

POR Registration Number: POR-331-06

Final Report

Research with Media on their Understanding of Pandemic Influenza

(POR-06-73)

March 2007

Contract number : H1011-060060

Contract Date : 2007-01-15

Presented to :

The Public Health Agency of Canada

por-rop@hc-sc.gc.ca

Rapport en français disponible sur demande



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I. FOREWORD

Background

The goal of pandemic preparedness, as outlined in the Canadian Pandemic Influenza Plan (February 2004), is first, to minimize serious illness and overall deaths, and second, to minimize societal disruption among Canadians as a result of an influenza pandemic.

This multi-year communications strategy for pandemic influenza includes media relations as a key pillar. Following a successful series of background media briefings in cities across Canada last year, PHAC is considering a number of new activities designed to better inform and engage media about pandemic influenza to promote more accurate and complete coverage on the topic, as well as prepare newsrooms for the crisis work environment likely to emerge during a pandemic. Improved coverage will help Canadians make more informed decisions about their health and safety before and during a pandemic.

Objectives

There are four objectives to the quantitative research about pandemic influenza among news executives; editors/producers, reporters and non-health beat reporters at English, French and multicultural media outlets.

- Determine the awareness levels of pandemic influenza issues among media contacts;
- Determine the target audience's attitudes towards Government of Canada Pandemic communications to date;
- Gather information on expectations of the role of PHAC and the Government of Canada; and
- Determine the preferred communication channels.

Method

The research consisted of 513 completed telephone surveys with media contacts that included health, general news and multicultural editors and reporters. The interviewing took place between February 20 and March 8, 2007, during day-time business hours. In addition, caution should be taken regarding the extrapolation of results to the wider population of Canadian media as a whole. Due to the lack of information of the total population, findings may or may not be representative of this target group. See the Appendix for additional information about the methodology.

II. EXECUTIVE SUMMARY

Level of Importance Media Places on the Pandemic Influenza

Recognizing the high potential health risks of a pandemic, and their duty to inform the public and help maintain public safety, it is not surprising that all three media groups – health, news, and multicultural – state that the possibility of a pandemic is important to their organization’s and personal agenda.

Although the majority do feel that the pandemic is an important issue, of the members of the media who do not consider the pandemic important to their organization’s agenda, a significant number state that the reason why is because they have more pressing concerns or that it is not an immediate issue.

Those who think there are other pressing concerns are expressing the belief held by many that enough time has been devoted to this issue. So while there is opportunity to better inform the media about the pandemic influenza based on the importance they attach to the issue, it could be constrained by more pressing news demands. One expects that PHAC will need to find and leverage opportunities to be successful at engaging those who believe enough attention has already been devoted to the issue.

Opportunities for this may be welcome as the media are generally in agreement that Canadians do not understand the pandemic influenza, and that we are not prepared for the possibility of a pandemic. In addition, the possibility of a pandemic is itself newsworthy for the media.

Knowledge of and Ability to explain Pandemic Influenza and the Canadian Influenza Plan

Despite coverage of pandemic issues, self-reported levels of knowledge of pandemic influenza among the media is surprisingly low. Further, although one might expect the health media to rate themselves as more knowledgeable than other groups, this is not the case. Health (47%) and news (47%) media equally state that they are knowledgeable, while the multicultural media are the least confident in their knowledge of the pandemic.

The overwhelming majority of the media are not aware of the Government of Canada’s planned response. When asked directly, significantly more are aware of the Canadian Pandemic Influenza Plan.

As might be expected, the health media are generally the most comfortable explaining pandemic influenza, while the multicultural media state they have the most difficulty. That said, even among the general news reporters, there is comfort explaining the basics such as how to protect oneself against the flu (78%). When it comes to the difference between seasonal, avian, and pandemic influenza, only half feel comfortable. Comfort declines as one gets more specific such as explaining the Canadian Pandemic Influenza Plan, where only 10 per cent of respondents stated they would be comfortable explaining this to the public.

These information deficiencies are then further reflected in the areas where more information is needed. In fact, the media are interested in learning more about the pandemic influenza and the Government's planned response. That said, multicultural (40%) and health (38%) media representatives are more likely to state that they are very interested compared to the news media (27%).

Media Discussions of Pandemic Implications

The majority of the media have not had discussions of the pandemic's impact on their newsroom, suggesting that they do not place a high level of urgency on this issue. Further, although we would expect the health media to have more discussions than other groups, the health (28%) and news (30%) media have had relatively equal amounts of discussions. That said, the health media (11%) are more likely to have discussions planned in the future, compared to the multicultural (8%) and news (6%) media.

In general, when prompted about four main outcomes that could arise from media discussions, such as infection control strategies, how to deal with absenteeism, prioritizing workloads, and setting up alternative work situations, groups differ slightly in their opinions. The news media place a higher priority on infection control strategies compared to health media (34% and 21% respectively) and how to deal with absenteeism (31% and 24% respectively), while the health media place a slightly higher priority on setting up alternative work situations.

PHAC Media Briefings and Communications with Media

The combination of information deficiencies, interest in learning more and the importance of the issue suggests a significant role for PHAC over the short and long term in terms of communicating information and strategic plans to the news media.

The media express a preference for a mix of traditional and newer means of communications from PHAC. While web briefings, email and teleconferences are all preferred, there is also a desire for in-person briefings.

Relatively few of the media are aware of last year's PHAC media briefings, and of those who are aware, the majority did not attend one. Nonetheless, most of the media who have attended a PHAC briefing rate the briefing as useful. Approximately one in three media personnel would be very likely to attend an in-person briefing in the future. This suggests that there is potential to build on the success of earlier PHAC media briefings.

Of the media who have not attended a PHAC briefing, the main two reasons for not attending include: "not really my area" and "too busy/ scheduling conflict".

Conclusion

In summary, there are clear strategic opportunities and challenges facing PHAC as it develops a communication plan for the media around pandemic influenza. The challenge is in finding ways to reach the media with useful information in an environment in which journalists are forced to deal with many competing priorities and can focus often only on issues of immediate importance.

There are three main opportunities:

- To leverage the importance the media place on pandemic influenza on their personal and institutions agenda combined with their interest in knowing more;
- To address the clear information needs that media personnel express; and
- To build on the high level of trust in PHAC and the important role it will play in the information seeking activities of the media.

Research Firm: TNS Canadian Facts
Contract Number: H1011-060060
Award Date: 2007-01-15
For more information on this study please email por-rop@hc-sc.gc.ca

III. GENERAL SUMMARY

1-0 Importance Media Places on Pandemic Influenza

1-1 Pandemic Importance on Media Outlet's Agenda

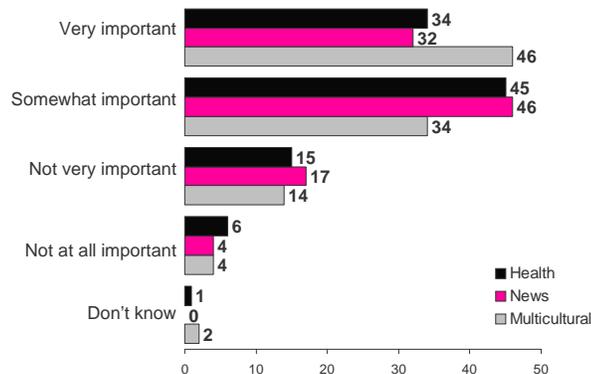
All three media groups – health, news, and multicultural – equally state that the possibility of a pandemic (78%-80%) is important to their organization's agenda. Multicultural media personnel (46%) are, in fact, more likely than the health (34%) and news media (32%) to state that it is very important.¹

Even though there is general agreement on the importance of the pandemic, there are significant differences among departments and regions.

- Quebec media (63%) are significantly less likely than other provincial media (81% – 88%) to view the possibility of a pandemic as important on their organization's agenda.
- Health (82%) and multicultural (83%) reporters place a slightly higher significance on the pandemic than health (75%) and news (78%) editorial departments².

Figure 1.1

Pandemic Importance on Media Outlet's Agenda



Q: Would you say that the possibility of pandemic influenza is a very important, somewhat important, not very important or not at all important, on your media outlet's agenda?

Base: All media, n=513.

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¹ Those involved in various multicultural media outlets are consistently more likely to take the extreme position on these scales, which may reflect cultural differences, the size of the publications (etc.), or the nature of this sample.

² Findings indicative and not statistically significant.

1-2 Why Considered Important on Media Outlet's Agenda

To little surprise, the media (41%) consider that the pandemic is important on their organization's agenda primarily because they perceive that it is their duty to inform the public, with multicultural media (50%) placing the highest level of importance on this reasoning. Other considerations include: job responsibility (18%) - the second most important reason for the health (18%) and news media (20%); the likelihood that it would impact a lot of people (16%); health is a major concern (15%); public safety (13%); and general public interest (12%).

