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Final Report
QUALITATIVE ASSESSMENT OF
HEALTHY EATING AND PHYSICAL
ACTIVITY/TAX CREDIT CONCEPTS
(HC POR-06-65)

Prepared for
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I. Executive Summary



Executive Summary

Given the current state of Canadians' health and fitness, Health Canada has launched a series of initiatives, including:

- Expanding content on the Health Canada website that includes tips and tools about Healthy Eating;
- Updating and expanding Canada's Food Guide (last revised in 1992); and,
- Implementing a mandatory nutrition labelling program for food packaging.

With this in mind, two sets of creative executions intended for television and print have been developed:

1. A television advertisement intended to promote the importance of healthy eating as well as to raise general public awareness of the revised (new) Canada Food Guide. A secondary objective of this advertising campaign is to underscore the physical activity message within the context of an overall healthy lifestyle; and
2. A print campaign designed principally to target parents and convey the benefits of physical activity among children and youth. The campaign is also intended to raise awareness of the Children's Fitness Tax Credit (note that the tax credit is an initiative being led out of the Canada Revenue Agency).

The purpose of this memorandum is to outline the key findings and recommendations from a program of qualitative research that was undertaken to test the proposed creative executions and possible taglines for these two specific initiatives.

The objectives of the qualitative research were:

- To evaluate and determine if the creative concepts associated with the healthy eating and physical activity/tax credit campaigns are:
 - clear, credible and relevant with the target audiences;
 - appealing and appropriate to the cultural and emotional sensitivities of the audience;
 - memorable in the minds of the audience;
 - able to motivate the audience to take appropriate actions; and
 - capable of mobilizing public support behind government action with the designated target audience; and,
- To determine which of the physical activity/tax credit print ad/poster concepts is most effective at reaching the target audience.



Executive Summary

The Strategic Counsel undertook 8 focus groups in four locations as outlined in the table below:

Location	Groups	Language
Halifax	One group recruited from low income households One group recruited from middle-to-high income households	English
Montreal	One group recruited from low income households One group recruited from middle-to-high income households	French
Toronto	One group recruited from low income households One group recruited from middle-to-high income households	English
Vancouver	One group recruited from low income households One group recruited from middle-to-high income households	English

The groups were conducted between January 22nd and 24th, 2007.

It is important to note that the TV spot was tested first in four groups (Toronto/Halifax), followed by an evaluation of the print ads. In the other four groups (Montreal/Vancouver), the print ads were tested first in followed by the TV spot.

A. Summary Highlights: “Healthy Eating” TV spot

The “Healthy Eating” TV execution tested well. It clearly had an emotional impact on many participants, particularly those in the higher income groups as they found the ad more personally relevant. As a consequence, it was evident that the spot has the intended effect of causing participants to give consideration to their families’ diets and reflect on changing or altering their current behaviours.

The message was highly visual and easy to relate to. Plus, the non-intrusive nature of the voice-over also works well in this execution. The execution’s cheerful, upbeat tone -- its strong “joie de vivre” -- also elicited a positive emotional response.



Executive Summary

Overall, most participants liked the spot – in all focus group locations the ad generated a great deal of enthusiasm. One reason underpinning this clear positive response was the strong family-oriented message embedded in the ad –slow down, spend more time with your family and preparing meals together can be fun.

Messaging comprehension was also clear. Most participants easily decoded the message to say that both general healthy eating and encouraging your kids to develop healthy eating habits are important.

B. Recommendations: “Healthy Eating” TV spot

The “Healthy Eating” TV spot achieves its intended objectives as an effective reminder to parents of the importance of healthy diets for their children as well as the enjoyment associated with meal preparation. The following recommended edits or modifications would serve to boost audience receptivity to the ad and message resonance.

Enhance the connection between the message and the fulfillment material

Although the primary objective of this spot was not to promote the ‘Revised Canada Food Guide,’ as collateral material it is a highly respected and credible tool. The current version of the ad, which references the Food Guide only briefly via a visual cue at the conclusion of the spot, not surprisingly yields very low recall of the Guide among participants. The fleeting reference to the Guide, combined with the lower energy of the ad as it concludes, serve to minimize the mental imprint or impression of the Guide on viewers.

Nevertheless, as was noted during the focus group discussions, the Guide does have a tremendous level of equity and credibility with parents and many were interested in finding out more about the revised version once it was raised.

Given participants’ level of interest in the Guide, there is an opportunity to more effectively profile the Guide and link it to the “healthy eating” message. Specific recommendations in this regard are to:

- Focus on the revised/new Canada Food Guide more explicitly as a key tool to help parents in the challenge of creating healthy meals/snacks for their children;
- Integrate the Food Guide within the context of current scenes (e.g. showing the parents and children using the Guide to help create their healthy meals);
- More effectively highlight how viewers can access the Food Guide both visually and through the voice over with some repetition of the 1-800 number and the URL address shown on the screen. Notably, recollection of the phone number or website is quite minimal given that references to these channels are rather fleeting.



Executive Summary

- Rather than referring to “your copy of Canada’s revised Food Guide,” it may be preferable to position the Guide as “new.” The term “new” connotes an improvement over the previous version, a Guide which is more up-to-date and more helpful. Conveying that the Guide is “new” will likely enhance the memorability of the ad given that the intended audience (e.g. parents) are both interested in the Guide and attuned to new information that will assist them in making mealtime and meal preparation both more fun and healthier.

Review the Ad’s pacing

A number of participants commented on the rapidity with which the clips or scenes felt that the clips or scenes moved too rapidly and not necessarily in a fluid manner. As discussed, there is only a limited amount of footage with which to re-edit the spot. Consider the following:

- Is it possible to delete some of the existing scenes which are less necessary in favour of fewer scene changes and better integration of the New Food Guide and related information?
- Given that the ‘action’ shots appear somewhat out of place from the rest of the ad, and given that the simultaneously running print campaign will be focusing on the benefits of physical activity....can you delete these specific images and focus exclusively on the healthy eating messaging?

C. Highlights – Print Campaign

It is important to say that when the print ads were tested first, it was clear that the ads were seen to be primarily conveying the importance of physical activity. The tax credit message was viewed as secondary. In each group, however, a few participants supported a stronger focus on the tax credit messaging in the ads. These individuals were principally motivated by the potential savings, although there was little discussion or understanding of exactly how the tax credit would work. For the most part though, participants indicated that they “don’t need to be paid to do something for their kids.”

Two executions worked fairly well (Unstoppable and Imagine), although both require some work. Either of these concepts could form the basis of a workable and effective campaign, with some adjustments.

D. Recommendations – Print Campaign

The two strongest print ads are “Unstoppable” or “Imagine”. Both have a similar problem: the visuals diminish the effectiveness of the ad. Choosing a preferred route depends on whether the Agency can develop an alternative visual that will improve the communications effectiveness of each of the two spots.



Executive Summary

Address concerns regarding the visuals

For “Unstoppable”, this means having a more vivid visual. While parents can relate to having kids who are ‘unstoppable’, the depiction was irritating for some. Are there alternate means of conveying this energy without annoying parents?

For “Imagine”, there was a sense amongst many participants that the visual at the top was somewhat cluttered and not particularly clear. The image was perceived to be somewhat abstract and “psychedelic”. In finished form, ensure that the array of sports and activities at the top are more readily identifiable and connected to the intended messaging.

Incorporate imagery of more children...not just ‘a’ child in each ad

As was seen, many parents are drawn to images of real, as opposed to abstract images of children (per the half child in “Unstoppable”). Consider how to best capture the essence of the current ads, while better incorporating a real child. Related, consider the opportunity to add in visuals of more than just one child in each ad.

Ensure that communication is focused on promoting physical activity. The tax credit should be a support as opposed to the primary messaging.

It was seen that when the communication is more focused on the tax credit as opposed to the general healthy living message (as in the “Just Add Kids” concept), that parents (in the English markets) become irritated. Related, some parents become pre-occupied with the absence of information related to the tax credit and start to make assumptions about the irrelevancy of such an initiative to them.

Incorporate the Physical Activity Guide into the final execution of the preferred concept.

As was seen, the Guide helps reinforce perceptions that the government is working to partner with parents to ensure that their children are exposed to and engaged in physical activities. The visual display of the guide provides an opportunity for a more positive response on the part of parents to this campaign.

MORE INFORMATION

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II. Sommaire



Sommaire

Étant donné l'état de santé et la condition physique des Canadiens, Santé Canada a lancé une série d'initiatives, dont :

- enrichir le contenu du site Web de Santé Canada qui comprend des conseils et des outils pour une alimentation saine;
- mettre à jour et étoffer le Guide alimentaire canadien (dernière révision en 1992); et,
- mettre en œuvre un programme d'étiquetage nutritionnel obligatoire pour les emballages alimentaires

Avec ces initiatives à esprit, deux ensembles de matériel créatif destinés à la télévision et à l'affichage ont été mis au point :

3. une publicité télévisée visant à promouvoir l'importance d'une alimentation saine et à sensibiliser le public à la (nouvelle) version révisée du Guide alimentaire canadien. Le second objectif de cette campagne publicitaire est de mettre l'accent sur le message encourageant l'activité physique dans le contexte d'un mode de vie sain; et
4. une campagne imprimée conçue principalement à l'intention des parents et présentant les bienfaits de l'activité physique pour les enfants et les jeunes. La campagne vise aussi à faire connaître le crédit d'impôt pour la condition physique des enfants (prenez toutefois note que le crédit d'impôt est une initiative menée par l'Agence du revenu du Canada).

L'objectif de ce document est de présenter les principales constatations d'un programme de recherche qualitative entrepris pour tester le matériel créatif proposé et les slogans possibles pour ces deux initiatives précises, et d'émettre des recommandations.

