



# Organ and Tissue Donations

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AWARENESS, KNOWLEDGE AND  
ADVERTISING RECALL

**FINAL REPORT**

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In April 2002, Health Canada retained Environics Research Group Limited to conduct survey research among the Canadian public to examine current awareness, knowledge, behaviours and attitudes relating to organ and tissue donation. This survey research also tested the public's recall and response to a multimedia advertising campaign designed to raise awareness of the need for organ donations.

Canada currently faces a shortage of available organ and tissue donors in relation to the number of recipients in need of a life-saving donation. As Canada's population ages, the need for organ and tissue transplants will continue to rise. At the same time, the slow growth of our younger population, combined with a diminishing number of deaths due to causes that make organ donation possible, means that the number of organs available for transplant will not keep pace with the need for organs. Hence, it is vital that every potential donor has the opportunity to make an organ and tissue donation.

Health Canada launched an advertising and communications initiative to raise awareness of the need for organs and tissues and to encourage a positive response. This multimedia campaign ended on April 28, 2002.

The goals of the current survey were:

- To measure awareness and knowledge of, and attitudes toward, organ and tissue donations among Canadians;
- To measure any changes in these over the six-month period since October 2001;
- To measure public awareness, recall and assessment of this television, newspaper and website advertising campaign on the topic of organ donation.

Where possible, the results of the current survey will be compared to the baseline survey research conducted by Environics in October 2001, to determine what changes, if any, in Canadians' knowledge, awareness and attitudes have occurred in the six months since that survey was conducted.

The 2001 survey identified and emphasized the importance of the undecided donor segment as a target group for any campaign to raise awareness. In this report, we continue to pay special attention to this segment.

The topics addressed in this survey included:

- Awareness of organ and tissue donations
- Approval of organ and tissue donations
- Personal views and behaviour
- Knowledge issues about donation
- Family and legal issues
- Unaided and aided recall of specific ads
- Recall of communications channels
- Perceptions of specific ads
- Effect of advertising on attitudes toward organ donation
- Demographics

The survey was conducted with 1,514 Canadians 18 years of age and older, living within the ten provinces of Canada. The survey was conducted nationally, in English and French, by telephone between April 29 and May 6, 2002, just as the media campaign ended. The margin of error for a sample of this size is  $\pm 2.5$  percent, 19 times in 20. The margins are wider for regional, demographic and attitudinal subsamples.

This report presents the findings of the survey. The survey methods and English and French questionnaires used in the survey are appended to this report. Statistical tables are presented under separate cover.

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The major findings of the survey are:

- There is a high level of awareness of organ and tissue donation and a fairly good knowledge of the official ways to express intention to donate on a provincial basis.
- Two-thirds of Canadians have given at least some thought to the topic of organ and tissue donation.
- Approval of organ and tissue donation is almost unanimous among Canadians – 93 percent either strongly (63%) or somewhat (30%) approve of it.
- A total of 40 percent of Canadians say they have signed an organ donor card or registered as an organ donor.
- Forty-four percent of Canadians say they have decided to be organ donors and 45 percent remain undecided. Only ten percent say they have specifically decided not to donate.
- The decision to donate is higher than average among women, middle-aged Canadians, the more affluent and educated, and Quebecers.
- A large majority of decided donors – 88 percent – say they have discussed their wishes with their family.
- There is high awareness among the public that there is a great need for organ transplants.
- There have been few significant changes in Canadians' knowledge, attitudes and behaviours relating to organ and tissue donation in the six months since the baseline survey was conducted; however, recall of information about the topic has increased.
- There continues to be a lack of public knowledge about a number of aspects of organ and tissue donation.
- The proportion of Canadians who recall seeing or reading about organ donation increased by nine points since October 2001, to 38 percent. As well, top-of-mind recall of at least some specifics has increased significantly since October 2001.
- Respondents recall, top-of-mind, a wide range of information associated with organ and tissue donation; notable among these are several topics and images from the recent media campaign: reference to the great need for organs and tissues; a little girl/family story/personal story; transplant donors/recipients; messages about informing or talking to family about organ donation; medical procedures or statistics; the number of people who benefit; and registration and/or contact information.
- In total, almost one-half of Canadians recall at least one of the ads tested. The ad featuring Donovan Bailey is the most frequently recalled national ad; in Quebec, the ad featuring Guy Mongrain is most frequently recalled.
- Among Canadians who recall seeing advertising, four in ten can identify the sponsor as the Government of Canada or Health Canada. Three in ten remember ways of contacting the government about organ donation; these respondents mention the 1-800 number and, less often, the website. Fewer than one in ten they remember ways to contact other agencies about organ and tissue donation.