Table 1-2: Reasons why Pandemic is Considered Important on Their Outlet's Agenda

	Those who Think Issue is Important on Their Outlet's Agenda			
	Total	Type of News Media		
		Health	News	Multicultural
Base = actual	(403) %	(91) %	(272) %	(40) %
Why Considered Important on Media Outlet's Agenda				
It is important to inform the public	41	41	40	50
It is our job/ responsibility	18	18	20	8
Could affect a lot of people/ many listeners	16	12	17	20
Health is a major issue/ concern	15	18	15	10
Public safety/ to prepare the public	13	12	12	25
General interest in the public	12	17	12	0
High level of consequence	6	4	7	8
Realistic possibility/ potential threat	6	3	7	5
Misc. All other mentions	7	13	6	8
Don't know	1	0	0	3

Note: Multiple mentions accepted

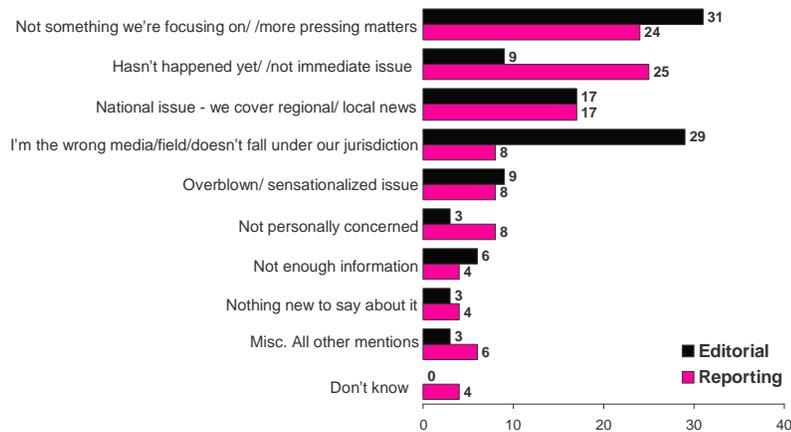
*Figures percentaged on a base of less than 100 should be interpreted with caution

1-3 Why Considered Unimportant on Media Outlet’s Agenda

Of the members of the media who consider the epidemic unimportant to their organization’s agenda they state that, “there are simply more pressing concerns” – i.e. that the issue is not a focus, with editorial (31%) staff more likely to provide this reason than reporting (24%) staff. On the other hand, reporting staff are more likely to point to the fact that an epidemic has not yet happened and thus not an immediate issues. Perhaps reflecting the sampling, many of the editorial staff perceive the issue to be outside the realm of their organization’s jurisdiction.

Figure 1.3

Why Considered Unimportant on Media Outlet’s Agenda



Q: Why is it not important on your media outlet's agenda?
 Base: Those who think issue is not important on media agenda (n=107)

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1-4 Pandemic Importance on Personal Agenda

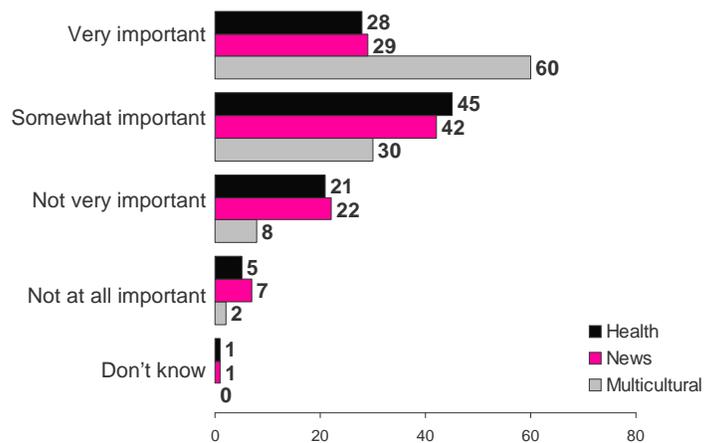
In terms of the impact on a reporter's or editor's personal agenda, multicultural media (60%) are twice as likely as both the health (28%) and news (29%) media to state that the pandemic is very important, with nine of ten (90%) stating that it is either somewhat or very important.

There are also some slight differences between departments and even greater differences among regions.

- Within the health media, there is a significant difference between health reporters (86%) and health editors (63%).
- Quebec media (50%) are not as concerned about the epidemic as are other provincial media (77%-88%).

Figure 1.4

Pandemic Importance on Personal Agenda



Q: Would you say that the possibility of pandemic influenza is a very important, somewhat important, not very important or not at all important, on your personal agenda?

Base: All media, (n=513)

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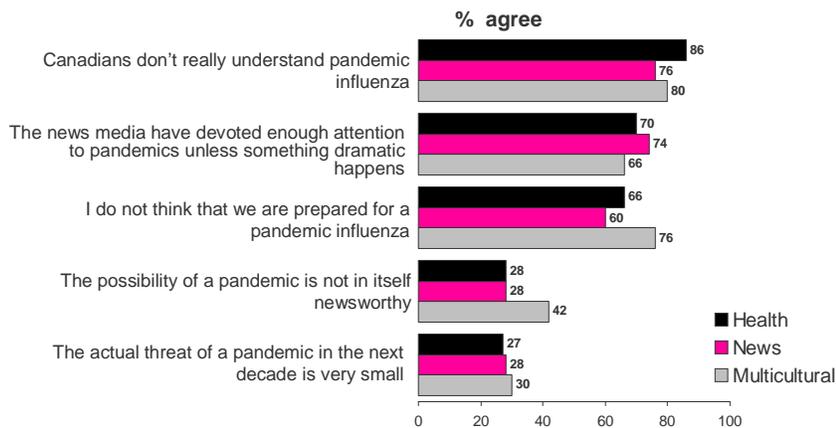
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1-5 Agreement With Pandemic Influenza Statements

Pandemic influenza clearly presents a challenge for reporters and editors given their news values and reporting norms. On the one hand, the media are generally in agreement that Canadians do not understand the pandemic influenza (79%), and that we are not prepared for the possibility of a pandemic (63%). These two positions should lead to coverage, especially since the media also generally rate the pandemic as important. On the other hand, well over a majority think that the media have devoted enough attention.

Multicultural media (76%) are the most concerned about our level of preparedness, but surprisingly, are also more likely (42%) than the health (28%) and news (28%) media to state that the possibility of a pandemic is not newsworthy³.

Figure 1.5
Agreement With Pandemic Influenza Statements



Q: Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements:

Base: All media, (n=513)

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³ Findings indicative and not statistically significant.

Departmental differences are also significant, as editorial staff are much more likely than reporting staff to believe that we are not prepared for the pandemic, mostly resulting from the difference of opinion among health editorial (74%) and health reporting (57%) staff. The health editorial staff are also more inclined to view the pandemic as not newsworthy, with one-third (34%) stating so, compared to two of ten of the reporting staff (22%).

Table 1-5: Attitudes about Pandemics

	Department		Health		News		Multicultural	
	Editorial	Reporting	Editorial	Reporting	Editorial	Reporting	Editorial	Reporting
Base = actual	(151) %	(362) %	(65) %	(51) %	(59) %	(288) %	(27) %	(23) %
Summary of agreement with pandemic statements								
The possibility of a pandemic is not in itself very newsworthy	33	28	34	22	31	27	37	48
The news media have devoted enough attention to pandemics unless something dramatic happens	70	73	69	71	75	74	63	70
The actual threat of a pandemic in the next decade is very small	23	30	26	28	20	29	22	39
Canadians don't really understand pandemic influenza	81	78	88	84	75	76	78	83
I do not think that we are prepared for a pandemic influenza	70	60	74	57	63	59	78	74

*Figures percentaged on a base of less than 100 should be interpreted with caution

2-0 Knowledge of and Information Needs Surrounding Pandemic Influenza

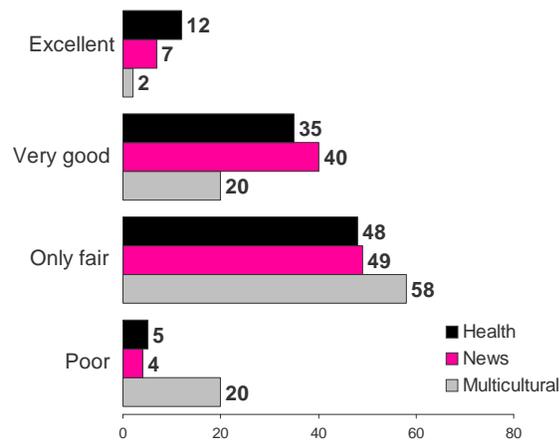
2-1 Knowledge of the Pandemic Influenza

Knowledge of pandemic influenza among the media is fairly low despite the coverage over the past several years. Health (47%) and general news (47%) media are equally likely to see themselves as at least with a good level of knowledge (multicultural media are the least confident in their knowledge). Reporters and editors are relatively equally familiar, but health news reporters (51%) do have more confidence in their knowledge than reporters in general (46%)⁴.