Les objectifs de la recherche qualitative étaient :

- d'évaluer les concepts créatifs associés aux campagnes pour une alimentation saine et l'activité physique / crédit d'impôt pour la condition physique des enfants et de déterminer s'ils sont :
 - clairs, crédibles et pertinents pour l'auditoire cible;
 - attrayants et adaptés aux sensibilités culturelles et émotionnelles de l'auditoire;
 - mémorables dans l'esprit de l'auditoire;
 - en mesure de motiver l'auditoire à prendre les mesures appropriées; et
 - en mesure de mobiliser le soutien public derrière les actions du gouvernement auprès de l'auditoire cible; et,
- de déterminer lequel des concepts d'affiche ou de publicité imprimée pour l'activité physique/crédit d'impôt pour la condition physique des enfants est le plus efficace pour joindre l'auditoire cible.



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The Strategic Counsel a organisé huit groupes de discussion dans quatre villes, tel qu'énuméré ci-dessous.

Emplacement	Groupes	Langue
Halifax	Un groupe de participants recrutés parmi les ménages à faible revenu	Anglais
	Un groupe de participants recrutés parmi les ménages à revenu moyen et élevé	
Montréal	Un groupe de participants recrutés parmi les ménages à faible revenu	Français
	Un groupe de participants recrutés parmi les ménages à revenu moyen et élevé	
Toronto	Un groupe de participants recrutés parmi les ménages à faible revenu	Anglais
	Un groupe de participants recrutés parmi les ménages à revenu moyen et élevé	
Vancouver	Un groupe de participants recrutés parmi les ménages à faible revenu	Anglais
	Un groupe de participants recrutés parmi les ménages à revenu moyen et élevé	

Les groupes de discussion ont eu lieu entre le 22 et le 24 janvier 2007.

Il est important de noter que dans quatre groupes (Toronto/Halifax) la publicité télévisée a été testée d'abord, puis les publicités imprimées ont été évaluées. Dans les quatre autres groupes (Montréal/Vancouver), les publicités imprimées ont été testées en premier, puis la publicité télévisée.

A. Faits saillants : publicité télévisée « Alimentation saine »

La publicité télévisée « Alimentation saine » a reçu un accueil favorable. Elle a clairement eu un impact émotif sur plusieurs participants, surtout ceux des groupes à revenu élevé qui l'ont trouvée plus pertinente à titre personnel. Par conséquent, il était évident que la publicité avait l'effet escompté de faire réfléchir les participants sur le régime alimentaire de leur famille et de leur faire songer à changer ou à modifier leurs habitudes actuelles.

Le message était très visuel et il était facile de s'y identifier. La nature non intrusive de la narration fonctionnait également bien pour le message. L'exécution enjouée, le ton optimiste, la forte joie de vivre qui se dégageait de la publicité suscitaient une réaction émotive positive.



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Dans l'ensemble, la plupart des participants ont aimé la publicité. Elle a suscité beaucoup d'enthousiasme au sein de tous les groupes. L'une des raisons sous-jacentes à cette réaction clairement positive était le message fortement orienté vers la famille qui s'en dégageait : ralentissez, passez plus de temps avec votre famille, préparez des repas ensemble et amusez-vous.

La compréhension du message était également claire. La plupart des participants ont facilement décodé le message général qu'il est important d'avoir une alimentation saine et d'encourager ses enfants à développer des habitudes alimentaires saines.

B. Recommandations : publicité télévisée « Alimentation saine »

La publicité télévisée « Alimentation saine » atteint les objectifs visés et constitue un rappel efficace pour les parents de l'importance d'un régime alimentaire sain pour leurs enfants et du plaisir qui peut être associé à la préparation des repas. Les modifications recommandées visent à accroître la réceptivité de l'auditoire à la publicité et l'écho du message.

Améliorer le lien entre le message et le matériel auxiliaire

Même si l'objectif premier de la publicité n'est pas de promouvoir le Guide alimentaire canadien révisé, en tant que matériel auxiliaire il constitue un outil fort respecté et crédible. La version actuelle de la publicité, qui ne fait mention du Guide que brièvement à l'aide d'un plan à la fin de l'annonce, ne suscite, sans surprise, qu'un très faible rappel du Guide de la part des participants. La vague référence au Guide, combinée à l'énergie moindre à la fin de la publicité, contribuent à minimiser l'empreinte mentale du Guide chez les téléspectateurs.

Malgré tout, nous avons remarqué au cours des groupes de discussion que le Guide suscite un degré incroyable d'intérêt et de crédibilité auprès des parents, et que plusieurs étaient intéressés à en savoir davantage au sujet de la version révisée lorsqu'il en a été question.

Étant donné le degré d'intérêt des participants à l'endroit du Guide, il y a là une occasion de présenter le Guide de façon plus efficace et de le lier au message d'alimentation saine. Les recommandations précises en ce sens sont :

- mettre l'accent sur le (nouveau) Guide alimentaire canadien révisé de façon plus explicite comme outil clé pour aider les parents à relever le défi de créer des collations et des repas sains pour leurs enfants.
- intégrer le Guide alimentaire dans le contexte des scènes actuelles (p.ex. montrer les parents et les enfants en train d'utiliser le Guide pour concevoir des repas sains);



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- mettre l'accent de façon plus efficace sur la façon dont les téléspectateurs peuvent accéder au Guide alimentaire, tant visuellement que par le biais de la narration avec quelques répétitions du numéro sans frais et de l'adresse URL affichés à l'écran. Pour l'instant, le rappel du numéro de téléphone et de l'adresse Web est plutôt faible étant donné que les références à leur sujet sont plutôt vagues.
- Plutôt que de présenter le Guide comme « votre copie du Guide alimentaire canadien révisé », il pourrait être préférable de le positionner comme « nouveau ». Le terme « nouveau » a une connotation d'amélioration par rapport à la version précédente, un Guide plus à jour et plus utile. En présentant le Guide comme « nouveau », le rappel de la publicité sera probablement amélioré car l'auditoire visé (c.-à-d. les parents) est intéressé par le Guide et à l'affût de nouveaux renseignements qui les aideront à rendre l'heure des repas, et les repas eux-mêmes, plus amusants et plus sains.

Revoir le rythme de la publicité

Plusieurs participants ont émis des commentaires par rapport à la rapidité à laquelle les images et les scènes défilaient, soit de façon trop rapide et pas nécessairement fluide selon eux. Tel que mentionné précédemment, le métrage disponible pour éditer la publicité est limité. Il pourrait être utile de prendre ces points en considération :

- Est-il possible de supprimer certaines scènes existantes moins nécessaires afin d'avoir moins de changements de plans et une meilleure intégration du nouveau Guide et de l'information pertinente ?
- Étant donné que les scènes d'action semblent hors contexte par rapport au reste de la publicité, et étant donné que la campagne imprimée qui aura cours simultanément mettra l'accent sur les bienfaits de l'activité physique, peut-on supprimer ces images et mettre uniquement l'accent sur le message d'alimentation saine ?

C. Faits saillants – Campagne imprimée

Il est important de mentionner que lorsque les publicités imprimées ont d'abord été testées, il était évident qu'elles étaient perçues comme présentant surtout l'importance de l'activité physique. Le message du crédit d'impôt était perçu comme secondaire. Toutefois, dans chaque groupe, quelques participants retenaient davantage le message à propos du crédit d'impôt dans les publicités. Ces personnes étaient surtout motivées par les économies possibles, même s'il y a eu peu de discussion ou de compréhension quant à la façon dont le crédit fonctionnerait exactement. Les participants ont été nombreux à dire qu'ils « n'avaient pas besoin d'être payés pour faire quelque chose pour leurs enfants. »

Deux concepts ont particulièrement bien fonctionné (« Rien ne peut les arrêter » et « Le monde est à eux »), même si les deux doivent être peaufinés. Avec quelques ajustements, chacun de ces concepts pourrait former la base d'une campagne possible et efficace.



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D. Recommandations – Campagne imprimée

Les deux publicités imprimées les plus fortes sont « Rien ne peut les arrêter » et « Le monde est à eux », et les deux partagent le même problème : l'aspect visuel diminue leur efficacité. La voie à suivre dépend de si l'agence de publicité peut créer un visuel de rechange qui améliorera l'efficacité de la communication de chacune des deux publicités.

Régler certains problèmes de l'image

Pour la publicité « Rien ne peut les arrêter », il faudrait une image plus dynamique. En effet, si les parents peuvent s'identifier au fait d'avoir des enfants qu'on ne peut arrêter, la représentation qui en est faite en irritait plusieurs. Existe-t-il d'autres façons de présenter cette énergie sans agacer les parents?

Pour l'affiche « Le monde est à eux », plusieurs participants croyaient que le dessin au haut était surchargé et pas très clair. Il était perçu par certains comme quelque peu abstrait et psychédélique. Pour le produit fini, il faudrait s'assurer que l'éventail de sports et d'activités qui figurent au sommet est identifiable plus facilement et a un lien avec le message voulu.

Intégrer plus d'enfants dans chaque image, pas seulement un

Comme nous l'avons vu, plusieurs parents sont attirés par les images vraies et non abstraites d'enfants (p.ex. la moitié d'enfant dans « Rien ne peut les arrêter »). Il faudrait examiner comment capter l'essence des publicités actuelles, tout en intégrant mieux un véritable enfant. De même, il faudrait songer à la possibilité d'ajouter plus d'enfants dans chaque image.

Garantir que la communication est axée sur la promotion de l'activité physique. Le crédit d'impôt devrait être un soutien et non le message principal.

Il semble que lorsque la communication est davantage axée sur le crédit d'impôt plutôt que sur le message d'habitudes de vie saines en général (comme dans le concept « Vie active »), les parents (dans les marchés anglophones) sont agacés. De même, certains parents étaient préoccupés par l'absence d'information liée au crédit d'impôt et émettaient des hypothèses quant à la non-pertinence de l'initiative pour eux.

Intégrer le Guide d'activité physique pour les enfants dans la version finale du concept retenu.

Comme nous l'avons vu, le Guide contribue à renforcer la perception que le gouvernement travaille en collaboration avec les parents pour s'assurer que les enfants aient accès à des programmes sportifs et participent à des activités physiques. L'image du Guide donne l'occasion de susciter une réaction plus positive de la part des parents à l'endroit de cette campagne.



