

# A Healthy Dose of Data

Adopting data to inform messaging strategies

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Niagara Region Public Health

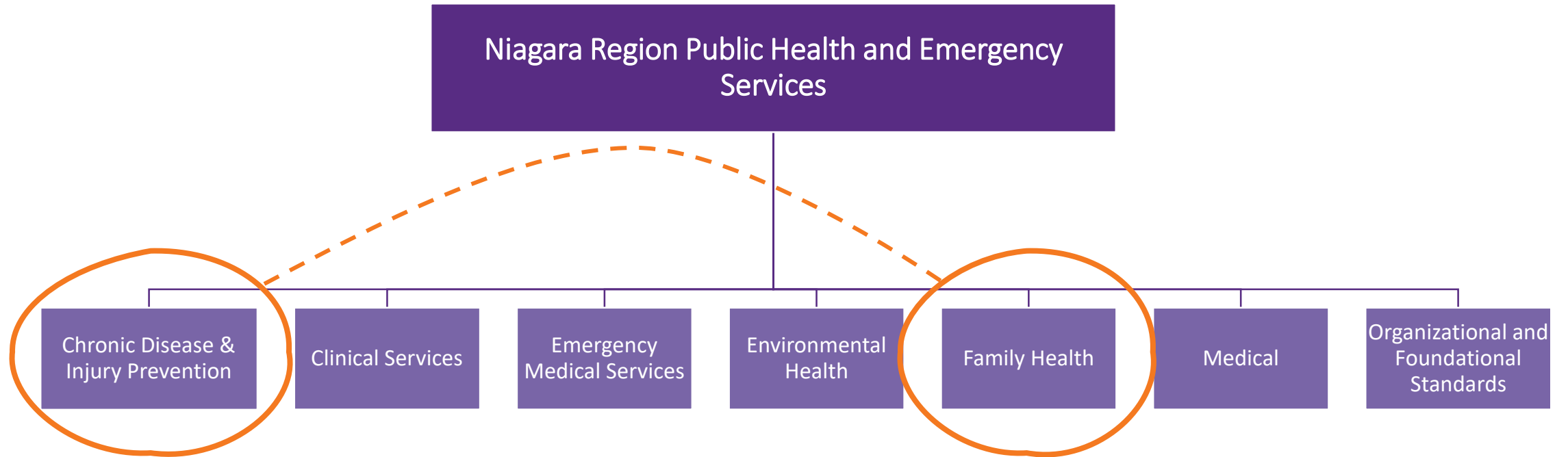
**Rachel Skellet**

Epidemiologist

Niagara Region Public Health



# Background



# Impact on health/health equity through resonance with the people of Niagara



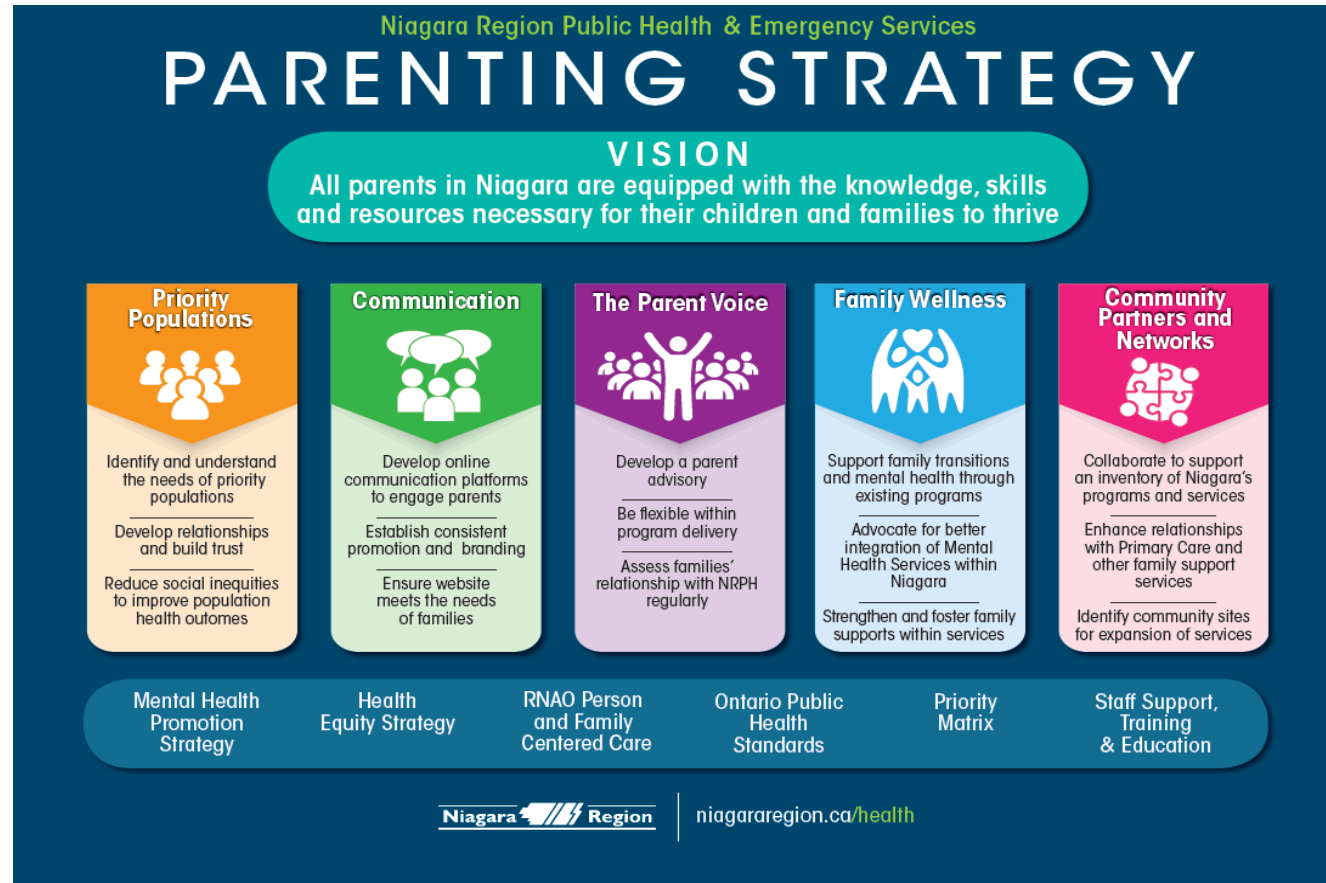
PRENATAL • INFANTS • CHILDREN • YOUTH • ADULTS • OLDER ADULTS

# Parenting Strategy


# Background – Parenting Strategy

- In 2017, Niagara Region Public Health launched the Resonance survey in the community
- Over 2,300 responses
- Online is the way to go!
  - 61.3% said that they use the internet for trusted health information
  - 70.8% said that they prefer to receive health information via the internet
  - 52.5% of parents said they go online when faced with a parenting challenge

# Background – Parenting Strategy




# Background – Niagara Parents





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## Niagara Parents



 <a href="#">Clinics and Classes</a> Register online for clinics, classes and groups	 <a href="#">Becoming a Parent / Pregnancy</a> Classes, home visits, planning and pregnancy	 <a href="#">Feeding your Baby</a> Breastfeeding, formula and starting solids
 <a href="#">Babies / Toddlers 0-3</a> Safety, growth and development, mental health and classes	 <a href="#">Kids / Children 4-12</a> Classes, healthy living, safety and mental health	 <a href="#">Youth / Teens 13-18</a> Alcohol and drug use, healthy living, sexual and mental health

# Background – Niagara Parents

« Choose a different parenting stage

Baby Talk Classes

+

Baby's Sleep Classes

+

Positive Parenting Program (Parents with children 0-12 years old)

+

Positive Parenting Program (Parents with children 12-17 years old)

+

Breastfeeding Clinics

+

Dental Clinics

×

Book a one-on-one appointment with a dental hygienist for free services, such as a cleaning, fluoride varnish application, oral health education for children 0 to 17 years of age. Provide your preference for the week and location of the clinic. We'll contact you to confirm an appointment date and time.