Regional differences are also significant in terms of knowledge of, and ability to explain the pandemic influenza. Atlantic Canada media (32%) rate their knowledge of the pandemic lower than other provincial media (40%-49%)⁵.

Figure 2.1

Knowledge of Pandemic Influenza



Q: How would you rate your current level of knowledge about pandemic influenza?
Base: All media, (n=513)

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⁴ Findings indicative and not statistically significant.

⁵ Findings indicative and not statistically significant.

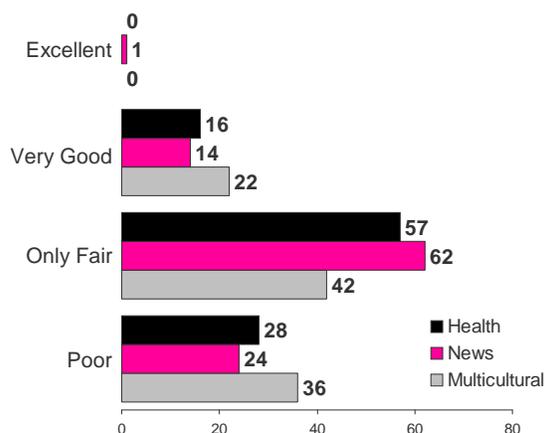
2-2 Knowledge of the Government of Canada's Planned Response

A substantial majority of the media surveyed are not very aware of the Government of Canada's planned response, with over a quarter stating that they have poor knowledge. Only 15 per cent of the general news media are at least very knowledgeable about the plan.

There are also some slight differences among the reporting and editorial departments in terms of their knowledge of the Government's planned response. Health editorial staff (91%) are more likely to state that they have poor or only fair knowledge of the Government of Canada's planned response compared to health reporters (77%).

Figure 2.2

Awareness of Canadian Pandemic Influenza Plan



Q: How would you rate your current level of knowledge about the Government of Canada's planned response to the pandemic influenza?

Base: All media, (n=513)

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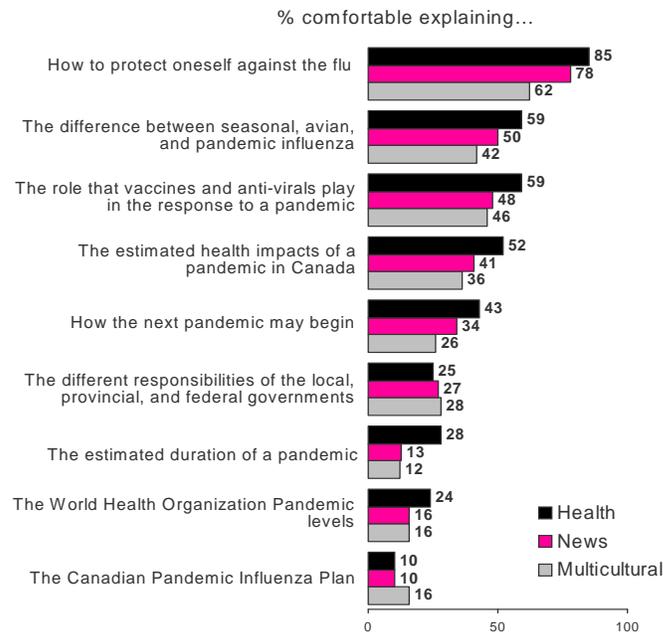
2-3 Comfort Explaining About Aspects of Influenza

The media are primarily engaged in telling the public information within the framework of a news story and their comfort explaining specific elements of the issue is a good indicator of information needs that need to be addressed now or in the future.

As we might expect, the health media are generally the most comfortable explaining statements related to the pandemic influenza, while the multicultural media seem to have the most difficulty. For example, the health media (28%) are more than twice as comfortable discussing the estimated duration of a pandemic compared to the news (13%) and multicultural media (12%)⁶.

When it comes to the general news media, reporters and editors have the least difficulty explaining how to protect against the flu (78%), followed by the difference between seasonal, avian and pandemic influenza (50%), and the role of vaccines/anti-virals (48%). Reporters and editors within the general news media have the most difficulty explaining the estimated length of a pandemic (13%), WHO pandemic levels (16%) and the Canadian pandemic influenza plan (10%).

Figure 2.3
Comfort Explaining Pandemic Influenza



Q: Given what you know and have heard about pandemic influenza, would you be comfortable right now explaining...?

Base: All media, (n=513)

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⁶ Findings indicative and not statistically significant.

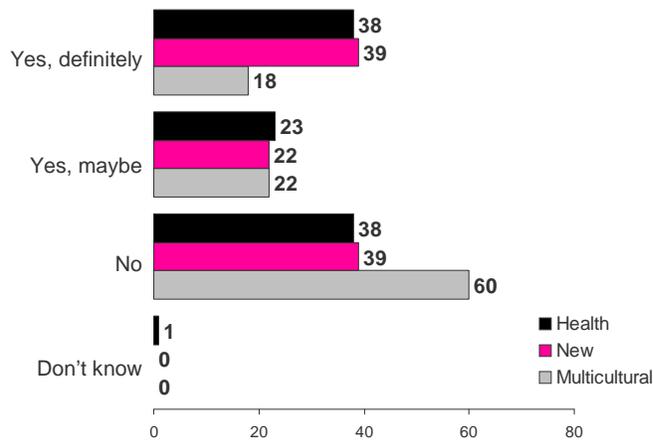
2-4 Perceived Awareness of Canadian Pandemic Influenza Plan

Six of ten media representatives in the health and general news areas are aware of the Canadian Pandemic Influenza Plan, with over one-third stating that they are definitely aware. Among multicultural media, only four of ten of the multicultural media (40%) are aware of the plan, and significantly less state that they are definitely aware.

The editorial and reporting departments also demonstrate varying levels of awareness of the Canadian Pandemic Influenza Plan. Reporters are slightly more likely than editors to state that they are definitely aware of the Plan, which is mostly due to the fact that health reporters (47%) are much more likely than health editors (31%) to state that they are definitely aware of the Canadian Pandemic Influenza Plan⁷.

Figure 2.4

Awareness of Canadian Pandemic Influenza Plan



Q: Have you ever heard of the Canadian Pandemic Influenza Plan?

Base: All media, (n=513)

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⁷ Findings indicative and not statistically significant.

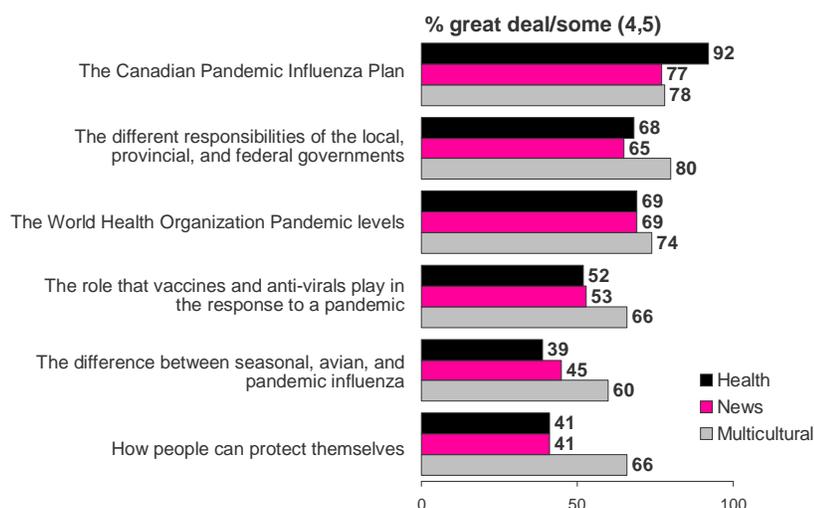
2-5 Amount of Information Needed

Not surprisingly given their expressed information deficiencies, the media feel that they primarily need information on the Canadian Pandemic Influenza Plan, with the health media (92%) placing the highest levels of importance on this category compared to the news (77%) and multicultural (78%) media⁸.

General news media find the following important: the different responsibilities of the local, provincial and federal governments (65%); the World Health Organization (WHO) pandemic levels (69%); and the role that vaccines/ anti-virals play (53%).

Generally stating the need for more information than the health and news media, multicultural media personnel rate the six categories relatively equally (60%-80%), with their top priority being information on the different responsibilities of the local, provincial and federal governments (80%). The multicultural media also place a higher level of importance than the health and news media on the roll that vaccines/anti-virals play (66% compared to 52%-53%), the difference between pandemic, seasonal and avian influenza (60% compared to 39%-45%) and how people can protect themselves (66% compared to 41%).

Figure 2.5
Amount of Information Needed



Q: How much information do you feel you need on the following issues if you were asked to prepare a story today on pandemic influenza?

Base: All media, (n=513)

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⁸ Findings indicative and not statistically significant.

