

Children's Health and Safety – Creative Testing Integrated Final Report (HC POR 10-02)

TNS Canadian Facts
December 13, 2010

Contracting Details

POR #: POR-012-10

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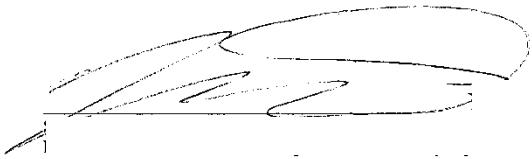
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Certificate of Political Neutrality

I hereby certify as Senior Officer of TNS Canadian Facts that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting 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.



Norman Baillie-David, CMRP
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Executive Summary

Executive Summary

Research Purpose and Objective

- As part of the *“Making Canada The Best Place For Families – Protecting The Health And Safety Of Canadians”* Throne Speech theme, Health Canada was charged with leading a multi-issue marketing campaign targeting Canadian parents. The multi-departmental initiative will work to develop a marketing campaign that ensures awareness and access to a wealth of information in the areas of children’s health and safety.
- Research was required to test three creative concepts with the objective of helping Health Canada develop advertising that resonates with Canadians and allows them to take action to protect their health and that of their families by seeking more information through the website or 1-800 number. Two phases of research were required to meet this objective:
 - **Phase One:** Quantitative Online Concept Creative Testing
 - **Phase Two:** Qualitative focus groups

Quantitative Methodology

- A quantitative online advertising pre-test survey was conducted among parents of children 16 years old and under using the TNS Canadian Facts proprietary online panel. The research design was based on TNS’s AdEval advertising effectiveness methodology. The survey launched on September 1st, 2010 and by September 9, a total of 2,284 interviews were completed. The following is the breakdown of completions by concept:
 - Grand-Ma: 758 completions
 - Growing up together: 735 completions
 - Facts and Stats: 791 completions
- As this was a panel survey, margin of error calculations do not apply.

Executive Summary

Qualitative Methodology

- A total of six focus groups were conducted; two each in Toronto (Oct 12), Halifax (Oct 13) and Montreal (Oct 14), held at 5:30 and 7:30pm.
- The focus groups at each location were separated based on the age of the children, i.e. one group with parents of children 0-5 years of age, and another group with parents of children 6-12 years of age. Participating parents were also screened to ensure that the groups provided a good representation by age, education level, employment status and household income.

Executive Summary

Quantitative Findings

- The results from the ad concept quantitative survey shows a clear winner with the “Facts and Stats” creative concept chosen by a clear majority of respondents. The “Growing Up Together” concept came in second and the “Grand-Ma” concept third. The results are consistent from the ad diagnostic results to the head to head comparison of the three concepts.

Overall Ad Likeability

- The Facts and Stats concept gets the highest Top Box (39% vs. 16% for Grand-Ma and 22% for Growing up Together) and Top 2 Box scores (75% vs. 56%-68%) in terms of overall likeability, and well above the TNS norm (based on Canadian creative concept testing).

Message Comprehension

- While all three concepts were quite successful at communicating a clear message that was well understood, review of verbatim comments in terms of message comprehension would suggest that **the Grand-Ma concept generates the highest level of confusion** and misunderstanding of the idea behind the advertising concept. Some actually believe that the ad is trying to illustrate that information found online isn't sufficient when it comes to children's health and safety.
- Additionally, the Grand-Ma concept receives the highest confusion scores (18% vs. 9-10%), slightly above the TNS norm of 15%. When asked to explain what could be confusing, many mentioned that the ad appears disrespectful to the older generation, by showing that they can be replaced by other sources of information.

Executive Summary

Ad Diagnostic

- When asked to rate the creative concept on a series of dimensions, Facts and Stats overwhelmingly outperforms the other two concepts, as well as the TNS norm. Growing Up Together also scores higher than the TNS norm on most metrics, but trails Facts and Stats. Of particular relevance:
 - Would enjoy seeing the ad again: 59% for Facts and Stats vs. 31% for Grand-Ma and 38% for Growing Up Together.
 - Said something important: 64% (Facts and Stats) vs. 38% (Grand-Ma) and 54% (Growing Up Together)
 - Made me want to get more information: 68% (Facts and Stats) vs. 36% (Grand-Ma) and 53% (Growing Up Together)
 - Different from other advertising: 52% (Facts and Stats) vs. 40% (Grand-Ma) and 33% (Growing Up Together)
- One of the key objectives of the ad campaign is to drive visits to the Healthycanadians.gc.ca/kids website. It is therefore important that the creative concept be successful at getting parents to take actions after seeing the ad. All three concepts appear to be successful in that regard, but once again the Facts and Stats (59%) concept slightly outperforms the other two concepts (48% for Grand-Ma and 54% for Growing Up Together).

Head to Head Comparison

- Finally, when all three concepts are compared on head-to-head basis, **Facts and Stats wins by a margin of 2 to 1 on most metrics**. 60% prefer that concept overall (vs. 17% for Grand-Ma and 23% for Growing Up Together), and 64% select that concept as the one that is most likely to get them to visit the website (vs. 12% for Grand-Ma and 24% for Growing Up Together).

Executive Summary

Focus Group Testing Findings

- **The egg concept is recommended for the TV advertisement** as it was the most well received as it a) provided new information b) incited parents to want to visit the healthycanadians.gc.ca/kids website to find more information, c) evoked strong emotions and d) is a simple concept that is to the point. There is no clear cut choice for a selection of a second TV ad – all three tested have both pros and cons. Different execution of these ads may change the likeability but not necessarily the impact, as the incentive to visit the website is driven mostly by the need to find new information / learn something new.
- **For the print advertisements, the honey concept clearly resonated best with parents in terms of likeability and impact.** As with the egg concept, the honey ad conveyed new information to parents and made them want to visit the website (impact) to find additional information. The sandwich, pajamas and balloon concepts all had pros and cons and picking one over another will depend on the intent of the ad as well as execution details.
- **The book format pamphlet** was clearly preferred over the cross format as it is easier to use (less gimmicky) while containing the same information. The cover page could use more colour and images (e.g. of kids) as this would make it more eye catching.
- The tag line “Did You Know” which is prominent throughout was well received as it makes parents read the material; however, when the information is (or is perceived as) common knowledge (such as with the sandwich concept) the impact is diluted.

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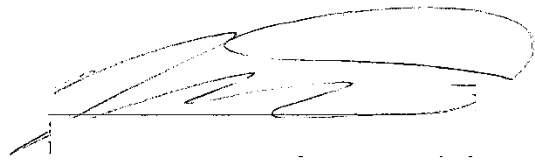
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TNS Canadian Facts

Sommaire de gestion

Sommaire de gestion

But et objectif de la recherche

- Dans le cadre du thème du discours du Trône « *Faire du Canada un lieu privilégié pour les familles– Protéger la santé et la sécurité des Canadiens* », Santé Canada a lancé une campagne de marketing multi-enjeux ciblant les parents canadiens. L'initiative multi-ministérielle vise à développer une campagne de marketing qui sensibilisera les personnes à la cause et donnera accès à une mine d'information concernant la santé et la sécurité des enfants.
- Une étude a été élaborée afin de tester trois concepts créatifs dans le but d'aider Santé Canada à développer des publicités qui auraient une résonance auprès des Canadiens et qui leur permettraient de passer à l'action afin de protéger leur santé et celle de leurs familles en se renseignant davantage par le biais du site Web ou d'un numéro 1-800. Deux étapes de recherche étaient nécessaires pour atteindre cet objectif :
 - **Première étape** : Recherche quantitative – test d'un concept créatif en ligne
 - **Deuxième étape** : Recherche qualitative – groupes de discussion

Méthodologie quantitative

- Un prétest publicitaire a été mené par le biais d'un sondage quantitatif en ligne auprès de parents d'enfants de 16 ans et moins, à l'aide du panel en ligne exclusif de TNS Canadian Facts. Le modèle de recherche s'appuyait sur la méthodologie d'efficacité publicitaire de TNS AdEval. Le sondage a été lancé le 1^{er} septembre 2010 et, au 9 septembre, un total de 2284 entrevues avaient été complétées. Voici la répartition des entrevues complétées par concept :
 - Grand-maman : 758 complétées
 - On grandit ensemble : 735 complétées
 - Faits et Stats : 791 complétées
- Puisqu'il s'agit d'un sondage auprès d'un panel, la marge d'erreur ne peut être calculée.

Sommaire de gestion

Méthodologie qualitative

- Un total de six groupes de discussion ont été menés; deux à Toronto (12 octobre), Halifax (13 octobre) et Montréal (14 octobre) à 17 h 30 et 19 h 30.
- Les groupes de discussion à chaque emplacement étaient répartis selon l'âge des enfants, c'est-à-dire qu'il y avait un groupe de parents d'enfants de 0 à 5 ans et un autre groupe de parents d'enfants de 6 à 12 ans. Les parents participants ont été interrogés au préalable afin de s'assurer d'avoir une bonne représentation par âge, niveau de scolarité, situation d'emploi et revenu du ménage dans chaque groupe.

Sommaire de gestion

- Les résultats du sondage quantitatif au sujet du concept publicitaire démontrent clairement que **le grand gagnant est le créatif « Faits et Stats »**, choisi par une forte majorité des répondants. Le concept « On grandit ensemble » s'est classé deuxième et le concept « Grand-maman », troisième. Les résultats correspondent à ceux du diagnostic posé à l'égard de la publicité lorsqu'on a comparé directement les trois concepts.

Attrait de la publicité dans l'ensemble

- Le concept Faits et Stats obtient non seulement la plus haute note (39 % vs 16 % pour Grand-maman et 22 % pour On grandit ensemble) mais se classe aussi premier dans les deux plus hauts niveaux (75 % vs 56 % et 68 %) en termes d'attrait dans l'ensemble, ce qui est bien au-dessus de la norme TNS (fondée sur les tests de concepts créatifs canadiens).

Compréhension du message

- Bien que les trois concepts aient obtenu passablement de succès pour ce qui est de communiquer un message clair et bien compris de tous, la lecture des commentaires textuels en termes de compréhension du message suggèrent que **le concept Grand-maman génère le plus haut niveau de confusion** et de malentendu quant à l'idée derrière le concept publicitaire. Certains croient que cette publicité essaie d'illustrer que l'information sur la santé et de la sécurité des enfants qu'on retrouve en ligne n'est pas suffisante.
- De plus, le concept Grand-maman est celui qui porte le plus à confusion (18 % vs 9 et 10 %), un peu au-dessus de la norme TNS de 15 %. Lorsqu'on a demandé aux répondants d'expliquer ce qui portait à confusion, bon nombre ont mentionné que la publicité semblait irrespectueuse à l'égard des gens du troisième âge en insinuant qu'ils peuvent être remplacés par d'autres sources d'information.

Sommaire de gestion

Diagnostic de la publicité

- Lorsqu'on a demandé aux répondants d'évaluer le concept créatif quant à certaines dimensions, Faits et Stats a largement dépassé les deux autres concepts ainsi que la norme TNS. On grandit ensemble a aussi obtenu des notes supérieures à la norme TNS pour la plupart des métriques mais se classe derrière Faits et Stats. Voici certains faits particulièrement pertinents :
 - Aimerais revoir la publicité : 59 % pour Faits et Stats vs 31 % pour Grand-maman et 38 % pour On grandit ensemble.
 - Contenait quelque chose d'important : 64 % (Faits et Stats) vs 38 % (Grand-maman) et 54 % (On grandit ensemble)
 - Me porte à vouloir me renseigner davantage : 68 % (Faits et Stats) vs 36 % (Grand-maman) et 53 % (On grandit ensemble)
 - Est différente d'autres publicités : 52 % (Faits et Stats) vs 40 % (Grand-maman) et 33 % (On grandit ensemble)
- Un des objectifs clés de la campagne publicitaire est de générer plus de visites sur le site Web canadiensensante.gc.ca/enfants. Il est donc important que le concept créatif réussisse à sensibiliser les parents à passer à l'action après avoir vu la publicité. Les trois concepts semblent obtenir du succès quant à cet aspect, mais, encore une fois, le concept Faits et Stats (59 %) réussit légèrement mieux que les deux autres concepts (48 % pour Grand-maman et 54 % pour On grandit ensemble).

Comparaison directe

- Enfin, lorsque les trois concepts sont comparés directement, **Faits et Stats gagne par une marge de 2 à 1 pour la plupart des métriques**. Soixante pour cent (60 %) préfèrent ce concept dans l'ensemble (vs 17 % pour Grand-maman et 23 % pour On grandit ensemble), et 64 % choisissent ce concept comme étant celui qui est le plus susceptible de leur faire visiter le site Web (vs 12 % pour Grand-maman et 24 % pour On grandit ensemble).

Sommaire de gestion

Test auprès du groupe de discussion

- **Le concept des œufs est recommandé pour la publicité à la télé** puisqu'il est celui qui a été le mieux reçu comme : a) offrant de nouvelles informations; b) incitant les parents à vouloir visiter le site Web canadiensensante.gc.ca/enfants afin de trouver plus d'information; c) suscitant des émotions fortes et d) étant un concept simple qui va droit au point. Il n'y a pas de choix clair et précis quant à la sélection d'une deuxième publicité à la télé – les trois qui ont été testées ont recueilli des pour et des contre. Une exécution différente de ces publicités pourrait en changer l'attrait mais pas nécessairement l'impact puisque la motivation à visiter le site Web est générée surtout par le besoin de trouver de nouvelles informations/apprendre quelque chose de nouveau.
- **Quant aux publicités imprimées, le concept du miel est celui qui a eu le plus de résonance auprès des parents en termes d'attrait et d'impact.** Comme pour le concept des œufs, le concept du miel transmettait de nouvelles informations aux parents et les incitait à visiter le site Web (impact) afin de trouver des informations additionnelles. Les concepts du sandwich, des pyjamas et des ballons ont tous recueilli des pour et des contre et le choix de l'un plutôt que de l'autre dépendra de l'idée derrière la publicité autant que des détails de l'exécution.
- **Le livret format livre** a été clairement préféré au format en croix parce qu'il est plus facile à utiliser (moins d'astuces) bien qu'il contienne la même information. La page couverture pourrait avoir plus de couleurs et d'images (ex. d'enfants), ce qui la rendrait plus attirante.
- La réplique « Saviez-vous » qui est évidente partout a été bien reçue puisqu'elle porte les parents à lire la documentation; cependant, lorsque l'information est (ou est perçue comme étant) déjà connue (tel que le concept du sandwich) l'impact en est dilué.

Sommaire de gestion

Détails du contrat

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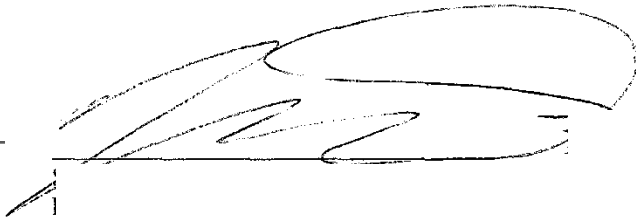
Date d'octroi : 07-22-2010

Dépenses : 71 561,92 \$

Attestation de neutralité politique

Je certifie par la présente, à titre de cadre supérieur chez TNS Canadian Facts, que les livrables sont conformes aux exigences du Gouvernement du Canada en matière de neutralité politique telles que formulées dans la *Politique de communication* du Gouvernement du Canada et les Procédures de planification et d'attribution de marchés de services de recherche sur l'opinion publique. Plus spécifiquement, les livrables ne comprennent pas d'information sur les intentions de vote, les préférences quant aux partis politiques, les positions des partis en ce qui a trait aux électeurs ou les évaluations du rendement d'un parti politique ou de ses chefs.

Signé _____



Norman Baillie-David, CMRP

Vice-président, Directeur de la recherche sur l'opinion publique

Quantitative Ad Concept Evaluation

Background & Objectives

- As part of the “*Making Canada The Best Place For Families – Protecting The Health And Safety Of Canadians*” Throne Speech theme, Health Canada was allocated \$8 million to lead a multi-issue marketing campaign targeting Canadians parents. The multi-departmental initiative will work to develop a marketing campaign that ensures awareness and access to a wealth of information in the areas of children’s health and safety.
- The overall objective of the campaign is to provide parents with access to streamlined, centralized information related to children’s health and safety that will allow them to take simple actions to protect their family’s health, safety and overall well-being. More specific objectives of the campaign include:
 - To increase Canadian parents’ awareness and access to information related to child health and safety
 - Showcase the Government’s expertise in children’s health and safety
 - Maximize the number of parents who use the campaign website for information
 - Increase the number of parents taking simple action to protect the health and safety of their children.
- Research was required to test three creative concepts with the objective of helping Health Canada develop advertising that resonates with Canadians and allows them to take action to protect their health and that of their families by seeking more information through the website or 1-800 number.
- Two phases of research were required to meet this objective:
 - **Phase One:** Quantitative Online Concept Creative Testing
 - **Phase Two:** Qualitative focus groups
- The results presented in this report are from Phase One only.

Methodology

- A quantitative online advertising pre-test survey was conducted among parents of children 16 years old and under using the TNS Canadian Facts proprietary online panel. The research design was based on TNS's AdEval advertising effectiveness methodology.
- Each respondent evaluated one single concept thoroughly, which included a TV, Print and Online creative component. This provided an unbiased diagnostic for all concepts being tested. The sample was therefore divided into 3 equal cells, with each cell being assigned a specific concept.
- Respondents were first asked a few behavioural and attitudinal questions regarding children's health & safety. They were then shown one of the creative concepts, followed by a series of diagnostic questions on that particular concept, and specific creative within each concept. Following this section of the survey, respondents were asked to answer again the behavioural and attitudinal questions they were shown at the beginning of the survey – in order to measure the impact of the campaign pre vs. post exposure. Finally, respondents were shown all three concepts and answered a few final questions in a head-to-head match up.
- The survey launched on September 1st, 2010 and by September 9, a total of 2,284 interviews were completed. The following is the breakdown of completions by concept:
 - Grand-Ma: 758 completions
 - Growing up together: 735 completions
 - Facts and Stats: 791 completions

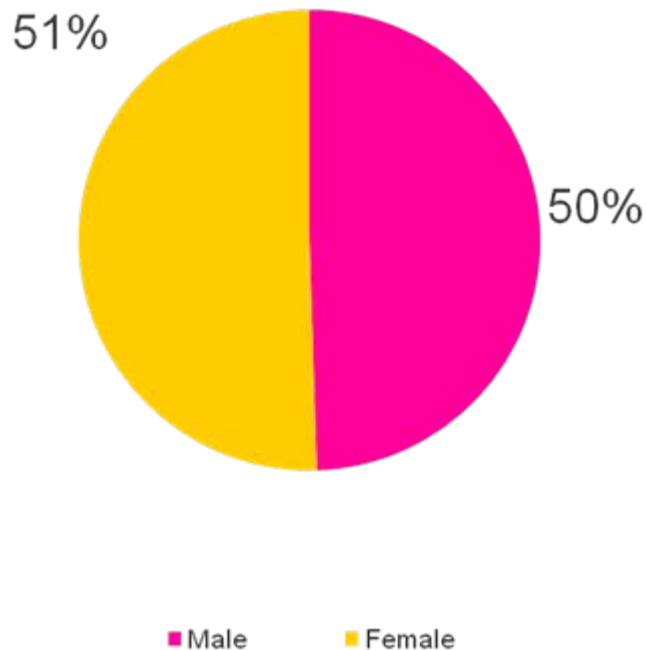
Methodology (cont'd)

- Prior to the conduct of any data analysis the data set was checked and cleaned to ensure that all responses were valid, logical and accurate. The clean data set, comprising 2,284 cases was weighted to be representative of the Canadian population by age, gender and region.
- The key analytical variables used in drafting this report and for which detailed data tables have been created are as follows:
 - Region: Atlantic, Quebec, Ontario, Prairies and British Columbia
 - Household income: Less than \$35,000, \$35,000 to \$79,999, or \$80,000 and higher
 - Gender: Male or female
 - Age: 18-24, 25-34, 35-44, 45-54
 - Age of children in household: 0-6, 7-12, 13-16
- **N.B. The absence of reporting on comparative analysis does not mean that the analysis was not undertaken, but rather that the analysis revealed that there are no significant differences from one group to another and indicate that the results are similar to the (sample) population on the whole.**
- As this was a panel survey, margin of error calculations do not apply.