# Background – Niagara Parents

How do we launch Niagara Parents effectively?



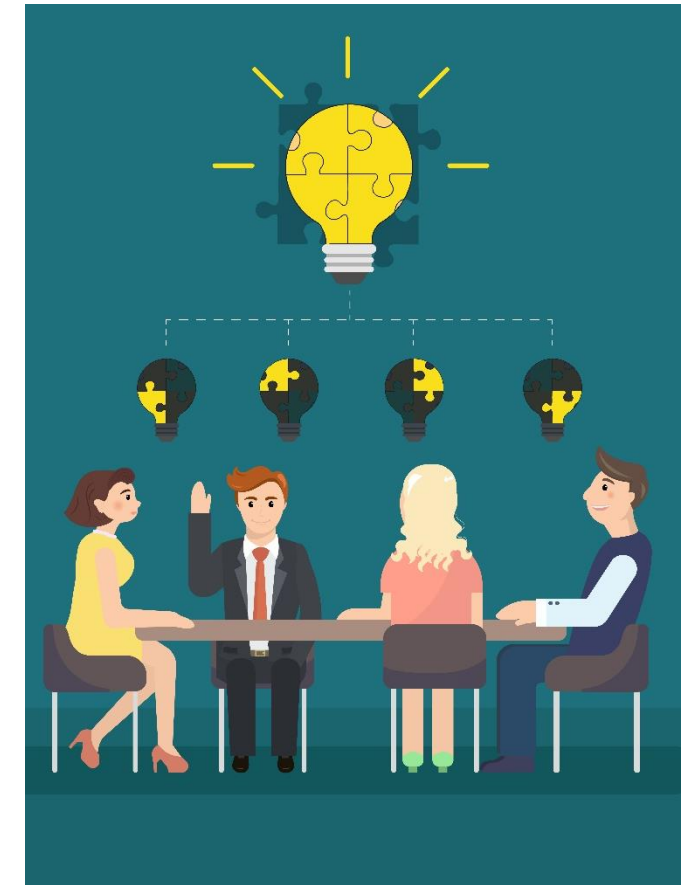
What is the best way to spend advertising campaign dollars?



**ENVIRONICS**  
ANALYTICS

# Methods – Niagara Parents Campaign

ANALYTICS TEAM	PROJECT TEAM
<ul style="list-style-type: none"><li>• Epidemiologist</li><li>• Program Specialist – Parenting Strategy</li><li>• Digital engagement advisor</li></ul>	<ul style="list-style-type: none"><li>• Health promoters</li><li>• Digital engagement advisor</li><li>• Graphic designer</li><li>• Communications specialist</li><li>• Managers</li></ul>



# Methods – Niagara Parents Campaign

Project team → Drafted initial budget and items for the campaign

Selected data to use → Healthy Babies Healthy Children Screen (with Risk)

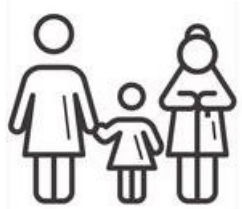
Environics Analytics → Segments → Target Groups (primary and secondary)

Environics Analytics → Data used → Demographics, media consumption, social values, select psychographics

Map Target Groups

# Results – Niagara Parents Campaign

## PRIMARY TARGET GROUPS



- Main focus
- Not accessed



- Billboards
- Bus shelters
- Social media



- Swag (door hangers and magnets)

