnementale, de normes d'émission, de tarification du carbone, de cibles de réduction des émissions, et ainsi de suite ? Ou alors, le Canada devrait-il agir de manière indépendante et ne pas se préoccuper de ce que font les États-Unis ?
- Que faire si les États-Unis ont une réglementation environnementale moins contraignante que celle du Canada ? Craignez-vous que les entreprises canadiennes se retrouvent en situation de désavantage concurrentiel ?

- AU BESOIN, DEMANDER : Par exemple, étant donné qu'elles pourraient avoir plus de lois et de réglementations à respecter, serait-il plus difficile pour les entreprises canadiennes de rester compétitives par rapport aux entreprises américaines ?
- Et si le contraire était vrai ? Comment vous sentiriez-vous si les États-Unis avaient une réglementation environnementale plus stricte que celle du Canada ? Serait-ce une bonne raison pour resserrer les nôtres ?

L'ENVIRONNEMENT (30 minutes) Résident(e)s de Winnipeg qui ont des parents âgés/vulnérables

Avez-vous entendu quoi que ce soit au sujet de la récente annonce du gouvernement du Canada de réduire les émissions de gaz à effet de serre d'ici 2030 ?

- SI OUI : Qu'avez-vous entendu ?

AFFICHER À L'ÉCRAN :

Vendredi dernier, le gouvernement du Canada a annoncé des mesures proposées visant à aider le Canada à réduire ses émissions de gaz à effet de serre d'ici 2030 et à atteindre la carboneutralité d'ici 2050. Certaines des initiatives clés comprennent :

- Investir dans les rénovations pour permettre aux Canadiens d'améliorer plus facilement l'efficacité énergétique de leurs maisons
 - Offrir des transports et de l'électricité propres et abordables dans tout le Canada par des investissements dans les véhicules zéro émission et en étendant le réseau de bornes de recharge pour véhicules électriques dans tout le pays
 - Continuer à fixer un prix sur la pollution par le carbone, avec une augmentation progressive chaque année, de sorte que le prix passe de 30 dollars par tonne cette année à 170 dollars par tonne en 2030
 - Aider les entreprises canadiennes à investir dans des technologies plus efficaces et plus rentables qui améliorent à la fois leurs activités et leurs résultats
 - Permettre aux Canadiens de se préparer et de s'adapter aux risques climatiques comme les inondations, les incendies de forêt et les phénomènes météorologiques extrêmes, grâce à des mesures telles que la plantation de deux milliards d'arbres sur 10 ans, restaurer et améliorer les zones humides, les prairies et les terres agricoles dans le but d'atténuer, voire de renverser, les effets de la pollution par le carbone
- Quelles sont vos premières impressions sur le plan proposé ?
 - Qu'est-ce qui vous plaît ? Qu'est-ce qui vous déplaît ?
 - Qu'est-ce qui retient votre attention ?
 - Est-ce que le gouvernement du Canada devrait aller de l'avant avec un programme environnemental maintenant ?

Maintenant, pensons spécifiquement aux entreprises : Je vais vous montrer une liste de noms possibles que le gouvernement du Canada pourrait utiliser pour définir son plan visant à aider les entreprises à réduire leurs émissions de carbone. Nous les passerons ensuite en revue, discuterons de ceux que vous préférez, et pour quelles raisons.

AFFICHER À L'ÉCRAN :

- Une stratégie pour aider les entreprises à réduire la pollution
- Une stratégie visant à aider les divers secteurs de notre économie à réduire la pollution
- Stratégie industrielle propre
- Stratégie industrielle à faible émission de carbone
- Stratégie pour une industrie plus propre

SONDAGE : Lequel des noms estimez-vous serait le plus efficace pour décrire le plan du gouvernement du Canada visant à aider les entreprises à réduire leurs émissions de carbone ?

- *Le modérateur passera en revue les résultats du sondage et ce qui a motivé leurs choix.*
- Avez-vous des suggestions qui, selon vous, seraient plus efficaces ?