2-6 Where Would Seek Further Information (total)

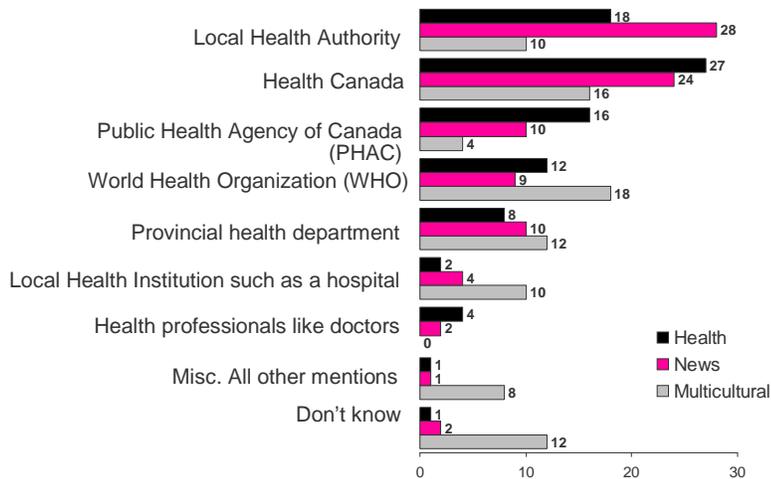
Likely resulting from the adoption of specific research strategies associated with their specialties, the news media (28%) is much more likely to seek information from a local health organization than the health media (18%), whereas the health media (16%) is more likely than the news media (10%) to look for information from the Public Health Agency of Canada (PHAC)⁹.

Likely due to diverse needs and resources available, regions and departments also collect information from different sources.

- Reporters in general tended editors to seek information from a local health authority, which is particularly true for health reporters (24%) as compared with health editors (14%).
- Quebec media (14%) tended not to seek information from a local health agency compared to other provincial media (26%-33%), but in general, are more likely to gain information from the PHAC.

Figure 2.6

Where Would Seek Further Information



Q: If you were to seek out more information on pandemic influenza, to whom or to what organization would you go?

Base: All media, (n=513)

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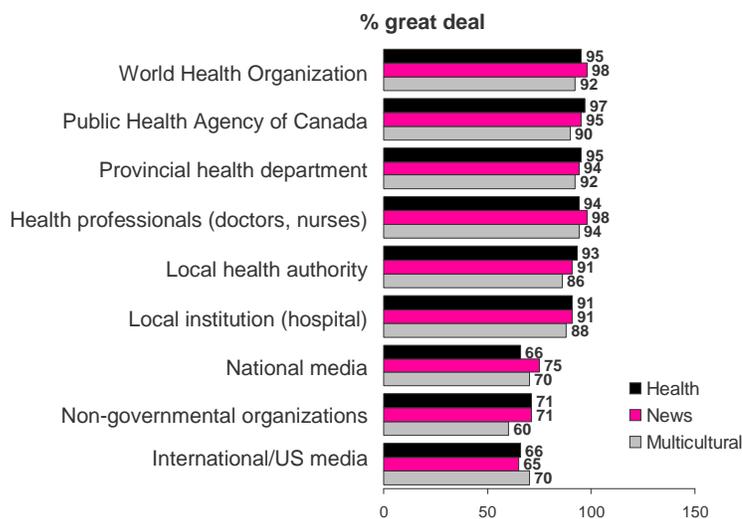
⁹ Results could be affected by the introductory text, which cites the Public Health Agency as the sponsor of this work.

2-7 Trust in Health Organizations

In general, the media have a great deal of trust in the organizations and professionals that provide information on the pandemic influenza. Although this level of trust is very high, the general news media (75%) is slightly more likely to trust “other national media” than the multicultural (70%) and health (66%) media, and the multicultural media (60%) is much less trustful of NGOs than the other media groups (71%).

Figure 2.7

Trust in Health Organizations



Q: Would you say that you trust the following organizations a great deal, somewhat, not very much, or not at all when it comes to providing accurate information about a pandemic in Canada?

Base: All media, (n=513)

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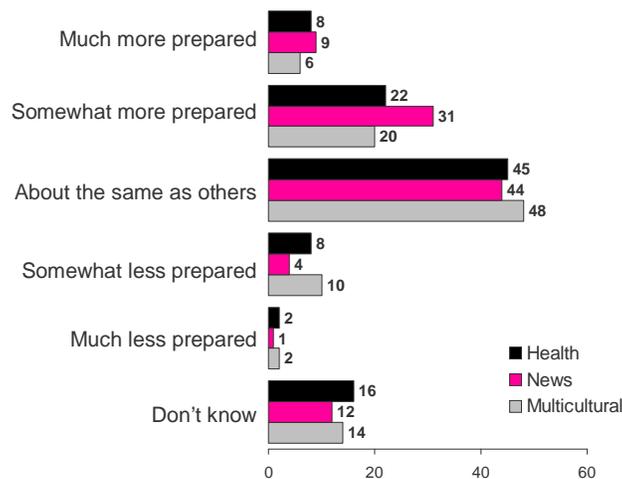
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2-8 Perceptions of Canada's Level of Pandemic Preparedness

Generally, respondents believe that Canada is prepared on a similar scale to other Western countries. This is consistent across health, general news and multi-cultural media. Few respondents felt that Canada was less prepared than other countries, although a small minority (13%) could not judge the level of preparedness in this country. The general news media (40%) believe that Canada is more prepared for a pandemic than the health (30%) and multicultural (26%) media.

Figure 2.8

Perceptions of Canada's Level of Pandemic Preparedness



Q: How would you say that Canada compares to other Western countries in terms of pandemic preparedness? Would you say that Canada is...?

Base: All media, (n=513)

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3-0 Communicating Information to the Media

3-1 Preferred Manner of Receiving Information

Stating that they prefer to receive information from a mix of new and old communication technologies, the health, news and multicultural media are relatively equal in the method in which they want to receive communications. That said, multicultural media representatives (52%) are slightly more likely than the health (42%) and general news (43%) media to chose email as their preferred method, and are also slightly more likely (52%) than the others (45%-46%) to prefer in-person briefings

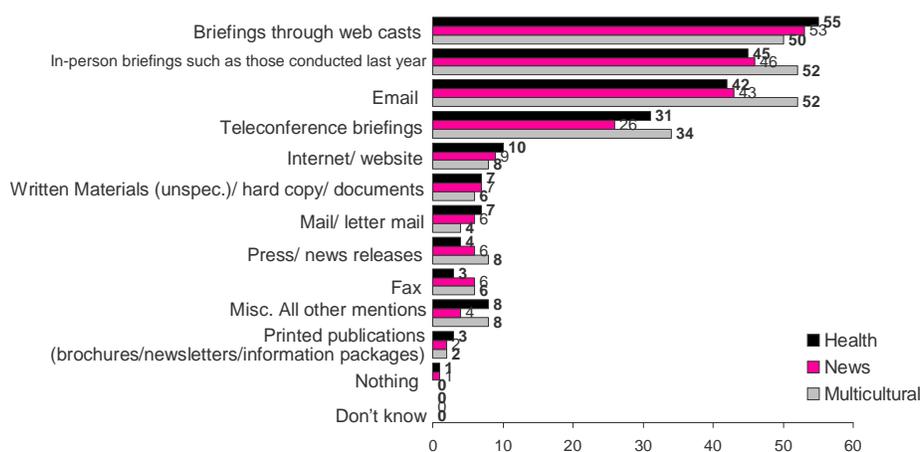
In general, the media's top choices for receiving background information include: briefings through web casts, in-person briefings such as those conducted last year, email, and teleconference briefings.

Although there are little differences between reporters and editors, there are some significant differences among regions.

- Both Quebec (74%) and Ontario (51%) media prefer briefings through web casts compared to other provincial media (40%-44%).
- Quebec media (54%) are also slightly more likely to prefer in-person briefings more than other Canadian media (40%-45%), while preferring email (22%) less than other media (48%-55%)

Figure 3.1

Preferred Manner of Receiving Information



Q: The Public Health Agency of Canada is considering a number of ways to provide background information to media personnel over the next 12 months. Which of the following ways would you like to receive information?

Note: multiple answers were accepted

Base: All media, (n=513)

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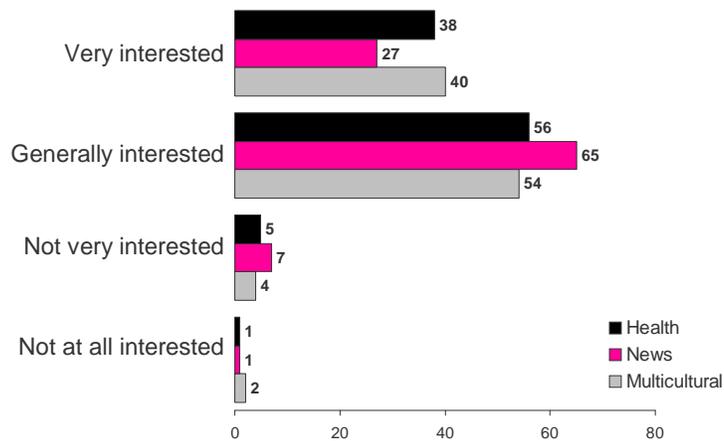
17

3-2 Interest in Learning More About Pandemic Influenza

The overwhelming majority of media representatives are at least generally interested in learning more about the pandemic. While all groups were interested in learning more about pandemic influenza (93%), the multicultural (40%) and health (38%) media respondents tended to state that they are very interested compared to the news media (27%).