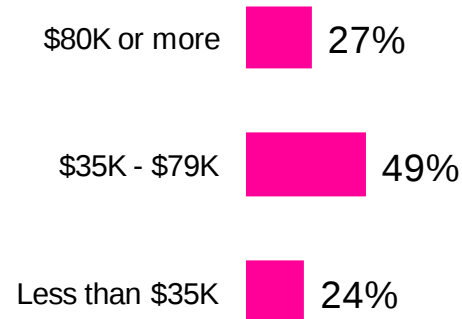
RESPONDENT PROFILE

Respondent Profile

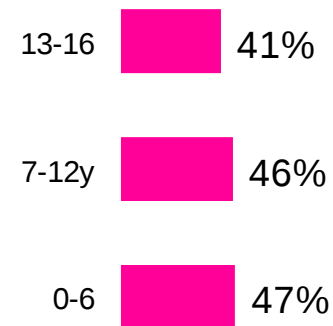
Gender
(N=2284)



Household Income
(N=2284)



Age of Children
(N=2284)

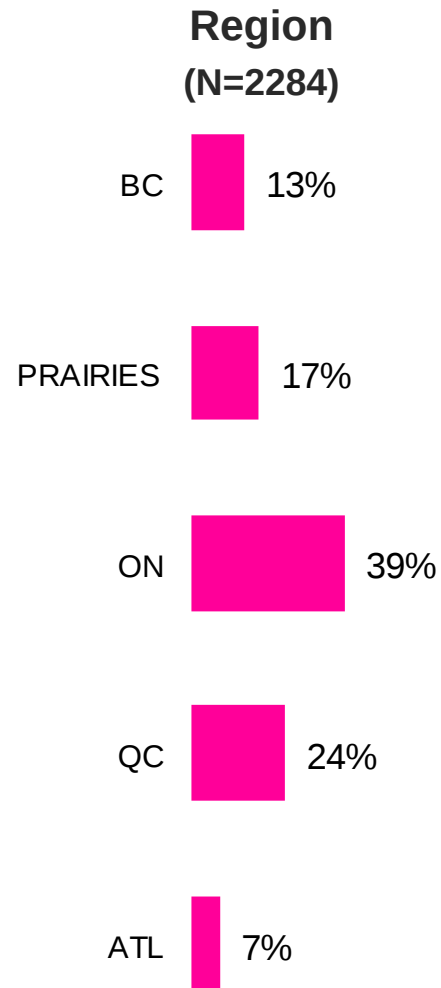
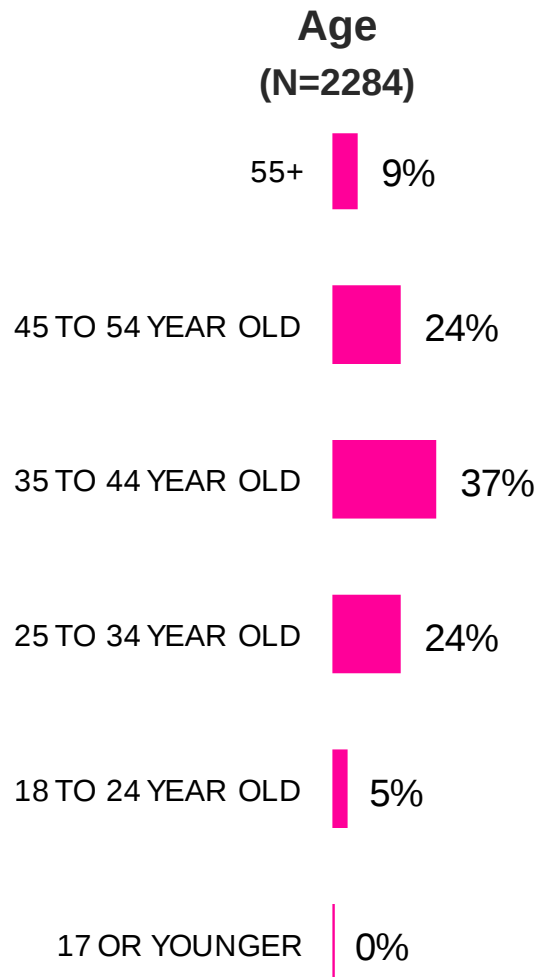


Q. How many children are there currently living in your household at least 50% of the time who are..

Q. What gender are you?

Income from panel sample

Respondent Profile

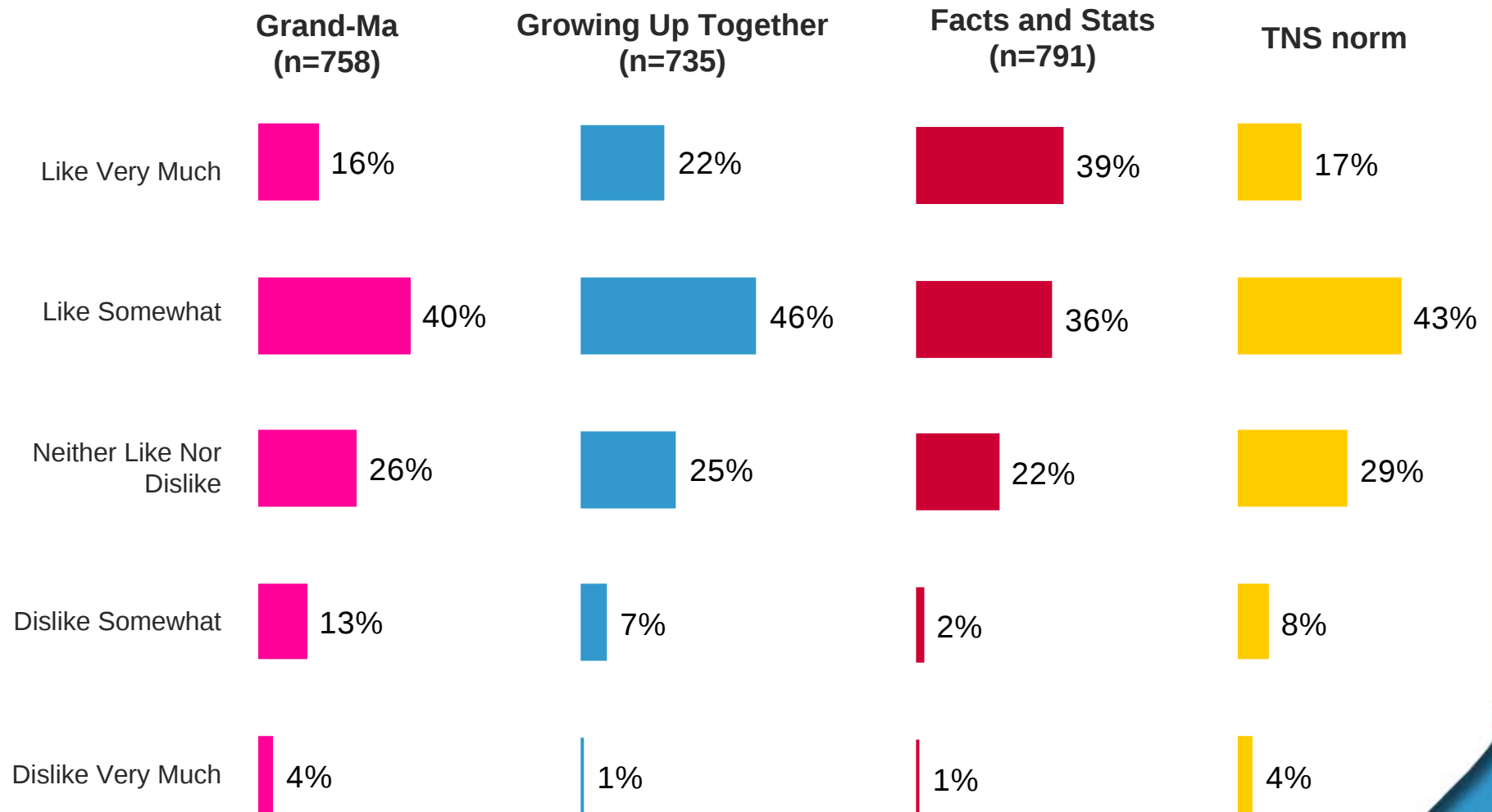


Q. Please confirm in which of the following age categories you belong?
Region from panel sample

CONCEPT COMPARISON

Analysis

Ad Likeability



Q. How much do you like this campaign?

Message Comprehension – Verbatim Mentions

Grand-Ma

- There will be an online source for parents to go to for child health and safety issues provided by the government.
- The web site advice is better than grandma's
- That you have more than just Grandma to ask and that she may not be the most reliable source anymore.
- Even though the Internet has fairly good information on children and child safety and development, grandmas do too and should not be ignored, as they obviously raised their children to become adults. Also some parents ignore a large part of their children's life by spending too much time on their computers.

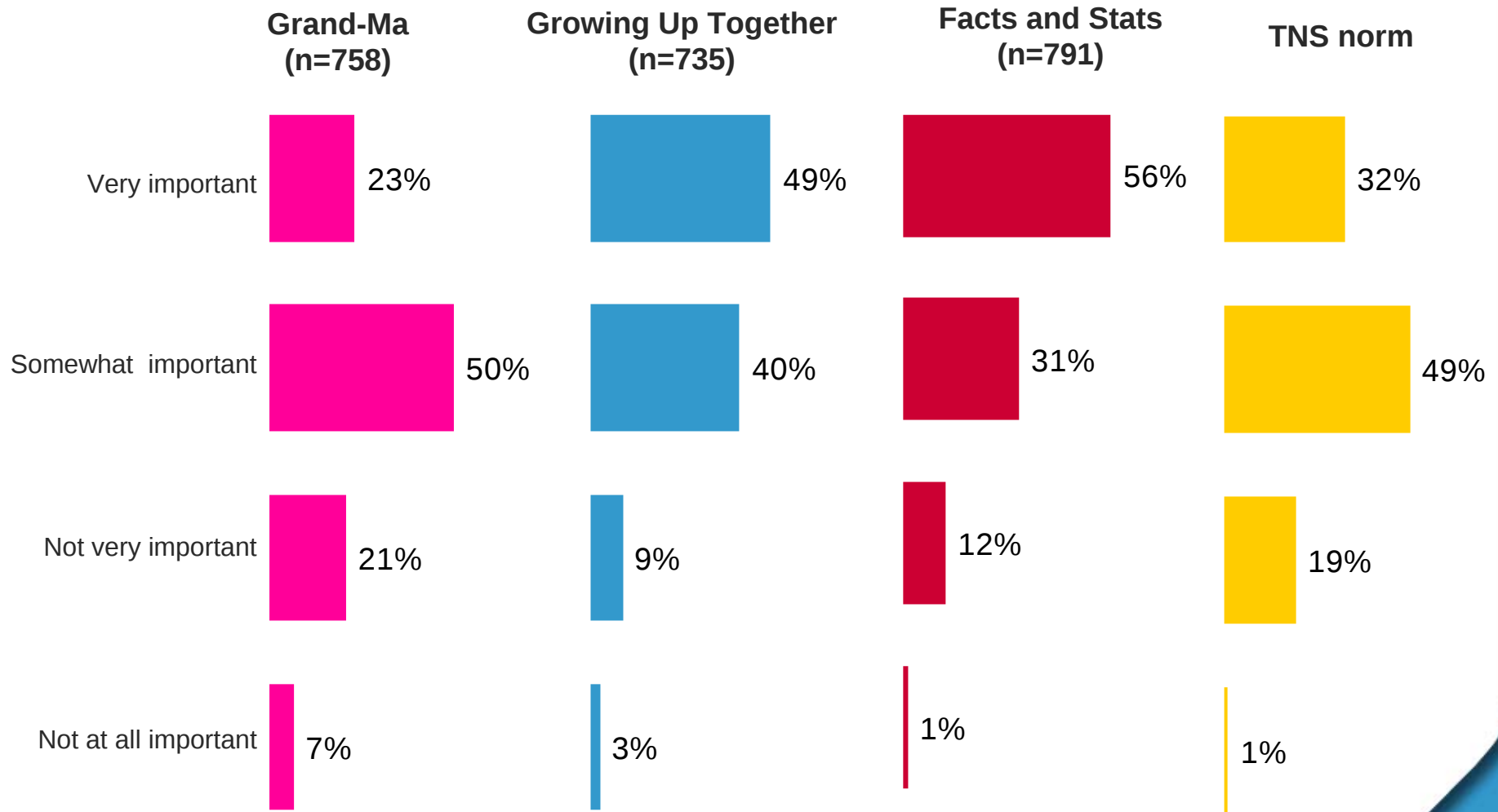
Growing Up Together

- I believe it is showing no matter what age your child is there are many ways as parents that we must ensure their safety.
- No matter how old your child may be, the web site offers information on all ages and aspects of child health and safety issues.
- The main idea is that our kids are growing up before our eyes and that we may have questions we need answered about our children at various stages.
- I guess it means if you have questions regarding kids safety whether it be sports, car seats, road safety, etc. you can refer to the government website and lookup laws and standards to provide the best safety practices at home.
- It seemed it was just like a child growing up. It didn't seem to have very much about health or safety.

Facts and Stats

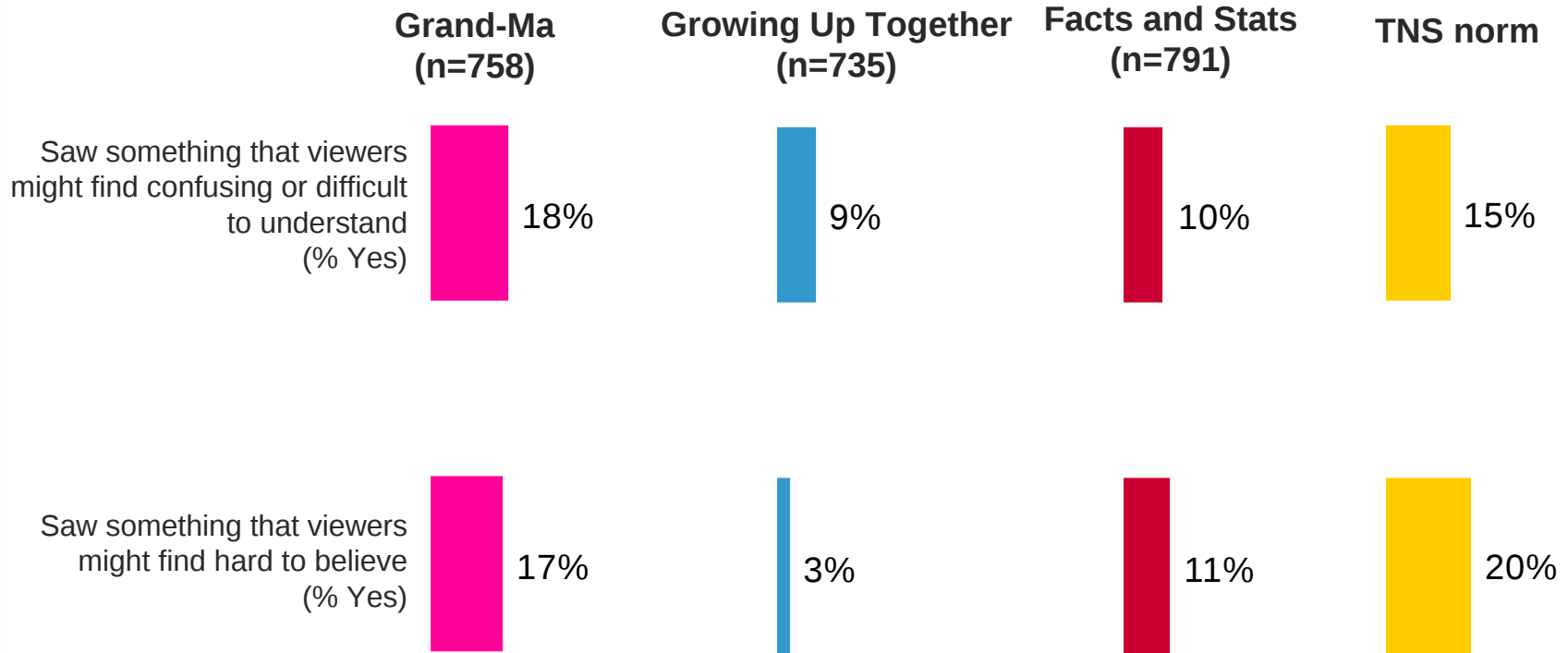
- That there are many things we should know about a child's safety that perhaps we have never heard of before and that we can use the website as a reliable resource.
- There are everyday things/ occurrences that could be harmful to our children that parents don't recognize and they should. This web site should enlighten parents of these dangers.
- That parents need to be informed and protect their children in vehicles and by conscientious decision making related to food choices. We need to know the situations we are exposing children to.
- Giving parents information on common items/activities that could pose a risk to the health and safety of their children.

Importance of Message



Q. How important is that message to you?

Confusion and Believability



Q. Did you see or hear anything in this commercial that other viewers might find confusing or difficult to understand?

Q. Did you see or hear anything in this commercial that other viewers might find hard to believe?

Confusion – Volunteered Mentions

Grand-Ma

- It doesn't explicitly say go to this website for... a particular reason. Not if you have questions on.. medicine, breastfeeding, toys, sun safety...
- The whole attitude and discouraging of contacting elders. Very inappropriate and disrespectful. Confusing when these are the people with all the life experience.
- Just that it might be confusing for some viewers as to whether or not the ad was encouraging you to seek advice through the website.....or not to forget to seek advice from grandma.
- What is wrong with trusting the wisdom of our parents and grandparents instead of the Nanny state. I didn't like the inference that we should trust a faceless government instead of those who love us.

Growing Up Together

- What kind of questions are you trying to answer? Health? Recalls? Environmental? How to get into a school system? The ad says nothing other than you have questions about your children.
- Not enough pointed information - basically, "If you want to find out more about health and safety...contact: ..." How about giving them what you want to get across right now?
- There wasn't a lot of information, so for those who aren't very visual they may have problems capturing the concept.

Facts and Stats

- The print ad with the bear-shaped honey jar didn't explain that the reason you never give honey to a child under 1 year old is because of possible botulism spores. People who didn't already know that would be confused.
- The online ad about skull fractures occurring at 7 km/hour didn't say if that was from running & falling, falling off a bike, falling from a height - so that's confusing too.

Hard to Believe – Volunteered Mentions

Grand-Ma

- I think that the parent wanting to cut off the cable was a bit weird, and some people may disagree with the time issue.
- Still need to get your sources from others and literature from many this web site seems fine but not only one like the campaign brags it up to be.
- Possibly the part where the grandma had a shovel and there was a laptop on the ground. Some people might not understand that she was about to bury the laptop.
- A grandmother in burglar's clothing sneaking around cutting internet lines and stealing and burying computers --- a ridiculous image, and far from either respectful or flattering.

