

Partnerships Extend Project's Reach

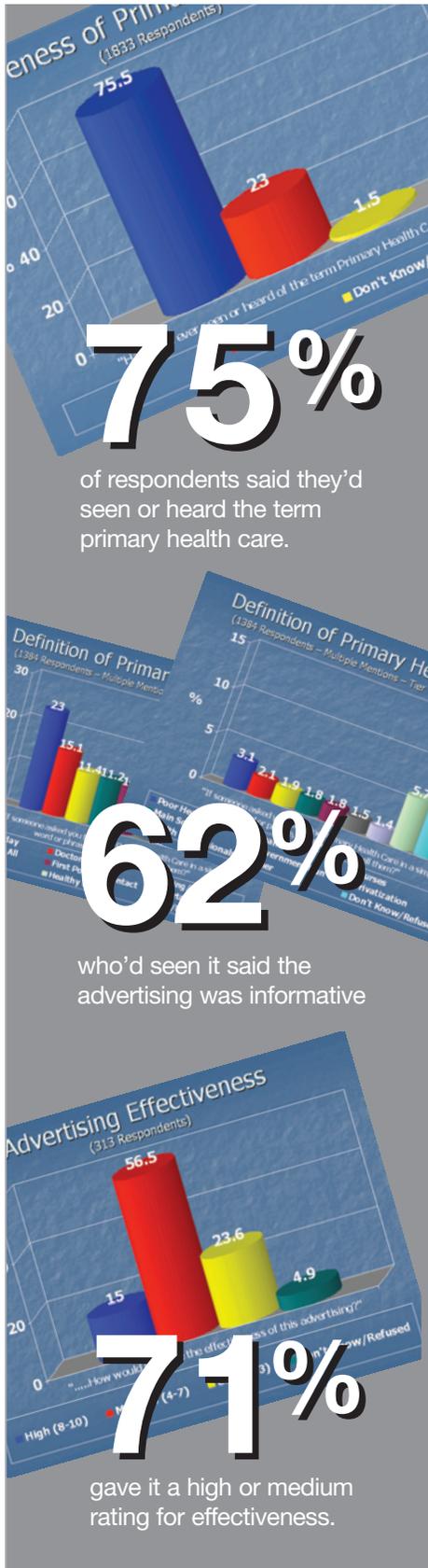
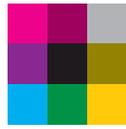
On the heels of our national campaign launch last fall, along with the launch of the first flight of television and newspaper ads, and magazine advertisements, we haven't had a moment's rest. As we mentioned in the September 2005 edition of *On Strategy*, one of our ongoing efforts under the awareness campaign is a comprehensive partnership strategy, designed to associate primary health care with high-profile organizations and trusted health care providers. While our media campaign is designed to reach key influencers—individuals who we believe can best help us spread our message about primary health care—the partnerships we are creating are helping us get the message out at the grassroots or community level, and to a much broader audience.

One of our early and most publicly visible partnerships was with the Canadian Pharmacists Association and the Canadian Association of Chain Drug Stores, which represents more than 5,600 pharmacies across Canada that together dispense three-quarters of all prescriptions in Canada. Participating pharmacies displayed campaign posters, stocked new promotional pamphlets and included a mini information sheet about primary health care with every prescription they filled.

This two week campaign put information about primary health care in the hands of thousands of customers picking up a prescription during those weeks. The mini information sheet and related information and promotional products expanded our media campaign and was visually similar to all of our campaign materials. Through this partnership, a trusted health provider delivered the primary health care information, reinforcing the value and credibility of the message.

We are also establishing partnerships with several professional associations representing a wide variety of health care providers and workers with the objective of getting information into the hands of their members and their clients. These associations support and promote primary health care in their own way every day. Our promotional materials enhance their ability to deliver or promote primary health care, by providing simple and clear messages that have been endorsed by colleagues and peers. Our partnerships strategy has taken us one step farther. We are also working in partnership with health advocacy groups and partners that have the health of the community at heart but fall outside of the traditional "health" sector.

You can see the list of all of our partners at our web site, www.primaryhealthcare.ca. If your organization is interested in becoming a partner to spread the word about primary health care, please contact the project at nphcas@health.gov.sk.ca.



Awareness Ads Hit Target

It was back to the telephones for our researchers in late October and early November, as we set out to determine how successful the first flight of our national advertising campaign had been and if there were any tweaks necessary before our next flight begins in 2006. Researchers surveyed 1,833 Canadian adults in all provinces and territories, except Quebec, and we compared some of the early results to those we gathered in our benchmark research, which was released in June 2005 and can be found on our web site at www.primaryhealthcare.ca.

The ultimate goal of the campaign is to increase awareness and understanding of primary health care and its ability to improve health outcomes and enhance the sustainability of the health care system. Though the results of this interim survey cannot be used to measure actual progress, some early findings are suggesting we have reason to believe that a greater number of Canadians are becoming familiar with the words “primary health care.”

The survey results seem to be showing that the campaign is making progress toward that goal, 75.5% of respondents said they'd seen or heard the term primary health care. That is some 15% more than in our benchmark survey just months earlier.

