



USING SHARED VALUES AND BELIEFS TO ENGAGE CANADIANS

ICN Public Engagement Forum – Winnipeg, October 12, 2017

Charmaine Crockett
Manager, Strategic Communications

CanWaCH

Canadian Partnership for
Women and Children's Health



CanSFE

Partenariat canadien pour
la santé des femmes et des enfants



2017 REPORT RELEASED AUGUST 10

REVIEWED:

- Shifts in priorities around investment and funding since similar CanWaCH research report in 2015
- Ways we can engage Canadians (on and off line)
- New insights into how we can inform how we talk about our work

Ipsos:

- The survey was in the field May 1 to May 8
- 1004 nationally representative general population, 18 years and older

Belief-Based Behaviour (B3)

- On-line observation of more than 4,000 conversations by a team of PhD anthropologists





PRIORITY GLOBAL ISSUES

THERE IS A FUNDAMENTAL DISCONNECT.

The overall ranking of priority global issues remains the same over the past two years

Women and children's health ranked below climate change, global economic stability, poverty and hunger, and even gender equality

CanWaCH

Canadian Partnership for
Women and Children's Health



CanSFE

Partenariat canadien pour
la santé des femmes et des enfants

CanWaCH.ca | CanSFE.ca



ATTITUDES ABOUT INTERNATIONAL DEVELOPMENT:

PERCEPTIONS ABOUT INTERNATIONAL DEVELOPMENT

Canadians continue to see it as Canada's duty to provide support for issues related to global poverty

Fewer Canadians believe Canada is falling behind other countries

CanWaCH

Canadian Partnership for
Women and Children's Health



CanSFE

Partenariat canadien pour
la santé des femmes et des enfants

CanWaCH.ca | CanSFE.ca



AWARENESS OF CANADA'S ROLE AND IMPACT ON CANADIAN PRIDE: THE TRUDEAU EFFECT

6 in 10 Canadians say they feel a sense of pride in Canada's role, significantly higher than two years ago (59% vs. 52% in 2015)

Armed with more knowledge about issues related to women's health inequality, overall interest and engagement in issues related to women, maternal and child health increased significantly





CIVIC ENGAGEMENT IN THE PAST YEAR:

VIRTUAL SUPPORT ON THE RISE - TANGIBLE SUPPORT DOWN

Civic engagement has decreased among Canadians particularly in volunteering, donating, and participating in fundraising activity

Increased levels in engagement with social issues – online/social media

CanWaCH

Canadian Partnership for
Women and Children's Health



CanSFE

Partenariat canadien pour
la santé des femmes et des enfants

IF THEY DON'T KNOW WHO WE ARE, HOW CAN THEY SUPPORT US?

Awareness of NGOs that provide programs or raise funds to support the issue of women, maternal and children's health is currently low