Figure 3.2

Interest in Learning More About Pandemic Influenza



Q: How interested are you in learning more about Pandemic Influenza?

Base: All media, (n=513)

2007 TNS Canadian Facts

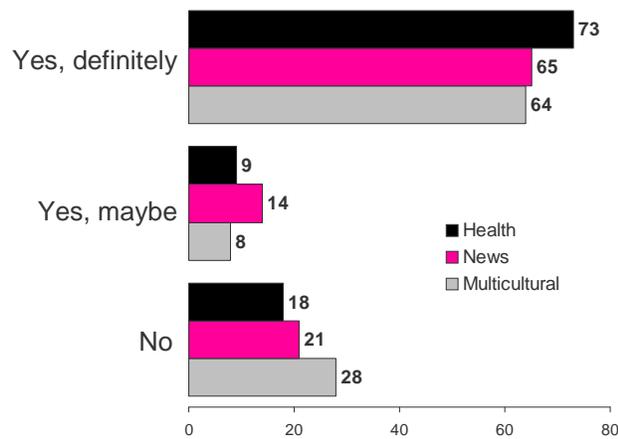
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3-3 Awareness of Public Health Agency of Canada

As might be expected, the health media (73%) are the most likely to state that they are definitely aware of the Public Health Agency of Canada (PHAC), compared to the general news (65%) and multicultural (64%) media. In terms of departmental differences, health reporters (78%) are slightly more likely to state that they are definitely aware compared to health editors (69%)¹⁰.

Figure 3.3

Awareness of Public Health Agency of Canada



Q: Before today, had you ever heard of the Public Health Agency of Canada?

Base: All media, (n=513)

2007 TNS Canadian Facts

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¹⁰ Results may be affected by the introductory text and subsequent questions which mention the Public Health Agency of Canada. Should be interpreted with caution.

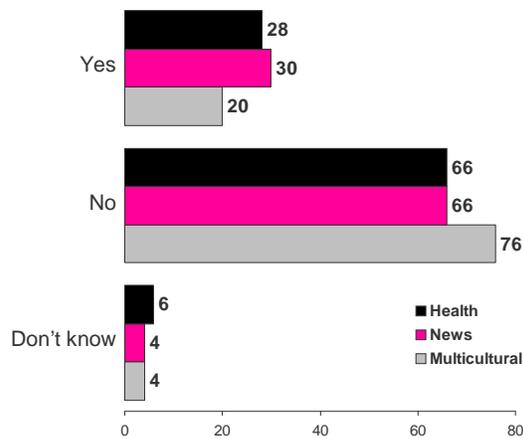
4-0 Media Discussions of Pandemic Implications

4-1 Incidence of Having Discussed Pandemic Implications

Even though the media generally place a high level of importance on the possibility of a pandemic influenza, few have had discussions of the pandemic's impact on their newsroom. The health (28%) and news (30%) media have had relatively equal amounts of discussions, whereas multicultural personnel (20%) have had significantly fewer.

News reporters (32%) tended to have had more discussions than news editors (20%), whereas health reporters (24%) have had fewer discussions than health editors (32%)¹¹.

Figure 4.1
Incidence of Having Discussed Pandemic Implications



Q: Has your organization discussed what the implications of an influenza pandemic might mean for your newsroom and its ability to function?

Base: All media, (n=513)

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¹¹ Findings indicative and not statistically significant.

4-2 Discussion Outcomes

There are four main outcomes as a result of the media discussions on the impact of the pandemic: infection control strategies (32%); how to deal with absenteeism (28%); prioritizing workloads (26%); and setting up alternative work situations (25%).

Differing slightly in their opinions, the general news media compared to health media place a higher priority on infection control strategies (34% and 21% respectively) and how to deal with absenteeism (31% and 24% respectively), while the health media place a slightly higher priority on setting up alternative work situations.

Table 4-2: Outcome of Discussions among Those Who Had Them

	Media Type				Department	
	Total	Health	News	Multi-cultural	Editorial	Reporting
Base = actual	(148) %	(33) %	(105) %	(10) %	(40) %	(108) %
Discussion outcomes						
Infection control strategies	32	21	34	50	30	33
How to deal with absenteeism	28	24	31	0	20	31
Prioritizing workloads	26	27	28	10	23	28
Setting up alternative work situations	25	27	24	30	28	24
Still on-going/in process	7	0	10	0	5	7
To create a plan	5	6	5	0	3	6
Crisis management	5	6	5	0	10	3
To give information to people/public	3	3	2	10	0	4
Looked at different scenarios and how we should react	2	3	2	0	3	2
Misc. All other mentions	7	6	7	10	0	9
Nothing	13	18	11	20	20	10
Don't know	14	15	14	10	13	15

*Figures percentaged on a base of less than 100 should be interpreted with caution

4-3 Incidence of Having Planned Discussions

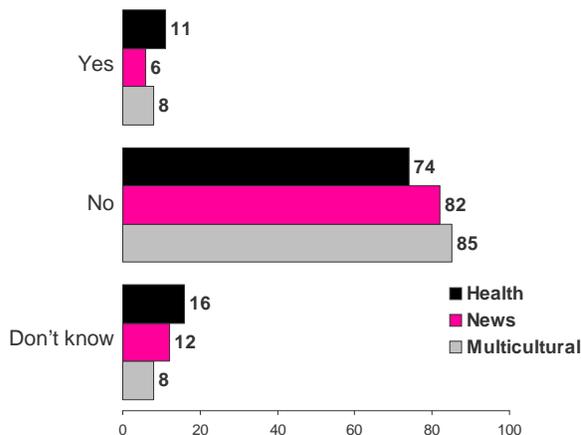
Of those media who have not already discussed the pandemic's impact on their newsroom, the overwhelming majority do not have discussions planned for the future. Not surprisingly, the health media (11%) are the most likely to have planned discussions, followed by the multicultural (8%) and news (6%) media.

Departmental and regional differences are significant in terms of the incidence of having planned discussions.

- Editors (88%) are more likely than reporters (77%) to not have discussions planned.
- Similarly, Quebec (88%) and B.C. (90%) media are more likely to not have discussions planned compared to other provincial media (74%-77%).

Figure 4.3

Incidence of Having Planned Discussions



Q: Are such discussions planned?

Base: Media who have not discussed pandemic influenza (n=365)

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5-0 PHAC Media Briefings

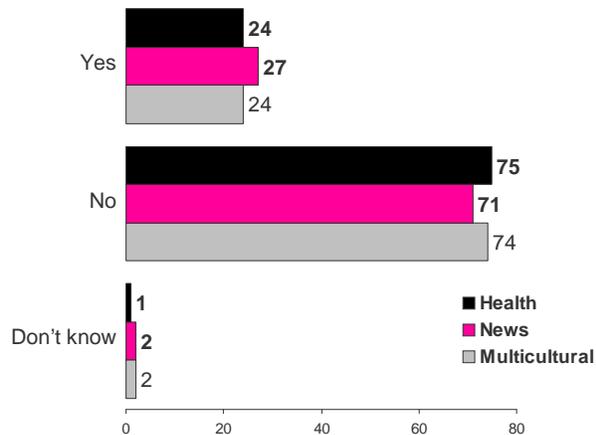
5-1 Awareness of PHAC Media Briefings

Relatively equal in their awareness, approximately a quarter of media personnel are aware of PHAC media briefings, although there are some significant differences among departments and regions.

- Around a quarter of respondents are aware of the PHAC briefings, roughly equal between reporters (27%) and editors (23%). Slight differences may be due to the fact that health reporters (37%) are much more likely than health editors (14%) to be aware of these briefings.
- B.C (19%) and Quebec (17%) media are much less likely to be aware of PHAC briefings than other Canadian media (30%-35%).

Figure 5.1

Awareness of PHAC Media Briefings



Q: Are you aware that the Public Health Agency conducted media background briefings in cities across Canada on pandemic influenza?

Base: All media, (n=513)

2007 TNS Canadian Facts

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5-2 Incidence of Having Attended PHAC Media Briefings

Of those who are aware of PHAC briefings, the majority have not attended a briefing. The health media are much more likely to attend than the multicultural and news media.