MESSAGE D'INTÉRÊT PUBLIC RELATIF À LA COVID-19 (60 minutes) **Peuples autochtones du Nord de l'Ontario**

Nous allons maintenant passer en revue quatre messages d'intérêt public (MIP) potentiels que le gouvernement du Canada est en train de développer. Je n'ai que des scénarios pour ceux-ci, je vais donc les décrire et vous lire ce que vous allez entendre. Je vous lirai deux fois le message d'intérêt public, puis nous discuterons de ce que nous en pensons. **Je vous invite à prendre des notes pour vous aider à vous souvenir de ce qui vous a plu et de ce qui vous a déplu de ce MIP.**

Dans chacun des messages d'intérêt public, nous voyons des professionnels de la santé autochtones parler à l'écran.

MIP n° 1 (Directives de santé publique sur la COVID-19/Faites-vous tester)

Je vais maintenant vous lire le texte pour le premier message :

Même si un vaccin contre la COVID-19 est en voie de devenir disponible, le virus est toujours une menace pour la santé de nos familles et de nos collectivités.

Faisons tous notre part : évitons les rassemblements, lavons-nous les mains, portons un masque, restons à deux mètres des autres, et si l'on a des symptômes, on reste à la maison.

Continuons de se protéger.

Pour en savoir plus, consultez Canada.ca/le-coronavirus ou composez le 1 833 784 4397.

Un message du gouvernement du Canada.

REMARQUE À L'INTENTION DU MODÉRATEUR : LIRE LE TEXTE UNE DEUXIÈME FOIS.

- Quelles sont vos premières impressions quant à ceci ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- Est-ce que ce message communique efficacement la façon de rester en sécurité et à quel moment il faut se faire dépister pour la COVID-19 ?
- Avez-vous d'autres idées sur ce qui pourrait rendre ce message d'intérêt public plus efficace ?

Je vais maintenant passer en revue avec vous trois autres messages d'intérêt public portant sur les vaccins COVID-19. Nous allons les passer en revue un par un, et ensuite nous en discuterons en groupe. Encore une fois, n'hésitez pas à prendre des notes.

MIP n° 2 (Vaccins contre la COVID-19 — Points saillants)

Je vais maintenant lire le scénario d'un autre message d'intérêt public. À titre de rappel, nous voyons des professionnels de santé publique autochtones parler à l'écran :

Voici des faits importants que vous devez connaître à propos des vaccins contre la COVID-19 :

Les vaccins sont efficaces.

Seuls les vaccins sécuritaires seront approuvés au Canada.

Les vaccins contre la COVID-19 seront gratuits et accessibles à tous au fil du temps.

Informez-vous sur les vaccins.

Pour en savoir plus, consultez Canada.ca/le-coronavirus ou composez le 1 833 784 4397.

Un message du gouvernement du Canada.

REMARQUE À L'INTENTION DU MODÉRATEUR : LIRE LE TEXTE UNE DEUXIÈME FOIS.

- Quelles sont vos premières impressions quant à ceci ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- Est-ce que ce message communique efficacement les faits essentiels concernant les vaccins COVID-19 ?
- Avez-vous d'autres idées sur ce qui pourrait rendre ce message d'intérêt public plus efficace ?

MIP n° 3 (Vaccins COVID-19 et la médecine traditionnelle)

Je vais maintenant lire le scénario d'un autre message d'intérêt public. (Des professionnels de santé publique autochtones parlent à l'écran) :

Les dirigeants autochtones et le personnel de la santé se tournent vers les systèmes de connaissances traditionnelles comme source de sagesse et de conseils pour protéger la communauté contre la COVID-19.

Les nouveaux vaccins contre la COVID-19 s'ajoutent à cette approche et ils aideront à protéger nos Aînés et les personnes plus à risque.

Informez-vous sur les vaccins.

Pour en savoir plus, consultez Canada.ca/le-coronavirus ou composez le 1 833 784 4397.

Un message du gouvernement du Canada.

REMARQUE À L'INTENTION DU MODÉRATEUR : LIRE LE TEXTE UNE DEUXIÈME FOIS.

- Quelles sont vos premières impressions quant à ceci ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- Est-ce que ce message communique efficacement la façon dont les vaccins COVID-19 et la médecine traditionnelle se complètent ?

MIP n° 4 (Vaccins COVID-19 — Vaccination prioritaire)

Je vais maintenant lire le scénario d'un autre message d'intérêt public. (Des professionnels de santé publique autochtones parlent à l'écran) :

Les vaccins contre la COVID-19 seront bientôt disponibles partout au Canada.