The Strategic Counsel

INFORMATION SUPPLÉMENTAIRES

Nom du fournisseur : The Strategic Counsel

Numéro du contrat : H1011-6-0058

Date du contrat : 2007-01-15

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III. Background and Objectives



Background and Objectives

A. Background

The Government of Canada and Health Canada, the department responsible for helping Canadians maintain and improve their health, has taken a number of steps aimed at encouraging Canadians to lead healthier lifestyles via improved dietary habits and increased physical activity. These initiatives have been prompted by an alarming increase in the percentage of the population in Canada considered to be either overweight or obese as well as growing medical evidence linking poor dietary habits to a number of chronic medical conditions (e.g. cardiovascular disease, some forms of cancer, diabetes and osteoporosis) that now account for more than 75 per cent of deaths in Canada.

Statistics show that an estimated 65 per cent of men and 54 per cent of women in Canada are either overweight or obese and that the obesity rates in children have almost tripled from three per cent in 1978 to eight per cent in 2004. As obesity rates have risen so have the number of cases of preventable chronic diseases. The epidemiology of these issues shows a variety of root causes. Two key determining factors are physical activity and nutrition. In the last several decades increasing numbers of Canadians have begun to integrate more physical activity in their daily lives. Nevertheless, studies continue to show that the majority of Canadians can be considered only moderately active or indeed inactive. The issue of sedentary lifestyles is particularly acute among Canadian children for whom leisure activities have become more passive pursuits involving television, video games and the computer. At the same time, it is clear that good eating habits and nutrition are a critical factor in maintaining a healthy lifestyle. Diet can be directly linked to chronic medical conditions such as cardiovascular disease, some forms of cancer, diabetes and osteoporosis.

Given the current state of Canadians' health and fitness, Health Canada has launched a series of initiatives, including:

- Expanding content on the Health Canada website that includes tips and tools about Healthy Eating;
- Updating and expanding Canada's Food Guide (last revised in 1992);
- Implementing a mandatory nutrition labelling program for food packaging.; and
- Publicizing the Children's Fitness Tax Credit that supports regular physical activity for children under the age of 16. (The tax credit is a CRA initiative.)

A series of television ads initially built around the concept of an integrated Healthy Living and Sport Participation campaign were developed and tested, although never launched. These ads have since been modified to re-focus the campaign on nutrition messages and to promote the revised Food Guide as the first phase of a healthy eating campaign set to launch in February 2007.



Background and Objectives

B. Research Objectives

The research was intended to assess target audience response and reaction to a number of creative approaches designed to promote the Government of Canada's Healthy Eating and Physical Activity/Tax Credit Campaigns.

The proposed program of qualitative research is intended to address the following objectives:

- To evaluate and determine if the creative concepts associated with the healthy eating and physical activity/tax credit campaigns are:
 - clear, credible and relevant with the target audiences;
 - appealing and appropriate to the cultural and emotional sensitivities of the audience;
 - memorable in the minds of the audience;
 - able to motivate the audience to action; and
 - capable of mobilizing public support behind government action with the designated target audience; and
- To determine which of the physical activity/tax credit print ad/poster concepts is most effective at reaching the target audience

One television concept focusing on the message of healthy eating was tested. Three print concepts were also tested focusing on encouraging parents to engage their children in physical activities and raising awareness of the Children's Fitness Tax Credit. The 3 print concepts were titled, "Imagine what they can achieve with the right encouragement", "Active kids are unstoppable", and "Active Living: just add kids". The television ad was shown twice to each group prior to the ensuing discussions. The print ads were shown in black and white and were handed out to each participant on an 8 ½ x 11 sheet for them to review while completing a worksheet to help participants articulate their response to the concepts. The ads were also mounted on displays for the subsequent discussions that ensued. Half the groups were shown the television ad first and the print ads second. The other half was shown and discussed the print ads first, followed by the television ad. The print ads were randomly rotated within each group to counter any bias that might be introduced into the process from showing the ads to participants in a standard, consistent sequence.



Background and Objectives

C. Research Design and Approach

The results discussed in this report are drawn from 8 focus groups (ranging in size from 8-11 participants per group) held with adult Canadians in four centers across Canada: Toronto, Montreal (in French), Halifax and Vancouver. Participants were selected to reflect the target audience for these initiatives. All participants were parents of children between the age of 2 to 15, with two-thirds having children ages 5-12, and the rest split equally between those with children age 2-4 and 13-15. One group of lower income Canadians (household income less than \$40,000 per year) and one group of higher income Canadians (household income greater than \$40,000 per year) were conducted in each city.

Each group discussion was two hours in length. The groups were held between January 22nd and January 24th, 2007.

The following table provides an outline of the composition and location of the focus groups.

Date	Location	Type of Groups
Jan. 22	Toronto	Lower Income – English
		High Income – English
Jan. 23	Halifax	Lower Income – English
		High Income – English
Jan. 24	Vancouver	Lower Income – English
		High Income – English
Jan. 24	Montreal	Lower Income – French
		High Income - French



IV. General Attitudes and Views on Physical Activity: Children and Youth



General Attitudes and Views on Physical Activity: Children and Youth

A. The Challenges Facing Parents and Children

Overall, there appears to be a fairly wide range in the level of physical activity that children are involved with and the degree to which these activities are structured and organized versus informal. While a number of parents indicated their children were involved in a variety of organized activities such as swimming, soccer, and martial arts, comments suggest that many parents and children are relying on informal activities or those administered by the school system.

Though diversity exists in terms of the activities, parental opinions were almost unanimous in that their children needed to be involved in more physical activity. Related, while aware of the importance of physical activity for their children, parents often run up against a number of barriers when trying to increase their children's involvement in such activities:

1. Technology and Non-Physical Activities

One of the biggest challenges facing parents in the pursuit of more physically active lifestyles for their children is the lure of technology. Video games as well as surfing and chatting on the Internet are enjoyable past times for children that unfortunately do not afford benefits to their physical well being. While somewhat addressing the need for socializing (so to speak), these activities can be obstacles to engaging in more physically active lifestyles simply because they tend to occupy so much of a child's leisure time.

"My son would rather be out riding a bike with his friends. I think it's an age issue. I have a niece who is 15 and all she wants to do is to stay on MSN. That's all she does."

Related, some children are involved with other non-physical activities which also monopolize their free time. As an example, some are involved with the theatre or music programs which often require a substantial commitment of their time and involvement.

Some parents also expressed uneasiness in pressuring or nagging their kids to go outside.

"It's personality too. My son, you don't have to tell him. He will do push ups and he will do sit ups. He is an active kind of boy. With my daughter, I have to push a little more."



General Attitudes and Views on Physical Activity: Children and Youth

2. Gender and Age Differences

A number of parents, as underscored in the above quotes from focus group participants, suggested that the issue of physical activity was most particularly a challenge for young girls entering their teenage years. Some parents commented in the course of the discussion that they detected a marked change in their daughters' level of physical activity and engagement in team sports once they hit the teenage years. They tended to become more focused on socializing with their friends and less interested in organized sports.

3. Time and Money Constraints

Accessibility to organized physical activities for their children is also an issue. One of the issues is cost and household budget constraints. Outside of the registration fees involved with these activities, equipment costs can make some sports or activities cost prohibitive. One parent in Vancouver mentioned that he paid the school an additional \$215 to help defray the costs of extra curricular activities. Another mentioned that she spent \$350 for her child to travel to a competition (this was outside of the cost to purchase the necessary team uniforms).

A perceived limited array of activities and facilities from which to choose is a second obstacle. This issue was most pronounced in Montreal, where there were concerns amongst some parents regarding the lack of playgrounds and sports facilities within parts of the city.

Third, many parents, while expressing a desire for their children to become more active, also commented on the hectic pace of modern life, and that it can be quite challenging to add more activities to their own and their children's schedules.

4. Safety Concerns

In addition to fitting physical activity into a busy school and social schedule, there are also challenges for some parents with regards to supervision. It was evident that parents in Montreal and Toronto are somewhat concerned about letting their children (particularly younger ones) play outside without adult supervision.



V. Reactions to the “Healthy Eating” TV Spot



Reactions to the “Healthy Eating” TV Spot

The “Healthy Eating” TV execution tested well, as the ad was engaging and made an emotional connection with participants. This is a function of colourful images and upbeat music, but more importantly family images and derived messaging.

A. Sound and Scenery

For the most part, participants were drawn in by the images depicted, and were kept engaged by the upbeat and ‘fun’ music incorporated into the spot.

“The music was catchy...the beat...it makes you want to get up and do something.”

Some also found the music to be appropriately melodic. This, in combination with a non-intrusive voice-over works well in this execution. The execution’s cheerful, upbeat tone -- its strong “joie de vivre” -- also elicited a positive emotional response.

The colourful images of the various foods, fruits etc, were also presented in such a way that kept participants engaged. Specifically, many recalled the images of the milk, and strawberries being mixed in the blender, as well as the image of the ‘happy face’ being made with the pancakes.

“I thought that it was a fun ad – the food, the blender, everyone looking happy.”

“I liked the pancake face – it made healthy food look fun.”

Images of the children on the bar stools in the restaurant as well as the image of the children swimming were recalled by some participants. However, it was noted by some that these images (particularly the swimming children) are somewhat out of place with the rest of the images contained in the spot (i.e. the others are more focused around food), and at best are susceptible to not being recalled in the real world, and at worst, may confuse the derived messaging.

Although participants acknowledged the young girl swimming at the conclusion of the ad, the strongest creative elements are about food and food preparation. Some participants felt that the scene of the young girl swimming appeared to be bolted to the end of the spot, not necessarily a fluid or seamless finish to the ad. This is not to say that the physical activity message did not penetrate entirely – in fact, this message is noted by some to be there, but it is not the dominant message being conveyed in the execution. Would the image of the child swimming appear less tacked on if it can be shown that this was the child who was eating healthily, or who had helped in the meal preparation?

“The swimming – it was out of place. You are focusing on the food and the family throughout.”



Reactions to the “Healthy Eating” TV Spot

There were some who felt that the ad was too fast paced resulting from the number of screen changes. As such, consider the elements of the ad which are critical take-a-ways in the real world viewing environment. Are there images which are ‘less necessary’ and can be deleted in favour of providing more attention and screen time to other elements?

“The only thing is that it went too quickly – it was too fast.”