Table 5-2: Attendance at Briefings among Those Aware

	Type of Media			
	Total	Health	News	Multi-cultural
Base = actual	(134) %	(28) %	(94) %	(12) %
Incidence of attending a briefing				
Yes	13	32	9	0
No	86	64	90	100
Don't know	2	4	1	0

*Figures percentaged on a base of less than 100 should be interpreted with caution

The overwhelming majority the media who attended a PHAC briefing rate the briefings as useful, with most stating that it is very useful (11 of the 17).

5-3 Reason Did Not Attend PHAC Briefing

Of the media who are aware but did not attend a PHAC briefing, the main two reasons for not attending include: “not really my area” (27%) and “too busy/ scheduling conflict” (18%).

Whereas the news media are slightly more inclined to state that they are too busy, the health media favor the reasoning that, “it is not really their area.” A few other important reasons for not attending include: “location/ too far” (9%); “other person attended” (8%); “did not know about it” (8%); “none in the area/ none were held here” (7%).

Table 5-3: Reason did not Attend among Those Aware

	Media Type			
	Total	Health	News	Multi-cultural
Base = actual	(115) %	(18) %	(85) %	(12) %
Reason did not attend				
Not really my area	27	33	26	25
Too busy/ scheduling conflict	18	17	20	8
Location/ too far	9	0	12	0
Other person attended	8	6	8	8
Did not know about it	8	11	7	8
Non in the area/ non were held here	7	6	8	0
Was not invited	4	6	4	0
Lack of resources/ personnel	4	0	4	8
Too short of notice	3	6	2	0
Already had info/ did not need to	3	6	1	8
We are a smaller regional newspaper	3	0	2	8
It was not newsworthy	2	6	1	0
Editor/ producer refused to let me go	1	0	1	0
Misc. All other mentions	6	6	5	17
Don't know	4	0	4	8

*Figures percentaged on a base of less than 100 should be interpreted with caution

5-4 Likelihood of Attending Future PHAC Briefing

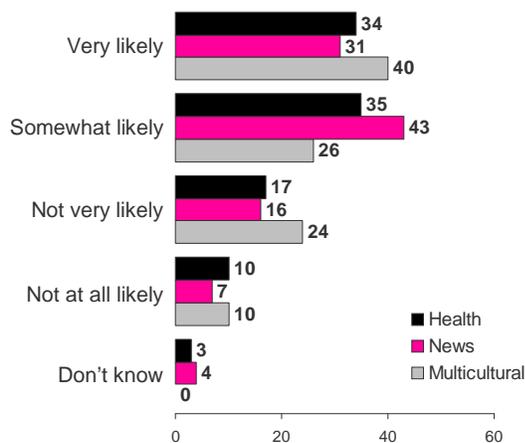
Although only a few of the media have attended PHAC briefings in the past, seven of ten are interested in attending a briefing in the future, with almost a third stating that they are very likely to attend.

The health, news and multicultural media are relatively equal in their desire to attend future briefings, but there are some significant differences among regions and departments.

- Although reporters (73%) are only slightly more likely to attend than editors (68%), health reporters (78%) are much more likely to attend than health editors (62%).
- Prairie media (82%) are more interested in attending than are other Canadian media (68%-71%).

Figure 5.4

Likelihood of Attending Future PHAC Briefing



Q: If a similar background media briefing was held on pandemic influenza in or within an hours drive of your community to inform you about the disease and the plans to prepare for it, how likely is it that you would attend?

Base: All media, (n=513)

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IV. Appendices

1-0 Methodology

1-1 Overview

A telephone survey was conducted during normal business hours using the FACTS Network, TNS Canadian Facts' CATI system, among a sample of people working in the media. The target audience for the survey is English, French and ethnic media outlets, including all formats (print, radio, TV, and web) across Canada.

The sample source for the survey was a list drawn from MediaNetCentral.ca, which is an online media directory run as a division of CNW Group. Using this tool, three sample lists were developed:

- Health Reporters and Editors based on all those who are identified as being involved in these stories. This produced 420 contacts.
- News/National News: includes all those who are associated with covering national news or news in general. This produced 2,541 contacts.
- Ethnic/Multicultural News: Includes all those who are associated with covering national news or news in general and are associated with an ethnic media outlet. This produced 93 contacts that was later supplemented by an additional list (517 contacts) provided by the Public Health Agency of Canada.

A total of 513 interviews were completed telephone surveys with media contacts, including news executives, editors/producers and non-health beat reporters.

TNS Canadian Facts' telephone interviewing is continuously monitored, with at least 10% of the interviewing either partially or fully monitored.

Although it is standard practice to weight data, the decision was made not to do so in this case. Weighting is usually applied to adjust for (1) a disproportionate likelihood of response among certain groups; and/or (2) disproportionate sampling when it comes to the whole dataset. By weighting, a survey result for the total completions is not influenced by who was actually interviewed.

Weighting does, however, require accurate information about the population the sample is being weighted to. In the absence of this information, the decision was made not to apply weighting. Since we are not really interested in the total (national news + health news + ethnic media) responses to any question but rather the degree to which the

answers that these three sub-groups provide differ from each other, the absence of weighting does not impact on the interpretation of the results here.

1-2 Record of Call

Total Numbers Attempted	1792
Invalid Numbers / Sample:	47
1. Not in service	33
2. Non-business	3
3. Fax/modem	8
4. Other ineligible	3
Unresolved In-Scope Sample:	395
5. Busy	10
6. Answering Machine	297
7. No answer	64
8. Language	7
9. Household Refusal/Other	17
Resolved but Non-Responding:	738
10. Selected/eligible respondent not available	251
11. Appointment/Callback	293
12. Respondent Refusal/Other	194
Resolved and Responding	612
13. Disqualified	0
14. Completed Interview	516
15. No such person / deceased	0
16. Quota Failure	0
17. All others	96
RESPONSE RATE	35.1%

2-0 Field Materials

2-1 English Questionnaire

Hello, my name is _____ and I am calling from TNS Canadian Facts, a public opinion research company. We are conducting a survey on behalf of the Public Health Agency of Canada and would like to get the views of media personnel about pandemic influenza. The survey will take approximately 10 minutes. Please let me assure you that your responses will remain completely confidential and will be used to help the Agency provide better information to the media. This survey is registered with the national survey registration system.

IF NECESSARY:

If now is not a good time to complete the survey we would be more than happy to call back at a time more convenient to you.

USE STANDARD CALL OUTCOMES

QGEN:

S,
QT

RECORD GENDER. DO NOT ASK.

AL

MALE
FEMALE

QA1: S,
QT

How would you rate your current level of knowledge about pandemic influenza...?

AL

Excellent
Very good
Only fair
Poor
DON'T KNOW

QA2: S,
QT

How would you rate your current level of knowledge about the Government of Canada's planned response to a pandemic influenza outbreak in Canada...

AL

Excellent
Very good
Only fair

Poor
DON'T KNOW

PROGRAMMER, ROTATE QA3A AND QA3B

QA3A:
S,
QT

Would you say that the possibility of pandemic influenza is a very important, somewhat important, not very important or not at all important, on your MEDIA OUTLET'S agenda?

AL
Very important
Somewhat important
Not very important
Not at all important
DON'T KNOW

QA3B: S,
QT

Would you say that the possibility of pandemic influenza is a very important, somewhat important, not very important or not at all important, on your PERSONAL agenda?

AL
Very important
Somewhat important
Not very important
Not at all important
DON'T KNOW

ASK QA4A IF QA3A IS NOT VERY OR NOT AT ALL

QA4A:
S,
QT

Why is it not important on your media outlet's agenda?

AL
OPEN

ASK QA4B IF QA3A IS GENERALLY OR VERY

QA4B:
S,
QT

Why is it important on your media outlet's agenda?

AL
OPEN

ASK ALL

QA5: S,
QT

Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements:

INSERT MT

AL

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree
DON'T KNOW

The possibility of a pandemic is not in itself very newsworthy
The news media have devoted enough attention to pandemics unless something dramatic happens.
The actual threat of a pandemic in the next decade is very small
Canadians don't really understand pandemic influenza
I do not think that we are prepared for a pandemic influenza

QA6: S,
QT

Given what you know and have heard about pandemic influenza, would you be comfortable right now explaining...

AL

Yes
No
DON'T KNOW

ROTATE MT

how the next pandemic may begin?
the estimated duration of a pandemic?
the estimated health impacts of a pandemic in Canada?
the difference between seasonal, avian and pandemic influenza?
how to protect oneself against the flu?
the Canadian Pandemic Influenza Plan?
the role that vaccines and anti-virals play in the response to a pandemic?
the different responsibilities of the local, provincial and federal governments?
the WHO Pandemic levels?

QB1: S,
QT

Have you ever heard of the Canadian Pandemic Influenza Plan?

AL

Yes (DEFINITELY)
Yes (MAYBE)

No
DON'T KNOW

QB3: S,
QT

How much information do you feel you need on the following issues if you were asked to prepare a story today on pandemic influenza? Please use a 5 point scale where 1 means you would not need much information of this type and 5 means you would need a great deal of this type.