## SECONDARY TARGET GROUPS



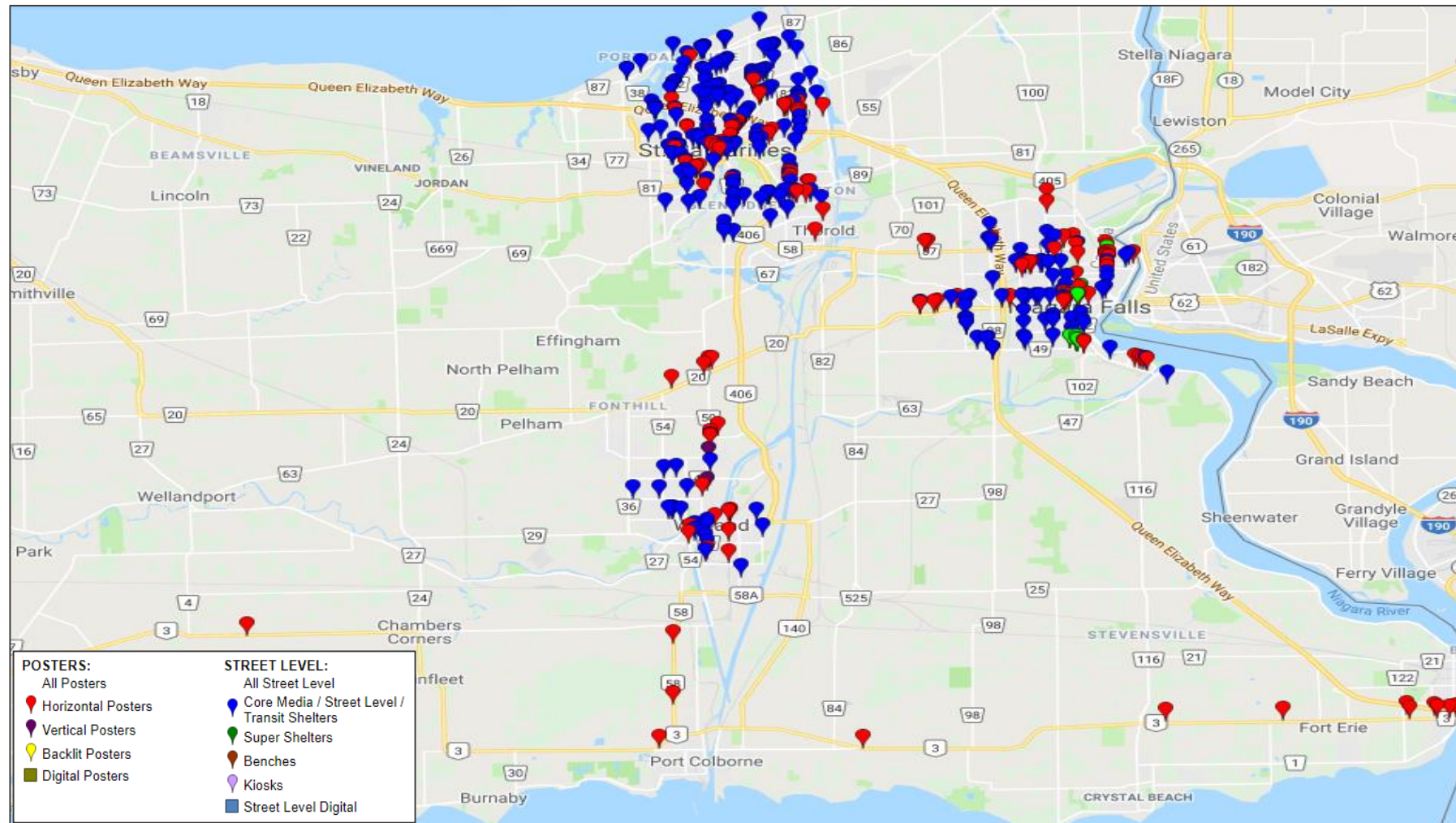
- Secondary focus



- Social media
- Our services

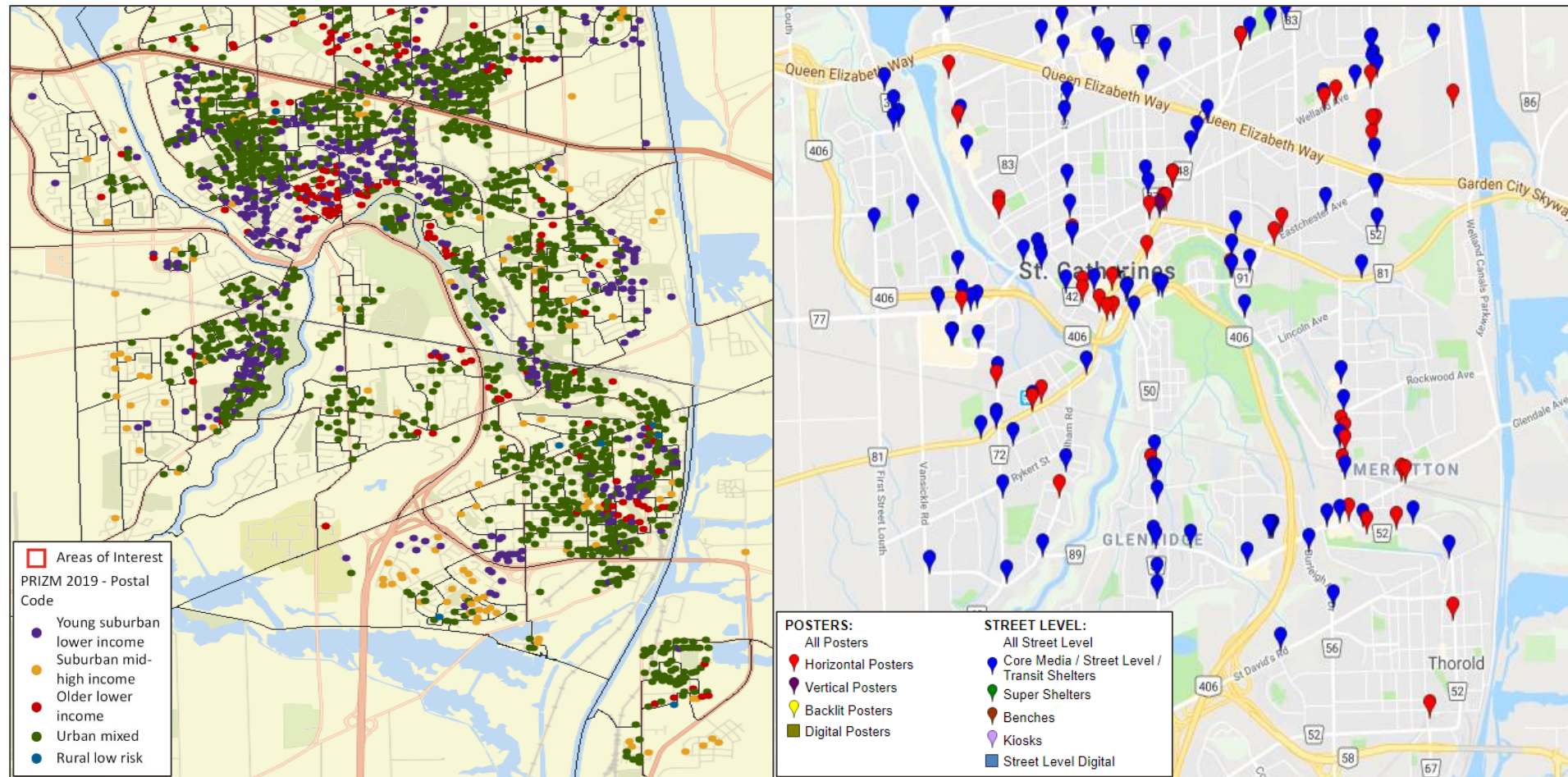


# Results – Niagara Parents Campaign





# Results – Niagara Parents Campaign



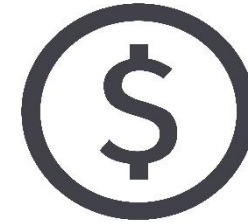
# Results – Niagara Parents Campaign



# Cannabis Edibles Campaign



# Background – Cannabis Edibles Campaign



OCTOBER 17, 2018

|  
Legalization of  
