



EVALUATION AND LESSONS LEARNED FROM COVID-19 PUBLIC HEALTH SOCIAL MARKETING CAMPAIGNS

INFORMING BEST PRACTICES FOR FUTURE PUBLIC HEALTH EMERGENCIES

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1. BACKGROUND

- Effective communication is integral in implementing public health emergencies.¹²³⁴
- In December 2020, public health regions in Ontario launched campaigns on social media platforms that targeted vaccine uptake.⁵⁶
- **\$72.8 million** was invested by the government, and **\$65 million** by the Public Health Agency of Canada to launch COVID-19 campaigns nationwide.⁷
- Ch.2: Section 2.3 of the Government Framework for Communication and Advertising states, communications branches of government departments and agencies **must evaluate advertising campaigns costing more than \$1 million.**⁸

2. RESEARCH QUESTION

What are the best methods for evaluating the lessons learned, opportunities, and challenges of the COVID-19 public health social marketing campaign launched in Ontario from December 2020 to December 2022?

3. AIMS

- **Aim One:** Analyze literature and government documents to uncover the best campaign evaluation practices.
- **Aim Two:** Evaluate COVID-19 public health social marketing campaigns in Ontario.
- **Aim Three:** Develop an evaluation tool to enhance future campaigns.

4. METHODOLOGY

Part A: Scoping Review
Systematically identify, map, and synthesize existing literature on evaluation methods used to assess public health social marketing campaigns.

Part B: Government Scan
Examine government agencies' strategies, policies, and practices for evaluating public health social marketing campaigns.

Key Informant Interviews
Gather in-depth qualitative insights from semi-structured interviews with key informants involved in public health social marketing campaigns.

Evaluation Tool
Develop a standardized evaluation tool by incorporating best practices identified through the scoping review, government scan, and key informant interviews.

5. DATA ANALYSIS

1. **Scoping Review:** Uncover relevant studies, extracting and synthesizing findings to identify common themes, gaps, and trends in the literature.
2. **Government Scan:** Identify existing evaluation frameworks, guidelines, and practices used by government agencies to assess the effectiveness of public health social marketing campaigns.
3. **Key Informant Interviews:** Transcribe and code the interview responses to identify recurring themes, patterns, and insights related to the effectiveness, challenges, and best practices of social marketing public health campaigns.

6. FUTURE DIRECTIONS

1. **Finalization of the Scoping Review and Government Scan** to identify gaps and best practices in evaluating public health social marketing campaigns.
2. **Completed Key Informant Interviews** to gather comprehensive insights.
3. **Developed Evaluation Tool**, shaped by insights from the scoping review, government scan, and key informant interviews, will assess Ontario's public health social marketing campaigns.
4. **Dissemination of research findings** through publications to advance knowledge in public health social marketing campaign evaluation.

7. REFERENCES AND CONTACT

- Please scan the QR code for references used in this poster.
- To contact one of the researchers, please email klee@torontomu.ca.