B. Family

In addition to the diverse range of cultures featured in this spot, participants for the most part enjoyed the images of the families interacting with each other and the joint meal preparation. Though not necessarily a credible depiction (mainly due to time constraints that limit the opportunities for children to become involved with meal preparation), there is a sense of warmth generated by this.

There was a broader understanding among most participants that the thrust of the ad was aspirational, and not an accurate depiction of daily family life. Most participants’ experience of family life is not necessarily as relaxed or cheerful as portrayed in the execution. A few concerns were expressed about the images and themes, particularly amongst the lower income participants in Toronto as they seem to be financially out of their reach. But these concerns were less evident in other centres, including the other low-income groups. It was however mentioned in Montreal that while not necessarily attainable, the images do highlight the importance of fresh foods (and by default, healthy foods).

Nonetheless, it was felt by many, that if you can take the time to engage your children in healthy meal preparation that they are more likely to eat the healthy foods.

Related to the cultural diversity portrayed, some in Montreal felt that this portrayal was over done, and hence less credible. This was most pronounced amongst the higher income Montreal participants who felt that the ad should be more reflective of their perception of Canada (which is whiter than portrayed).

C. Healthy Eating Messaging

Message comprehension from the spot was strong. Communication is clear as most participants decoded the message to highlight the importance of both general healthy eating, as well as the importance of encouraging your kids to develop healthy eating habits.

“It’s fun to include and teach your kids about eating healthy. Involving them and making it fun takes away the stigma of fruits and veggies.”



Reactions to the “Healthy Eating” TV Spot

“Eating healthy + Living well.”

“Eating healthy – look how much fun it is.”

“Eat healthy – vegetables and fruits are good for health.”

The ad, as currently composed clearly weighed more toward the healthy eating messaging (as per the communication objectives discussed prior to this round of testing). Thus, it is not surprising, given that the physical activity element of the ad is of secondary importance as an overall communications objective, that this particular message was not a primary “takeaway” for most participants.

Participants for the most part understood that the parents of children of all ages are the intended target of the advertising. While it was seen by some to be directed at all parents, others felt that the ad tended to be skewed slightly toward parents of pre-teen children.

Overall, most participants liked the spot – and the ad generated a great deal of enthusiasm in all markets. One reason underpinning the strong positive response were the strong family-oriented message underlying the ad: that is, slow down, spend more time with your family and prepared meals together can be fun.

A few participants spontaneously noted that the ad was about the new Food Guide: *“there is a new food guide.”* But, these references were not particularly prevalent. In fact, several participants felt that the reference to Canada’s Food Guide was tacked onto the ad as an after thought. This is not surprising given that the new Food Guide is referenced only visually toward the end of the advertisement simply as a fulfillment piece. In the current execution, the link between the healthy eating message and the availability of a new Canada Food Guide is relatively soft, and the call to action could be strengthened in future iterations of the ad.

“If you weren’t predisposed to the food guide, there would be nothing to pull you through.”

D. Recommendations

The “Healthy Eating” TV spot tested well and appears to be an effective reminder to parents of the importance of healthy diets for their children. There are few changes required in the spot. As such, the following recommendations are presented for your consideration.



Reactions to the “Healthy Eating” TV Spot

1. More Presence for the Canada Food Guide

As tested, the ‘Revised Canada Food Guide’ is recalled by few participants. As stated previously, this is not surprising given that the guide is referenced in the spot only visually, and at the end of the spot when consumer attention is most soft and the ad is perceived to lack energy.

In addition, it was noted during the groups, that the guide has a tremendous level of equity with parents and many were interested in finding out more about the revisions to the guide.

Taking these two points together, consider the value, as well as your ability to enhance the guide’s presence in the advertisement.

- Is it possible to edit the spot so that the Food Guide appears to be less tacked on? Is it possible to show the Food Guide during the spot? (i.e. the parents and children using the guide to help create their healthy meals). Can the Food Guide be the catalyst for the rest of the spot?
 - Related, recollection of the phone number or website is quite minimal. Consider how to better highlight this information (Would better ‘sea-say’ alignment help if the voice over repeats the number and url address that are shown on screen?)
- Instead of mentioning that the Food Guide is revised, consider stating that the Food Guide is ‘new’. This implies that it is better, more up date and more helpful than the previous Food Guide. Conveying new news to consumers is an easy way to enhance the memorability of an ad.

2. Review the Ad’s pacing

As was seen, some participants felt that the clips or scenes moved too rapidly and not necessarily in a fluid manner. As discussed, there is only a limited amount of footage with which to re-edit the spot. Consider the following:

- Is it possible to delete some of the existing scenes which are less necessary in favour of fewer scene changes and better integration of the New Food Guide and related information?
- Given that the ‘action’ shots appear somewhat out of place from the rest of the ad, and given that the simultaneously running print campaign will be focusing on the benefits of physical activity....can you delete these specific images and focus exclusively on the healthy eating messaging?



Reactions to the “Healthy Eating” TV Spot

E. Script Considerations

We also explored reactions to the following lines for possible inclusion in the spot:

- *“With the right information, healthy eating can be as enjoyable as child’s play”* (Currently used in the execution)
- *“With practical information, healthy eating can be as enjoyable as child’s play.”* (Potential option)
- *“When you’re well informed, healthy eating can be as enjoyable as child’s play.”* (Potential option)

It is worth noting that participants did not spontaneously raise any issue with the line that is currently used in the ad. Moreover, it was clear that the critical part of the line is the second part – “healthy eating can be as enjoyable as child’s play”. It clearly emphasizes simplicity and fun, and is aligned with the visuals contained in the spot. This phrase may be improved by replacing “enjoyable” with “easy” because it was evident that parents feel enormously time pressured.

Each of these phrases also works with the Food Guide message at the end of the spot (however, as noted elsewhere, this message needs to be made stronger). The following provides a summary of the learning about these phrases:

“With the Right information....”

- Seems to invite parents to seek out the right information
- However, some wondered about “Who is to say what the right information is?”
- For some, it came across as somewhat condescending.

“When you’re well informed....”

- For some, this phrase suggests that it is important to gather information and knowledge.
- But, it was more widely perceived to be condescending, *“you aren’t a good parent if you aren’t informed of your options”*

“With Practical information...”

- This implies “easy” and “common sense”.
- *“Practicality is huge especially when dealing with screaming kids who want to eat.”*
- But, it was also perceived to be awkward, stuffy, and stiff and not consistent with the overall tone of the execution.



VI. Reactions to the Physical Activity/Tax Credit Print Ads



Reactions to the Physical Activity/Tax Credit Print Ads

Before discussing the individual spots, it is important to say that when the print ads were tested first, it was clear that the ads were seen to be primarily conveying the importance of physical activity. The tax credit message was viewed as secondary.

It's interesting to note that while reactions to the print ads were somewhat uniform in each of Vancouver, Halifax and Toronto, differences were noted relative to the Montreal participants. For instance, participants in Montreal were most likely to see the ads as being somewhat condescending as they felt that they were being lectured to. Related, they did not feel the need to be convinced of the benefits of physical activity for their children. Participants in each of the English speaking groups felt that the primary message should be focused on the general benefits of physical activity, while the tax credit should be a secondary support point. The opposite was true in Montreal, where it was felt that primary messaging needs to be focused on the tax credit.

A. Active Kids are Unstoppable:

The simplicity and layout of this ad are its key strength. This execution tested strongly and offers significant potential, but it still requires a bit of work before it should be used.

1. Simple, Clutter Free Execution

The key strength of this ad is that it was perceived to be simple and straightforward. For the most part, participants felt that there was a strong connection between the headline, "Active kids are unstoppable", and the accompanying image of the child.

It helps to convey a benefit that comes from increased physical activity.

"I love the little boy going so fast that he is blurry. The message is that active kids are unstoppable. Once you get them active, you are not going to be able to stop them. This means that they are going to have this healthy lifestyle."

"I liked that this ad was more focused on children's health."

The design of the ad is also effective in drawing people's attention to the text of the ad – people felt motivated to read the entire ad. This was again viewed as a key advantage compared to the other two print ads.



Reactions to the Physical Activity/Tax Credit Print Ads

2. Activity Guide is an Attention Getter

Moreover, the visual display of the Physical Activity Guide was another important strength that caught people's attention. This suggests to some participants that the government is being more of a partner with Canadians. There was tremendous interest in this Guide in all centres. There was a feeling that the Guide's visual prominence in the ad should be increased.

"I like how they put the guide in there as well. It's almost like you can grab it."

As a point of caution, when viewed in colour (for the potential posters), there was a perception amongst some in Montreal that the Guide closely resembles the Desjardins logo. As such, there is a slight risk that when glancing at the poster, that one might misattribute the ad, and hence it's intended meaning.

3. Blurred Image

There was an uneven response to the visuals of the child. Some felt the blurred image was aligned with the heading. It was felt that it was realistic that children are unstoppable in their energy in their daily lives. But others felt that the child was running away from something. Some did not relate to and did not understand the intended meaning of the image. For others, the out of focus child was an irritant.

"This is making me dizzy just looking at it."

Across each of the cities, it was also noted that parents are more drawn to advertisements which feature a real child, as well as scenes containing more than one child. Showing more than one child will help convey team as opposed to individual activities (thus addressing the children's need for both physical activity and social interaction). Related, having a real child in the execution can be an attention getter (particularly if the child is perceived to be cute like in the Imagine concept), while helping parents relate to the spot.

"You need a face. You can't connect to this"

"You say active kids – shouldn't you have more than one active kid in the ad?"

B. Imagine What They Can Achieve:

This ad offers significant potential, but more work is required on this execution. It also tested well in all centres.



Reactions to the Physical Activity/Tax Credit Print Ads

1. Captivating Headline

The spot conveys a positive and upbeat message and is somewhat original. It is clear that the heading has the potential to stop and make people think about the level of physical activity of their children. The message of the heading was supported by the text in the first line, which was by and large viewed as important.

“If you encourage your children, then they can achieve whatever they want.”

In Montreal, there were some reservations about the heading, with participants saying that it was government-speak. Related, there was also some pushback from within these groups to the notion that children are truly the center of the universe. These sentiments were not evident in the other centres.