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- One-third of those who saw any advertising say it made them more likely to consider donation. Among the undecided donor segment, the proportion who say that seeing this advertising made them more likely to consider donation increases to 45 percent.
  - Throughout the survey findings, we see that those who saw elements of the campaign tend to have higher levels of awareness, knowledge and acceptance of organ and tissue donation.
  - Assessments of both the candle ad and the national newspaper insert are generally positive among those who saw these specific campaign elements. Very large majorities among those who saw these ele-

ments agree that it is appropriate for Health Canada to sponsor them and that these ads helped make them aware that there is a great need for organ and tissue donation. Large majorities agree that these ads were meant for them and that they made them more likely to sign a donor card or register as an organ donor. A large majority of those who saw the newspaper insert agree that it gave them information and facts about organ and tissue donation that they didn't know before.

- Thirteen percent of Canadians, an increase of seven points, are now aware of the Green Ribbon Campaign.

The detailed findings and implications of the survey are discussed in the following sections.

## 2.0 AWARENESS OF ORGAN AND TISSUE DONATION

### A. Awareness of Organ and Tissue Donation and Ways to Express Intention to Donate

*There is almost unanimous awareness of organ and tissue donation. Signing a donor card that comes with a driver's licence is the most well-known method of indicating one's intention to donate.*

When asked if they have ever heard anything about the topic of organ and tissue donation, that is, people donating their body, their organs or their tissues at the time of their death, almost all Canadians (95%) express awareness. Only five percent say they have not heard anything on this topic. There has been essentially no change in this high number since the October 2001 survey.

Awareness of organ and tissue donation is high in all regions and demographic groups.

When respondents are asked, unaided, how a person in their province officially expresses their intention to donate their body, their organs or their tissues at the time of their death, the largest number mention a donor card that

### Heard about Organ and Tissue Donation

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Yes	94	92	95	92
No	6	8	5	8

#### Q.1

*Have you ever heard anything about the topic of organ and tissue donation; that is, people donating their body, organs or tissues at the time of their death?*

comes with their driver's licence (56%). Two in ten (20%) mention a donor card that comes with their health card. Smaller proportions mention signing another document (7%), putting it in a will or living will (4%) or telling a close family member (4%). Fifteen percent either say that there is no way (2%) or do not offer a response (13%).

### Ways to Express Intention to Donate

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Sign donor card with driver's licence	61	57	56	53
Sign donor card with health card	18	13	20	14
Sign other document/card*	2	2	7	6
Put it in a will or living will	6	7	4	5
Tell close family member(s)	4	4	4	4
Tell a doctor/health professional	3	3	2	2
Other	8	7	6	5
No ways	3	3	2	3
dk/na	11	17	13	19

#### Q.2a

*As far as you know, how does a person in your province officially express their intention to donate their body, organs or tissues at the time of their death?*

\* In 2001, "Donor card/form"

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Since the October 2001 survey, the number who mention signing a donor card with a driver's license has fallen slightly and the number who mention signing some other document or card has increased.

Since the available methods of expressing an intent to donate one's organs or tissues vary among the provinces, it is not unexpected that there are regional and provincial differences in response to this question. Residents of Manitoba, the Atlantic provinces and Ontario are most likely to mention signing a donor card that comes with a driver's licence, which is a method in most of these provinces. Quebecers are significantly more likely than all others to mention signing a donor card that comes with a health card, which is the major method in the province. British Columbians are more likely than others to mention the Organ Donor Registry, or signing another document or donor

card, but the largest number in the province mention a card with a driver's licence (51%). Residents of Alberta (55%) and Saskatchewan (54%) mention a card with a driver's licence as the official method, even though a health card is the main method in these provinces.