cannabis across  
Canada

OCTOBER 17, 2019

|  
Legalization of the  
production of  
cannabis edibles

DECEMBER 2019

|  
Legalization of  
retail purchase of  
cannabis edibles

# Background – Cannabis Edibles Campaign

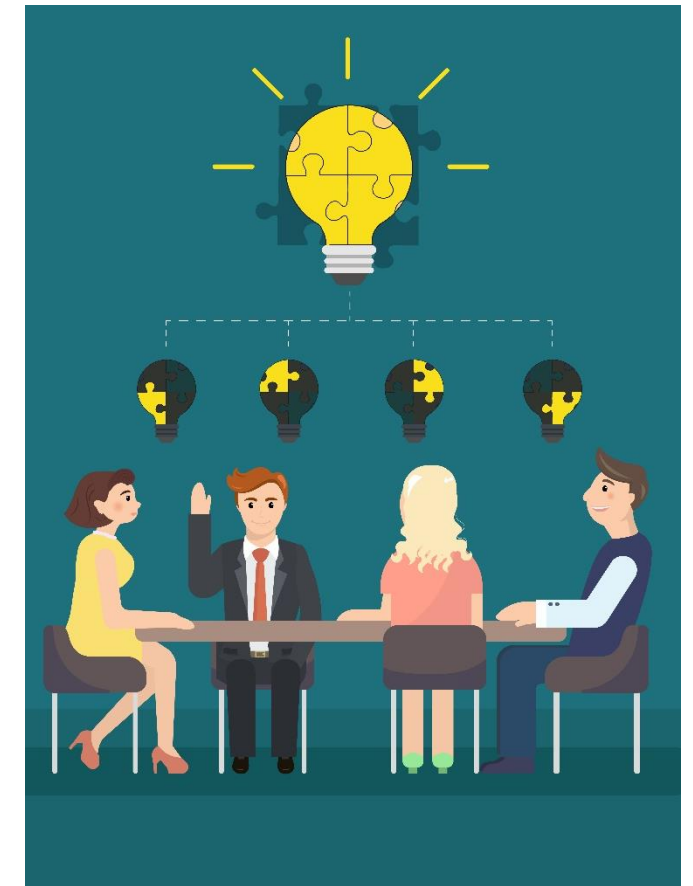
How do we effectively deliver mass education and awareness about the harmful effects of cannabis edibles to those who are most at risk?



**ENVIRONICS**  
ANALYTICS

# Methods – Cannabis Edibles Campaign

ANALYTICS TEAM	PROJECT TEAM
<ul style="list-style-type: none"><li>• Epidemiologist</li><li>• Digital engagement advisor</li><li>• Communications specialist</li><li>• Health promoters</li></ul>	<ul style="list-style-type: none"><li>• Health promoters</li><li>• Youth engagement specialist</li><li>• Public health inspector</li><li>• Dietitian</li><li>• Program manager</li><li>• Graphic designer</li></ul>