The reference to *“with the right encouragement”* in the sub-heading was seen as unnecessary and tended to diminish the emotional strength of *“Imagine what they can achieve”*.

“I didn’t like the ‘with the right encouragement’ – but I did like the picture at the top, it was kind of retro.”

2. Cute Girl – Who is Real

The photo of the girl was powerful and caught most people’s attention as she was perceived to be quite cute. It must be noted that some did not like seeing just one single child. As was seen with other executions, participants felt a need to show more than just one child in the ads.

“I loved the smiling face”

The fact that the girl was for the most part ‘racially unidentifiable’ also appealed to many, as this was perceived to be truly Canadian.

3. Necessary or Unnecessary Clutter

The graphic piece at the top is both a key strength and weakness for this concept. While attention-grabbing, it is not always understood for its sports theme.

“It’s vibrant, full of energy. It’s happy.”

“It is more modern than the others.”

The fact that the graphic only show a few organized sports reinforces the feeling that some physical activities are not covered by the tax credit. Many thought it could be more attractive and clearer in colour.



Reactions to the Physical Activity/Tax Credit Print Ads

However, many found the graphic at the top of the ad to be unpleasantly abstract, busy, and confusing, and thus a potential barrier to the effectiveness of the ad.

“The artwork is distracting. It doesn’t let you get to the bottom of the ad.”

“The background is busy so you don’t see the sport; you have to guess what it is.”

“I would use real pictures of sports.”

“I agree with the text, but it doesn’t match the ad. You don’t see it in the child’s face.”

C. Active Living: Just Add Kids

Of the three print ads, this execution was the least effective and the least compelling.

1. Unsettling image

Some liked the ‘newspaper child’ because the ad forced them to imagine their child in the picture. But, most people had a problem with it because it was overly cluttered and it was not particularly attractive and vivid. As a result, the execution tended to come across like a typical government ad. Some even wondered at first glance whether the execution was intended to raise awareness of missing or abducted children.

“It doesn’t really strike me as being connected to an active healthy ad.”

“The background text is taking away from the rest.”

“What’s with all of the words behind the kid? Feels like a waste of time.”

“You’re missing the kid. It’s impersonal.”

2. Tax Credit Heavy Messaging

However, it was the strongest in conveying the message about the tax credit. Some people felt that the focus on the tax credit was too strong and that the primary message should be about physical activity with the tax credit simply the means of facilitating this. Related, because the tax credit is the primary message being taken away by participants, it also created some scepticism regarding the value of the tax credit and how it will truly benefit them.

“I find it almost offensive that they think that it’s now easier to keep kids healthy. Just because they are offering a tax credit, doesn’t make it easier.”



Reactions to the Physical Activity/Tax Credit Print Ads

“It was nice, but it doesn’t give enough importance about the good health of a child.”

D. Recommendations

The two strongest print ads are “Unstoppable” and “Imagine”. Both have a similar problem: the visuals diminish the effectiveness of the ad. Choosing a preferred route depends on whether the Agency can develop an alternative visual that will improve the communications effectiveness of each of the two spots.

Address concerns regarding the visuals

For “Unstoppable”, this means having a more vivid visual. While parents can relate to having kids who are ‘unstoppable’, the depiction was irritating for some. Are there alternate means of conveying this energy without annoying parents?

For “Imagine”, there was a sense amongst many participants that the visual at the top was somewhat cluttered and not particularly clear. The image was perceived to be somewhat abstract and “psychedelic”. In finished form, ensure that the array of sports and activities at the top are more readily identifiable and connected to the intended messaging.

Incorporate imagery of more children...not just ‘a’ child in each ad

As was seen, many parents are drawn to images of real, as opposed to abstract images of children (per the half child in “Unstoppable”). Consider how to best capture the essence of the current ads, while better incorporating a real child. Related, consider the opportunity to add in visuals of more than just one child in each ad.



Reactions to the Physical Activity/Tax Credit Print Ads

Ensure that communication is focused on promoting physical activity. The tax credit should be a support as opposed to the primary messaging.

It was seen that when the communication is more focused on the tax credit as opposed to the general healthy living message, that parents (in the English markets) become irritated. Related, some parents become pre-occupied with the absence of information related to the tax credit and start to make assumptions about the irrelevancy of such an initiative to them.

Incorporate the Physical Activity Guide into the executions

As was seen, the Guide helps reinforce perceptions that the government is working to partner with parents to ensure that their children are exposed to and engaged in physical activities. The visual display of the guide provides an opportunity for a more positive response on the part of parents to this campaign.



VII. Healthy Lifestyle Taglines



Healthy Lifestyle Taglines

As part of the research, we also explored various taglines which could be used as themes to link the healthy lifestyle ads together. The following is a summary of these findings.

1. It's for Life

The strongest tagline was “It’s for Life?” It is simple, short, and clean, although it was not viewed as particularly original. It could be used in a broad range of applications. What is good about it is it suggests doing something that is good for your life and health, and that it is a lifetime pursuit. This double-entendre works well. It is worth noting that by adding “Your” to the tagline (“It’s for your life”), it comes more personal and people related better to it. In this light, it tested more strongly (but this particular tagline was only tested in Vancouver).

2. Take the First Step

This was a strong tagline for those individuals who are not engaged with physical activity; however it did not say anything to those people who are already conscious of and acting upon what they need to do to be healthy. As a result, it tended to be viewed as narrow. It was not viewed as particularly original.

On the other hand, it is straightforward and conveyed a positive and encouraging tone. It also suggests that it is not difficult to make changes in your lifestyle.

3. For a healthier you, for a healthier Canada

This tagline did not invoke a positive response – this was evident in all centres, particularly Quebec where it received a very quick and strong negative reaction. It was felt to be too wordy and cumbersome, and did not work well with Healthy Eating (to many references to health). This tagline was seen to be “too government oriented”. For many, this tagline conveyed the view that healthier Canadians mean lower health costs to government. However, there were some participants who liked the fact that it had a unifying, national message.

We also tested a shorter version – “for a healthier you”, and it invoke a much more positive response in English Canada, but not in Montreal. Again, there was a perception of a personal benefit attached to this shorter tagline, which may have added to its intrigue.

4. Recommendation

The strongest tagline was “It’s for Life” – it was clear, simple, short. Consider adding “your” given the personal connection that participants had with this idea.” This tagline conveys a strong health message that catches people’s attention. This tagline is also more inclusive than “Take the first step.



VIII. Consumer views related to Government Advertising



Consumer views related to Government Advertising

Virtually no one across the groups (including Montreal) questioned whether the Federal Government should be advertising healthy eating and increased physical activity. Many participants talked about the need for such promotion to offset the heavy advertising undertaken by the private sector to consume food that is less healthy. There is also a perceived need to deal with the growing obesity problem facing Canadian children.

In this light, participants felt that having these messages communicated by the Federal Government was both appropriate and credible. When not seen as being overly patronizing, communication from the government in this area is seen as being positive.



IX. Appendix A: Recruiting Script



Health Canada
Healthy Eating and Physical Activity – Concept Test
Recruiting Script
Draft 1 – January 15, 2007

Good morning/afternoon. My name is _____ and I am calling from *The Strategic Counsel* a national public opinion research firm. We would like to invite you to attend a discussion group that is being conducted on behalf of the Government of Canada.

Your participation is completely voluntary and all your answers are confidential. They will be used for research purposes only. We are simply interested in hearing your opinions – no attempt will be made to sell you anything. The format is a “round table” discussion led by a research professional. Any personal information that you share with us will remain confidential. Any reports that are produced from the series of discussion groups we are holding will not contain comments that are attributed to specific individuals. And, upon completion of the project, all reports will be made publicly available through the Library and Archives of Canada and the Library of Parliament.

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

Yes - CONTINUE

No – THANK AND TERMINATE

1. First, are you or is any member of your household or your immediate family employed in: Market Research, Advertising, Marketing, Public Relations, Any Media (print, radio, tv.), or Government, either federal, provincial or municipal?

IF YES, THANK AND TERMINATE CALL

IF NO, CONTINUE

IF REFUSED, THANK AND TERMINATE CALL

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

IF YES, CONTINUE

IF NO, EXPLAIN FOLLOWING “*a focus group consists of eight to ten participants and one moderator. During a two-hour session, participants are asked to discuss a wide range of issues related to the topic being examined.*”

3. How comfortable are you in expressing your views in public, reading written materials or looking at images projected onto a screen?

Very Comfortable

Somewhat Comfortable

Somewhat Uncomfortable (THANK & TERMINATE)

Very Uncomfortable (THANK & TERMINATE)



4. Have you participated in a focus group for which you received a sum of money?

YES NO – Skip to Q.5 and Continue

IF YES – How long ago was that? _____
(TERMINATE IF LESS THAN 12 MTHS)

How many have you been involved with? _____
(TERMINATE IF MORE THAN 3 FOCUS GROUPS)

Were any of these groups being conducted on behalf of the Government of Canada?
(IF YES, THANK AND TERMINATE)

5. Which of the following age categories do you fall into?

Under 18
18- 24
25-34
35-44
45-54
55-64
65-75
75 +

6. Are you a parent or guardian of children 15 years of age and younger?

Yes - CONTINUE
No - THANK AND TERMINATE



- 7. How old are your children? (select all that apply) (TWO-THIRDS OF PARTICIPANTS SHOULD BE PARENTS OF CHILDREN AGED 5-12, WITH THE REMAINDER SPLIT EQUALLY BETWEEN PARENTS OF CHILDREN AGED 2-4 AND 13-15).

1 year old (if the only child selected is 1, thank and terminate)

2 - 4 years old

5 – 7 years old

8 – 10 years old

11-12 years old

13-15 years old

- 8. And, which of the following income categories would your annual **household** income for 2006 fall into? (ENSURE THAT EACH CITY HAS ONE LOW INCOME GROUP (UNDER \$40K) AND ONE MID TO HIGH INCOME GROUP (OVER \$40K). WITHIN EACH OF THESE CATEGORIES, TO THE EXTENT POSSIBLE, ENSURE MIX OF INCOME LEVELS.)