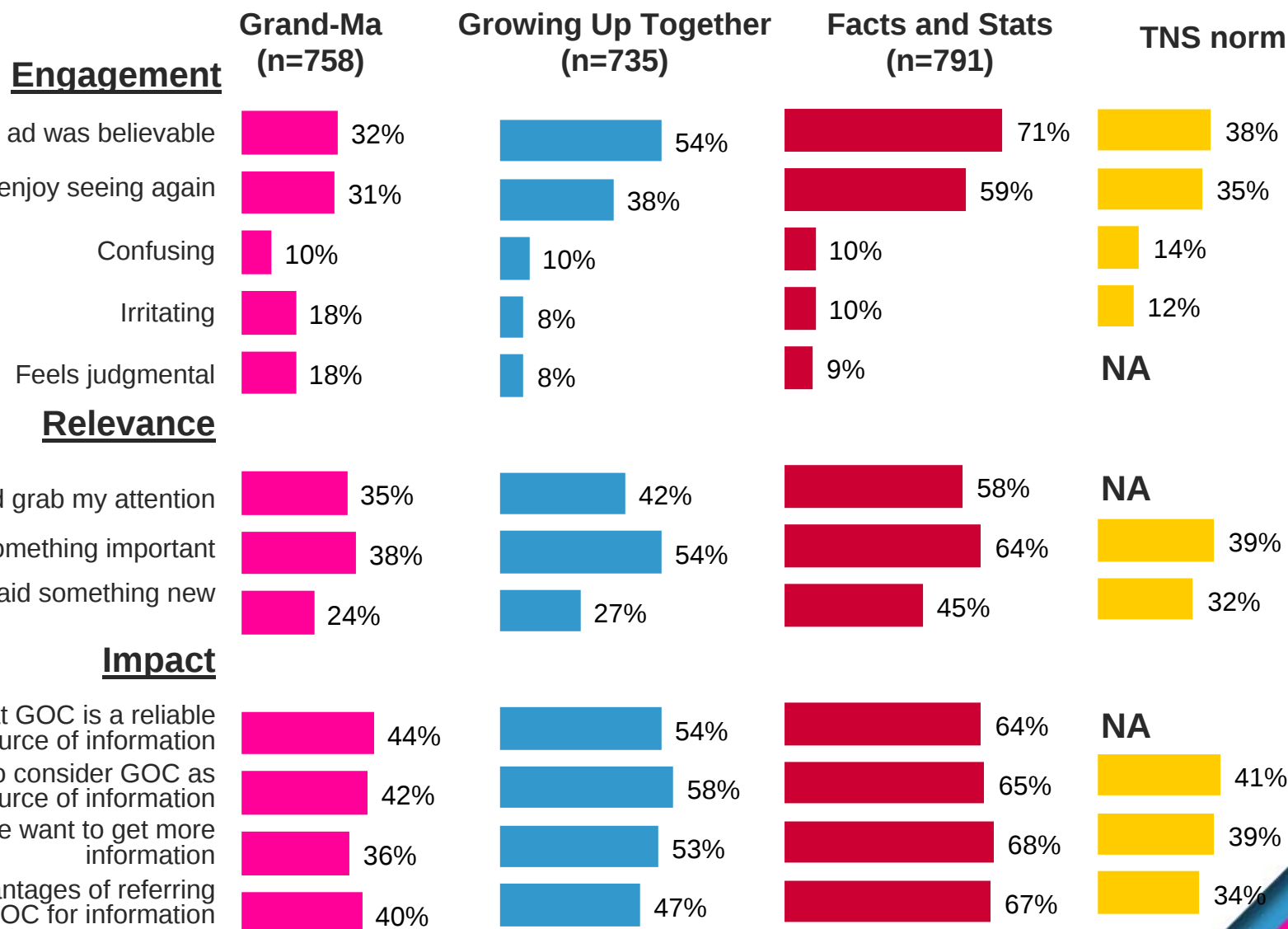
Growing Up Together

- There are now so many sources of information how do we know which is right.
- That I could find reliable information.

Facts and Stats

- Car seats & expiry dates... because u don't think of expiry dates when it comes to child equipment.
- That honey is poisonous to an infant less than 1 year old. I'm aware that it's more that there's a risk of infant botulism, but at the same time some may rationalize it.
- If you didn't know these safety issue facts you might find all of them hard to believe, but when coming from a reliable source they are all very believable.
- Car seats having an expiry date seems pretty unbelievable. Furniture does not have an expiry date and a car seat is similar to that of furniture. The idea of plastic, fabrics and metal having an expiry date seems a bit odd.

Diagnostic Scores – Rating 8-10 on 10 pts scale



Q. We would like your opinion as to how you feel each of the phrases describes this ad campaign.

Irritating – Volunteered Mentions

Grand-Ma

- The hurting of the Grandma feelings was not good at all.
- It should have been a point of reference and not an attempt to replace the senior family unit.
- It was insulting to seniors. Didn't really understand why Grandma was burying the computer.
- As a grandma it was somewhat irritating to be depicted as someone so set in their views that we would go to extremes to "remove the competition". I do, however, realize that it was with humor - but in all honesty, it was a little irritating.
- I understand the importance of "motherly advice" being replaced by an internet site. However I think it would do well to have a mother directing her family to the site rather than deterring someone from a website with government importance for safety.

Growing Up Together

- It is very white- there are other races in Canada.
- It was boring. the same child over and over again in different life stages.. it could have been more interesting and appealing to the eye.
- Too boring in its approach to getting across the information.
- I'm not a fan of quick flashing images in video or illustration. I don't think it really captures anything to do with growing up other than physical changes. There is no emotion to capture the good times and hard times of growing up. It should show different environments as well as more emotions.

Facts and Stats

- A little bit, because "did you know..." makes it sound a bit condescending since some of the things I did know.
- The part where it mentioned that a child's head can be fractured crashing at 7 mph. That is very irritating.
- For me this were common knowledge and didn't provide any new information. Most parents who care enough to do research will check on many websites for unbiased views. The lazy parents will not bother to look at even one website.
- If the ads were shown too often, it would be irritating to keep seeing them - not really irritating as much as depressing.

Diagnostic Scores – Rating 8-10 on 10 pts scale

**Grand-Ma
(n=758)**

**Growing Up Together
(n=735)**

**Facts and Stats
(n=791)**

I felt as though this campaign was talking to people like me



30%



46%



53%

This campaign seemed different from most other advertising on the same topic



40%



33%



51%

I enjoyed seeing the ad campaign



33%



36%



55%

I did not feel that my time was wasted



38%



45%



62%

I felt involved in what I saw and heard



28%



36%



50%

I like the idea behind this ad campaign



40%



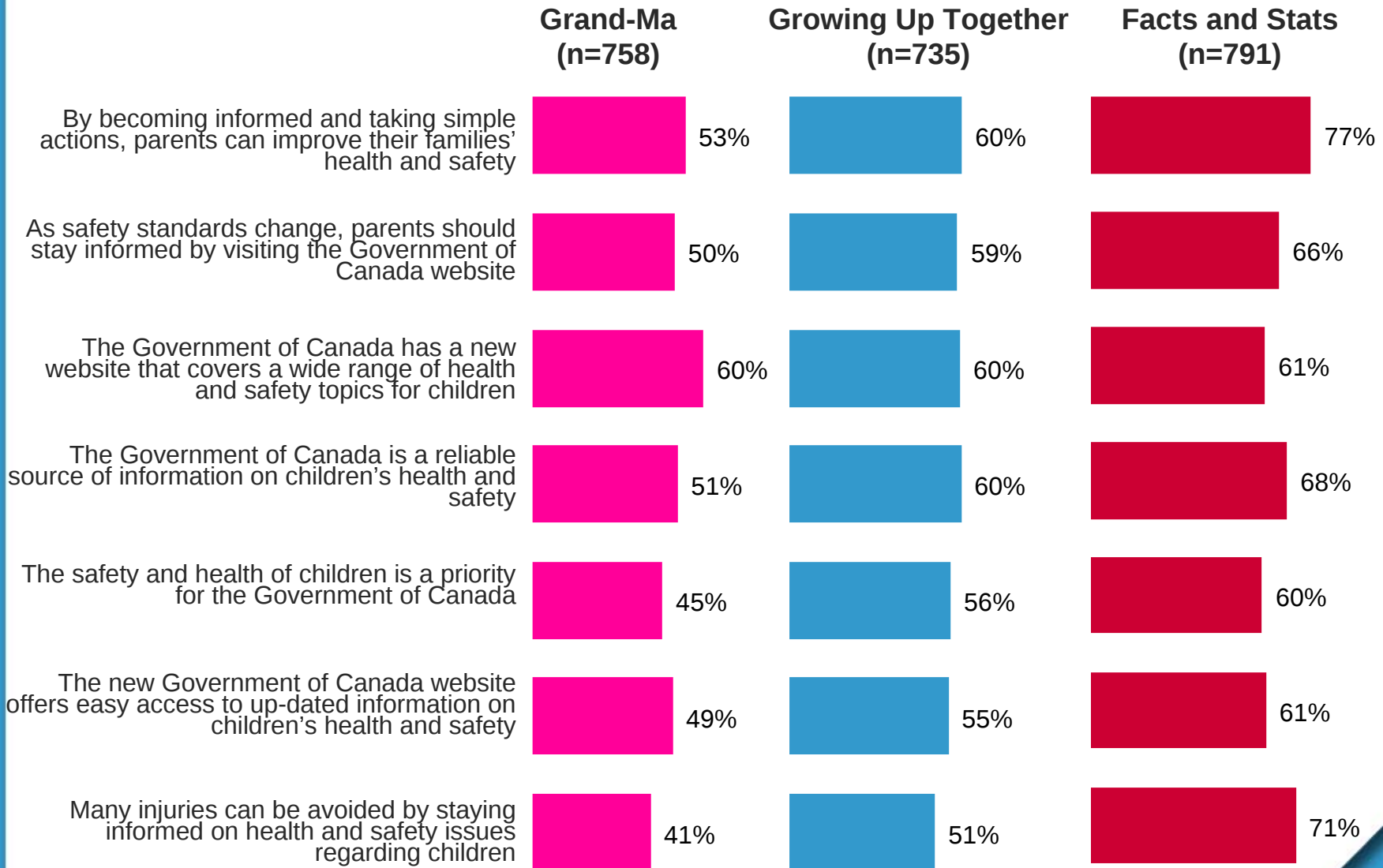
54%



65%

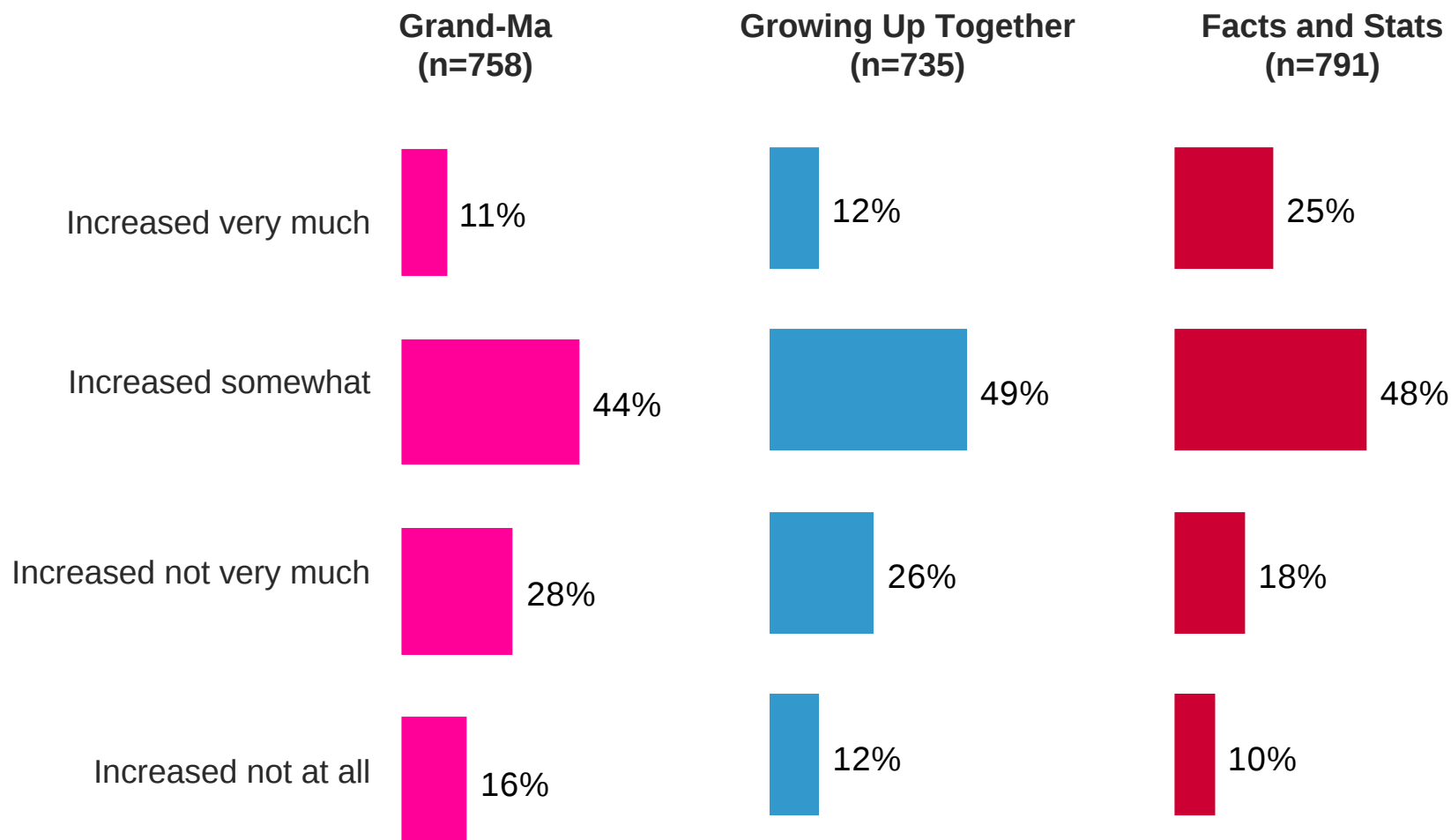
Q. Please indicate whether you agree or disagree with the following phrases

Key Message Communication - Rating 8-10 on 10 pts scale



Q. we'd like your opinion on how well you think this ad campaign, as a whole, communicates the following messages about children's health and safety

Impact of Ad on Knowledge of Children's Health and Safety



Q: Would you say this ad campaign increased your knowledge of children's health and safety...?

Call to Action – Rating 8-10 on 10 pts scale

Would this ad and its message make you...?

Grand-Ma
(n=758)

Growing Up Together
(n=735)

Facts and Stats
(n=791)

Visit the
Healthycanadians.gc.ca/kids
website to obtain more information

48%

54%

59%

Talk to your child about health and
safety practices

36%

45%

54%

Make changes in your child's
environment to limit the risks of
accidents

33%

42%

51%

Talk about this ad campaign to
friends or family

28%

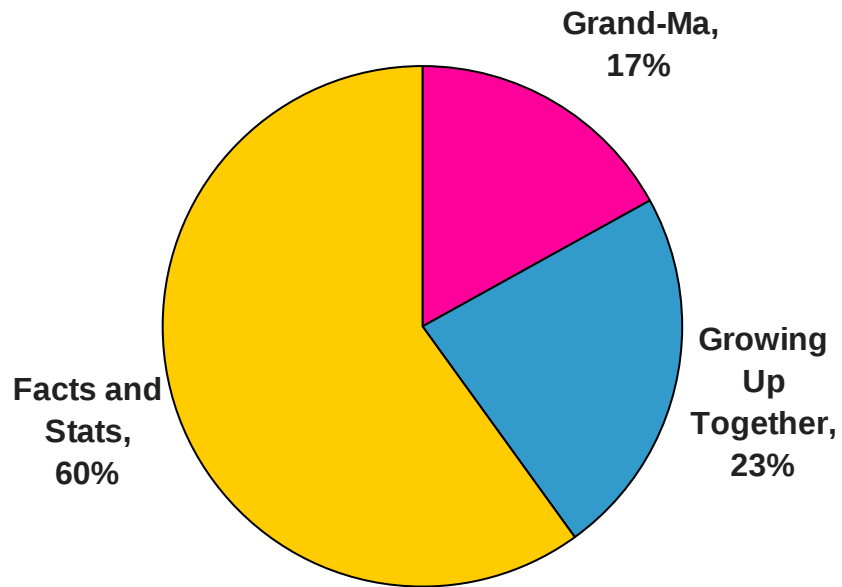
32%

51%

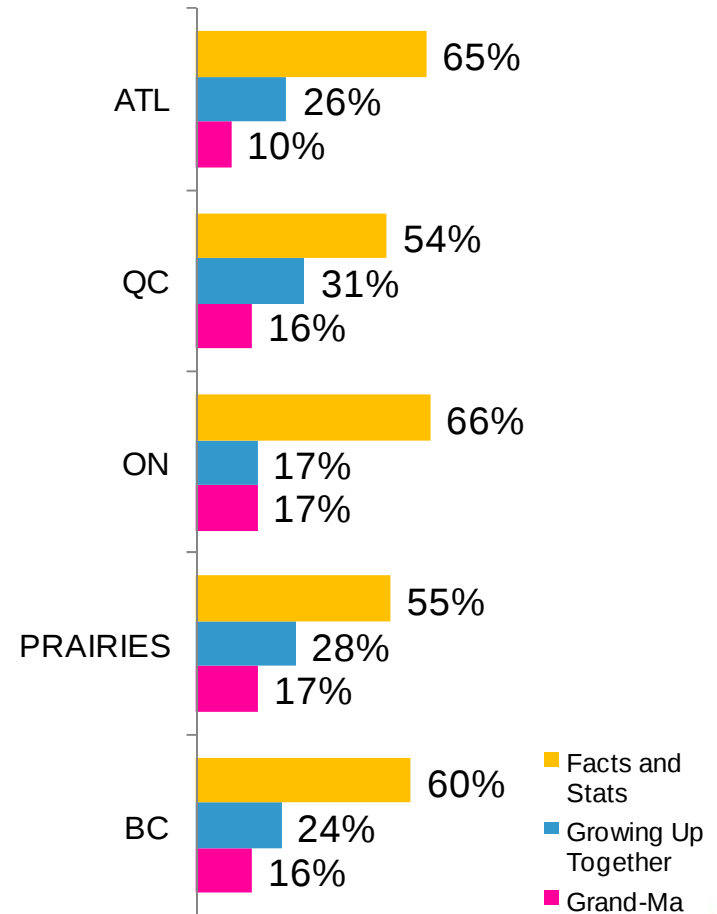
Q. Would this ad and its message make you...?