Ceux et celles qui ont le plus besoin de vaccins les recevront en premier.

Les dirigeants autochtones participeront à la décision visant à déterminer qui sera vacciné en premier.

Pour en savoir plus, Canada.ca/le-coronavirus ou au 1-833-784-4397.

Un message du gouvernement du Canada.

REMARQUE À L'INTENTION DU MODÉRATEUR : LIRE LE TEXTE UNE DEUXIÈME FOIS.

- Quelles sont vos premières impressions quant à ceci ?
- Qu'est-ce qui vous plaît le plus ? Qu'est-ce qui vous plaît le moins ?
- Est-ce que le langage est facile à comprendre ? (Si ce n'est pas le cas) Quelles sont les parties qui ne sont pas claires ou qui prêtent à confusion ?
- Est-ce que ce message communique efficacement qui sera vacciné en premier, et comment les personnes autochtones sont impliquées ?
- Avez-vous d'autres idées sur ce qui pourrait rendre ce message d'intérêt public plus efficace ?

COMPARAISON DES MIP SUR LES VACCINS

- **SONDAGE** : Lequel des trois messages d'intérêt public sur les vaccins COVID-19 serait, selon vous, le plus efficace pour permettre aux Autochtones de prendre des décisions concernant la vaccination ? **LE MODÉRATEUR DOIT RAPPELER AUX**

PARTICIPANT(E) S DE CHOISIR UNIQUEMENT L'UN DES 3 DERNIERS MIP. CELA EXCLUT LE PREMIER MIP QUE NOUS AVONS PASSÉ EN REVUE. (MIP 2, 3 ET 4)

- *Le modérateur passera en revue les résultats du sondage et obtiendra les raisons qui ont motivé leur choix.*

QUESTIONS AUTOCHTONES (30 minutes) Peuples autochtones du Nord de l'Ontario

J'aimerais maintenant qu'on porte notre attention sur les questions autochtones.

- Quels sont les enjeux autochtones importants sur lesquels le gouvernement du Canada devrait, selon vous, se concentrer ?
- Est-ce que le gouvernement du Canada a fait quoi que ce soit de bien ?
- Que peut-il améliorer ?

- Avez-vous entendu parler de la Déclaration des Nations unies sur les droits des peuples autochtones ?

AFFICHER À L'ÉCRAN

La Déclaration des Nations unies sur les droits des peuples autochtones est un document international adopté par les Nations unies en 2007 qui énonce les droits fondamentaux que les peuples autochtones devraient avoir dans le monde entier. Elle explique comment les gouvernements devraient respecter les droits de l'homme des peuples autochtones.

La Déclaration universelle des droits de l'homme comprend 46 articles qui décrivent les droits spécifiques et les mesures que les gouvernements doivent prendre pour protéger ces droits. Les principaux thèmes de la déclaration sont les suivants :

- Le droit à l'autodétermination
- Le droit à l'identité culturelle
- Le droit au consentement libre, préalable et éclairé (c'est-à-dire le droit d'être consulté et de prendre des décisions sur toute question susceptible d'affecter les droits des peuples autochtones)
- La protection contre la discrimination

- Avez-vous entendu quoi que ce soit récemment quant à ce que le gouvernement du Canada a fait en réponse à la Déclaration des Nations Unies sur les droits des peuples autochtones (UNDRIP) ?
Qu'avez-vous entendu ?

ÉCLAIRCISSEMENT AU BESOIN

Le gouvernement du Canada a récemment déposé un projet de loi visant à mettre en œuvre la Déclaration des Nations Unies sur les droits des peuples autochtones.

Qu'en pensez-vous ? Pensez-vous que cela changera quelque chose ? Qu'est-ce qui vous fait dire cela ?

J'aimerais maintenant parler d'eau potable pour un petit moment...

- Avez-vous entendu parler des efforts déployés par le gouvernement du Canada pour lever les avis à long terme sur la qualité de l'eau potable dans les réserves ?

Je vais vous montrer un document infographique portant sur le travail qu'effectue le gouvernement fédéral afin de lever les avis à long terme sur la qualité de l'eau potable et ensuite je vous demanderai votre opinion à ce sujet.