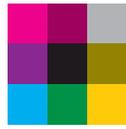
Moreover, early findings are suggesting that almost 53% of respondents were able to accurately define primary health care (broadly) in a single word or phrase, compared to 40% in the benchmark results. This means an increase of some 13%. Is this possible? We like to think so.

In the benchmark survey, fewer than 9% had offered a definition for primary health care. Results of the new survey show that that is changing. Almost one-quarter of the respondents said it was “basic, everyday health care,” a key phrase we have used consistently in our communications. Other top five answers to this question included “accessible to all” and “first point of contact”—again, phrases used consistently in our communications.

Other preliminary highlights include:

- 17% of respondents recalled hearing or seeing recent advertising related to primary health care;
- 7% who had seen the advertising went on to access the web site for more information;
- 62% who'd seen it said the advertising was informative;
- 71.5% gave it a high or medium rating for effectiveness;
- 63% said the advertising had increased their awareness of primary health care
- 51% said it showed the Canadian health care system can be sustainable for the long term.

We were pleased with the preliminary results from our campaign that is communicating information about a rather complex subject. We are making some small adjustments to our next flight of advertising based on our findings and will report how well we really did overall to raise awareness about primary health care late spring 2006.



KICK OFF!



Funding provided by
Health Canada

Campaign Kick-Off

We officially launched our awareness campaign Sept. 20, at a luncheon event in Ottawa, held during the Canadian Public Health Association's annual conference. Carolyn Bennett, Minister of State for Public Health, Dr. David Butler-Jones, Chief Medical Health Officer, Public Health Agency of Canada and Donna Magnusson, on behalf of the Honourable John Nilson, the Saskatchewan Minister of Health, assisted in the launch of the project. Those of you who were able to attend had a chance to preview our television commercial before it hit national TV the next day.

While media coverage of the event was somewhat limited, the coverage we did get was right on target and included our key messages. You can see copies of the coverage in the News section of our web site, www.primaryhealthcare.ca.

Our next flight of ads, originally set to start in January, has been postponed following the recent election call. The second flight is now slated to start February 13, and run until the end of March. Watch for us during the Olympics!

National Supplements Continue the Dialogue

Another project that kept us busy this fall was the production of two national newspaper supplements dedicated to spread the word about primary health care. The first of these supplements, "Critical Care: Canada's movement towards primary health care" was published and distributed with the Monday, November 14, 2005 edition of *The Globe and Mail*.

Like our other communication and promotional materials, the supplement was organized around the four pillars. Features from across Canada highlighted the progress of primary health care. Guest columnists including Marlene Smadu, Associate Dean of the College of Nursing, University of Saskatchewan, and health policy analyst Michael Rachliss provided critical analyses of the current state of affairs. An opening report featured commentary from notable health experts like Michael Decter, chair of the Health Council of Canada, and Ken Fyke, chair of the Saskatchewan Commission on Medicare and former deputy minister of health in Saskatchewan and British Columbia.

You can download a copy of the supplement—or read it online—in the News section of our web site, www.primaryhealthcare.ca. You can also find longer versions of the articles and stories under the Primary Health Care in Action section of the site.

A second supplement, similar in content, but produced for distribution with the French-language *Les Affaires* newspaper, is ready for print and was scheduled to go out in early December, but was put on hold until after the federal election. It has been rescheduled for February 18, 2006.



COMING SOON



What's Happening Now?

Primary Health Care DVD in the works

From the beginning, one of the main objectives of the National Primary Health Care Awareness Strategy has been to enhance and strengthen primary health care programs and efforts at the provincial/territorial and local levels. As the Steering Committee considered ways to achieve this objective, the idea of a joint DVD began to take shape. However, the committee knew it would be important for people viewing the DVD to see people like themselves, or their neighbours in the stories, in order for it to strike a chord. Canada is a big country with a lot of area to cover, but the NPHCAS Secretariat and provinces and territories pulled it off!

How could we successfully produce a DVD that would meet the needs and expectations of all the participating provinces and territories? The solution was simple. Produce a DVD for *each* jurisdiction.

A DVD would be produced nationally with a common opening and ending. A “doughnut hole” would be left in the middle to allow the insertion of provincial/territorial content. We are working with the same film production company who produced our television commercials. Their task was formidable; they were required to shoot approximately 45 different programs in at least 30 different locations across Canada. The end product will be a tailored DVD which will be made available to our provincial and territorial partners who will distribute it in their own jurisdictions to help them advance primary health care awareness in their own province or territory.

About the National Primary Health Care Awareness Strategy

- The National Primary Health Care Awareness Strategy is an initiative funded by Health Canada under the national envelope of the Primary Health Care Transition Fund. The goal of the Strategy is to increase public awareness and understanding of primary health care and its potential to enhance the effectiveness of the health care system, including the health benefits it offers Canadians. The NPHCAS is governed by a steering committee of representatives from federal, provincial, and territorial jurisdictions.

Saskatchewan Health is the administrative lead for the NPHCAS. Karen Gibbons is the project manager and primary contact and can be reached at nphcas@health.gov.sk.ca.