Under \$20,000	Lower income
----------------	--------------

\$20,000-\$29,999	Lower income
-------------------	--------------

\$30,000-\$39,999	Lower income
-------------------	--------------

\$40,000-\$49,999	Mid income
-------------------	------------

\$50,000-\$59,999	Mid income
-------------------	------------

\$60,000-\$69,999	Mid income
-------------------	------------

\$70,000-\$79,999	Mid income
-------------------	------------

\$80,000-\$89,999	Higher income
-------------------	---------------

\$90,000-\$99,999	Higher income
-------------------	---------------

\$100,000-\$124,999	Higher income
---------------------	---------------

\$125,000 +	Higher income
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- 9. What is the highest level of education that you have completed?

Have not completed high school

Completed high school

Some college

Completed college

Some university

Completed university (with undergraduate degree)

Post-graduate degree (current or completed)



10. And, what is your current occupation?

- Student
- Homemaker
- Unemployed
- Disability benefits
- Retired
- Management
- Business, Finance, Administration
- Sciences (Natural or Applied)
- Health
- Social Sciences, Education or Religion
- Sales and Service
- Arts, Culture, Recreation or Sport
- Trades, Transport, Equipment Operators and Related Occupations
- Processing, Manufacturing, Utilities
- Other: Please specify _____

11. Record gender (ENSURE 2/3rds in each group are women)

- Male
- Female

I would like to invite you to attend this session on (give city particulars, dates and times):

SCHEDULE OF GROUPS

Date	Location	Facility	Language	Time of Groups
Jan. 22	Toronto	Research House	English	5:30 p.m.
				7:30 p.m.
Jan. 23	Halifax	CRA	English	5:30 p.m.
				7:30 p.m.
Jan. 24	Vancouver	Vancouver Focus	English	5:30 p.m.
				7:30 p.m.
Jan. 24	Montreal	CRC	French	5:30 p.m.
				7:30 p.m.

This is a firm commitment. If you envision anything preventing you from attending (either home- or work-related), please let me know now and we will keep your name for a future study.



General Recruitment Specs:

- All groups will be conducted in English, except for the Montreal groups, which will be conducted in French.
- Two-thirds of each group should be women
- Two-thirds of participants should be parents of children aged 5-12, with the remainder split equally between parents of children aged 2-4 and 13-15.
- Each city will have one group recruited from low-income households (under 40K/year) and one group with middle-to-high income households (40K/year and over)
- Good mix of occupations, age and educational attainment, with consideration to above specifications



X. Appendix B: Participant Grids



Appendix B: Participant Grids



Toronto

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Name	Age	Sex	Marital	Education	Income	Occupation	Industry Sector	Ethnicity	Children	PP
	34	F	Sep.	hs	20-30	sales mgr retail store	sales/services	Lebanese	8,11,13	v
	57	F	S	univ grad	20-30	homemaker	homemaker	Canadian	none	4y
	36	F	M	univ grad	30-40	p/t nanny, student	student	Mexican	6	v
	21	F	S	hs	20-30	p/t retail clerk	sales/services	Canadian	4	v
	42	F	M	coll grad	30-40	homemaker	homemaker	Canadian	11,15	2y
	47	F	S	hs	20-30	support helper for mothers	service	Canadian	11	v
	23	M	M	hs	20-30	call ctr. rep taxi co.	transport	South Asian	1,2	v
	22	M	M	hs	30-40	security officer school	security	Hispanic	2	v
	44	M	M	hs	20-30	factory worker	manufacturing	Canadian	2,5	v
	39	M	M	univ grad	20-30	s/e software programmer	software	Caucasian	8,13	v

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Name	Age	Sex	Marital	Education	Income	Occupation	Industry Sector	Ethnicity	Children	PP
	37	F	M	univ grad	60-70	admin. telecom co.	business	Filipino	2	1y
	44	F	S	hs	100-125	s/e retail store owner	retail/services	Canadian	5	v
	38	F	M	post grad	70-80	homemaker student	student	Hungary	2,6,7	v
	34	F	CL	coll grad	70-80	CSR telecom co.	retail/service	Canadian	2	>2y
	37	F	M	coll grad	100-125	mortgage broker	business	Canadian	5,9	1y
	36	F	M	univ grad	60-70	literary agent	sales	Canadian	1,3	15y
	51	F	M	univ grad	70-80	s/e financial business planner	business	Canadian	8,15	2y
	40	M	M	univ grad	100-125	s/e currency trader	finance	Canadian	1,1,1,6	1y
	55	M	M	post grad	90-100	retd. s/e financial investor	financial	Chinese	10	6m
	55	M	M	hs	60-70	s/e artist	arts	Canadian	6,13	2y
	48	M	M	univ grad	60-70	management car park	business	Yugoslavian	7,10	v



Halifax

23/01/2007 5:30 PM

Name	Age	Sex	Marital	Education	Income	Occupation	Industry Sector	Children	PP
	31	F	D	hs	30-40	mgr. at gas station	sales/services	6,8	10y
	26	F	S	some coll	20-30	daycare worker priv. co.	sales/services	6,8	v
	44	F	M	some coll	30-40	homemaker	homemaker	13	5y
	37	F	Sep.	hs	30-40	retail clerk	sales/services	15	3y
	27	F	S	some coll	<20	student	student	7	1y
	37	F	S	hs	30-40	admin. assist. for financial planner	finance	13,14,16	1y
	35	F	D	hs	<20	unemp. flight attendant	sales/services	5,9	4y
	32	M	S	coll grad	<20	unemp., plumber's apprentice	trades	2,12,14	v
	45	M	S	some hs	<20	on disability - cook	sales/services	11,18	5y
*	42	M	M	univ grad	30-40	provincial forester	lumber	3,10,13,18	1y

*Part-time/casual employment

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Name	Age	Sex	Marital	Education	Income	Occupation	Industry Sector	Children	PP
	41	F	M	hs	41-60	s/e cleaner	sales/services	3,12	v
	26	F	M	some univ	60-70	retail sales	sales/services	3,5	v
	44	F	M	some univ	41-60	pre-school teacher priv. co.	ECE	8,10	v
	36	F	CL	univ grad	41-60	environmental educator, enviro. co.	professional	2,9,12	v
	46	F	M	some coll	41-60	csr telecom co.	sales/services	14	v
	46	F	M	univ grad	41-60	secretary for a university	education	10,14	v
	45	F	CL	some coll	60-70	lunch monitor for a school	education	7,15	7y
	31	F	M	some univ	41-60	homemaker/student	student	3,5,10	>4y
	47	M	M	coll grad	60-70	sales call ctr.	sales/services	10,14	>4y
	35	M	M	some coll	41-60	CDN armed forces cook	sales/services	8,16,18	1y
	38	M	CL	hs	60-70	construction worker	trades	3,6	v
	44	M	S	some hs	41-60	r/e sales	real estate	6	>10y



Appendix B: Participant Grids



Montreal

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Name	Age	Sex	Marital	Education	Income	Occupation	Industry Sector	Ethnicity	Children	PP
	37	F	D	hs	30-40	homemaker	homemaker	French Canadian	5,9	v
	35	F	S	coll grad	30-40	educator, private kindergarten	education	French Canadian	6,12	>1y
	27	F	S	univ grad	30-40	teacher	education	French Canadian	8	v
	31	F	S	univ grad	30-40	s/e writer	arts	French Canadian	12	1y
	39	F	S	coll grad	20-30	homemaker, student	homemaker	French Canadian	15	v
	42	F	D	coll grad	20-30	general work, retail clothing	manufacturing	Latin American	6,15	v
	40	F	M	coll grad	30-40	clerk rental office	sales/services	French Canadian	14	2y
	40	F	M	some univ	30-40	laboratory inventory clerk	pharmaceuticals	Moroccan	10	>1y
	44	F	CL	univ grad	30-40	events mgr.	sales/services	French Canadian	11	v
	26	M	CL	hs	<20	unemp. former order desk retail grocery	frmr sales/services	French Canadian	2,5	>1y
	27	M	CL	some hs	20-30	s/e IT technician	sales/services	French Canadian	4	v

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Name	Age	Sex	Marital	Education	Income	Occupation	Industry Sector	Ethnicity	Children	PP
	37	F	M	coll grad	60-70	homemaker	homemaker	French Canadian	15	v
	34	F	CL	coll grad	41-60	student	student	French Canadian	6	v
	30	F	M	some univ	41-60	cashier bank	finance	Italian	4,8	v
	34	F	M	univ grad	60-70	telecom co.	sales/services	Haitian	8	1y
	43	F	CL	coll grad	60-70	trainer inventory co.	retail/services	French Canadian	10	1y
	35	F	CL	univ grad	41-60	homemaker, voluntary NPO	homemaker	French Canadian	11,13	1y
	46	M	CL	some coll	60-70	butcher supermarket	retail food	French Canadian	12,15	v
	27	M	M	coll grad	41-60	physical ed. teacher priv. co.	health	French Canadian	4	3y
	46	M	M	some coll	80-90	millwright	Manufacturing	French Canadian	12,16	v
	41	M	D	coll grad	60-70	technician utilities provider	utilities	French Canadian	14	1y



Vancouver

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Name	Age	Sex	Marital	Education	Income	Occupation	Industry Sector	Children	PP
	45	F	S	some coll	20-30	homemaker	homemaker	9	>1y
	38	F	M	univ grad	20-30	s/e fitness	services	3	>1y
	36	F	S	coll grad	20-30	homemaker	homemaker	6,9	v
	40	F	D	some coll	20-30	family services NPO	social services	15	>1y
	36	F	CL	some coll	20-30	housecleaner	services	8,12	v
	38	F	M	univ grad	20-30	admin. assist. construction	trades	6	>2y
	44	M	D	univ grad	20-30	construction worker	trades	13,16	v
	52	M	M	univ grad	<20	unemp. electrical engineer	engineering	7,9,16,18	v
	51	M	S	univ grad	30-40	mgr. of a treatment ctr.	health	6	5y
	48	M	M	univ grad	30-40	realtor	real estate	12	1y