AFFICHER LE DOCUMENT INFOGRAPHIQUE « Avis sur la qualité de l'eau potable à long terme touchant des systèmes publics dans les réserves »

- Quelles sont vos premières réactions ?
- Maintenant que vous avez vu cela, comment évaluez-vous les progrès réalisés par le gouvernement du Canada quant à cette question ? Diriez-vous qu'il a fait beaucoup de progrès, un peu, aucun, ou qu'il a aggravé la situation ?
- Avez-vous entendu quoi que ce soit quant à l'échéancier du gouvernement du Canada pour lever tous les avis à long terme sur la qualité de l'eau potable ?

AFFICHER À L'ÉCRAN

Le gouvernement du Canada a récemment annoncé qu'il n'atteindrait pas l'objectif qu'il s'était fixé, celui de mars 2021, comme prévu initialement. En plus des 2,19 milliards de dollars déjà prévus au budget pour mettre fin aux avis concernant la qualité de l'eau potable à long terme, le gouvernement a annoncé une somme additionnelle de 1,5 milliard de dollars pour terminer les travaux. Ces nouveaux fonds visent à assurer un soutien continu pour le fonctionnement et l'entretien quotidien des infrastructures liées à l'eau dans les réserves, à maintenir le financement des infrastructures en approvisionnement d'eau et de traitements d'eaux usées dans les réserves, et à payer les travaux interrompus en raison de la pandémie de COVID-19 et d'autres retards dans les projets.

- Qu'en pensez-vous ?
- Quel est, à votre avis, un délai raisonnable ?

ENJEUX LOCAUX (30 minutes) Iqaluit

- Quels sont les enjeux locaux les plus importants à Iqaluit ?
 - **POUR CHACUN DES ENJEUX** : Pourquoi est-ce important ? Qu'est-ce qui doit être fait ?
EXPLORER POUR VOIR SI LES AUTRES ESTIMENT QUE C'EST IMPORTANT.
- En pensant à tout ce que le gouvernement fédéral a fait au cours de la dernière année, à votre avis, qu'est-ce qui aura le plus d'impact positif pour Iqaluit, le cas échéant ?
- A-t-il fait quelque chose qui, selon vous, aura un impact négatif sur Iqaluit ?
- Et quels sont les besoins d'Iqaluit en matière d'infrastructures ?
 - Quels sont les plus importantes préoccupations ou les plus grands défis ? Y a-t-il quoi que ce soit qui doit être fait ?
 - Et qu'en est-il des préoccupations environnementales locales ? Y en a-t-il qui vous viennent à l'esprit ? Pourquoi est-ce important ? Que faut-il faire ?
- J'ai une liste qui contient divers éléments. J'aimerais que vous choisissiez tous ceux qui vous semblent être une préoccupation importante dans votre collectivité :

SONDAGE N° 1 : LES PARTICIPANT(E) S DOIVENT SÉLECTIONNER TOUS CEUX QUI S'APPLIQUENT

- La réduction de la classe moyenne
- La capacité des entreprises et des industries locales à réussir
- Une population vieillissante
- La disponibilité d'options abordables de services de garde d'enfants
- La disponibilité de l'internet haute vitesse
- La disponibilité du service de téléphonie mobile
- La disponibilité des services de santé
- La disponibilité d'emplois
- La disponibilité de transport en commun
- La disponibilité de services
- Le coût du logement
- La criminalité
- Les surdoses de drogue
- Le contrôle des armes à feu
- L'itinérance
- Intégrer les immigrants dans la communauté
- Le niveau des prestations d'assurance-emploi pour ceux qui ne peuvent pas trouver d'emploi
- Les faibles taux d'obtention du diplôme de fin d'études secondaires
- La pauvreté
- Préserver un environnement propre
- La qualité des routes et des ponts
- La sécurité de la retraite

La congestion routière
Les jeunes qui partent en quête de possibilités ailleurs

- J'aimerais maintenant que vous choisissiez les deux ou trois principaux sujets qui vous préoccupent le plus.

SONDAGE N° 2 : [MÊME LISTE] LES PARTICIPANT(E) S DOIVENT SÉLECTIONNER LES DEUX OU TROIS PRINCIPAUX SUJETS QUI LES PRÉOCCUPENT LE PLUS

- Y avait-il quoi que ce soit qui manquait à cette liste ?