Respondents who have signed an organ donor card are, not surprisingly, more likely to mention a donor card that comes with either a driver's license or a health card. Those who have decided to become organ and tissue donors are also more likely to mention signing a donor card that comes with a driver's licence or a health card. Those who have not signed an organ donor card and those who have decided not to donate their organs or who are undecided are more likely to say either that there is no way to express their intention, or to offer no response.

When asked if there are other ways for a person to indicate their intention, five in ten either say there are no other ways (18%) or do not offer a response (33%). Two in ten (20%) mention putting it in a will or living will and one in ten (12%) mention telling close family members. Smaller proportions suggest signing a donor card that comes with their driver's licence (6%), telling a doctor or health professional (6%), telling family/hospital at time of death (6%), signing some other document or donor card (4%) and signing a donor card that comes with their health card (3%).

Those who have signed a donor card or who have decided to become organ and tissue donors are more likely to mention telling close family members.

Albertans and Ontarians are more likely to mention a will or living will as an "other" way; residents of Saskatchewan and Quebec are least likely to mention this as an option. Residents of Manitoba, Ontario and Alberta are more likely than others to mention telling a close family member. Quebecers are more likely to mention both a donor card with a driver's licence and a donor card with a health card than are other respondents; they are also more likely to say there are no other ways to indicate their intention to be an organ donor. Residents of Saskatchewan are more inclined to tell a doctor or health professional. British Columbians and Manitobans are more likely than others to mention some other document or donor card. Atlantic Canadians are more likely than others to offer no response.

### Other Ways to Express Intention to Donate

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Put it in a will or living will	22	24	20	19
Tell close family member(s)	12	11	12	10
Sign donor card with driver's licence	8	7	6	6
Tell a doctor/health professional	7	7	6	6
Tell family/hospital at time of death	5	4	6	5
Sign other document/ other organ donor card	-	-	4	4
Sign donor card with health card	5	4	3	2
Other	9	8	4	3
No other ways	26	27	18	19
dk/na	16	16	33	37

#### Q.2b

*Are there other ways for a person to indicate their intention?*

*Subsample: Respondents who offered a response in Q2a*



**B. Amount of Personal Thought about Organ and Tissue Donation**

*Most Canadians have given thought to the topic of organ and tissue donation.*

Most Canadians have given at least some thought to the topic of organ and tissue donation. Two-thirds (65%) say they have thought about the topic a great deal (26%) or somewhat (39%). Two in ten (22%) have not thought very much about organ and tissue donation, and 12 percent have not thought about the topic at all.

These proportions are essentially unchanged from the October 2001 survey.

Women and married respondents are more likely to have thought at least somewhat about organ and tissue donation. Those aged 65 years or more, the least educated and least affluent, those whose ethnic background is neither French nor English, and those whose religious affiliation is non-Christian are more likely to say that they have not thought at all about organ and tissue donation.

Quebecers are significantly more likely than other Canadians to say they have thought a great deal about organ and tissue donation. Residents of Manitoba, Saskatchewan and Atlantic Canada are more likely to say they have thought about organ and tissue donation at least somewhat. Residents of Alberta are least likely to say this.

**Amount of Personal Thought about Organ/Tissue Donation**

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
A great deal	26	9	26	10
Somewhat	39	38	39	42
Not very much	23	37	22	33
Not at all	11	16	12	15

*Q.3*

*How much have you personally thought about the topic of organ and tissue donation?*

Not surprisingly, those who have signed a donor card (45% a great deal, 41% somewhat) and those who have decided to become donors (47% a great deal, 40% somewhat) are much more likely than others to have thought about organ and tissue donation.

Canadians who recall seeing any of the ads in the recent media campaign (32% a great deal, 41% somewhat), and particularly those who recall seeing the newspaper insert (41% a great deal, 37% somewhat), are more likely than those who do not to have thought about organ and tissue donation.