Head to Head Comparison

Preferred campaign



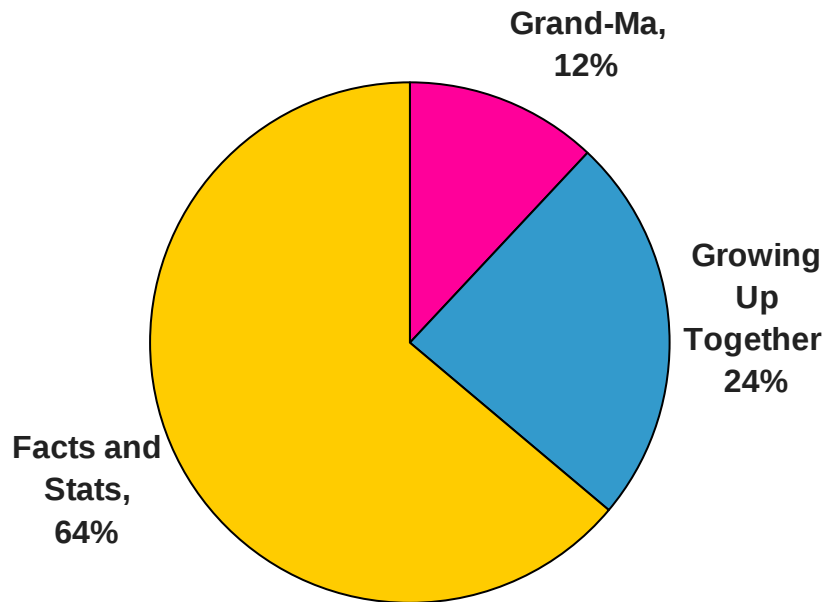
Preferred Campaign by Region



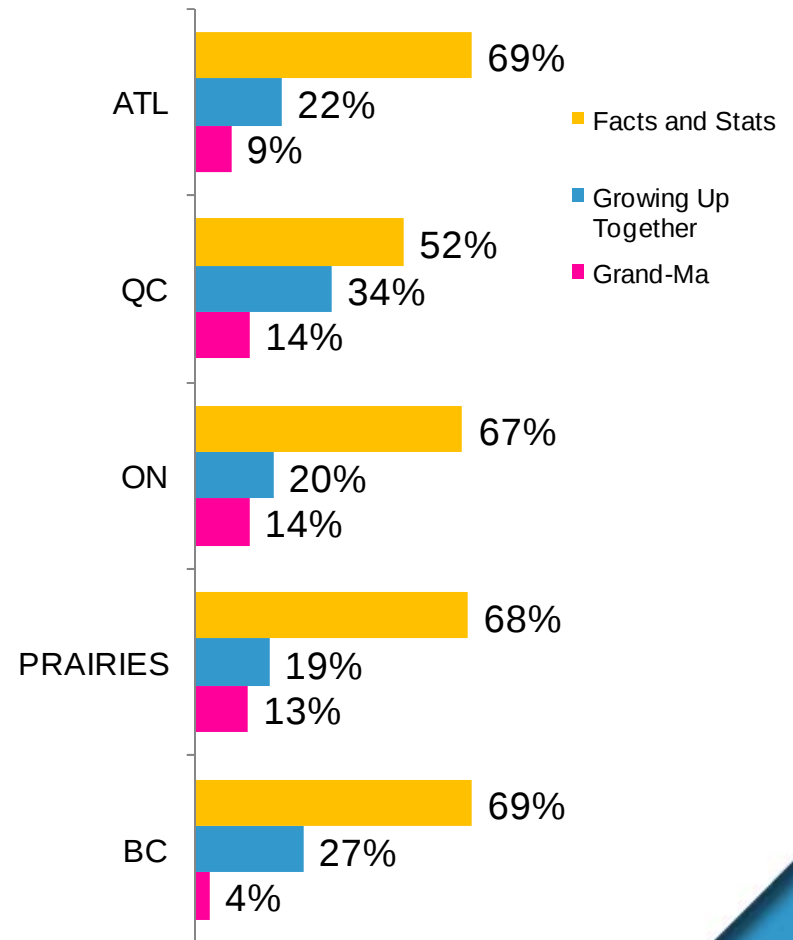
Q: Which of these ad campaigns do you generally prefer?
Base: (n=2,284)

Head to Head Comparison

Most likely to make you visit the
Healthycanadians.gc.ca/kids website

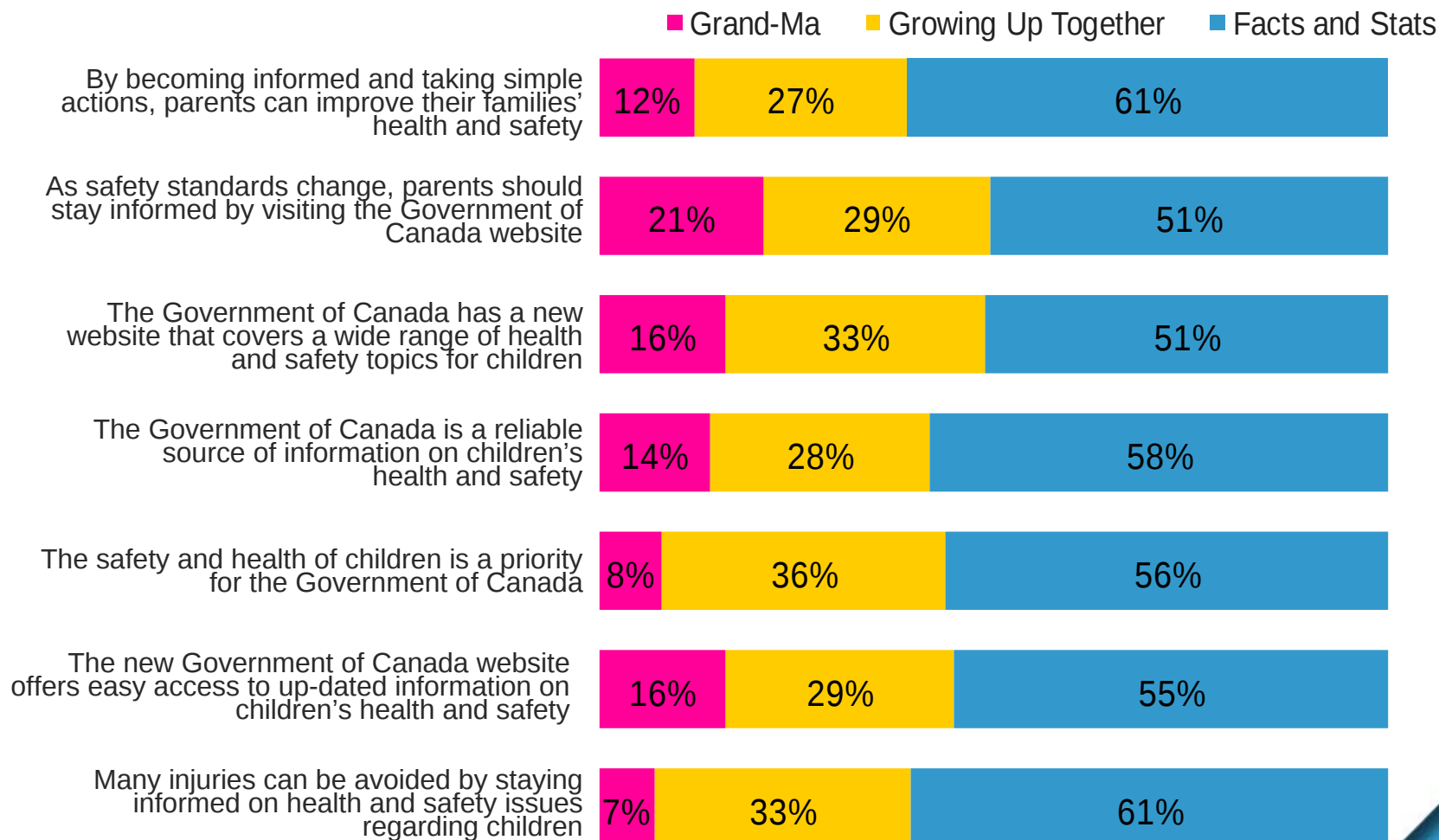


Most likely to visit by
Region



Q: Which of these ad campaigns would be most likely to make you visit the Healthycanadians.gc.ca/kids website?
Base: (n=2,284)

Best Concept Communicating Key Messages



Q. Which of these ad campaigns would you say does the best job of...

Base: (n=2,284)

GRAND-MA

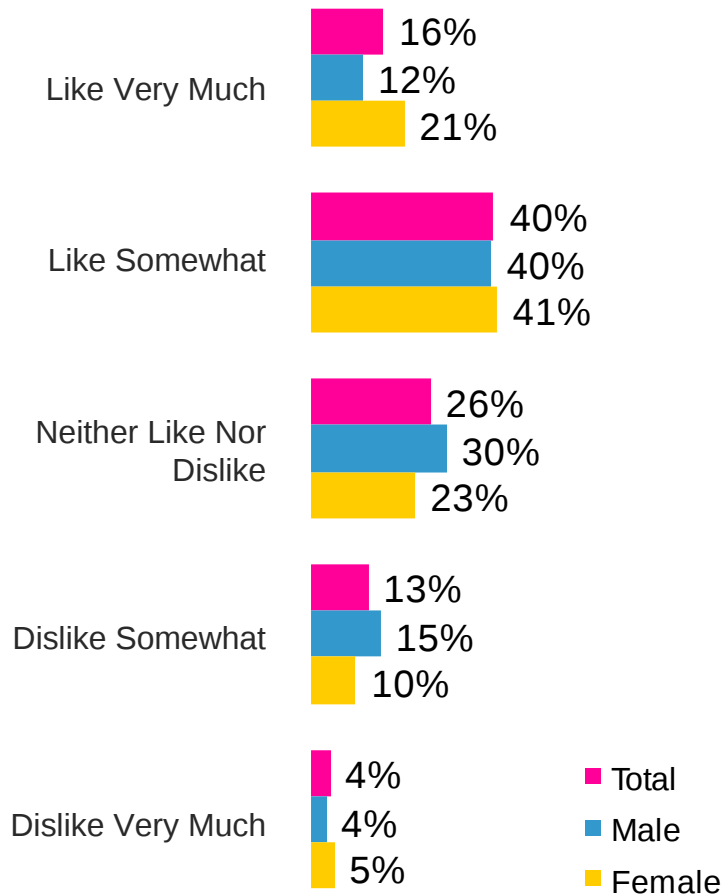
Concept One

Findings

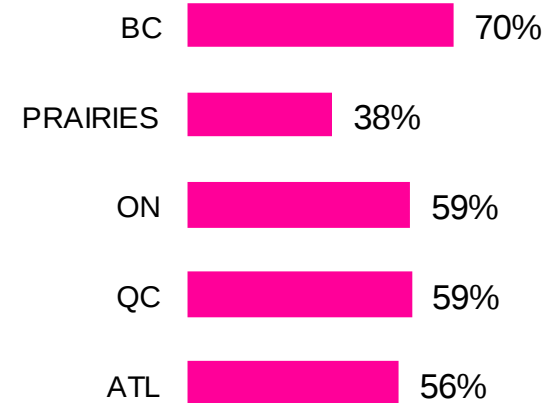
- The Grand-Ma concept performed relatively well on its own with the majority of respondents liking the ad (57%). The ad had a greater appeal with women (62%) and those from BC (70%), while the opposite is true for those in the Prairies (38%).
- However, the Grand-Ma concept had a high level of confusion and hard to believe elements. This is more noticeable with respondents under 25 and older than 45 years of age, residents of BC and Ontario, and those who have children between 7 and 16 years old.
- When examining the ad diagnostics it is apparent that the Grand-Ma concept has a greater impact and relevance with women, respondents 25-34 years old, those who earn less than \$35,000 and respondents from Quebec. Furthermore, the older a respondent and the higher their income the less likely the ad will resonate with them.
- Respondents found their knowledge of children's health and safety increased after viewing the concept, with those from Quebec and/or between 25-34 displaying a greater increase. Respondents from BC and the Atlantic were less likely to have an increase in knowledge.
- Similarly, respondents between 25-34 years old and women are more likely to visit Healthcanadians.gc.ca/kids, talk to their children about safety, mention the ad to friends or family and make changes to their environment to minimize accidents. These actions are less likely the older a respondent is, or if the respondent is under 25 years of age, from the Prairies or male.

Ad Likeability

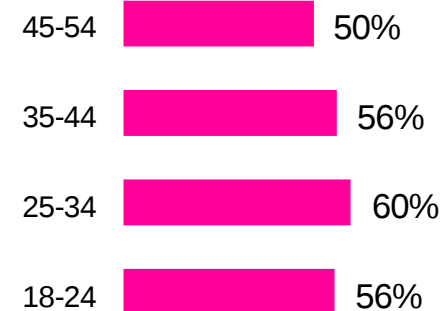
**Grand-Ma
(n=758)**



**Top 2 Box Scores
(Like very much, like somewhat)
Region**

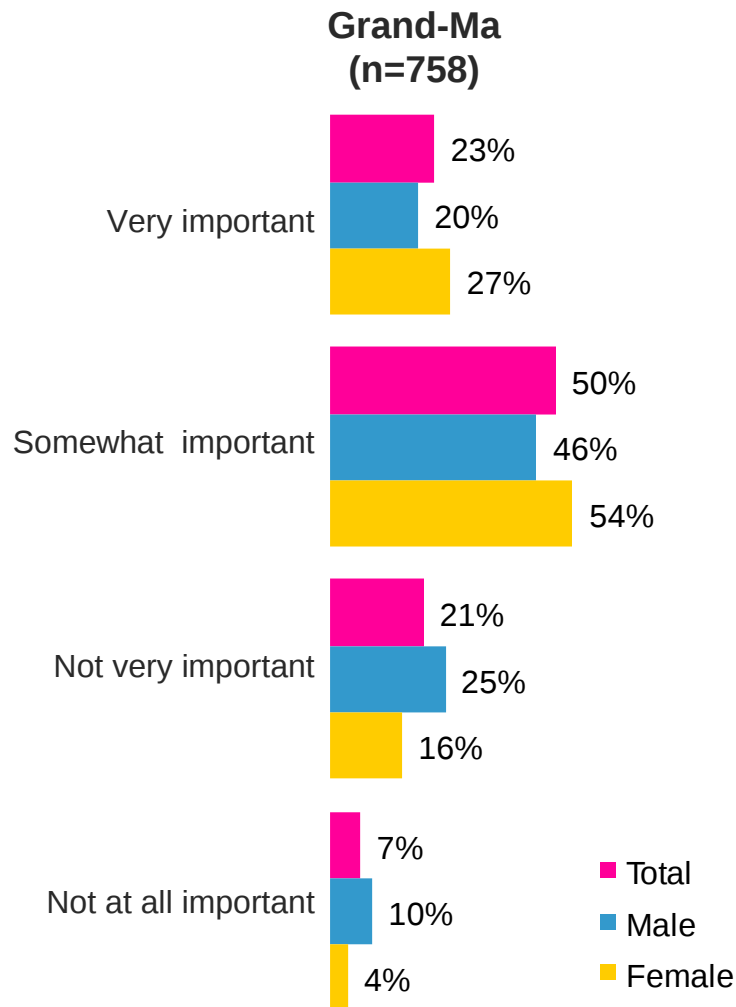


Age

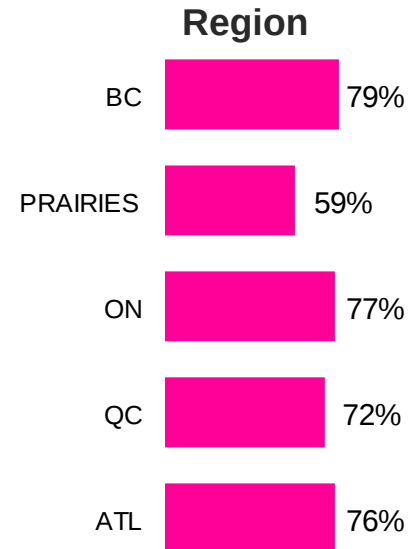


Q. How much do you like this campaign?

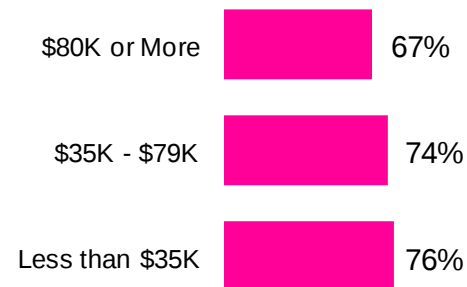
Importance of Message



Top 2 Box Scores (Very important, somewhat important)



Household Income



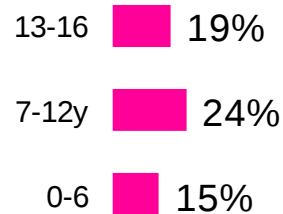
Q. How important is that message to you?

Confusion and Believability

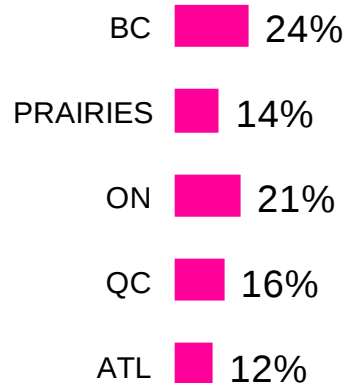
Grand-Ma
(n=758)

Saw something that viewers might find
confusing or difficult to understand
(% Yes)

Age of Children

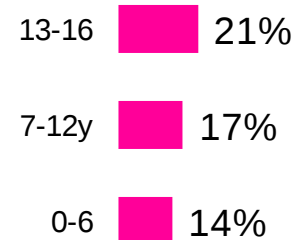


Region

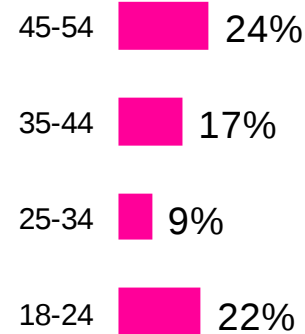


Saw something that viewers might find
hard to believe
(% Yes)

Age of Children



Age



Q. Did you see or hear anything in this commercial that other viewers might find confusing or difficult to understand?

Q. Did you see or hear anything in this commercial that other viewers might find hard to believe?

Diagnostic Scores – Rating 8-10 on 10 pts scale

Grand-Ma (n=758)	Gender		Age				Household Income			Region				
	Male	Female	18-24	25-34	35-44	45-54	Less than \$35K	\$35K - \$79K	\$80K or more	ATL	QC	ON	PRAIRIE S	BC
ENGAGEMENT														
The ad was believable	25%	40%	32%	30%	37%	31%	39%	31%	31%	25%	42%	36%	27%	22%
Would enjoy seeing again	26%	36%	38%	31%	31%	28%	36%	30%	28%	39%	40%	32%	22%	19%
Confusing	11%	12%	15%	8%	12%	12%	10%	10%	14%	5%	15%	12%	11%	5%
Irritating	20%	16%	21%	18%	19%	18%	22%	17%	16%	33%	14%	16%	15%	27%
Feels judgmental	19%	18%	12%	14%	19%	22%	15%	18%	20%	21%	19%	14%	18%	25%
RELEVANCE														
Would grab my attention	28%	44%	24%	39%	34%	36%	33%	39%	34%	34%	42%	35%	28%	40%
Said something important	34%	42%	37%	41%	37%	32%	41%	38%	35%	47%	39%	42%	27%	33%
Said something new	20%	26%	31%	32%	22%	19%	28%	25%	17%	37%	25%	22%	12%	28%
IMPACT														
Feel that GOC is a reliable source of information	39%	49%	35%	48%	44%	40%	48%	48%	36%	45%	53%	40%	37%	53%
More likely to consider GOC as source of information	35%	49%	39%	52%	38%	36%	45%	42%	40%	48%	49%	39%	30%	53%
Made me want to get more information	26%	44%	38%	34%	36%	30%	37%	35%	34%	40%	44%	36%	22%	33%
Shows advantages of referring to the GOC for information	33%	45%	27%	38%	35%	44%	40%	42%	33%	38%	46%	35%	27%	52%

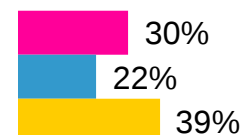
Q. We would like your opinion as to how you feel each of the phrases describes this ad campaign.