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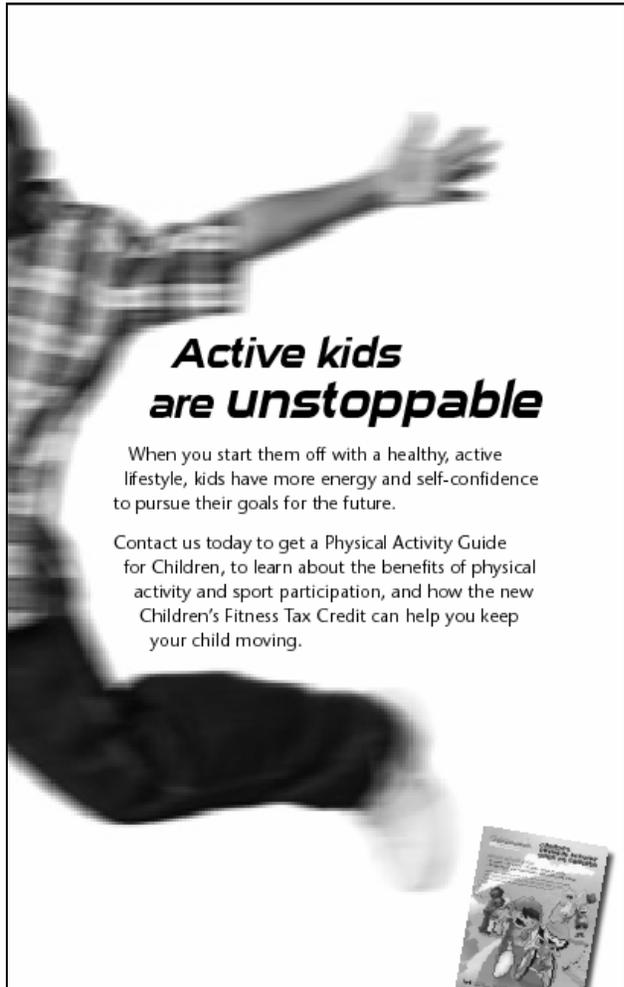
Name	Age	Sex	Marital	Education	Income	Occupation	Industry Sector	Children	PP
	51	F	M	coll grad	41-60	homemaker	homemaker	15	>1y
	34	F	M	univ grad	41-60	ESL teacher priv. school	education	1,12	v
	46	F	M	hs	60-70	admin. billing department	business	7	v
	47	F	M	coll grad	41-60	s/e cleaner	services	6,11	v
	32	F	M	hs	60-70	homemaker	homemaker	2,9	14y
	40	F	M	univ grad	90-100	book keeping	business	6,9,14,15	2y
	36	M	M	coll grad	90-100	s/e insurance broker	business	9	2y
	36	M	M	some coll	41-60	daycare operator	services	2,3,9	>1y
	51	M	M	post grad	100-125	s/e musician	musician	15	2y
	37	M	M	univ grad	>125	in-house counsel, invest. firm	legal	2,4	v



XI. Appendix C: Print Concepts



Active Kids are Unstoppable



**Active kids
are unstoppable**

When you start them off with a healthy, active lifestyle, kids have more energy and self-confidence to pursue their goals for the future.

Contact us today to get a Physical Activity Guide for Children, to learn about the benefits of physical activity and sport participation, and how the new Children's Fitness Tax Credit can help you keep your child moving.



www.cra.gc.ca/fitness 1 800 O-Canada



**Enfants actifs,
rien ne peut
les arrêter**

Quand on les habitue très tôt à un mode de vie sain et actif, les jeunes ont plus d'énergie et de confiance en soi pour relever les défis de demain.

Contactez-nous dès maintenant pour obtenir une copie du Guide d'activité physique pour les enfants, pour en savoir plus sur les bienfaits de l'activité physique et de la participation au sport, et comment le nouveau crédit d'impôt pour la condition physique des enfants peut vous aider à les faire bouger.



www.arc.gc.ca/conditionphysique 1 800 O-Canada





Imagine What They Can Achieve

Imagine what they can achieve with the right encouragement

Fitness. Goal-setting. Self-esteem. An active lifestyle can unleash your child's full potential, and help them pursue their dreams.

Now the new Children's Fitness Tax Credit makes it easier to keep your kids active and healthy by helping you pay for organized sports and physical activity programs.

Contact us today to find out more.
www.cra.gc.ca/fitness 1 800 0-Canada

Le monde est à eux. Il suffit de les encourager.

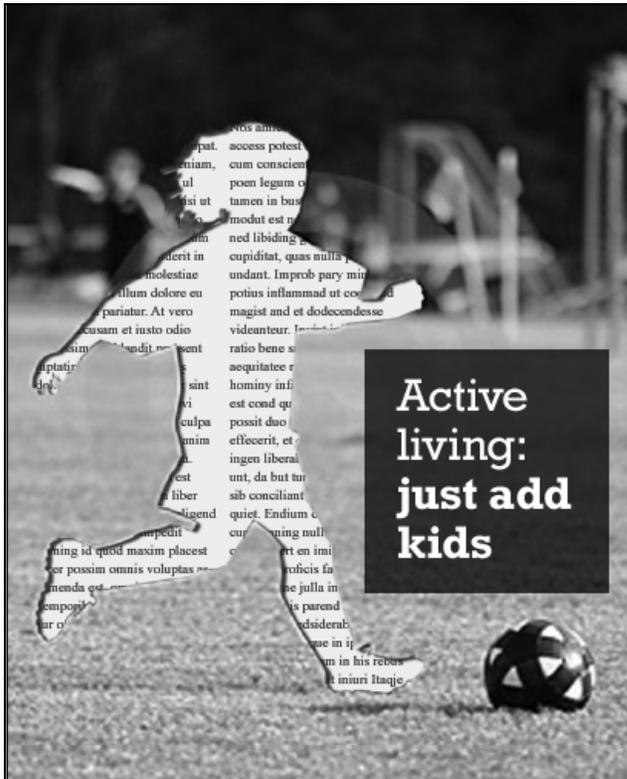
Bonne forme. Discipline. Confiance en soi. Un mode de vie actif est rempli de promesses en aidant les jeunes à découvrir leur potentiel et à réaliser leurs rêves.

Et maintenant, le nouveau crédit d'impôt pour la condition physique des enfants vous aide à garder vos jeunes actifs en remboursant des frais d'inscription à des programmes sportifs et à des activités physiques.

Pour plus d'informations, communiquez avec nous dès aujourd'hui.
www.arc.gc.ca/conditionphysique 1 800 0-Canada



Active Living : Just Add Kids



Active living:
just add
kids

An active lifestyle can help your child be the picture of health, and build the energy and self-confidence they need to pursue their goals.

With the new Children's Fitness Tax Credit from the Government of Canada, it's now easier than ever to keep your kids active and healthy.

Contact us today to get a copy of the Physical Activity Guide for Children, and to find out how the tax credit makes organized physical activity and sports programs more affordable.

www.cra.gc.ca/fitness

1 800 O-Canada



Vie active :
jeunes
recrues
recherchées

Les enfants actifs sont généralement plus en santé. Ils ont aussi plus d'énergie et de confiance en soi pour réaliser leurs rêves.

Avec le nouveau crédit d'impôt pour la condition physique des enfants du gouvernement du Canada, il est plus facile que jamais d'encourager les jeunes à être actifs et de les garder en forme.

Contactez-nous dès maintenant pour obtenir une copie du Guide d'activité physique pour les enfants et pour savoir comment le crédit d'impôt rend les programmes sportifs et les activités physiques plus abordables.

www.arc.gc.ca/conditionphysique

1 800 O-Canada





XII. Appendix D: Moderator's Guide



Moderator's Guide
Healthy Eating and Physical Activity/Tax Credit Concepts
FINAL – January 23, 2007

Introduction (5 minutes):

- Introduce moderator and welcome participants to the focus group.
 - As we indicated during the recruiting process, we are conducting focus group discussions on behalf of the Government of Canada. This evening's discussion will focus on a variety of issues, including health.
- The discussion will last approximately 2 hours. Feel free to excuse yourself during the session if necessary. The session is being video/audio-taped for analysis purposes, in case we need to double-check the proceedings against our notes. We do not attribute comments to specific people. All your comments are confidential.
- Explanation re: one-way mirror and observers.
- Describe how a discussion group functions.
 - Discussion groups are designed to stimulate an open and honest discussion. My role as a moderator is to guide the discussion and encourage everyone to participate. Another function of the moderator is to ensure that the discussion stays on topic.
 - Your role is to answer questions and voice your opinions. We are looking for minority as well as majority opinion in a focus group, so don't hold back if you have a comment even if you feel your opinion may be different from others in the group. There may or may not be others who share your point of view. Everyone's opinion is important and should be respected.
 - I would also like to stress that there are no right or wrong answers. We are simply looking for your opinions and attitudes. It was not a prerequisite coming into the groups that you be an authority on health issues. This is not a test of your knowledge.
- The moderator is not an employee of the Government of Canada and may not be able to answer some of your questions.
- (Moderator introduces herself/himself). Participants should introduce themselves, using their first names only.

Warm-up/Context: Child/Children's Current Activities (10 minutes)

- You are all parents of children of varying ages. I'd like to hear something about the kinds of activities that your child/children are involved in outside of school. 
- Now, thinking specifically about the level of physical activity that your child/children engage(s) in, overall how satisfied are you that they are getting enough physical activity on a regular basis? 
- And, are your child/children currently enrolled in organized programs outside of the school curriculum? What types of programs? How often? 

Today we will be looking at a few different advertisements on some different topics. The ads are in close to, but not final form so the idea is to get your reaction and input before they are finalized.



NOTE TO MODERATORS: TWO GROUPS ARE BEING CONDUCTED IN EACH CITY. TV AD AND PRINT ADS ARE TO BE ROTATED ACROSS LOCATIONS ACCORDING TO THE FOLLOWING SCHEDULE

LOCATION	GROUP 1 – UNDER \$40K INCOME	GROUP 2 – \$40K + INCOME
Toronto	TV Print	TV Print
Vancouver	Print TV	Print TV
Halifax	TV Print	TV Print
Montreal	Print TV	Print TV

A. Discussion of Overall Reaction to TV Ad (25 minutes)

MODERATOR WILL SHOW A COPY OF THE TV EXECUTION. REPEAT. THE PARTICIPANTS WILL BE ASKED TO RATE ASPECTS OF THE AD ON A WORKSHEET: OVERALL IMPRESSION, MAIN MESSAGE, LIKES AND DISLIKES, RELEVANCE.