SI LE TEMPS LE PERMET — DISCUTER DE QUELQUES ENJEUX CHOISIS COMME ÉTANT LES PLUS PRÉOCCUPANTS :

- Quel est *précisément* le problème ? *Pourquoi* est-ce un problème ?
- Est-ce quelque chose qui s'est aggravé ces dernières années ou est-ce un problème qui a toujours existé ?

CONCLUSION (5 minutes)

Appendix C – Advertising Concepts

Advertising Campaign Review (Peel Region Ontario Exhibiting Riskier Behaviour, GMA Exhibiting Riskier Behaviour)

[1 This is for That.mp4](#)

The above video begins with scene of a woman sitting in her car. She puts on a non-medical mask and then enters a store. The next scene shows multiple young people gathered in a living room, laughing and sharing drinks and food. The scene then shifts to a man asleep on an airplane with his mouth open. Accompanying voiceover for these three scenes says "Every time you wear a mask, remember, it is so one day we can all go back to doing this, and this." The next set of three scenes starts with a man washing his hands with soap and water and a young woman brings him a towel, followed by a birds eye view of people raising a toast and the last scene shows an older couple dancing together in a small group. The voiceover accompanying these scenes says "Every time you wash your hands, remember, that eventually, it will all be worth it for them, and them." The final set of scenes follows a series of clips including a young man on a video call with his friends, an outdoor wedding, a DJ playing for a large crowd and finally a scene of a hockey game where two friends are cheering in the stands together. Accompanying voiceover says "Every time you hang out here, remember that at some point, we'll all be able to get together here, here and here." A blue screen with white text then appears that reads "Keep following COVID-19 public health measures." with the URL 'canada.ca/coronavirus' and phone number '1-833-784-4397' written at the bottom of the screen. The voiceover then says "Protect yourself and others from COVID-19. A message from the Government of Canada." The ad ends on a black screen with the Government of Canada wordmark.

[3 Glitter.mp4](#)

The above video begins with a scene of a young woman entering a party with purple glitter on her and hugging a young man. By hugging, the young woman passes the glitter onto the young man's sweater. The scene cuts to the man eating from a bowl of chips with purple glitter on them and the young woman holds his hand. The next scene cuts to the same young man, now at home in his kitchen. He has glitter on his clothes and it is also all over his kitchen, including on the counter, fridge, and cupboards. There is a box of cookies on the counter that he is eating from, also covered in glitter. The young man's mother walks in, wearing a housecoat. She comes over and eats a cookie from the glitter-covered box. A male voiceover says, "Is going to a party really worth it?" The final scene pan to the mother, eating the cookie. She, too, now has glitter around her mouth and reaches for another cookie from the glittery box, next to a milk cup with the same glitter on it. An overlay of text on the screen as well as a female voiceover says, "Putting yourself at risk puts everyone at risk." A light pink screen with darker pink font then appears, along with audio, reading "Help limit the spread of COVID-19." The word COVID-19 on screen is in yellow and has purple glitter behind it. The ad ends on a black screen and the Government of Canada wordmark is shown.

[2 Dr. Theresa Tam](#)

The above video features Dr. Theresa Tam sitting at a desk with a mask and hand sanitizer nearby and a Canada flag in the background. Dr. Tam's full title of Chief Public Health Officer of Canada is shown on the left hand side of the screen throughout the video. Dr. Theresa Tam says the following: "The COVID-19 pandemic in Canada is serious. We must continue to practice all public health measures. Follow local guidelines for gatherings, maintain physical distancing, wash your hands, wear a mask and download the COVID Alert App. If you have symptoms, even mild ones, stay home. Protect yourself and others. We've come too far to stop now." Near the end of the ad, the following white text is overlaid at the bottom of the screen: 'Learn more at Canada.ca/coronavirus or 1-833-784-4397.' The ad ends on a black screen and the Government of Canada wordmark is shown with accompanying voiceover: "A message from the Government of Canada."