Diagnostic Scores – Rating 8-10 on 10 pts scale

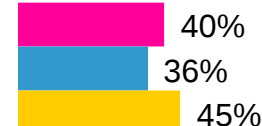
Age				Region				
18-24	25-34	35-44	45-54	ATL	QC	ON	PRAIR IES	BC
16%	29%	33%	25%	31%	36%	30%	23%	32%
33%	43%	40%	35%	36%	41%	36%	34%	63%
22%	37%	30%	29%	44%	38%	33%	24%	31%
20%	50%	33%	34%	45%	36%	28%	52%	51%
19%	29%	25%	24%	25%	30%	25%	18%	43%
31%	45%	36%	38%	44%	42%	37%	34%	47%

Grand-Ma (n=758)

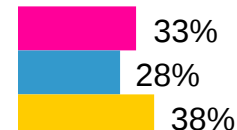
I felt as though this campaign was talking to people like me



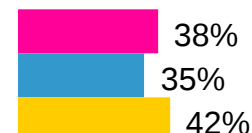
This campaign seemed different from most other advertising on the same topic



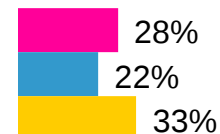
I enjoyed seeing the ad campaign



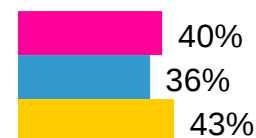
I did not feel that my time was wasted



I felt involved in what I saw and heard



I like the idea behind this ad campaign

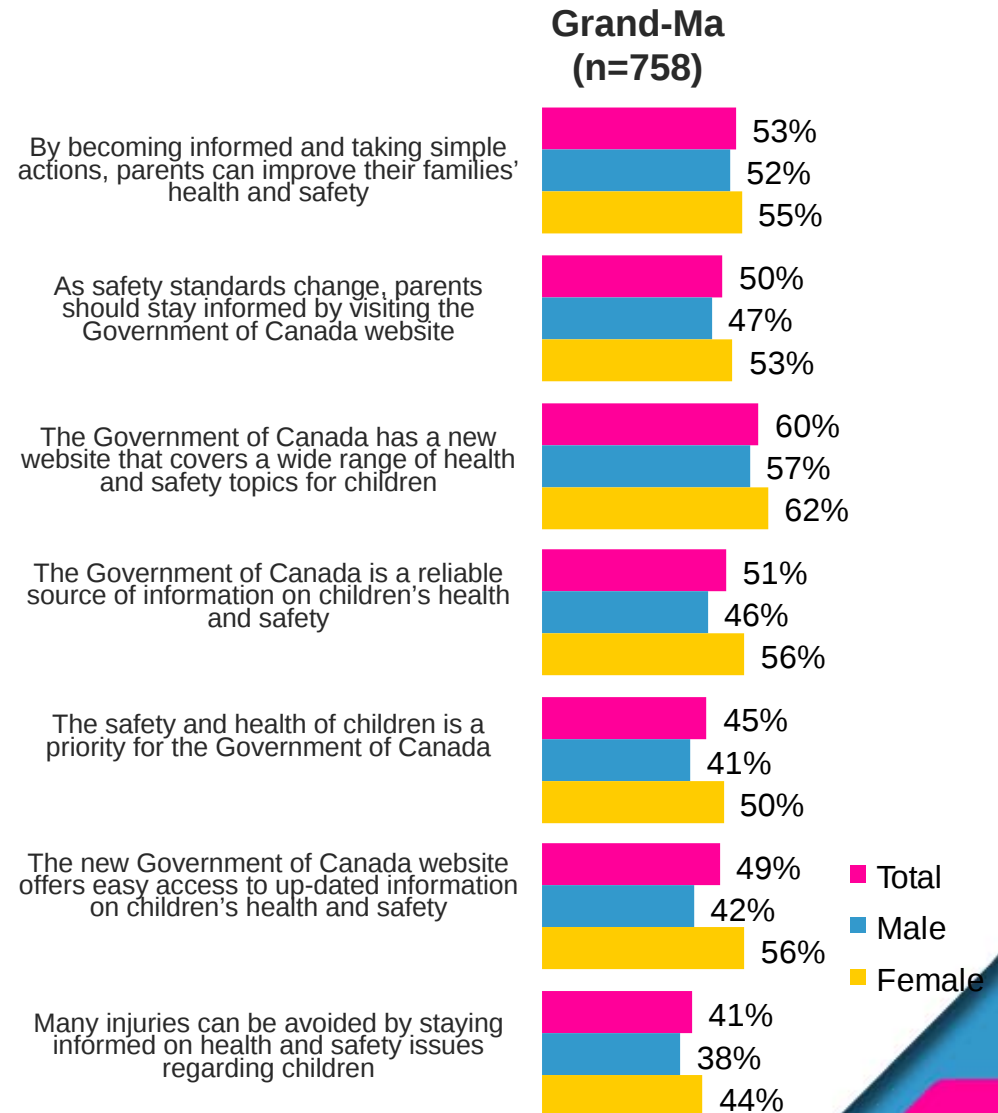


■ Total
■ Male
■ Female

Q. Please indicate whether you agree or disagree with the following phrases

Key Message Communication - Rating 8-10 on 10 pts scale

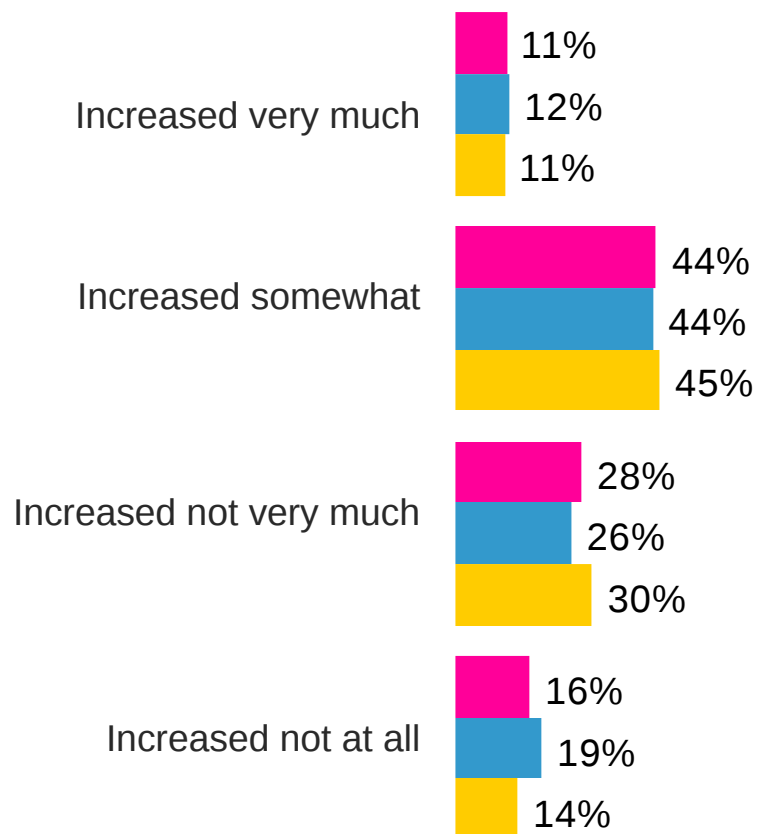
Region				
ATL	QC	ON	PRAIRIES	BC
44%	57%	47%	54%	68%
56%	49%	48%	36%	71%
50%	58%	62%	44%	83%
38%	57%	51%	34%	67%
34%	47%	44%	35%	67%
43%	52%	52%	38%	50%
36%	48%	36%	31%	60%



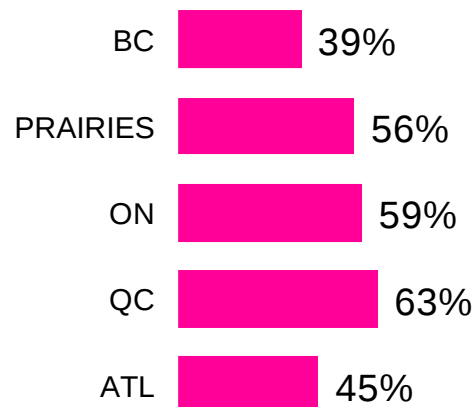
Q. we'd like your opinion on how well you think this ad campaign, as a whole, communicates the following messages about children's health and safety

Impact of Ad on Knowledge of Children's Health and Safety

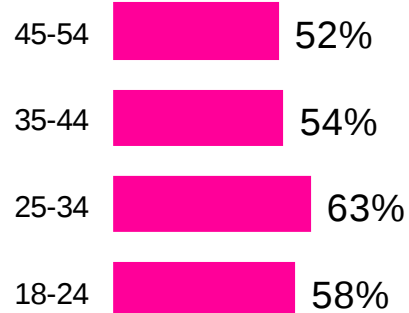
**Grand-Ma
(n=758)**



Top 2 Box Scores
(Like very much, like somewhat)
Region



Age



Q: Would you say this ad campaign increased your knowledge of children's health and safety...?

Call to Action – Rating 8-10 on 10 pts scale

Age				Region				
18-24	25-34	35-44	45-54	ATL	QC	ON	PRAIR IES	BC
38%	55%	48%	44%	51%	52%	48%	37%	53%
31%	38%	33%	31%	27%	37%	36%	22%	49%
29%	49%	30%	24%	30%	34%	31%	35%	34%
25%	30%	26%	25%	22%	30%	29%	21%	34%

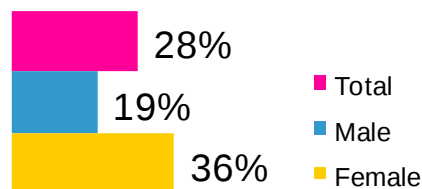
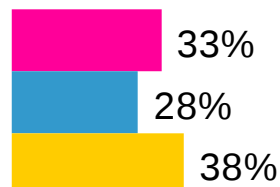
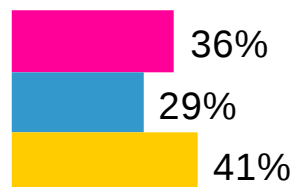
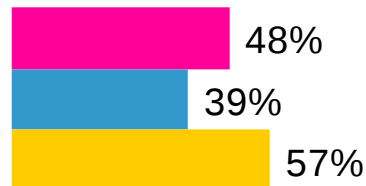
Visit the
Healthycanadians.gc.ca/kids
website to obtain more information

Talk to your child about health and
safety practices

Make changes in your child's
environment to limit the risks of
accidents

Talk about this ad campaign to
friends or family

**Grand-Ma
(n=758)**



■ Total
■ Male
■ Female

Q. Would this ad and its message make you...?

GROWING UP TOGETHER

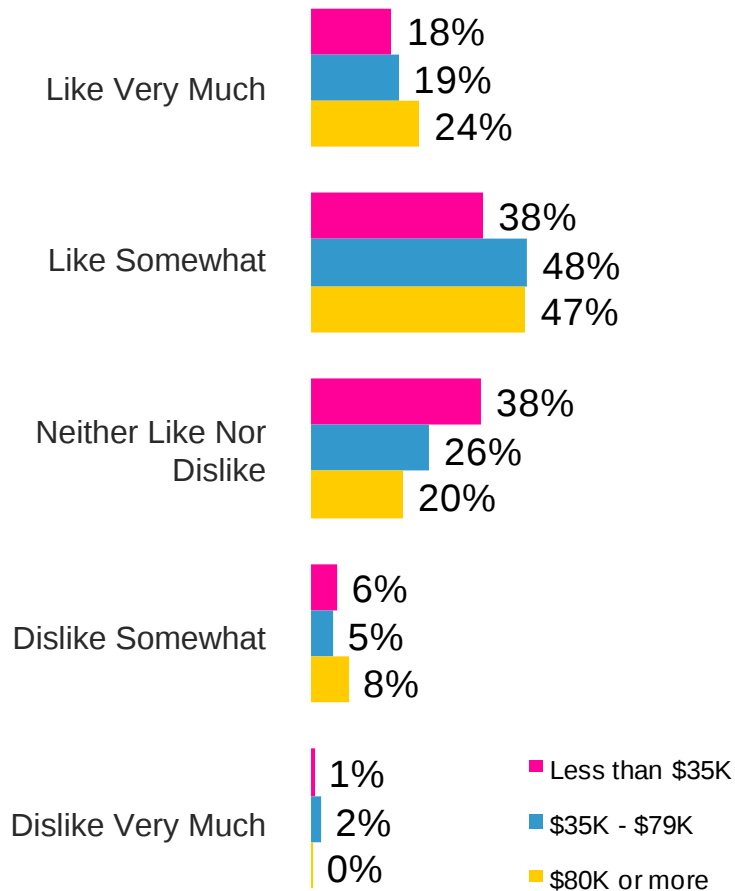
Concept Two

Findings

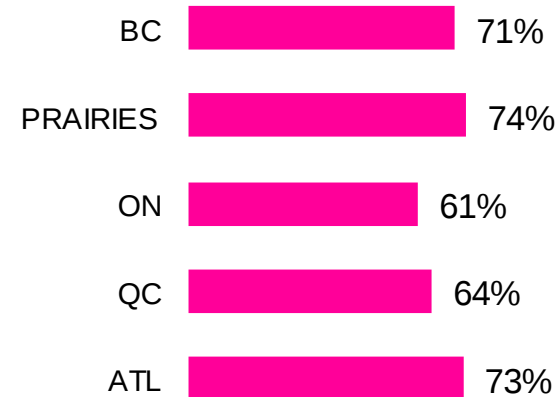
- Overall the Growing Up Together concept performed well on its own with 71% of respondents reacting positively to the concept.
- The concept performed particularly well over in regards to nearly all the ad diagnostics, overall likeability, importance of message and call to action with respondents who have a household income greater than \$80,000 annually. Conversely, the less one earns the less likely the concept and its message is to resonate and invoke a positive reaction from respondents. For example respondents who earn a household income of less than \$35,000, 56% reacted positively to the Growing Up Together concept compared to 71% of those who have an annual household income greater than \$80,000.
- In addition, those who earn less and the younger a respondent is are more likely to find elements in the concept that are confusing and hard to believe.
- After viewing the concept, respondents from the Atlantic and BC were more likely to adhere to the call to actions. Also, the age of a respondents children impacted the likelihood of visiting the website, discussing the ad, talking to their children about safety and taking measures to minimize accidents.

Ad Likeability

**Growing Up Together
(n=735)**



**Top 2 Box Scores
(Like very much, like somewhat)
Region**



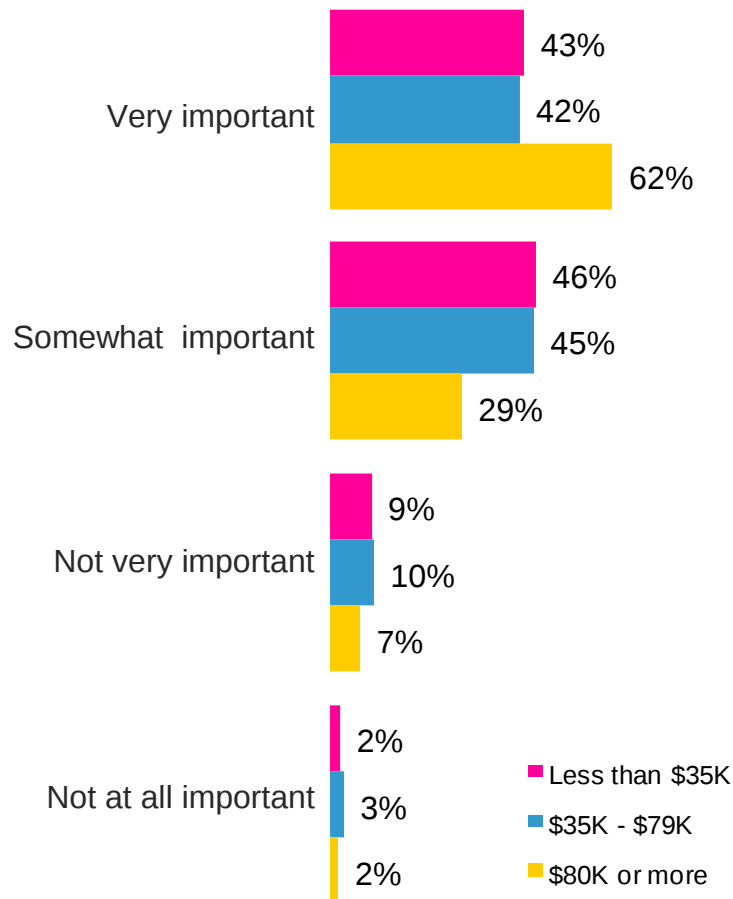
Age



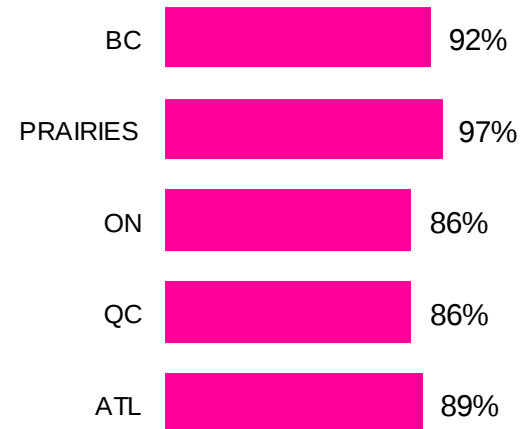
Q. How much do you like this campaign?

Importance of Message

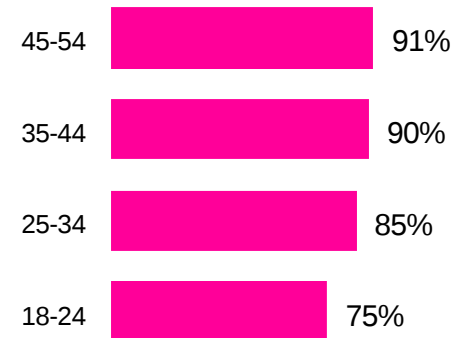
Growing Up Together (n=735)



Top 2 Box Scores (Very important, somewhat important) Region



Age



Q. How important is that message to you?

Confusion and Believability

Growing Up Together (n=735)

Saw something that viewers might find
confusing or difficult to understand
(% Yes)

Household Income

\$80K or more 7%

\$35K - \$79K 9%

Less than \$35K 13%

Age

45-54 7%

35-44 9%

25-34 12%

18-24 18%

Saw something that viewers
might find hard to believe
(% Yes)

Household Income

\$80K or more 1%

\$35K - \$79K 3%

Less than \$35K 7%

Age of Children

13-16 2%

7-12y 4%

0-6 6%

Q. Did you see or hear anything in this commercial that other viewers might find confusing or difficult to understand?

Q. Did you see or hear anything in this commercial that other viewers might find hard to believe?

Diagnostic Scores – Rating 8-10 on 10 pts scale

**Growing Up
Together
(n=735)**

	Gender		Age				Age of Children			Household Income			Region				
	Male	Female	18-24	25-34	35-44	45-54	0-6	7-12	13-16	Less than \$35K	\$35K - \$79K	\$80K or more	ATL	QC	ON	PRAIRIES	BC
ENGAGEMENT																	
The ad was believable	54%	56%	58%	67%	53%	52%	56%	53%	47%	49%	51%	64%	48%	61%	52%	54%	59%
Would enjoy seeing again	37%	40%	55%	39%	39%	35%	36%	40%	34%	37%	33%	48%	48%	39%	42%	33%	28%
Confusing	11%	9%	34%	7%	6%	12%	11%	7%	10%	13%	10%	8%	10%	10%	13%	5%	6%
Irritating	6%	10%	4%	8%	7%	10%	7%	7%	11%	13%	8%	4%	5%	7%	9%	5%	10%
Feels judgmental	9%	7%	29%	4%	7%	9%	7%	5%	9%	12%	9%	5%	2%	8%	11%	4%	9%
RELEVANCE																	
Would grab my attention	40%	42%	59%	37%	44%	39%	38%	38%	41%	38%	41%	44%	48%	44%	40%	41%	36%
Said something important	55%	53%	58%	61%	54%	50%	55%	54%	47%	41%	48%	71%	55%	54%	49%	60%	58%
Said something new	27%	26%	51%	20%	27%	28%	28%	27%	23%	25%	25%	28%	27%	23%	31%	24%	21%
IMPACT																	
Feel that GOC is a reliable source of information	48%	55%	56%	53%	54%	50%	52%	53%	51%	52%	50%	55%	57%	64%	51%	44%	41%
More likely to consider GOC as source of information	58%	55%	60%	66%	59%	49%	59%	59%	50%	49%	51%	69%	62%	59%	54%	61%	51%
Made me want to get more information	55%	49%	56%	58%	50%	51%	54%	53%	46%	42%	46%	68%	50%	54%	49%	53%	56%
Shows advantages of referring to the GOC for information	46%	49%	55%	40%	50%	50%	43%	46%	50%	41%	47%	52%	48%	52%	50%	42%	38%

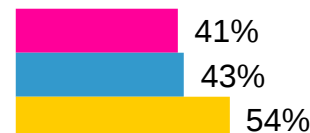
Q. We would like your opinion as to how you feel each of the phrases describes this ad campaign.