INSERT MT

AL

1- No information needed
2
3
4
5 - Need a great deal of this type of information.
DON'T KNOW

PROGRAMMER, ROTATE MT

The difference between pandemic, seasonal and avian influenza
The Canadian Pandemic Influenza Plan
How people can protect themselves
The role that vaccines and anti-virals play in the response to a pandemic
The different responsibilities of the local, provincial and federal governments
The WHO Pandemic levels

QB4A:
S,
QT

If you were to seek out more information on pandemic influenza, to whom or to what organisation would you go?

INTERVIEWER: IF RESPONDENT PROVIDES GO ONLINE, ASK WHICH ORGANIZATION'S WEBSITE

SELECT ONE

AL

HEALTH CANADA
PHAC (PUBLIC HEALTH AGENCY OF CANADA)
WHO (WORLD HEALTH ORGANIZATION)
PROVINCIAL HEALTH DEPARTMENT
LOCAL HEALTH AUTHORITY
LOCAL HEALTH INSTITUTION SUCH AS HOSPITAL
HEALTH PROFESSIONALS LIKE DOCTORS AND NURSES
NON-GOVERNMENTAL ORGANIZATIONS (NGOS)

OTHER MEDIA (NATIONAL)
OTHER MEDIA (INTERNATIONAL/U.S.)
COLLEAGUES
OTHER (SPECIFY)
DON'T KNOW

QB4B: S,
QT

Any others?

PROGRAMMER, DO NOT SHOW RESPONSE FROM QB4A

AL

HEALTH CANADA
PHAC (PUBLIC HEALTH AGENCY OF CANADA)
WHO (WORLD HEALTH ORGANIZATION)
PROVINCIAL HEALTH DEPARTMENT
LOCAL HEALTH AUTHORITY
LOCAL HEALTH INSTITUTION SUCH AS HOSPITAL
HEALTH PROFESSIONALS LIKE DOCTORS AND NURSES
NON-GOVERNMENTAL ORGANIZATIONS (NGOS)
OTHER MEDIA (NATIONAL)
OTHER MEDIA (INTERNATIONAL/U.S.)
COLLEAGUES
OTHER (SPECIFY)
DON'T KNOW
NO OTHERS

QB5: S,
QT

Would you say that you trust the following organizations a great deal, somewhat, not very much or not at all when it comes to providing accurate information about a pandemic in Canada...

INSERT MT

AL

A great deal
Somewhat
Not very much
Not at all
DON'T KNOW

PROGRAMMER, ROTATE MT

PHAC (Public Health Agency of Canada)
WHO (World Health Organization)
Provincial Health department
Local health authority
Local health institution such as hospital
Health professionals like doctors and nurses
Non-governmental organizations (NGOs)
Other media (national)
Other media (international/U.S.)

QB6: S,
QT

How would you say that compares to other Western countries in terms of pandemic preparedness? Would you say that Canada is...

AL

Much more prepared
Somewhat more prepared
About the same as others
Somewhat less prepared
Much less prepared
DON'T KNOW

QB7: S,
QT

The Public Health Agency of Canada is considering a number of ways to provide background information to media personnel over the next 12 months. Which of the following ways would you like to receive information.

READ LIST SELECT ALL THAT APPLY

AL

In-person briefings such as those conducted last year
Teleconference briefings
Briefings through webcasts
Some other method (Specify)

QB8: S,
QT

How interested are you in learning more about Pandemic Influenza?

AL

Very interested
Generally interested
Not very interested
Not at all interested
DON'T KNOW

QB9: S,
QT

Before today, had you ever heard of the Public Health Agency of Canada?

AL Yes (DEFINITELY)
Yes (MAYBE)
No
Don't know

QCA: S,
QT Has your organization discussed what the implications of an influenza pandemic might mean for your newsroom and its ability to function?

AL YES
NO
DON'T KNOW

ASK QCB IF YES AT QCA

QCB: S,
QT What were the outcomes of those discussions?

AL Infection control strategies
How to deal with absenteeism
Prioritizing workloads
Setting up alternative work situations (such as remote working)
Other (specify)

ASK QCC IF NO OR DON'T KNOW AT QCA

QCC: S,
QT Are such discussions planned?

AL YES
NO
DON'T KNOW

QC1: S,
QT Are you aware that the Public Health Agency conducted media background briefings in cities across Canada on pandemic influenza?

AL Yes
No
DON'T KNOW

ASK QC2 IF YES AT QC1, OTHERS GO TO QC5

QC2: S,
QT Did you attend one of the background media briefings that were held in cities across Canada on pandemic influenza?

AL Yes
No
DON'T KNOW

ASK QC3 IF YES AT QC2 OTHERS SKIP TO QC4.

QC3: S,
QT

How would you rate the background briefing in terms of its value to you? Would you say that it was...

AL Very useful
Generally useful
Not very useful
Not at all useful
DON'T KNOW

ASK QC4 IF NO AT QC2

QC4: S,
QT

Why did you not attend?

AL DID NOT KNOW ABOUT IT
IT WAS NOT NEWSWORTHY
NOT REALLY MY AREA
EDITOR/PRODUCER REFUSED TO LET ME GO
OTHER (SPECIFY)

ASK ALL

QC5: S,
QT

If a similar background media briefing was held on pandemic influenza in or within an hours drive of your community to inform you about the disease and the plans to prepare for it, how likely is it that you would attend?

AL Very likely
Somewhat likely
Not very likely
Not at all likely
DON'T KNOW

That is all the questions I have. Thank you for taking the time to complete this survey. Please be assured your responses will be held in the strictest of confidence.

2-2 French Questionnaire

Bonjour. Mon nom est _____ et je vous appelle de TNS Canadian Facts, une maison de sondage d'opinion publique. Nous effectuons un sondage au nom de l'Agence de santé publique du Canada et nous aimerions recueillir les points de vue du personnel de l'information au sujet de la pandémie d'influenza. Le sondage prendra environ 10 minutes. Soyez assuré(e) que vos réponses demeureront complètement confidentielles et seront utilisées pour aider l'Agence à fournir de meilleurs renseignements aux médias. Ce sondage est enregistré auprès du système national d'enregistrement des sondages.

AU BESOIN :

Si le moment est mal choisi pour procéder au sondage, nous nous ferons un plaisir de vous rappeler à un moment qui vous convient mieux.

UTILISEZ LES RÉSULTATS D'APPEL STANDARDS.

QGEN:

S,
QT

INSCRIVEZ LE SEXE. NE POSEZ PAS.

AL

MASCULIN
FÉMININ

QA1: S,
QT

Comment évalueriez-vous votre niveau actuel de connaissances concernant la pandémie d'influenza. Diriez-vous que vos connaissances sont...?

AL

Excellentes
Très bonnes
Passables seulement
Mauvaises
NE SAIT PAS

QA2: S,
QT

Comment évalueriez-vous votre niveau actuel de connaissances concernant le plan du gouvernement du Canada pour lutter contre la pandémie d'influenza. Diriez-vous que vos connaissances sont..?

AL

Excellentes
Très bonnes
Passables seulement
Mauvaises
NE SAIT PAS

PROGRAMMEUR, ROTATION DE QA3A ET DE QA3B

QA3A:
S,
QT

Diriez-vous que la possibilité d'une pandémie d'influenza occupe une place très importante, assez importante, pas très importante ou pas du tout importante dans votre agenda PROFESSIONNEL?

AL
Très importante
Assez importante
Pas très importante
Pas du tout importante
NE SAIT PAS

QA3B: S,
QT

Diriez-vous que la possibilité d'une pandémie d'influenza occupe une place très importante, assez importante, pas très importante ou pas du tout importante dans votre agenda PERSONNEL?

AL
Très importante
Assez importante
Pas très importante
Pas du tout importante
NE SAIT PAS

ASK QA4A IF QA3A IS NOT VERY OR NOT AT ALL

QA4A:
S,
QT

Pourquoi la question n'occupe-t-elle pas une place importante dans votre agenda professionnel?

AL
OUVERTE

ASK QA4B IF QA3A IS GENERALLY OR VERY

QA4B:
S,
QT

Pourquoi la question occupe-t-elle une place importante dans votre agenda professionnel?

AL
OUVERTE

POSEZ À TOUS

QA5: S,

QT Veuillez me dire si vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord, ou fortement en désaccord avec les énoncés suivants :

INSÉREZ MT

AL Fortement d'accord
Plutôt d'accord
Plutôt en désaccord
Fortement en désaccord
NE SAIT PAS

La possibilité d'une pandémie n'est pas très médiatique en elle-même
Les médias d'information ont consacré suffisamment d'attention aux pandémies, à moins que quelque chose de dramatique ne survienne
La menace réelle d'une pandémie au cours de la prochaine décennie est très faible
Les Canadiens ne comprennent pas vraiment ce que signifie une pandémie d'influenza
Je ne pense pas que nous soyons préparés à faire face à une pandémie d'influenza

QA6: S,
QT

Étant donné ce que vous savez et ce que vous avez entendu au sujet d'une pandémie d'influenza, seriez-vous à l'aise actuellement pour expliquer...

