



Campaign set for September launch

After months of preparation and planning, we are ready to show our stuff! The National Primary Health Care Awareness Strategy (NPHCAS) will officially launch its campaign September 20, 2005 at a stand-alone event to be held during the Canadian Public Health Association's 96th annual conference in Ottawa.

At the launch, we will preview the centrepiece of our campaign: a 30-second television commercial that combines live action and sophisticated animation to feature the four pillars of primary health care. Without giving too much away—we wouldn't want to scoop ourselves—we can tell you that the ads will echo the look and feel we've created with our logo and our web site, while taking the concept to a whole new level.

The spot will air nationally in both official languages from September 21 until the end of October, and then again in the new year. Print ads in major national and local daily newspapers, targeted magazines and selected other key media will support and reinforce the television spot with more detailed information. All of the ads will encourage Canadians to visit our web site (www.primaryhealthcare.ca) for more information.

The ads are a key component of our awareness strategy, but they are far from being the only piece. A comprehensive partnership strategy, designed to associate primary health care with high profile organizations and trusted health care providers, is in the works and will help to get our message out at the grassroots level (watch for details in our next *On Strategy*). In addition, public relations activities to support both the project and its member partners' activities are planned. As always, we will continue our dialogue with stakeholders to ensure we capitalize on any opportunities for co-operation.

NOTE: If you're going to be at the conference and would like an invitation to our launch, let us know. We may not be able to accommodate all requests, but we'll certainly try! E-mail us by Sept. 14 at nphcas@health.gov.sk.ca.



INITIAL RESEARCH RESULTS

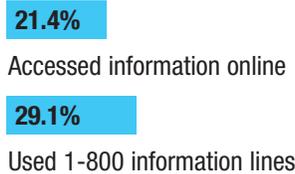
Primary Health Care



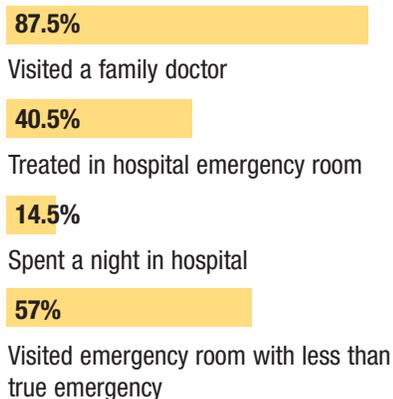
Long-term Sustainability of Health Care System



Accepting New Technologies



In the Six Months Prior to the Survey



The results are in: Canadians unclear about primary health care

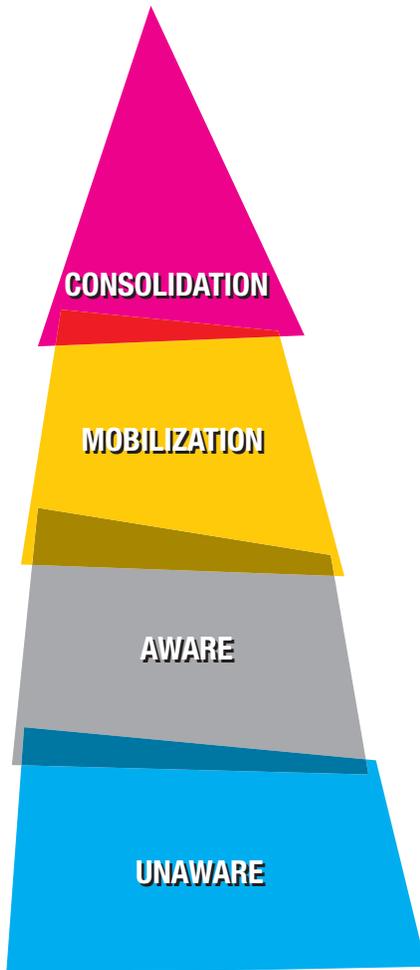
One of the key assumptions upon which the NPHCAS project is based is that few Canadians know about and understand primary health care. Still, from the outset the project partners have recognized the need to identify and quantify just what is understood in order to effectively plan, implement and evaluate a successful awareness campaign.

The results of extensive benchmark research undertaken to inform the campaign strategy were released in June of this year. The research confirmed our assumptions, as well as highlighting many opportunities for the project and underscoring several challenges.

Among the things we learned:

- There is a discrepancy between the number of people who say they’ve heard or seen the term “primary health care” (60.5% of survey respondents) and the number who can describe it using even the broadest of terms, i.e., basic care, first point of contact (39.9% of survey respondents).
- Today’s health system is used heavily; in the six months prior to the survey:
 - 87.5% of all survey households had someone visit a family doctor
 - 40.5% of all survey households had someone visit a hospital emergency room for treatment; and
 - 14.5% of all survey households had someone spend a night in hospital.
- Accessing care can be a challenge: 57% of respondents agreed they sometimes visited a hospital emergency room with less than a true emergency because it was the only place they knew they could get the care.
- Canadians are ambivalent about the sustainability of their health care system: 20.1% of survey respondents expressed high confidence in the system’s long-term sustainability, while an almost equal number (18.7%) said their confidence was low.
- New technologies are gaining acceptance: 21.4% of respondents said they accessed health care information at web sites and 29.1% said they used 1-800 information lines.

The full research report, along with executive summary, news release and supporting information, is available on the NPHCAS web site at www.primaryhealthcare.ca.



Maintaining the focus on raising awareness

Sending the right messages out at the right time in the right way is as important to a successful communications campaign as seeing the right health provider at the right time is to effective health care. Research is one tool we are using to ensure we get it right.

Another is a social marketing model that breaks down a long-term campaign—which takes years, if not decades—into specific stages, and identifies the appropriate approach to use at each stage. The model begins with awareness, and as time passes and understanding increases, moves through mobilization and finally to consolidation.

Seatbelt use and anti-drinking and driving campaigns are examples of campaigns at the consolidation stage. We've heard the messages for years and most of us have changed our behaviour, yet continued reinforcement messages help avoid relapse. The risk of second-hand smoke is an example of a campaign in the mobilization stage, where people are beginning to change their behaviour. Punchy, emotional messages help encourage that change.

We are at the earliest stages of awareness. At this time, we want people to change their knowledge level, rather than their behaviour. Informative, factual messages help us to increase understanding and acceptance.

Our goal is to increase Canadians' understanding of primary health care, how it can keep them and their families healthy, and how it contributes to the long-term sustainability of the health care system.



**www.
primary
healthcare
.ca**

**THE
GLOBE
AND MAIL**

**LES
AFFAIRES**

What's Happening Now?

Web site launched

Have you checked out our web site yet? Launched in June to support the release of our benchmarking research, the site contains not only the research documents, but also information on the project and on primary health care in general. You'll also find stories from across Canada about primary health care in action and links to further resources. Put it in your bookmarks now—www.primaryhealthcare.ca—and visit often.

National advertising/publicity opportunity

The NPHCAS is working with *The Globe and Mail* and *Les Affaires* newspapers to develop an advertorial supplement to be distributed in late fall. This will be a special supplement to both of the papers, with content solely about primary health care. There are several key advertising opportunities available in the supplements, at substantially reduced rates, that professional associations, non-profit groups and others interested in primary health care may find valuable. If you have an idea for a story, or are interested in advertising, please drop us a line at nphcas@health.gov.sk.ca.

About the NPHCAS

The NPHCAS is a project funded by Health Canada under the national envelope of the Primary Health Care Transition Fund (PHCTF). The goal of the project is to increase public understanding of primary health care and its potential to enhance the effectiveness of health care in Canada, including the benefits it offers Canadians.

You may contact us at:

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