AFTER THE WORKSHEETS ARE COMPLETED INDIVIDUALLY, DISCUSSION OF THE AD WILL BEGIN IN LARGER GROUP.

- Before we discuss your reaction to the ad, I'd like you to jot down three specific things you remember about this ad. These could be words, phrases, colors, music, images or anything. What did you recall? 
MODERATOR TO RECORD ON FLIP CHART.
- Now, how many would say they generally liked this ad? RECORD. And, how many would say they generally disliked this ad? RECORD. 
- What is your overall reaction to this ad? What are your impressions of the ad? 
- What was it that you liked about the ad? Why? What was it that you disliked about it? Why?
– PROMPT: people, music, does anything stick out in particular? 



- What do you think the ad is trying to tell you? What is the main message that you take away from the ad?
 - Is this a message that is relevant to you? Why or why not? 
 - Is this an important message? Why/why not?
 - Who do you think this ad is targeted to? Is it you or someone else? MODERATOR TO PROBE FOR SENSE AS TO AGE GROUP (E.G. PARENTS WITH YOUNGER/OLDER CHILDREN) THE AD IS TARGETED TO.
 - If you don't see yourself in this ad, is there any way that the ad could be altered so that it is more targeted to you?
- What, if anything, is the ad telling you to do? What would you do as a result of seeing this ad? Anything? PROBE FOR:
 - Does the ad motivate you to order a copy of “Canada’s Revised Food Guide”? How? 
 - Does the ad motivate you to alter your own or your family’s eating/dietary habits? How?
- In general, did you find the ad believable/credible? Why or why not? 
- Do you recall who is the sponsor of the ad? 
- Would you change anything about the ad? Do you think anything is out of place? Do you think that anything is missing? REPLAY AD AS NECESSARY. 

B. Discussion of TV Ad – Lead-in Messages (10 minutes)

- Now, I'd like to get your views on a couple of options for different opening lines for this ad. You may recall that the ad opens with the line – “*With the right information, healthy eating can be as enjoyable as child’s play.*” TRANSLATOR TO PROVIDE IN FRENCH 
 - What does that phrase tell you?
 - What underlying ideas is that line trying to convey?
 - Does it make sense to you in the context of the ad that you saw? PLAY AGAIN, IF NECESSARY.



- Now, what if I substituted the following line – “*With practical information, healthy eating can be as enjoyable as child’s play.*” TRANSLATOR TO PROVIDE IN FRENCH
 - What does that phrase tell you? 
 - What underlying ideas is that line trying to convey? PROBE FOR:
 - What does the term “practical” convey to you?
 - Does it make sense to you in the context of the ad that you saw? PLAY AGAIN, IF NECESSARY.
 - Does it tell you or say anything different from the previous line we just discussed (e.g. “*With the right information ...*”)?
- REPEAT WITH 3RD OPTION – “*When you’re well informed, healthy eating can be as enjoyable as child’s play.*” – TRANSLATOR TO PROVIDE IN FRENCH
- Which of these messages do you think works better in the context of the ad that you saw? Which one of these 3 do you prefer? Why do you say that? 

C. Discussion of PRINT Ads (45 minutes)

- How many of you have heard of anything the Government of Canada is doing to encourage greater physical activity among children and youth? 
 - PROBE FOR: Have you heard specifically of a Child Fitness Tax Credit?

Now, I’m going to show you a series of print advertisements that have been designed to promote greater participation in sports and physical activity as well as the Child Fitness Tax Credit. I’d like to get your reaction to these as well.

PRINT ADS TO BE ROTATED IN EACH GROUP SO THAT THEY ARE NOT ALWAYS SHOWN IN THE SAME SEQUENCE. MODERATOR WILL DISTRIBUTE A COPY OF THE FIRST PRINT EXECUTION. WORKSHEETS WILL BE COMPLETED FOR EACH PRINT AD.



Discussion of Ads

- What is your overall reaction to the ad? What are your impressions of the ad? 
- What do you like about the ad? Why? 
- What do you dislike about it? Why? 
 - PROMPT: Does anything stick out in particular?
- What is the ad trying to tell you? What message do you take away from the ad? NOTE EXTENT TO WHICH PARTICIPANTS VIEW PHYSICAL ACTIVITY AS THE MAIN MESSAGE. 
- Did you find the ad believable/credible? Why or why not? 
- Is the message relevant to you? Why or why not? 
- Would you change anything about the ad? Do you think anything is out of place? 
- Do you think that anything is missing? 
- Does the ad motivate you to enrol your child/children in additional physical activities or to get more information about this? What is driving this? 

PROBE FOR (ASK ONLY IN CONTEXT OF FIRST EXECUTION SHOWN. DO NOT REPEAT THIS SET OF PROBES FOR SUBSEQUENT EXECUTIONS): Had you heard of the Child Fitness Tax Credit before coming to this focus group? If so, what is the Child Fitness Tax Credit? Does this ad motivate you to find out more about it? 

MODERATOR TO DISTRIBUTE A COPY OF THE SECOND EXECUTION AND WORKSHEET. WORKSHEET WILL BE COMPLETED. DISCUSSION WILL CENTRE ON THE SAME THEMES AS ABOVE, INCLUDING DISCUSSION OF ANY DIFFERENCES BETWEEN THE ADS.

MODERATOR TO DISTRIBUTE A COPY OF THE THIRD EXECUTION AND WORKSHEET. WORKSHEET WILL BE COMPLETED. DISCUSSION WILL CENTRE ON THE SAME THEMES AS ABOVE, INCLUDING DISCUSSION OF ANY DIFFERENCES BETWEEN THE ADS.



MODERATOR TO SHOW ALL EXECUTIONS. Now, let's look at all the ads together.

- Which **ONE** of these three ads appeals to you most? Why? 
 - Does it work equally well for parents of older/younger children?
 - Who do you think is the target?
 - MODERATOR TO GAUGE WHETHER PARTICIPANTS' INTUITIVELY FEEL INTENTION TO ACT IS LINKED TO INCLUSION OF REFERENCE TO PUBLICATION IN SOME ADS. IF THIS DOES NOT COME OUT UNPROMPTED IN THE DISCUSSION, ASK: Does it make a difference to you, in terms of how you respond to an ad and the actions you take, whether there is a reference to a publication (e.g. reference or picture) versus content that does not direct you to a specific publication? Are you more likely to act with or without this reference, or does it not make any difference to you?
- Which **ONE** of these three ads has the best artwork – that is, it would make you stop and take a further look at the ad? Why do you say that? 
- Which **ONE** has the best text – that is messages that connect with you and information that you need/want? Why do you say that? 
- And, which **ONE** motivates you to find out more about the tax credit? Elaborate. 
- Which **ONE** motivates you to think about getting your kids to be more active? Elaborate. 



D. Appeal of Taglines to Broader Applications (20 minutes)

- Now I want to get your reaction to some possible taglines that could be used in various promotional campaigns. Do you know what I mean by this? A tagline is a catchy and memorable phrase that is often used in advertising to briefly summarize the essence of the ad (and the idea, service or product that is being promoted) in just a very few words. I'd like you to think about the tagline in fairly generic terms – one that could be applied to a broad range of initiatives. For example, in addition to the healthy eating and physical activity initiatives that we have just discussed, the Government of Canada could roll out other initiatives as part of a broader “healthy living” strategy. So, the tagline is one that should be adaptable and applicable to a broad range of initiatives. I'd like you think about which one of these three would work best, from that broad, generic perspective. MODERATOR TO SHOW ALL TAGLINES AT ONCE. Off the top of your head, which **ONE** of these is a more powerful way of describing all aspects of a healthy lifestyle? MODERATOR TO FOCUS DISCUSSION AROUND THE CORE OF THE TAGLINE (UNDERLINED IN THE TABLE BELOW) AND PROVIDE EXAMPLES (SEE BELOW) AS TO HOW THE TAGLINE COULD BE ADAPTED FOR DIFFERENT PURPOSES.



(Healthy eating/Physical Activity/Be active/Get moving.) <i>It's for Life!</i> / TRANSLATOR TO PROVIDE IN FRENCH
(Healthy eating/Physical Activity/Be active/Get moving) – <u>for a healthier you, for a healthier Canada.</u> / TRANSLATOR TO PROVIDE IN FRENCH
(Healthy eating/Physical Activity/Be active/Get moving.) <u>Take the First Step.</u> / TRANSLATOR TO PROVIDE IN FRENCH

- Let's take a few minutes to go through each of the lines and get your quick reaction to them. MODERATORS TO ALTERNATE SEQUENCE IN WHICH THE TAGLINES ARE DISCUSSED INDIVIDUALLY.
 - What does this phrase say to you? 
 - What ideas are encompassed by this phrase? What does this phrase mean to you? ASK WITH RESPECT TO EACH OF THE TAGLINES: 
 - What does the phrase “(SUBSTITUTE VARIOUS EXAMPLES). Take the First Step.” mean to you? How applicable is this idea to healthy eating, healthy living and physical activity?
 - What does the phrase “(SUBSTITUTE VARIOUS EXAMPLES). It's for Life!” mean to you? How applicable is this idea to healthy eating, healthy living and physical activity?
 - What does the phrase “(SUBSTITUTE VARIOUS EXAMPLES) – for a healthier you, for a healthier Canada.” mean to you? How applicable is this idea to healthy eating, healthy living and physical activity?
 - How relevant/meaningful etc is it? 



- Do these taglines communicate different ideas to you? If so, how? Explain. 
- Which **ONE** of these taglines does the best job with respect to communicating the ideas that we have been talking about and motivating you to act? 
- Overall, how do you feel about the Government of Canada promoting the healthy lifestyle message? Is this something they should be doing? Why/why not? 
- Do you have any final thoughts or recommendations regarding improvements to any of the ads that we have looked at tonight? 

THANK PARTICIPANTS.