Travel Campaigns – Disaster Check

(GMA Exhibiting Riskier Behaviour, Greater Vancouver Area Young Adults)

General Version 1



The figure above features a social media ad sponsored by the Government of Canada. The social media handle at the top of the ad includes a small Government of Canada logo, a blue verified badge and the handle @canada.ca. The main text for the post (at the top of the ad) reads: "Considering a trip? Know the facts first. Visit travel.gc.ca/travel-covid to stay informed on the latest travel rules and restrictions." The main image of the ad features a dark green background with an image (on the right) of a woman holding a mug set against a light green background, which is framed by a maple leaf graphic. On the left hand side, the main headline reads "Are there new guidelines for travel?" with a subtext below reading "Know the facts before deciding to travel." Below the main image, there is a light gray banner with the website "travel.gc.ca/travel-covid" in dark green font and the Canada Wordmark on the right hand side. Below the main image of the ad, black text reads "Get the latest travel facts" with subtext reading "travel.gc.ca/travel-covid" against a white background. At the very bottom of the ad, there are small logos indicating an option to reply, retweet, like, and share the ad.

General Version 2



The figure above shows a social media ad, featuring the Government of Canada social media handle at the top of the ad (including a small Government of Canada logo, a blue checkmark and @canada.ca). The main head line (at the top of the ad) reads: "Considering a trip? Know the facts first. Visit travel.gc.ca/travel-covid to stay informed on the latest travel rules and restrictions." The main image in the ad features a dark green background with a graphic image (on the right) of a woman holding a mug set against a lighter green background, which is framed by a maple leaf. On the left hand side, the main headline reads "What are the rules around travel?" with a subtext below reading "Know the facts before deciding to travel." Below the main image, there is a light gray banner with the website travel.gc.ca/travel-covid in dark green font and the Canada Wordmark on the right hand side. Below the main image of the ad, black text reads "Get the latest travel facts" with subtext reading "travel.gc.ca/travel-covid" against a white background. At the very bottom of the ad, there are small logos indicating an option to comment, between, like, and share the ad.

Quarantine Version



The figure above shows a social media ad, featuring the Government of Canada social media handle at the top of the ad (including a small Government of Canada logo, a blue checkmark and @canada.ca). The main head line (at the top of the ad) reads: “Considering a trip? Know the facts first. Visit travel.gc.ca/travel-covid to stay informed on the latest travel rules and restrictions.” The main image in the ad features a dark green background with a graphic image (on the right) of a man looking straight at the camera with a brick wall behind him. On the left hand side, the main headline reads “Would entering Canada require a quarantine?” with a subtext below reading “Know the facts before deciding to travel.” Below the main image, there is a light gray banner with the website travel.gc.ca/travel-covid in dark green font and the Canada Wordmark on the right hand side. Below the main image of the ad, black text reads “Get the latest travel facts” with subtext reading “travel.gc.ca/travel-covid” against a white background. At the very bottom of the ad, there are small logos indicating an option to comment, between, like, and share the ad.

Winter Version 1



The figure above shows a social media ad, featuring the Government of Canada social media handle at the top of the ad (including a small Government of Canada logo, a blue checkmark and @canada.ca). The main head line (at the top of the ad) reads: “Considering a trip this holiday season? Know the facts first. Visit travel.gc.ca/travel-covid to stay informed on the latest travel rules and restrictions.” The main image in the ad features a navy blue background with a graphic image (on the right) of a woman looking straight into the camera with a man and child cooking together in the background, all of which is framed by a maple leaf. On the left hand side, the main headline reads “Should we go away for winter break?” with a subtext below reading “Know the facts before deciding to travel.” Below the main image, there is a light gray banner with the website travel.gc.ca/travel-covid in navy blue font and the Canada Wordmark on the right hand side. Below the main image of the ad, black text reads “COVID-19: Travel, quarantine and borders” with subtext reading “Learn more at travel.gc.ca/travel-covid” against a white background. At the very bottom of the ad, there are small logos indicating an option to comment, between, like, and share the ad.