# Methods – Cannabis Edibles Campaign

Project team → Drafted initial key messages for the campaign

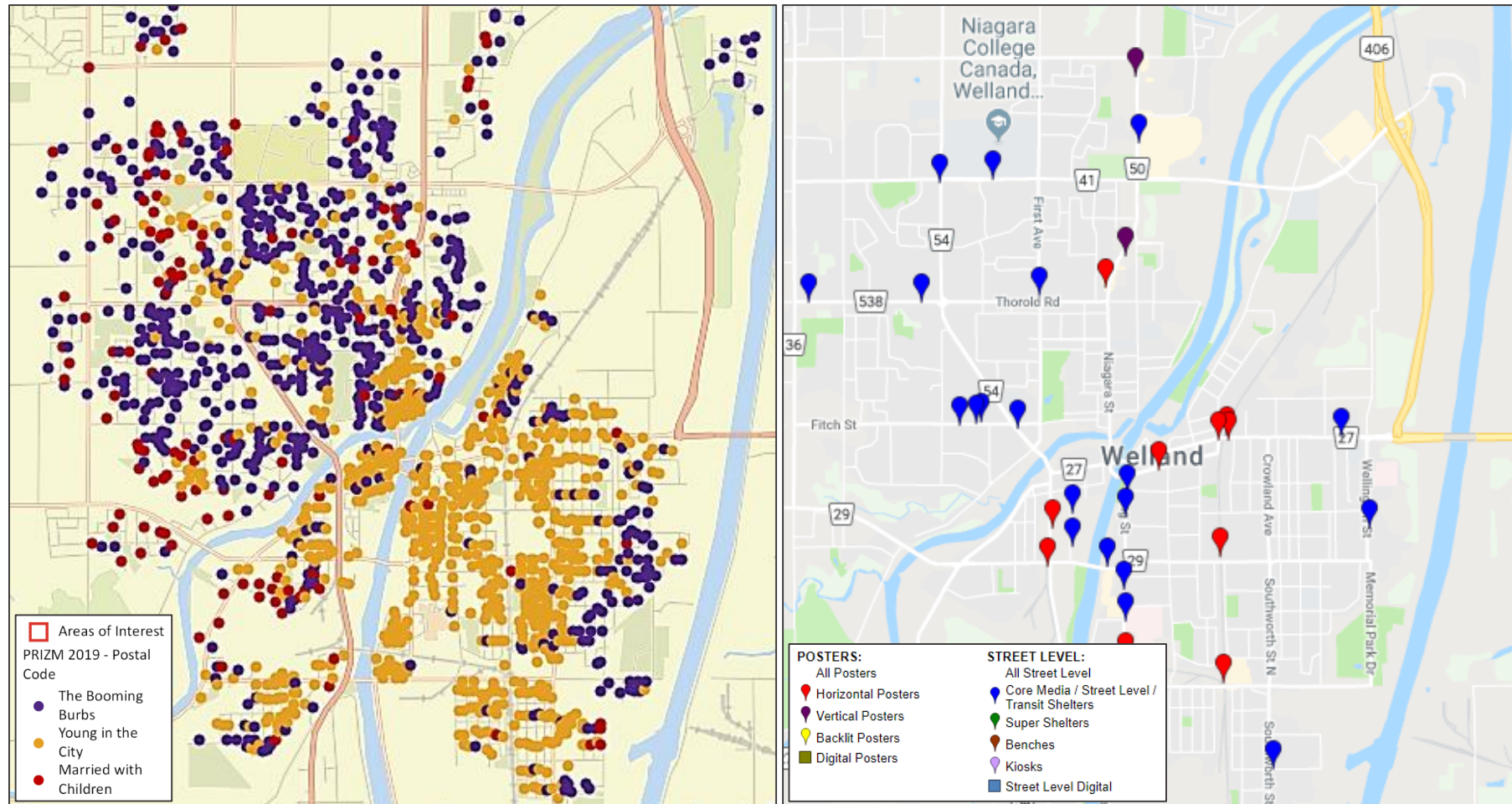
Selected data to use → Cannabis-related emergency department visits

Environics Analytics → Segments → Target groups (primary)

Environics Analytics → Data used → Demographics, media consumption, social values, select psychographics

Map Target Groups

# Results – Cannabis Edibles Campaign



# Results – Cannabis Edibles Campaign

## *Message #3: Can't Tell the Difference*

Can you tell the difference? Chances are your children can't. Lock up your cannabis products.



# Organizational Culture @ NRPH

- Senior Leadership Team buy-in was necessary
  - BUT...no action until perceived need by front line staff
- Facilitated by:
  - Epidemiologist
  - Digital Engagement Advisor
  - Communication Specialist
- Results implemented by:
  - Health Promoters



**DREAM TEAM**



# Lessons Learned

- Environics Analytics data can be added to a project at any time
  - Not a top-down approach
  - Need the right people at the table
  - Variation in results
  - BUT overlap in target groups identified
- Flexibility in data inputs
  - Multiple data sources that are not linked
  - Population level data vs. client data
  - Small databases



# Next Steps

- A/B testing
- Measuring impact of campaigns (evaluations; social media metrics)
- Sharing with the organization → Let's Talk session

People are PUMPED!!!

# Questions?



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