**64% OF CANADIANS
COULD NOT NAME ANY
ORGANIZATION THAT
WORKS IN THE SECTOR**

CANADIAN SOCIAL MEDIA AND NEWS CONSUMPTION HABITS: CHOOSE YOUR SOCIAL MEDIA TOOL WISELY

Social media is a primary channel for news consumption for many Canadians

SOURCES FOR NEWS AND HEADLINES FOR CANADIANS

61% FACEBOOK

19% TWITTER

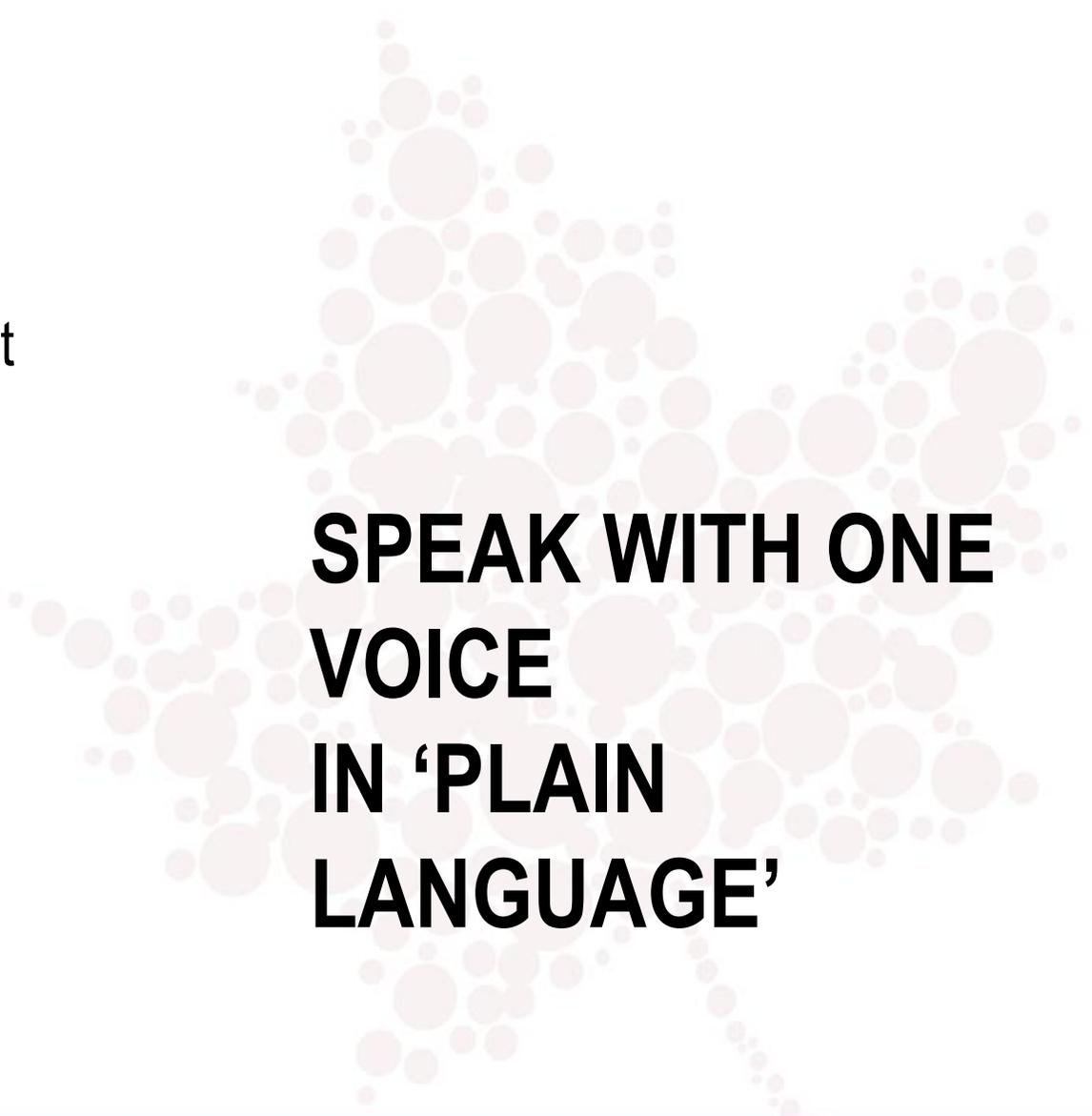
18% YOU TUBE



EXPAND YOUR CONVERSATION BEYOND THE SECTOR

Very little engagement from the public is evident with official channels of policy makers

The particular language (search terms) used to discuss maternal and child health discourages dialogue



**SPEAK WITH ONE
VOICE
IN 'PLAIN
LANGUAGE'**





BELIEF BASED BEHAVIOUR (B3) FINDINGS

Socially Conscious Advocate – 22%

Optimistic Support – 8%

Conscientious Pragmatist – 28%

Canada First Populist – 41%

The Cynics

CanWaCH

Canadian Partnership for
Women and Children's Health



CanSFE

Partenariat canadien pour
la santé des femmes et des enfants



THE WAY FORWARD: RECOMMENDATIONS

- Connect with Canadians on values AND facts
- Speak and appeal to Canadian values and desire for a better world
- Create a national framework for all partners organizations to use when engaging with Canadians
- Acknowledge the realities faced by indigenous women and children within Canada and find ways to support these communities
- Leverage national pride effectively