Diagnostic Scores – Rating 8-10 on 10 pts scale

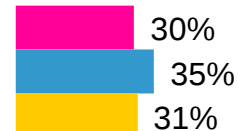
Age				Region				
18-24	25-34	35-44	45-54	ATL	QC	ON	PRAIR-IES	BC
53%	49%	52%	40%	53%	51%	45%	54%	29%
38%	31%	38%	30%	47%	35%	33%	30%	25%
52%	33%	42%	34%	45%	40%	38%	30%	27%
39%	46%	51%	39%	51%	49%	41%	56%	30%
52%	42%	40%	28%	40%	44%	39%	32%	20%
56%	55%	56%	51%	58%	54%	54%	64%	40%

Growing Up Together (n=735)

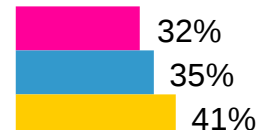
I felt as though this campaign was talking to people like me



This campaign seemed different from most other advertising on the same topic



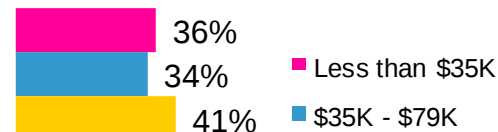
I enjoyed seeing the ad campaign



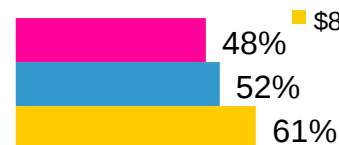
I did not feel that my time was wasted



I felt involved in what I saw and heard



I like the idea behind this ad campaign

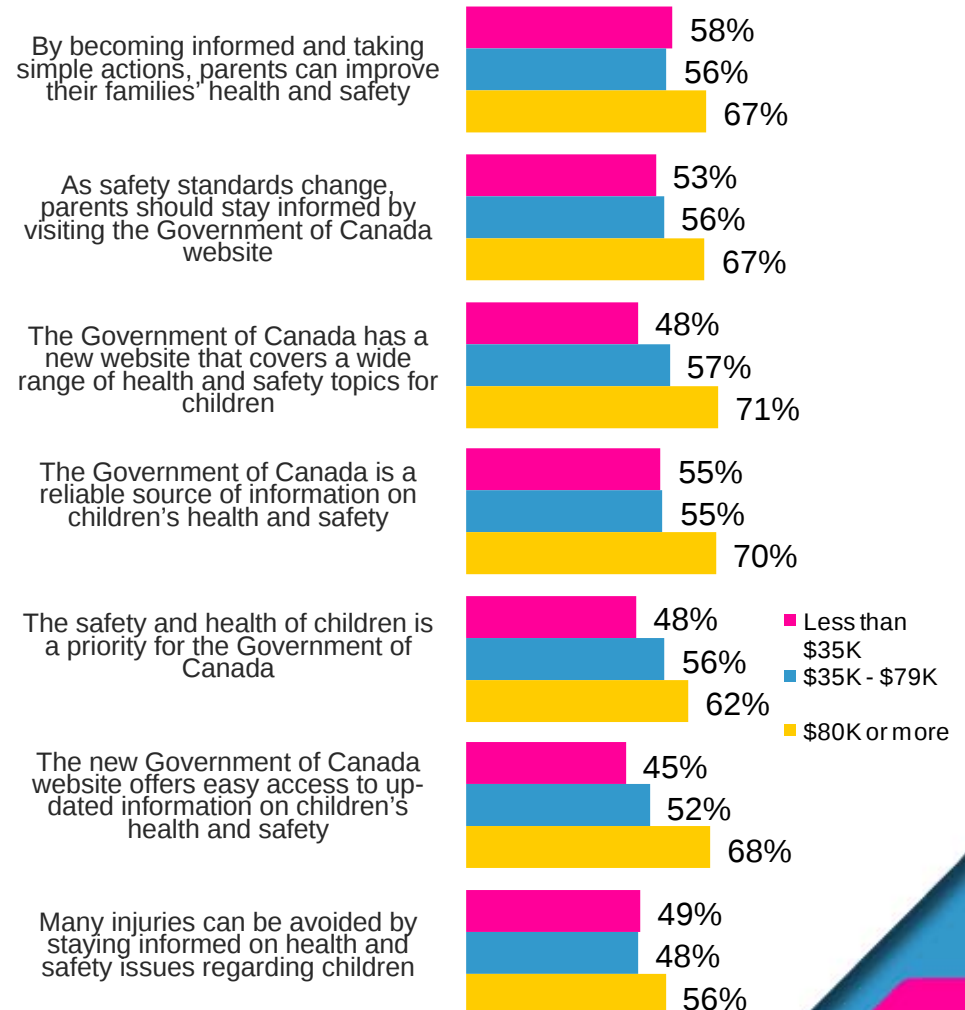


Q. Please indicate whether you agree or disagree with the following phrases

Key Message Communication - Rating 8-10 on 10 pts scale

Region				
ATL	QC	ON	PRAIRIES	BC
57%	65%	54%	63%	67%
55%	58%	58%	51%	73%
61%	61%	52%	64%	71%
60%	66%	56%	53%	69%
58%	61%	59%	54%	42%
57%	62%	50%	53%	63%
50%	57%	50%	49%	45%

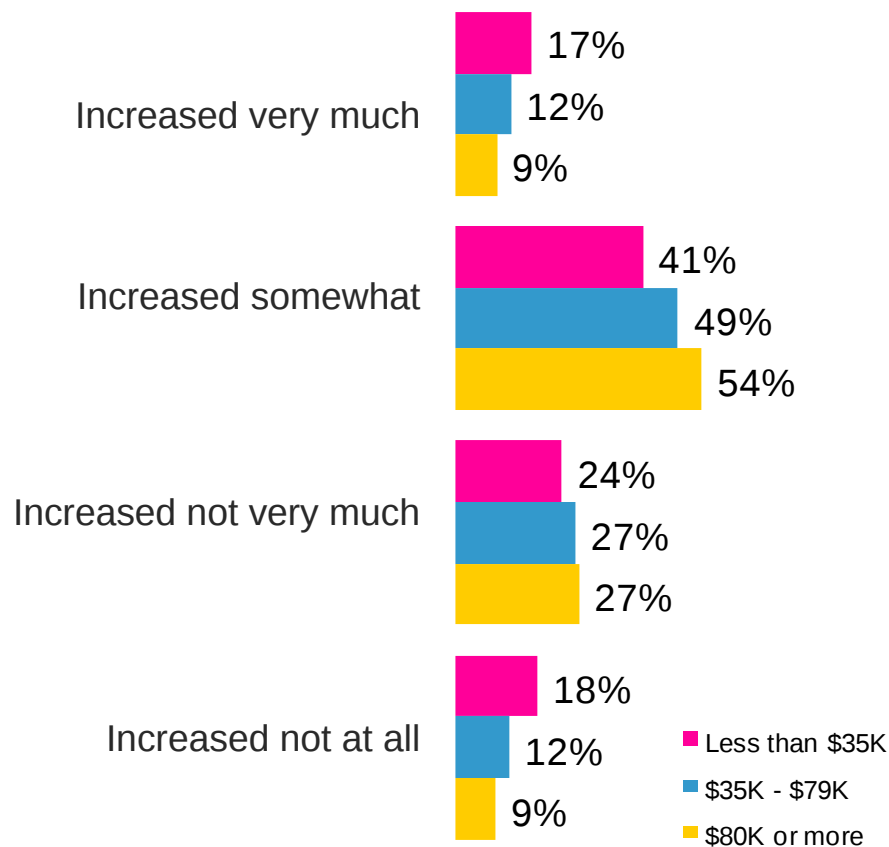
Growing Up Together (n=735)



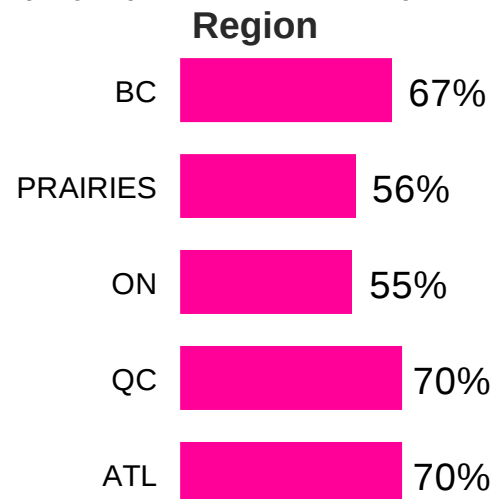
Q. we'd like your opinion on how well you think this ad campaign, as a whole, communicates the following messages about children's health and safety

Impact of Ad on Knowledge of Children's Health and Safety

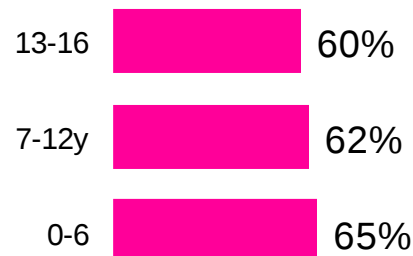
**Growing Up Together
(n=735)**



**Top 2 Box Scores
(Very important, somewhat important)**



Age of Children



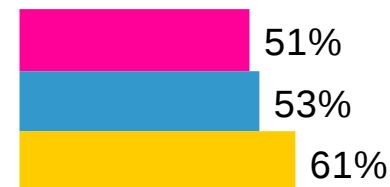
Q: Would you say this ad campaign increased your knowledge of children's health and safety...?

Call to Action – Rating 8-10 on 10 pts scale

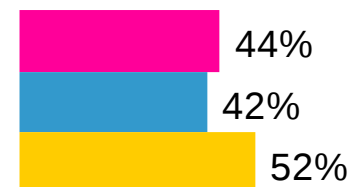
Age of Children			Region				
0-6	7-12	13-16	ATL	QC	ON	PRAIR IES	BC
59%	56%	47%	59%	60%	50%	52%	62%
50%	43%	38%	43%	48%	45%	38%	53%
50%	42%	34%	47%	44%	44%	32%	45%
35%	34%	24%	38%	35%	34%	26%	25%

Growing Up Together (n=735)

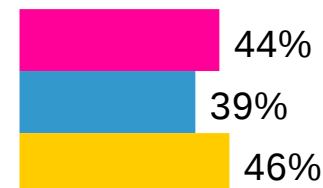
Visit the
Healthycanadians.gc.ca/kids
website to obtain more information



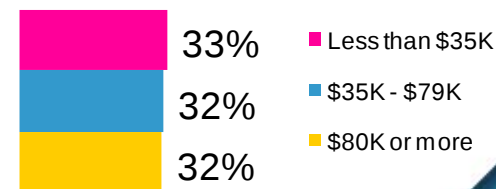
Talk to your child about health and
safety practices



Make changes in your child's
environment to limit the risks of
accidents



Talk about this ad campaign to
friends or family



Q. Would this ad and its message make you...?

FACTS & STATS

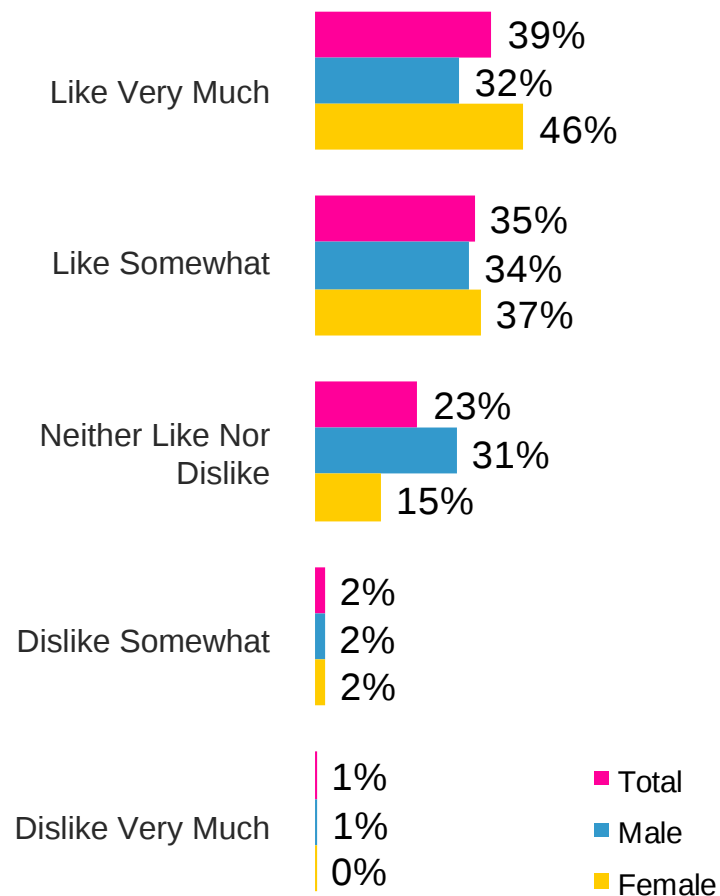
Concept Three

Findings

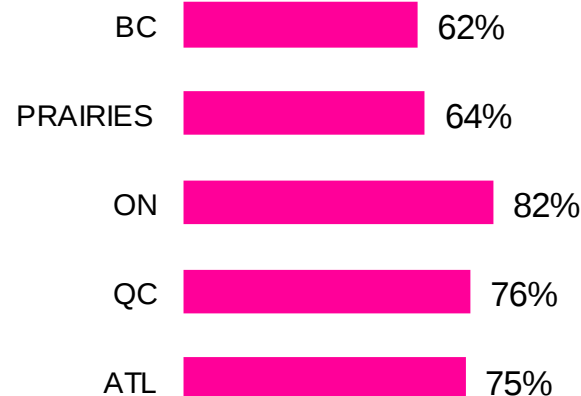
- The Facts and Stats concept received the most positive reaction of all three concepts. The majority of respondents (83%) liked what they saw. Respondents who are older than 35, from Ontario and/or women were more likely to react well to the concept.
- The concept resonated well with respondents over 25 years old and increased with age. Respondents between 18-24 years of age and/or from BC were less likely to enjoy the concept on numerous ad diagnostics. In addition, the age of a respondent's child played a factor in how well the Facts and Stats concept was received. The younger the child the more likely the respondent would feel the campaign was talking to them, felt involved in what they saw and heard, and how much they liked the idea behind it.
- Respondents from Ontario and the Atlantic were more likely to feel their knowledge on child health and safety issues increased after seeing the concept. Furthermore, those with older children were more likely to feel an increase in knowledge as well.
- Women, residents of Ontario and those who earn less than \$35,000 annually were more likely to visit the website for more information, talk to their children about safety, talk about the ad, and make changes to their environment to limit accidents.

Ad Likeability

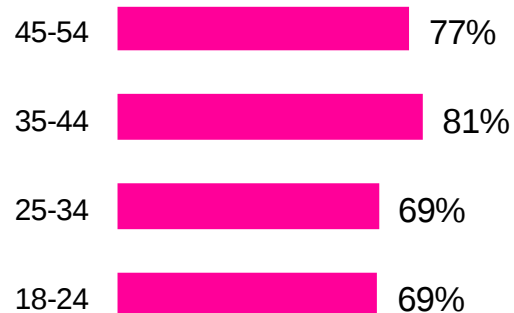
Facts and Stats (n=791)



Top 2 Box Scores (Like very much, like somewhat) Region



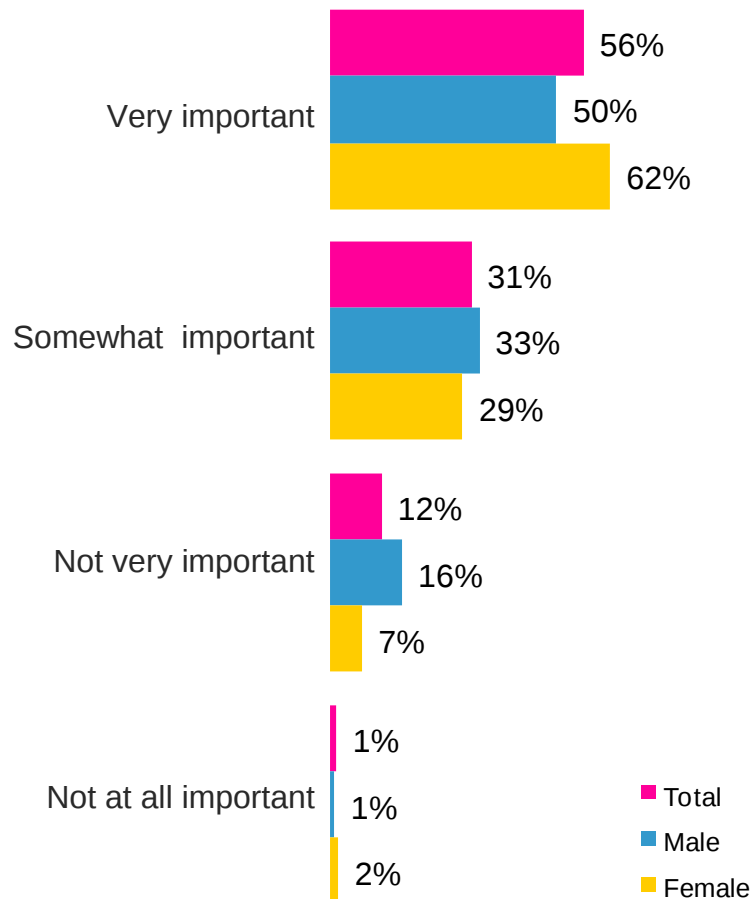
Age



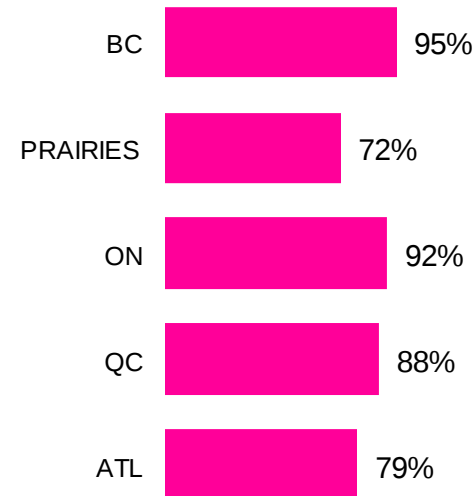
Q. How much do you like this campaign?

Importance of Message

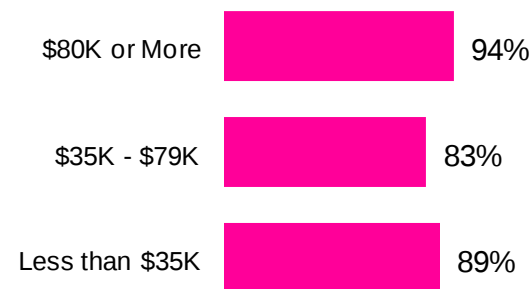
Facts and Stats (n=791)



Top 2 Box Scores (Very important, somewhat important) Region



Household Income

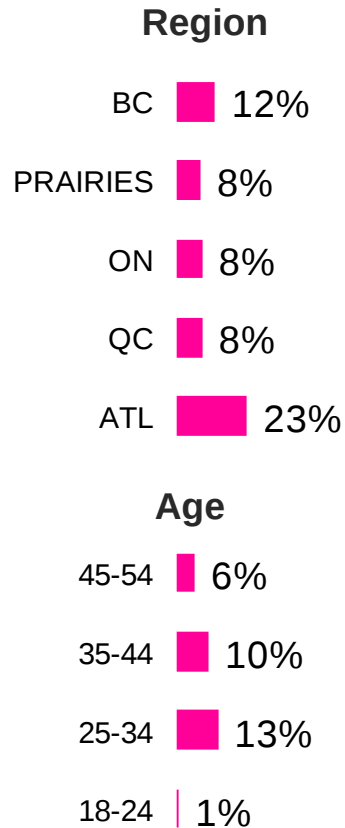


Q. How important is that message to you?

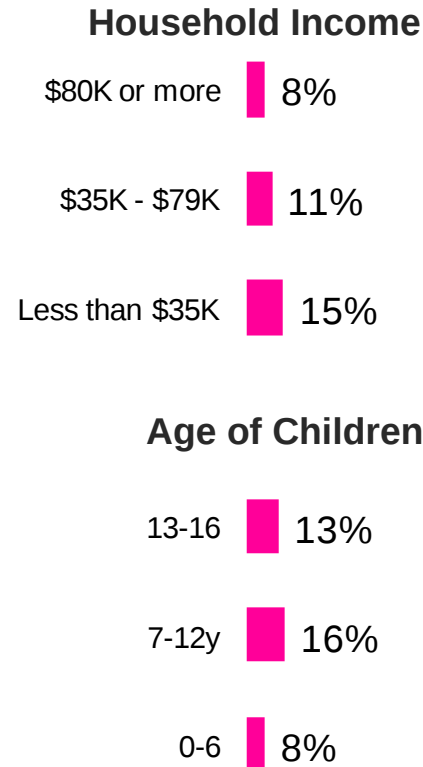
Confusion and Believability

Facts and Stats (n=791)

Saw something that viewers might find
confusing or difficult to understand
(% Yes)



Saw something that viewers might find hard to believe
(% Yes)



Q. Did you see or hear anything in this commercial that other viewers might find confusing or difficult to understand?

Q. Did you see or hear anything in this commercial that other viewers might find hard to believe?

Diagnostic Scores – Rating 8-10 on 10 pts scale

Facts and Stats (n=791)