Winter Version 2



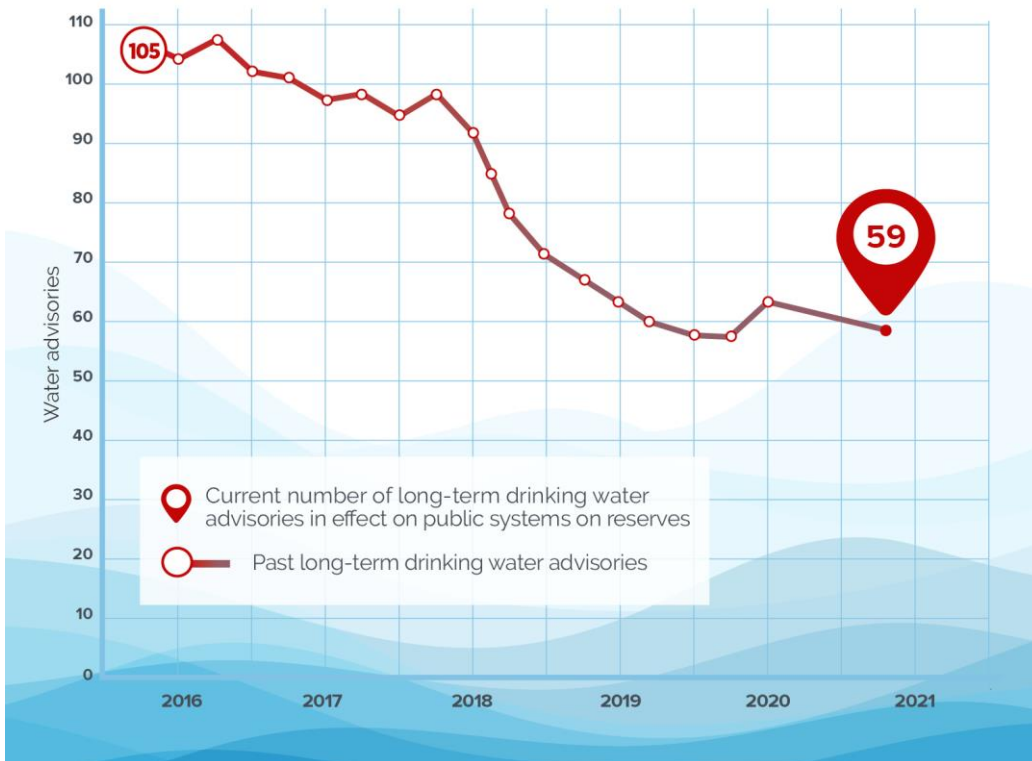
The figure above shows a social media ad, featuring the Government of Canada social media handle at the top of the ad (including a small Government of Canada logo, a blue checkmark and @canada.ca). The main head line (at the top of the ad) reads: “Considering a trip this holiday season? Know the facts first. Visit travel.gc.ca/travel-covid to stay informed on the latest travel rules and restrictions.” The main image in the ad features a navy blue background with a graphic image (on the right) of an elderly woman looking straight into the camera with an elderly man making coffee in the background, all of which is framed by a maple leaf. On the left hand side, the main headline reads “Should we go see family for the holidays?” with a subtext below reading “Know the facts before deciding to travel.” Below the main image, there is a light gray banner with the website travel.gc.ca/travel-covid in navy blue font and the Canada Wordmark on the right hand side. Below the main image of the ad, black text reads “COVID-19: Travel, quarantine and borders” with subtext reading “Learn more at travel.gc.ca/travel-covid” against a white background. At the very bottom of the ad, there are small logos indicating an option to comment, between, like, and share the ad.

Infographic: Progress on lifting long-term drinking water advisories on public systems on reserves (Northern Ontario Indigenous Peoples)

Updated December 1, 2020

97
 long-term drinking water advisories lifted since November 2015

59 long-term drinking water advisories
 in effect in
41 communities



This infographic features a white background with a graphic of blue waves across the bottom third of the page. On the top left, the version date "Updated December 1, 2020" is written in grey font underlined by a dark blue wavy line. Towards the top third of the infographic, text on the left reads, "97 long-term drinking water advisories lifted since November 2015" in grey font, with the number "97" in large font and the word "lifted" in blue font. To the right, text reads "59 long-term drinking water advisories in effect in 41 communities" where the numbers are in large font and the words "in effect in" is written in blue text. For the bottom two-thirds of the infographic, there is a large line graph. The vertical axis is labelled with water advisories (ranging from 0 to 110) and the horizontal axis is labelled with years (ranging from 2016 to 2021). In the graph, a red line tracks downwards, from left to right. At the top left of the graph is (around 2015 horizontally) the number 105 in red font a white circle. On the bottom right of the graph (around 2021 horizontally) is the number 59 in a red pinpoint icon. In the bottom left hand side of the graph, a legend depicts that the red pinpoint icon is the "current number of long-term drinking water advisories in effect on public systems on reserves" and that each point on the line graph is "past long-term drinking water advisories."