



Centre for Addiction and Mental Health

Depression and Alcohol Campaigns:

Final Report – Executive Summary

Reporting on the results of activities from October 2000-December 2001

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Results to date:

Two campaigns were developed and implemented in 2000 and 2001, with a focus on depression and alcohol problems respectively. It is impossible to estimate how many ads have run since October 2001 – newspapers do not report on donated space. However, through surveys submitted through the website and calls to the Information Line, we are able to determine that CAMH ads continue to run at least monthly in Ontario daily and weekly newspapers, and somewhat less often in the rest of Canada.

The CAMH awareness campaign received a substantial boost in November 2001, when the Royal Bank included a full page CAMH ad in its 12-page insert which ran in approximately 10 regional and national papers.

Budget:

Approximately \$900,000 in goods and services have been donated since October 2000, including:

- Creative development and production
- Website development and production
- Media relations support
- Media planning
- Advertising space

In contrast, CAMH expenditures since October 2000 have not exceeded \$25,000.

Depression campaign:

Message recall:

The campaign's three key messages were recalled most often (78%) by those surveyed as compared to other messages recalled (22%).

Sponsor Recall

CAMH was recalled most often as the sponsor of the ads (27%) with 17% of respondents indicating that they could not recall the sponsor. Although the decision to minimize its position as sponsor of the ad was deliberate, there is opportunity to improve the positioning of the Centre as sponsor.

Informants' Intended Next Steps

The intent of the ads was to encourage help seeking behavior on the part of readers. When asked to identify intended next steps, helping seeking as a next step was indicated most often by those surveyed (46%).

Calls to Information Line

The English Depression message continues to be accessed approximately 200 times each month since its launch in October. All those who responded to the depression campaign survey on the Information Line indicated that their calls to the Information Line were prompted by the newspaper ads – an indication that the ads are effective in driving readers to the Centre's Information Line for further help. In addition, it is important to note that the depression message is accessed more often on a monthly basis than any of the other 36 English language message offered by the Information Line and access of the French Depression message far exceeds access of any other French language message.

Hits to campaign website

The website has continually increased in visits and page hits since its inception in October 2000 from 9,822 hits in late October to almost 40,000 hits in mid-July 2001, from 33 countries worldwide.

Alcohol Campaign:

Message recall:

Recall of the messages continued to be high. Approximately 77% of respondents identified the top 3 messages of the campaign.

Sponsor Recall

Sponsor recall improved during the Alcohol awareness campaign to 46% recall of CAMH as sponsor from 27% recall during the Depression awareness campaign.

Informants' Intended Next Steps

The majority of respondents {55%} identified some manner of help-seeking as a next step.

Calls to Information Line

Calls to the Centre's Information Line average approximately 1200 calls per week. During the 3 months following the launch of the Alcohol awareness campaign, approximately 25% of calls were for information related to alcohol, an increase of xxxx.

Hits to campaign website

The website has received approximately 1000 hits per week over the last year, from an estimated 45 countries, a slight increase over the previous year.