	Gender		Age				Age of Children			Household Income			Region				
	Male	Female	18-24	25-34	35-44	45-54	0-6	7-12	13-16	Less than \$35K	\$35K - \$79K	\$80K or more	ATL	QC	ON	PRAIRIES	BC
ENGAGEMENT																	
The ad was believable	67%	71%	59%	72%	68%	69%	73%	69%	63%	65%	71%	70%	71%	63%	69%	73%	74%
Would enjoy seeing again	54%	61%	45%	63%	59%	56%	58%	57%	60%	66%	50%	66%	63%	59%	66%	42%	49%
Confusing	13%	6%	7%	16%	6%	7%	10%	9%	10%	15%	7%	9%	9%	8%	12%	7%	8%
Irritating	15%	4%	4%	24%	6%	7%	16%	8%	6%	7%	10%	13%	1%	7%	8%	21%	8%
Feels judgmental	11%	7%	6%	11%	12%	7%	10%	11%	9%	13%	7%	8%	4%	16%	11%	3%	0%
RELEVANCE																	
Would grab my attention	49%	68%	51%	58%	63%	60%	60%	59%	63%	65%	52%	66%	64%	61%	68%	47%	37%
Said something important	57%	70%	61%	56%	68%	66%	66%	67%	60%	58%	66%	64%	54%	61%	70%	55%	64%
Said something new	45%	43%	50%	38%	46%	44%	40%	44%	50%	46%	43%	43%	46%	40%	56%	34%	29%
IMPACT																	
Feel that GOC is a reliable source of information	55%	72%	56%	58%	72%	70%	68%	60%	67%	60%	63%	69%	68%	67%	70%	56%	46%
More likely to consider GOC as source of information	55%	73%	56%	59%	73%	65%	69%	63%	63%	64%	60%	73%	71%	62%	72%	57%	46%
Made me want to get more information	64%	67%	64%	57%	71%	67%	70%	68%	63%	64%	62%	75%	73%	63%	69%	54%	69%
Shows advantages of referring to the GOC for information	63%	70%	47%	73%	72%	62%	69%	65%	65%	69%	64%	67%	72%	62%	71%	75%	47%

Q. We would like your opinion as to how you feel each of the phrases describes this ad campaign.

Diagnostic Scores – Rating 8-10 on 10 pts scale

Facts and Stats (n=791)														
	Gender		Age				Age of Children			Region				
	Male	Female	18-24	25-34	35-44	45-54	0-6	7-12	13-16	ATL	QC	ON	PRAIRIES	BC
I felt as though this campaign was talking to people like me	46%	60%	32%	62%	54%	48%	60%	51%	48%	55%	51%	58%	54%	37%
This campaign seemed different from most other advertising on the same topic	47%	55%	33%	59%	51%	48%	58%	51%	46%	51%	46%	58%	53%	40%
I enjoyed seeing the ad campaign	49%	61%	47%	60%	56%	51%	60%	54%	54%	57%	55%	59%	60%	39%
I did not feel that my time was wasted	57%	67%	54%	70%	63%	59%	66%	59%	61%	62%	54%	66%	68%	55%
I felt involved in what I saw and heard	43%	56%	32%	57%	52%	45%	56%	50%	45%	44%	51%	52%	55%	36%
I like the idea behind this ad campaign	59%	72%	53%	72%	70%	64%	73%	66%	61%	60%	60%	69%	72%	59%

Q. Please indicate whether you agree or disagree with the following phrases

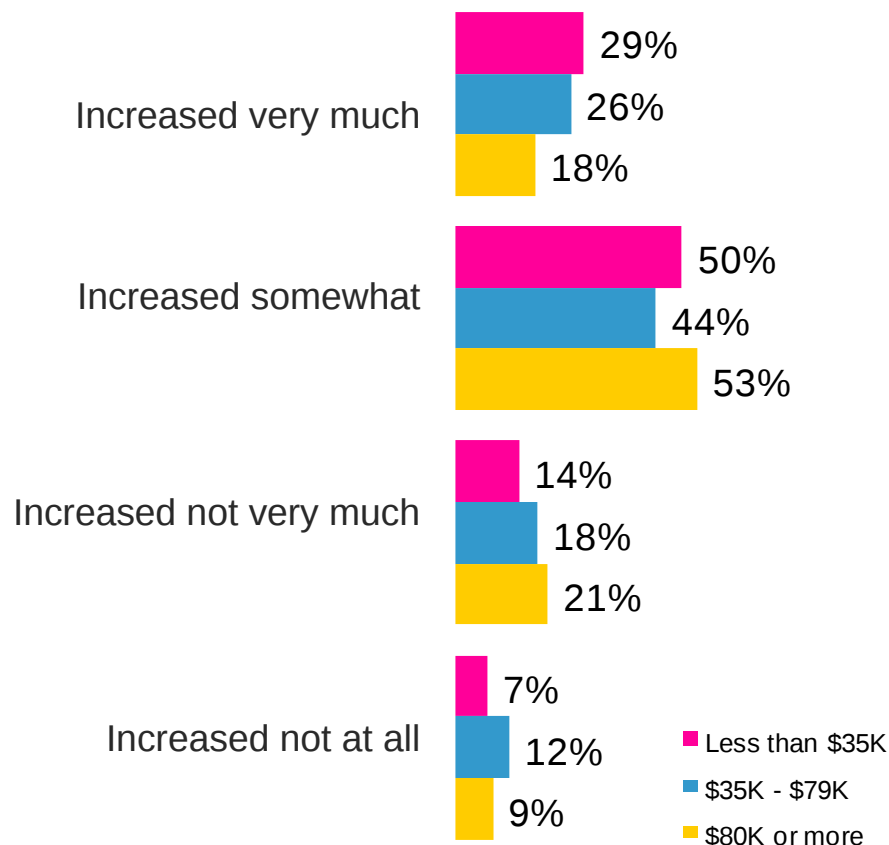
Key Message Communication - Rating 8-10 on 10 pts scale

Facts and Stats (n=791)	Gender		Age				Household Income			Region				
	Male	Female	18-24	25-34	35-44	45-54	Less than \$35K	\$35K - \$79K	\$80K or more	ATL	QC	ON	PRAIRIE S	BC
By becoming informed and taking simple actions, parents can improve their families' health and safety	72%	82%	73%	67%	82%	74%	80%	75%	75%	93%	73%	81%	64%	77%
As safety standards change, parents should stay informed by visiting the Government of Canada website	58%	73%	68%	62%	72%	64%	66%	62%	74%	75%	66%	74%	57%	46%
The Government of Canada has a new website that covers a wide range of health and safety topics for children	53%	68%	60%	51%	69%	57%	59%	58%	68%	66%	63%	69%	50%	43%
The Government of Canada is a reliable source of information on children's health and safety	61%	76%	68%	61%	76%	65%	65%	67%	75%	78%	72%	73%	58%	55%
The safety and health of children is a priority for the Government of Canada	51%	69%	74%	56%	68%	57%	65%	57%	58%	65%	63%	67%	56%	35%
The new Government of Canada website offers easy access to up-dated information on children's health and safety	53%	69%	54%	58%	69%	54%	69%	57%	61%	53%	62%	68%	52%	54%
Many injuries can be avoided by staying informed on health and safety issues regarding children	68%	75%	75%	59%	76%	72%	74%	72%	67%	83%	73%	73%	57%	76%

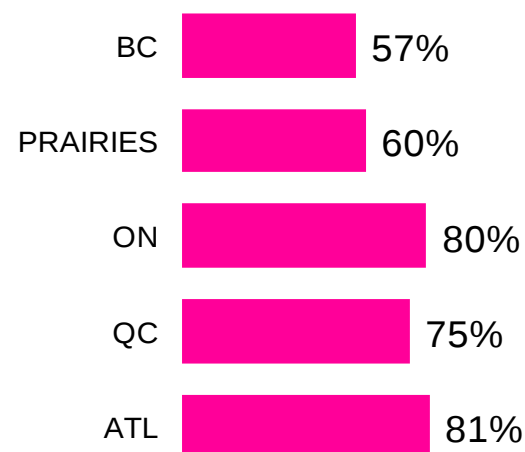
Q. we'd like your opinion on how well you think this ad campaign, as a whole, communicates the following messages about children's health and safety

Impact of Ad on Knowledge of Children's Health and Safety

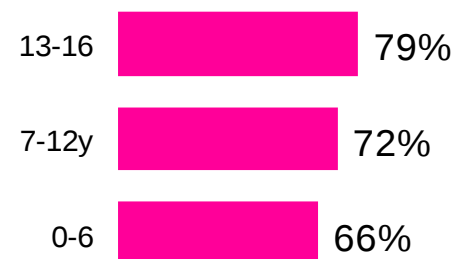
Facts and Stats
(n=791)



Top 2 Box Scores
(Very important, somewhat important)
Region



Age of Children



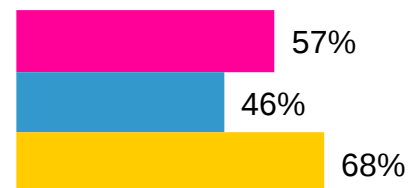
Q: Would you say this ad campaign increased your knowledge of children's health and safety...?

Call to Action – Rating 8-10 on 10 pts scale

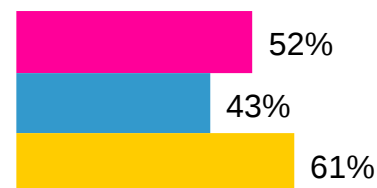
Household Income			Region				
Less than \$35K	\$35K - \$79K	\$80K or more	ATL	QC	ON	PRAIRIES	BC
64%	55%	55%	63%	58%	68%	43%	39%
62%	50%	44%	47%	56%	61%	41%	37%
59%	47%	46%	50%	53%	56%	39%	43%
58%	46%	49%	55%	49%	61%	40%	31%

Facts and Stats (n=791)

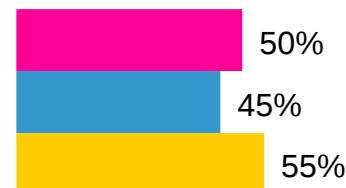
Visit the Healthycanadians.gc.ca/kids website to obtain more information



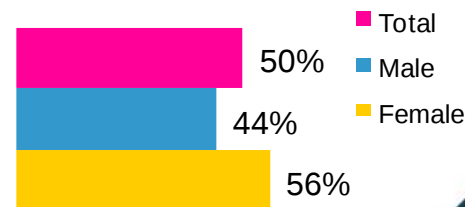
Talk to your child about health and safety practices



Make changes in your child's environment to limit the risks of accidents



Talk about this ad campaign to friends or family



Q. Would this ad and its message make you...?

Summary of Key Findings

Summary of Key Findings

- The “Facts and Stats” creative concept is the clear winner among the three concepts tested and consistently outperformed the “Growing Up Together” and the “Grand-Ma” concepts in head-to-head comparison, ad diagnostic measurements, and intent to follow the calls to action.
- The Facts and Stats concept gets the highest Top Box (39% vs. 16% for Grand-Ma and 22% for Growing up Together) and Top 2 Box scores (75% vs. 56%-68%) in terms of overall likeability, and wins by a margin of 2 to 1 on most metrics. 60% prefer the Facts and Stats concept overall (vs. 17% for Grand-Ma and 23% for Growing Up Together), and 64% select that concept as the one that is most likely to get them to visit the website (vs. 12% for Grand-Ma and 24% for Growing Up Together).
- Furthermore, Facts and Stats outperforms the other two concepts, as well as the TNS norm. Of particular relevance:
 - Would enjoy seeing the ad again: 59% for Facts and Stats vs. 31% for Grand-Ma and 38% for Growing Up Together.
 - Said something important: 64% (Facts and Stats) vs. 38% (Grand-Ma) and 54% (Growing Up Together)
 - Made me want to get more information: 68% (Facts and Stats) vs. 36% (Grand-Ma) and 53% (Growing Up Together)
 - Different from other advertising: 52% (Facts and Stats) vs. 40% (Grand-Ma) and 33% (Growing Up Together)

Summary of Key Findings (con't)

- Facts and Stats performed especially well with women and respondents from Ontario in terms of ad likeability, importance of message, calls to action, and key message comprehension. In addition, the less household income a respondent earns the more likely the concept increases their knowledge in child safety and the more likely they are to follow the calls to action, such as 64% of those who earn less than \$35,000 annually are likely to visit the website compared to 55% who earn over \$80,000 annually.
- The age of a respondent played a factor in how well the Facts and Stats concept performed among respondents. The concept resonated well with respondents over 25 years old and increased with age. However, those between 18-24 years of age were less likely to enjoy the concept on numerous ad diagnostics.
- Similarly, the age of a respondent's child impacted how well the Facts and Stats concept performed. The younger the child the more likely the respondent would feel the campaign was talking to them, felt involved in what they saw and heard, and how much they liked the idea behind it.

Qualitative Focus Group Testing – Summary of Findings

Methodology

- Traditional focus groups were conducted to test several executions of the Facts and Stats concept. This included the following TV, Print and Pamphlets advertising concepts:
 - TV (2 ads, 4 concepts): 1. Crib-Egg and 2. Walker-Sandwich
 - Print: 1. Balloon 2. Pajamas 3. Sandwich 4. Honey
 - Pamphlet: 1. Book 2. Cross
- A total of six focus groups were conducted; two each in Toronto (Oct 12), Halifax (Oct 13) and Montreal (Oct 14), held at 5:30 and 7:30pm.
- The focus groups at each location were separated based on the age of the children, i.e. one group with parents of children 0-5 years of age, and another group with parents of children 6-12 years of age. Participating parents were also screened to ensure that the groups provided a good representation by age, education level, employment status and household income.

Methodology (cont'd)

- A total of 11 participants were recruited for each group to ensure that there were a minimum of six in attendance for each group. The turnout was good with all groups achieving at least eight participants (see below):
 - Toronto; 9 in each group for a total of 18
 - Halifax; 9 in each group for a total of 18
 - Montreal; 8 in each group for a total of 16
- The focus groups in Toronto and Halifax were moderated in English and the groups in Montreal in French. All creative materials were shown and provided to participants in the appropriate language (English in Toronto and Halifax, French in Montreal).
- All groups were conducted at specialized facilities and representatives from Health Canada, Treasury Board and the advertising agency observed the sessions.

Methodology (cont'd)

- The groups were moderated based on a discussion guide (Appendix 1) that was approved by the Health Canada team.
- Prior to the onset of discussions, the moderator provided participants with a description of the focus group process, anonymity and confidentiality assurances, re-confirmed that the sessions were being video and audio taped, and that there were client observers in the adjoining room.
- Each group then began with a warm up discussion about the main children's health and safety concerns of parents, followed by an exploration of the sources that parents turn to for this type of information.
- The rest of the group discussion focused on an evaluation of the print, TV and pamphlet advertisements. The order of presentation of the TV concepts and print concepts was rotated to eliminate potential order bias.

Children's Health and Safety Concerns

Major Concerns

- Parents identified a wide range of children's health and safety issues. While there is some overlap the concerns raised by parents, not surprisingly, tend to differ for younger (0-5 years) and older (6-12 years) children.
- For parents of children 0-5 years of age, the following were identified as being of concern:
 - Health related topics such as disease prevention, immunization and early detection of special needs
 - Physical safety such as keeping children safe from strangers and bullying, as well as safety while in school or daycare
 - Food and nutrition (including food safety, food allergies and junk food)
 - Toy and other product (e.g. car seats) safety

"Product safety...I get kind of scared now, reports that this toy might have some kind of dangerous paint ...so this has been a concern"

Major Concerns (cont'd) and Sources of Information

- The main issues mentioned by parents of children 6-12 years included (in no particular order of importance):
 - Drugs (prescription and street drugs) and alcohol
 - Physical well being including nutrition, fitness and sleep
 - Sports injuries
 - The environment (e.g. mold, pollution)
 - Bullying and peer pressure
 - Mental illness
 - The Internet
- The first instinct by most parents (of all ages) when asked to identify what sources they turn to for information on children's health and safety was to cite "Google", some other search engine or the Internet (in general).

"For me the concern is nutrition, enough sleep and getting them to bed on time, as well as the right foods"

« L'Internet peut être très dangereux pour les enfants...qu'ils prennent contact avec des individus qui leur veulent du mal » (The Internet. It can be very dangerous for children. They can make contact with people who wish them harm)

Sources of Information (cont'd)

- Other sources mentioned include doctors and pharmacists, CLSCs (clinics) in Montreal, (including brochures at these locations), schools, the media (television, radio and newspapers), the government (local, provincial and Health Canada), the library and manufacturers (websites).
- Accessing Health Canada's website is not common. Those who have visited it tend to arrive there through searches made on Google or through links from other websites. That said, parents hold a very high degree of credibility to the information posted on Health Canada and other government websites.
- There was consensus that the information found on the Internet through a search engine should not be accepted at face value. Parents agreed that they would conduct further research (e.g. confirm with their doctor, look for corroborating websites, etc.) to substantiate information they found interesting.
- Participants in Montreal tended to not be too concerned with the credibility of information sources, indicating that they have little concern with conducting research on these topics.

"I'm not going to read an article and assume it's correct, I'm going to consider the writers opinion. I check the sources to see."

"I go through the sponsored links; if I see that the link at the bottom is Health Canada or a Government of Canada site, I know I can trust it"

Television Advertising Concepts

Crib – Egg TV Concept

Opily Montréal

Client: Health Canada
Product: healthycanadians.gc.ca/kids
Title: Facts and Stats/ Crib and egg
Length: 30" TV

TV

Page 1

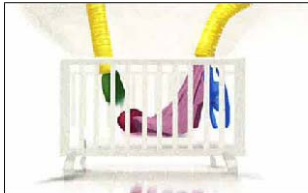
VIDEO

OPEN ON A BABY CRIB.

IT'S FULLY LOADED WITH BUMPER PADS, STUFFED TOYS, ETC.



SUDDENLY, SEVERAL GIANT VACUUM HOSES MOVE OVER TOP OF THE CRIB.



THEY SUCK OUT ALL THE PARAPHENALIA, LEAVING ONLY THE BARE CRIB WITH A MATTRESS AND CLEAN SHEET.



CUT TO TITLE CARDS

DID YOU KNOW THAT BUMPER PADS, QUILTS, STUFFED TOYS, CAN BE SUFFOCATION HAZARDS FOR YOUR BABY?

Did you know that bumper pads, quilts, stuffed toys, can be suffocation hazards for your baby?

AUDIO

SFX:

High-powered vacuums

VIDEO

OPEN ON A WHITE FRAME THAT HAS A SPEEDOMETER BOTTOM CENTER. IT READS "0 KM/HR."

AN EGG ROLLS INTO THE FRAME AND KEEPS ROLLING, THE CAMERA APPEARING TO KEEP UP WITH IT.

AS IT DOES, THE SPEEDOMETER SHOWS THE SPEED INCREASE.

WHEN IT HITS "7 KM/HR," THE EGG HITS THE SIDE OF THE SCREEN AND CRACKS.

CUT TO TITLE CARDS

DID YOU KNOW THAT A CHILD'S SKULL CAN FRACTURE ON IMPACT AT ONLY 7 KM/HR?

0 km/h

2 km/h

5 km/h

7 km/h



Did you know that a child's skull can fracture on impact at only 7 km/hr?

TV

Page 2

Opily Montréal

Client: Health Canada
Product: healthycanadians.gc.ca/kids
Title: Facts and Stats/ Crib and egg
Length: 30" TV

AUDIO

SFX:

Rolling egg

SFX:

Egg cracking

Walker – Book/Sandwich TV Concept

Opily Montréal

Client: Health Canada
Product: healthycanadians.gc.ca/kids
Title: Facts and Stats/ Baby walker and book
Length: 30" TV

TV

Page 1

VIDEO

OPEN ON A WHITE BACKGROUND.

SUDDENLY, A BABY WALKER ROLLS QUICKLY INTO VIEW, SPINS ONCE AND SHOOTS OUT OF FRAME.



CUT TO THE BABY WALKER ROLLING PAST AGAIN.



AND AGAIN.



AND AGAIN... AS IF IT WAS BEING CHASED BY POLICE.



CUT TO TITLE CARDS

DID YOU KNOW THAT BABY WALKERS ARE ILLEGAL IN CANADA?

**Did you know that
baby walkers
are illegal in Canada?**

AUDIO

SFX:
Police siren starts wailing

Opily Montréal

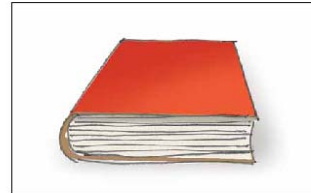
Client: Health Canada
Product: healthycanadians.gc.ca/kids
Title: Facts and Stats/ Baby walker and book
Length: 30" TV

TV

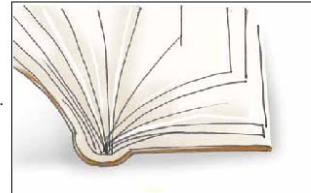
Page 2

VIDEO

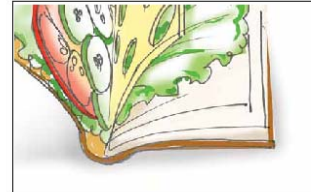
OPEN ON A CLOSED BOOK.