AL Oui
Non
NE SAIT PAS

ROTATION DE MT

comment la prochaine pandémie commencera?
la durée prévue de la pandémie?
les répercussions que pourrait avoir une pandémie sur la santé au Canada?
la différence entre la grippe saisonnière, la grippe aviaire et la pandémie d'influenza?
comment se protéger contre la grippe?
le plan canadien pour lutter contre la pandémie d'influenza
le rôle que les vaccins et les antiviraux jouent dans la lutte contre une pandémie?
les différentes responsabilités des gouvernements municipaux, provinciaux et fédéral?
les niveaux pandémiques de l'Organisation mondiale de la santé?

QB1: S,
QT

Avez-vous entendu parler du plan canadien de lutte contre la pandémie d'influenza?

AL Oui (CERTAINEMENT)
Oui (PROBABLEMENT)

Non
NE SAIT PAS

QB3: S,
QT

De combien d'information auriez-vous besoin sur les questions suivantes si l'on vous demandait de préparer un article sur une pandémie d'influenza? Veuillez utiliser une échelle de 5 points où 1 signifie que vous n'auriez pas besoin de beaucoup d'information de ce type et 5 signifie que vous auriez besoin de beaucoup d'information de ce type.

INSÉREZ MT

AL

1- N'a pas besoin d'information
2
3
4
5 - Besoin de beaucoup d'information de ce type.
NE SAIT PAS

PROGRAMMEUR, ROTATION DE MT

La différence entre une pandémie d'influenza, grippe saisonnière et grippe aviaire
Le plan canadien de lutte contre la pandémie d'influenza
Comment les gens peuvent se protéger
Le rôle que les vaccins et antiviraux jouent dans la lutte contre une pandémie
Les différentes responsabilités des gouvernements municipaux, provinciaux et fédéral
Les niveaux pandémiques de l'Organisation mondiale de la santé

QB4A:
S,
QT

Si vous cherchiez plus d'information sur la pandémie d'influenza, qui ou quelle organisation consulteriez-vous?

INTERVIEWEUR : SI LE RÉPONDANT MENTIONNE QU'IL IRAIT EN LIGNE, DEMANDEZ-LUI LE SITE WEB DE QUELLE ORGANISATION.

SÉLECTIONNEZ UNE RÉPONSE

AL

SANTÉ CANADA
L'AGENCE DE SANTÉ PUBLIQUE DU CANADA
L'ORGANISATION MONDIALE DE LA SANTÉ
LE MINISTÈRE DE LA SANTÉ PROVINCIAL
L'AUTORITÉ SANITAIRE LOCALE
UNE INSTITUTION DE SANTÉ LOCALE COMME UN HÔPITAL
DES PROFESSIONNELS DE LA SANTÉ COMME DES MÉDECINS ET DES INFIRMIÈRES

DES ORGANISATIONS NON GOUVERNEMENTALES
D'AUTRES MÉDIAS (NATIONAL)
D'AUTRES MÉDIAS (INTERNATIONAL/É.-U.)
DES COLLÈGUES
AUTRE (PRÉCISEZ)
NE SAIT PAS

QB4B: S,
QT

Y en a-t-il d'autres?

PROGRAMMER, DO NOT SHOW RESPONSE FROM QB4A

AL

SANTÉ CANADA
L'AGENCE DE SANTÉ PUBLIQUE DU CANADA
L'ORGANISATION MONDIALE DE LA SANTÉ
LE MINISTÈRE DE LA SANTÉ PROVINCIAL
L'AUTORITÉ SANITAIRE LOCALE
UNE INSTITUTION DE SANTÉ LOCALE COMME UN HÔPITAL
DES PROFESSIONNELS DE LA SANTÉ COMME DES MÉDECINS ET DES
INFIRMIÈRES
DES ORGANISATIONS NON GOUVERNEMENTALES
D'AUTRES MÉDIAS (NATIONAL)
D'AUTRES MÉDIAS (INTERNATIONAL/É.-U.)
DES COLLÈGUES
AUTRE (PRÉCISEZ)
NE SAIT PAS
PAS D'AUTRES

QB5: S,
QT

Diriez-vous que vous faites beaucoup, un peu, pas très ou pas du tout confiance
aux organisations suivantes pour ce qui est de vous fournir des informations
exactes au sujet d'une pandémie au Canada?

INSÉREZ MT

AL

Beaucoup
Un peu
Pas très
Pas du tout
NE SAIT PAS

PROGRAMMEUR, ROTATION MT

L'agence de santé publique du Canada

L'organisation mondiale de la santé

Le Ministère de la santé provincial

L'autorité sanitaire locale

Une institution de santé locale comme un hôpital

Des professionnels de la santé comme des médecins et des infirmières

Des organisations non gouvernementales

D'autres médias (national)

D'autres médias (international/É.-U.)

QB6: S,

QT

Selon vous, comment le Canada se compare-t-il à d'autres pays occidentaux en termes de préparation pandémique? Diriez-vous que le Canada est...?

AL

Beaucoup mieux préparé

Un peu mieux préparé

À peu près aussi préparé que d'autres

Un peu moins préparé

Beaucoup moins préparé

NE SAIT PAS

QB7: S,

QT

L'Agence de santé publique du Canada songe à un certain nombre de façons de fournir des informations générales au personnel des médias au cours des 12 prochains mois. De quelles façons aimeriez-vous recevoir de l'information?

LISEZ LA LISTE. SÉLECTIONNEZ TOUT CE QUI S'APPLIQUE.

AL

Des séances d'information en personne comme celles qui ont été menées l'année dernière

Des séances d'information par le biais d'appels conférence

Des séances d'information par le biais de diffusions sur le Web

D'une autre façon (Précisez)

QB8: S,

QT

Dans quelle mesure êtes-vous intéressé(e) à en savoir davantage sur la pandémie d'influenza?

AL

Très intéressé(e)

Généralement intéressé(e)

Pas très intéressé(e)

Pas du tout intéressé(e)

NE SAIT PAS

QB9: S,

QT	Avant aujourd'hui, aviez-vous entendu parler de l'Agence de santé publique du Canada?
AL	Oui (CERTAINEMENT) Oui (PROBABLEMENT) Non Ne sait pas
QCA: S, QT	Votre organisation a-t-elle discuté des répercussions que pourrait avoir une pandémie d'influenza dans votre salle des nouvelles et comment elle pourrait continuer à fonctionner?
AL	OUI NON NE SAIT PAS ASK QCB IF YES AT QCA
QCB: S, QT	Quels ont été les résultats de ces discussions?
AL	Des stratégies de contrôle des infections Des façons de faire face à l'absentéisme Les priorités à accorder aux charges de travail La mise en place de situations de travail alternatives (comme le télétravail) Autre (Précisez) ASK QCC IF NO OR DON'T KNOW AT QCA
QCC: S, QT	A-t-on planifié de telles discussions?
AL	OUI NON NE SAIT PAS
QC1: S, QT	Savez-vous que l'Agence de santé publique a tenu des séances d'information générale sur la pandémie d'influenza pour les médias dans des villes partout au Canada?
AL	Oui Non NE SAIT PAS ASK QC2 IF YES AT QC1, OTHERS GO TO QC5

QC2: S,
QT

Avez-vous assisté à l'une de ces séances d'information générale sur la pandémie d'influenza, données dans des villes partout au Canada?

AL

Oui
Non
NE SAIT PAS

ASK QC3 IF YES AT QC2 OTHERS SKIP TO QC4.

QC3: S,
QT

Comment évalueriez-vous la séance d'information quant à sa valeur pour vous?
L'avez-vous trouvée ...

AL

Très utile
Généralement utile
Pas très utile
Pas du tout utile
NE SAIT PAS

ASK QC4 IF NO AT QC2

QC4: S,
QT

Pourquoi n'avez-vous pas assisté?

AL

N'ÉTAIT PAS AU COURANT
CE N'ÉTAIT PAS TRÈS MÉDIATIQUE
PAS VRAIMENT DE MON DOMAINE
ÉDITEUR/PRODUCTEUR A REFUSÉ DE ME LAISSER Y ALLER
AUTRE (PRÉCISEZ)

POSEZ À TOUS

QC5: S,
QT

Si on tenait une séance d'information similaire sur la pandémie d'influenza dans votre collectivité ou à une heure de route de votre collectivité pour vous informer de la maladie et des plans pour vous préparer à y faire face, dans quelle mesure est-il probable que vous y assistiez?

AL

Très probable
Assez probable
Pas très probable
Pas du tout probable
NE SAIT PAS

Voilà qui met fin à mes questions. Merci d'avoir pris le temps de répondre à ce sondage. Soyez assuré(e) que vos réponses resteront strictement confidentielles.