THE BOOK OPENS, AND THE PAGES START FLIPPING SIDEWAYS RAPIDLY (SOMEWHAT LIKE A ROLODEX).

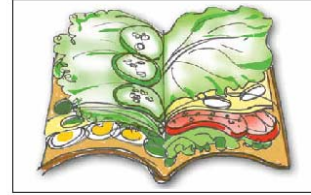


THE PAGES START CHANGING INTO SLICES OF CHICKEN, CHEESE, CUCUMBERS, LETTUCE AND TOMATO.



THE FLIPPING STOPS, AND THE CAMERA PULLS BACK TO REVEAL:

AN OPEN BOOK... WHOSE PAGES ARE LAYERS OF A HEALTHY SANDWICH.



CUT TO TITLE CARDS

DID YOU KNOW THAT WHAT CHILDREN EAT AFFECTS THEIR ACADEMIC PERFORMANCE?

**Did you know that
what children eat affects their
academic performance?**

AUDIO

SFX: Flipping sounds

End Screen for both TV Concepts



Client: Health Canada
Product: healthycanadians.gc.ca/kids
Title: Facts and Stats/ Crib and egg
Length: 30" TV

TV Page 3

VIDEO

SUPER:
healthycanadians.gc.ca/kids

SUPER:
Government of Canada
(wordmark)

healthy[canadians.gc.ca/kids](http://healthycanadians.gc.ca/kids)

Canada

AUDIO

V/O:
*For Government of Canada
guidelines that parents
need to know, visit
healthycanadians.gc.ca/kids.*

*A message from the
Government of Canada.*

- The concepts were shown to participants on a screen with accompanying voice over – they were also provided with colour hard copy handouts to follow along and read in detail.
- After reviewing the concept, participants were debriefed by the moderator in terms of message, relevance, attractability and call to action.

Most Effective TV Advertising Concepts

- Of the four concepts tested (i.e. crib, egg, walker, and book/sandwich), the **'egg' concept was clearly most effective** at eliciting an intent to seek more information via the website, as well as being the most preferred by participants – this was consistent at all locations. The main reason for this is that it offered parents information that most were generally not aware of (i.e. a child's skull can crack at only 7km/h). It also raised many questions (e.g. what activities would a child be travelling at that speed...biking, a fall, sports?). All this incents the parents to want to visit the website to look for more information.

*"7 km/h! C'est rien, mais on peut fracturer la
crâne. C'est étonnant. Ça me choque."*

*(7 km/h! That's nothing, but you can fracture a skull. That's surprising. It
really upsets me"*

- There was **no concept which clearly emerged as the second most effective** or preferred concept. There were aspects of the crib, walker and book/sandwich concepts that parents worked well, but also didn't work as well.

The Egg Concept

Egg	
Pros	Cons
New information (educational) – most parents were <i>not</i> aware that a child's skull can fracture at 7km/h	Unsure what the causes would be, i.e. what activities result in a 7 km/h crash?
Raised a lot of emotions (e.g. shock, sadness, concern), which engaged the participants and grabbed their attention	Minor skepticism among some Montreal participants as to the effect on children of various ages
Simple and to the point	Does not say how to prevent skull fractures
Didn't know what to expect, keeping viewers engaged till the end	
Encourages participants to want to look for more information at the website	

"I wasn't aware of the 7km/hr information, it surprised me."

"It was definitely positive, it raised my awareness and made me want to find out more."

"I didn't like the delivery. It didn't say what or where. It doesn't give any information how to prevent it. What should we do? ."

The Crib Concept

Crib	
Pros	Cons
Interesting facts – some parents were unaware that items including bumper pads should not be in cribs	Many parents claimed to already be aware of the risks of putting too many items in the crib – as such, the pull of new information is lacking. Montreal participants, especially those with younger children, had already received considerable information in hospitals and CLSCs (clinics)
The advertisement is clear and makes viewers curious	The message did not resonate all that well – if bumper pads are dangerous, why has the government not banned them and why do retailers package them with cribs
<i>“It made me curious. You had to think about it, you always put things in there.”</i> <i>“Why are they allowing them to sell these things that cause danger.”</i>	From an execution perspective, the vacuum was not well received as many did not understand what it had to do with suffocation <i>“On le savait déjà. On reçoit beaucoup d’information dans les hôpitaux”</i> We know this already. We get a lot of information in the hospitals here.

The Walker Concept

Walker	
Pros	Cons
Some parents were unaware that walkers are illegal (new information)	Not that relevant as walkers have been out of circulation/use for a long time (Toronto, Halifax)
Ad concept is entertaining and attracts attention (police chase, sirens, walker zipping back and forth)	Many parents are aware that walkers are illegal – not new information therefore lacks the pull to visit the website
Several Montreal participants claimed this to be an important message since they indicated walkers are still widely available in the secondary market and parents need to be educated.	States that walkers are illegal but does not show or state the dangers – lessens the impact
Message is clear	

"I really like the walker one. It was interesting and unique. I didn't know that they were illegal in Canada."

"The visual makes you want to listen to the ad."

"My first impression was tell me something I don't know"

"C'est très bien de pouvoir chercher de l'information. Y en a encore sur le marché..dans les marchés aux puces. En informant les parents, c'est une bonne façon de sécuriser des enfants. "

It's really good to be able to find information. There are still some on the market...in flea market. By informing parents, it's a good way to protect children.

The Book/Sandwich Concept

Book/Sandwich	
Pros	Cons
Important message about nutrition	Nothing new (common knowledge) in terms of information therefore it doesn't incent parents to visit the website
Concept of the book turning into a healthy sandwich is creative	Message that has been pushed by government and others for a long time (e.g. Canada Food Guide) – it lacks impact and is viewed as paternalistic
Easy for children to grasp the ad –Montreal parents saw the ad as an additional tool to convince their children to eat healthier foods.	Some confusion about the image of the book (some thought it was a cook book, dictionary)

"I like the presentation of it, with the pages flipping and becoming food."

"This one looks to be geared more towards children."

"C'est très attirant à l'oeil. Les couleurs. Ça accroche. C'est très appétissant. Aussi, la nutrition aux enfants, c'est un message très important."

It's very appealing to the eye. The colours. It draws you in. It's very appetizing. Also, children's nutrition is a very important message

"Until the end, I think it's a cook book. Before they say 'did you know what children eat...' I didn't know it was a health ad."

Print Advertising Concepts

Print Advertising Concepts

- Four print concepts were tested: book/sandwich, honey, balloon, and pajamas.
- Each concept was evaluated sequentially (and randomized from group to group) and participants were provided with hard copy colour copies of each concept.
- The concepts were evaluated on the same attributes as the TV advertisements; message, relevance, attractability and call to action.

Print Concepts: Balloon and Honey

Print



Did you know that balloons can be a suffocation hazard?

Always keep uninflated balloons and pieces of broken balloons out of the reach of children, as they can be easily inhaled and block a child's airway. Balloons should be inflated by adults only.

For other Government of Canada health and safety guidelines that you need to know as a parent, visit healthycanadians.gc.ca/kids

Canada

Print



Did you know that you should never give honey to a child under 1?

Honey can contain a bacteria that causes infant botulism, a serious condition whose symptoms include constipation, muscle weakness and breathing problems. Stay on top of health risks by checking for allergy alerts and food recalls.

For other Government of Canada health and safety guidelines that you need to know as a parent, visit healthycanadians.gc.ca/kids

Canada

Print Concepts: Pajamas and Book/Sandwich

Print



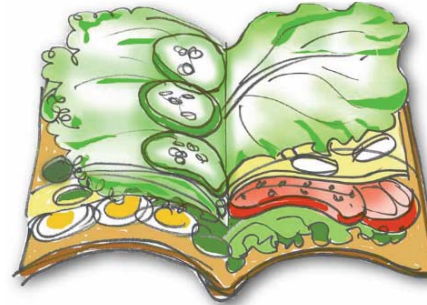
Did you know that some cotton pyjamas can be highly flammable?

Cotton and cotton-blend fabrics catch fire and burn more quickly than most synthetic materials. For loose-fitting pyjamas, you should only buy sleepwear made of polyester, nylon or polyester/nylon blends. Stay on top of safety reports and recalls, as Canada has strict flammability requirements.

For other Government of Canada health and safety guidelines that you need to know as a parent, visit healthycanadians.gc.ca/kids

Canada

Print



Did you know that what children eat affects their academic performance?

A proper diet is vital to every child's growth and development, and has even been linked to better performance at school. Look for the dietary recommendations outlined in Canada's Food Guide.

For other Government of Canada health and safety guidelines that you need to know as a parent, visit healthycanadians.gc.ca/kids

Canada

Print Advertising Preferences

- Of the four concepts tested (i.e. book/sandwich, honey, balloon, and pajamas), the **honey concept was clearly the most effective** – this was consistent at all locations. Again, the primary reason for this is that it offered parents information that most were generally not aware of (i.e. should not feed a child under 1 year old honey due to the risk of botulism). It also raised many questions (e.g. what about foods that have honey additives?). **These questions motivate the parents to want to visit the website to look for more information.**
- There was no clear preference in terms of the second most popular or liked concept; however, it was apparent that the **balloon concept had the least impact**. The sandwich concept was better received in Montreal and Toronto than Halifax, while the opposite is true for the balloon concept. The pajama concept was viewed as smart and eye catching but not that relevant.

The Honey Concept

Honey	
Pros	Cons
New information – most parents were unaware of the danger of feeding a child under 1 year old honey	The message isn't that clear from the visual (but becomes apparent when the text is read)
Raised more questions about foods with honey, which acts as an incentive to visit the website – e.g. is it all types of honey that should be avoided, what about pasteurized honey?	Caused some annoyance as it is another food product that we're not supposed to feed our children – especially among participants in some ethnic communities where honey is an important part of the diet and a staple of growing up.
The use of the “do not use” symbol is good but not prominent enough	<i>“I would go to the website, because I didn't know about not giving honey and what else do I not know?”</i> <i>“It makes you look at other things that contain honey, you don't know if jam or baby food contains it...”</i>
The use of the “bear” is generally well received as it is easily identifiable with honey	
Simple and to the point	

« Le texte m'incite à aller sur Internet. C'est quelque chose qu'on connaît pas. On n'aurait jamais pensé. »

The text would get me to go on the Internet. It's something we don't know. Who would have thought...?

The Book/Sandwich Concept

Book/Sandwich	
Pros	Cons
Message about nutrition is positive	Nothing new (common knowledge) in terms of information therefore it doesn't incent parents to visit the website
Many felt it was relevant (Toronto more so than Halifax)	Message that has been pushed by government for a long time (e.g. Canada Food Guide) – it lacks impact and is viewed as paternalistic
Participants in Montreal imagined that the final print execution will be very attractive, with bright colours, and an appetizing picture which would draw them in.	The visual is not clear – several parents were unaware it was a sandwich, until reading the caption

“Most adults already know their kids need good nutrition, if it's geared to anyone it should be geared towards children.”

“It's the same old message but I think it makes me think since my daughter just started school.”

“They teach this to kids at school, andthey come home with Canada's food guide or they have projects where they create healthy menus.”

The Pajama Concept

Pajamas	
Pros	Cons
Creative visual catches the eye – appealing ad	Not relevant – fire hazard at bed time is not a realistic scenario
Many not aware that cotton is more flammable than other materials (although it doesn't address the relevance issue)	Why focus on pajamas only, what about bed sheets, blankets, etc.? If it's that dangerous why hasn't the government banned it?
<i>"me rend triste car le gouvernement met l'emphase sur le tissu (naturel). Moi j'aime le coton, les fibres naturelles. Ça n'arrive pas souvent dans une vie – le feu"</i> <i>It makes me sad because the government is placing the emphasis on the fabric (natural). I like cotton and natural fabrics. Fire doesn't happen often in this scenario.</i>	Confusion from the visuals – many thought it was about fire or matches and not the material (cotton)
	Lacks impact
	Participants tended to see the danger as 'fire' not 'cotton', and dismissed the concept indicating that they would not 'give up' their comfortable cotton.
<i>"I'm not going to have them play with fire....it's a serious thing, but I won't go to the website for more information"</i>	
<i>"I don't see how it's relevant, unless you are close to a fire or match, are you going to roll around in bed and burst into flames?"</i>	<i>"I thought it was about the matches."</i>

The Balloon Concept

Balloon	
Pros	Cons
Some thought the message was very clear of a baby choking/suffocating	Some thought the message is not clear enough (visually)
Good reminder of the dangers of a common activity	Most parents claimed to be aware of the choking and suffocation hazards of balloons – not new information so lacks impact
Ad was more appealing to those in Halifax than Toronto. Montreal somewhere in the middle.	Needs to specify for what age balloons are a hazard
	Visual is too light / playful for such a serious matter

“The message was very clear. I didn’t feel threatened at all.”

“It’s something I was taught, so I was aware of it.”

“ Ne m’attire pas. Oui, je sais que les ballons sont dangereux. Mais je ne vais pas vers le site”

It doesn’t attract me. Yes, I know that balloons are dangerous, but I won’t go see the website.

“I think they’re trying to show choking.....but it’s just too playful; my kids wouldn’t understand that and won’t see the hazard”

Pamphlet Advertising Concepts

The Pamphlet Concepts

- Two pamphlet concepts were tested; a “cross” and a book.
- The health and safety messages in the pamphlets were the same as those tested in the TV and print advertisement concepts, e.g. honey, pajamas, book/sandwich, etc. As such, the evaluation of the pamphlets focused on format, usability, attractability and call to action but did not involve messaging.
- For this evaluation, participants were provided with a mock-up version of both pamphlets so that they could see the fold outs and be able to view what it would look like. In addition, they were also provided with hard copy colour print outs of the pamphlets.

Pamphlet Cross Concept

	For the Government of Canada guidelines that parents need to know, visit healthycanadians.gc.ca/kids After a child is born, it's important to know about their growth and development, and how to best support their learning and development. Visit healthycanadians.gc.ca/kids for more information. DID YOU KNOW THAT WHAT CHILDREN EAT AFFECTS THEIR ACADEMIC PERFORMANCE?	
DID YOU KNOW THAT YOU SHOULD NEVER GIVE HONEY TO A CHILD UNDER 1? Honey may naturally contain <i>clostridium botulinum</i>. Although this bacteria cannot produce toxins in the honey, it can produce toxins in a baby's body, causing infant botulism. This condition is rare, but it is serious, as it causes muscle weakness and breathing problems. For other Government of Canada guidelines that parents need to know, visit healthycanadians.gc.ca/kids		DID YOU KNOW ABOUT healthycanadians.gc.ca/kids
		

	DID YOU KNOW THAT CHILDREN'S CAR SEATS HAVE AN EXPIRY DATE? All children's car seats and booster cushions sold in Canada have an expiry or useful life date on them, even though this is not required by regulation. Manufacturers do this to advise consumers of the potential risks of using a car seat, and how excessive damage can endanger the safety of a child. For other Government of Canada guidelines that parents need to know, visit healthycanadians.gc.ca/kids	
	DID YOU KNOW THE GOVERNMENT OF CANADA HAS GUIDELINES THAT PARENTS NEED TO KNOW?	
	When you have kids, you have questions. Now, when you want answers, you can find them in one convenient, 100% trustworthy place. healthycanadians.gc.ca/kids is a Government of Canada website created by experts for Canadian parents. It contains up-to-date, highly useful guidelines and information covering the full range of health and safety issues, including: • toy, medication and product safety • injury prevention • cyber safety and bullying • nutrition, childhood obesity and physical activity • vehicular, road, boating and rail safety • environmental health Visit healthycanadians.gc.ca/kids and start taking simple actions to protect the health and safety of your kids today. Canada	

"To me, information should be easy to get at; you need tricks to get at this. Matching things up is hard on the head. "

"If you don't fold it up right, it messes up the pictures and the words. "

Pamphlet Book Concept

DID YOU KNOW THAT...?	WHAT CHILDREN EAT AFFECTS THEIR ACADEMIC PERFORMANCE? A proper diet is vital to every child's growth and development, and has even been linked to better performance at school. Look for the dietary recommendations outlined in <i>Canada's Food Guide</i>.  THE OVER-CONSUMPTION OF SUGAR-SWEETENED DRINKS IS LINKED TO CHILDHOOD OBESITY? To help children maintain a healthy body weight, <i>Canada's Food Guide</i> recommends limiting their intake of soft drinks and other sweetened beverages. Encourage them to quench their thirst with water.	 healthycanadians.gc.ca/kids	 DID YOU KNOW ABOUT healthycanadians.gc.ca/kids
DID YOU KNOW THAT...?	SOME COTTON PYJAMAS CAN BE HIGHLY FLAMMABLE Cotton and cotton-blend fabrics catch fire and burn more quickly than most synthetic materials, which is why all children's clothing sold in Canada must adhere to strict flammability requirements set by Health Canada.  YOU SHOULD NEVER GIVE HONEY TO A CHILD UNDER 1 Honey can contain a bacteria that causes infant botulism, a serious condition whose symptoms include muscle weakness and breathing problems.	DID YOU KNOW THAT...? THE GOVERNMENT OF CANADA HAS GUIDELINES THAT PARENTS NEED TO KNOW healthycanadians.gc.ca/kids is a Government of Canada website that contains up-to-date, 100% trustworthy guidelines and information for Canadian parents on: • toy, medication and product safety • injury prevention • cyber safety and bullying • nutrition, childhood obesity and physical activity • car, road, boating and rail safety • environmental health Visit healthycanadians.gc.ca/kids and start taking simple actions to protect the health and safety of your kids today.	DID YOU KNOW THAT...? CHILDREN'S CAR SEATS HAVE AN EXPIRY DATE Since a car seat should be replaced if it is more than six years old, manufacturers put a "useful life date" on them as a safety measure.  BUMPER PADS, QUILTS AND STUFFED TOYS CAN CAUSE SUFFOCATION In addition to pillows and comforters, anything placed in a crib can reduce the flow of oxygen to your baby and increase the risk of suffocation.

"It's good, with the exception of the back part...more design, to stand out."

"I like the simplicity behind it."

"I like that it gives you more information where there is some things that other people would be interested in (the middle page)."

The Preferred Pamphlet Concept

- **The booklet pamphlet format was clearly the preferred format over the cross format, which was viewed as too complex and confusing (with respect to the folding and unfolding of the various flaps).**
- The middle page of both versions of the pamphlet that contain a list of items that can be found at the healthycanadians.gc.ca/kids website was appealing – it drew parents in as it identified a wide range of topics that could be of interest.
- The cover page could use more colour to increase visual appeal (specifically mentioned was to change the colour of the question mark and to perhaps use some images of, for example, children). That being said, participants, particularly in Montreal, thought that the “Saviez-vous/did you know” question grabbed their attention and would get them to pick it up in a CLSC (clinic) or doctor’s office environment.
- Many parents claimed that they would be inclined to pick up and read the pamphlets if they were available in doctor’s offices and pharmacies.

Summary and Recommendations

Recommendations

- The **egg concept** is recommended for the TV advertisement as it was the most well received as it:
 - a) provided new information
 - b) incited parents to want to visit the healthycanadians.gc.ca/kids website to find more information,
 - c) evoked strong emotions and
 - d) is a simple concept that is to the point.
- There is **no clear cut choice for a selection of a second TV ad** – all three tested have both pros and cons. Different execution of these ads may change the likeability but not necessarily the impact, as the incentive to visit the website is driven mostly by the need to find new information / learn something new.

Recommendations

- For the print advertisements, the **honey concept** clearly resonated best with parents in terms of likeability and impact. As with the egg concept, the honey ad conveyed new information to parents and made them want to visit the website (impact) to find additional information. The sandwich, pajamas and balloon concepts all had pros and cons and picking one over another will depend on the intent of the ad as well as execution details.
- **The book format pamphlet** was clearly preferred over the cross format as it is easier to use (less gimmicky) while containing the same information. The cover page could use more colour and images (e.g. of kids) as this would make it more eye catching.
- The tag line “**Did You Know?**” which is prominent throughout was well received as it makes parents read the material; however, when the information is (or is perceived as) common knowledge (such as with the sandwich concept) the impact is diluted.

Appendices