### 3.0 APPROVAL OF ORGAN AND TISSUE DONATION

*Approval of organ and tissue donation is almost unanimous among Canadians.*

Almost all Canadians (93%) either strongly (63%) or somewhat (30%) approve of organ and tissue donation; only five percent express disapproval. While there has been little change in these proportions since the October 2001 survey, strong approval has declined by four points.

Strong approval is slightly higher among women, married people and more affluent respondents.

While overall approval is high among all demographic groups, approval is more tentative among those whose ethnic background is either non-European or European other than French or English, those born outside Canada, and those whose religious affiliation is non-Christian.

Strong approval is significantly higher in Quebec than in other provinces; residents of Manitoba and British Columbia are least likely to offer strong approval.

Those who have signed a donor card (86%) or have decided to be donors (88%) are much more likely to express strong approval for organ and tissue donation than those who have not signed a card (48%), who are undecided (46%) or who have decided not to make a such a donation (32%). However, it is important to note that the undecided and those who have not signed a card are not opposed to donation – only five percent of the undecided and eight percent of non-signers express disapproval. Twenty-nine percent of those who have made a decision *not* to donate say they disapprove of it.

#### Approval of Organ/Tissue Donation

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Strongly approve	67	51	63	46
Somewhat approve	29	44	30	46
Somewhat disapprove	2	2	3	4
Strongly disapprove	1	*	2	1

\* Less than one percent

#### Q.4

*Do you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove of organ and tissue donation? (That is, people donating their body, their organs or their tissues at the time of their death.)*

Since October 2001, approval has fallen among those who have decided *not* to become donors, and disapproval has increased by 12 points.

Canadians who recall seeing any of the ads in the recent media campaign (71%), and particularly those who recall seeing the newspaper insert (82%), are more likely than those who do not to strongly approve of organ and tissue donation.

## 4.0 DECISION TO DONATE

### A. Signing a Donor Card

*Four in ten Canadians say they have signed an organ donor card or registered with an organ donor registry.*

Four in ten Canadians (40%) say that they have signed an organ donor card or registered with an organ donor registry. Six in ten (59%) say that they have not done so.

In October 2001, 45 percent of Canadians said they had signed some form of donor card or registered as an organ donor; however, in the baseline survey, respondents were asked whether they had signed cards that came with a driver's licence or other document, depending on the methods available in their province for indicating one's intention to become an organ donor. It is possible that this slight change may be in part attributable to the lack of specific mentions of types of donor cards the respondent may have had available.

Women, especially working women, those aged 25 to 44 years, better educated and more affluent respondents, and those whose ethnic background is French are more likely to have signed a donor card or registered. Incidence is lower among those aged 65 years or more, those whose ethnic background is either non-European or European other than French or British, and those born outside Canada.

Quebecers (52%) are most likely to say they have signed a donor card, followed by residents Atlantic Canada (48%). Those living in Ontario (33%) and British Columbia (31%) are the least likely to say they have signed a donor card.

### Signing a Donor Card

	OCTOBER 2001*		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Yes	45	8	40	4
No	54	90	59	95

\* Question wording slightly different

#### Q.5

*Have you signed an organ donor card or registered with an organ donor registry to give permission for your body, organs or tissues to be donated at the time of your death?*

More than eight in ten (84%) of those who have made a decision to donate their organs or tissues have signed a donor card, leaving 16 percent who have not signed (15%) or who offer no response (1%). It is interesting to note that small proportions of those who have decided not to donate their organs or tissues (8%) and those who are undecided (4%) also say that they have signed an organ donor card.

Canadians who recall seeing any of the ads in the recent media campaign (45%), and particularly those who recall seeing the newspaper insert (54%), are more likely than those who do not recall such advertising to have signed an organ donor card.

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## B. Decision Whether to Donate

*More than four in ten Canadians have decided to be organ donors and a similar number remain undecided; only one in ten have decided against donation. The vast majority of those who have made a decision on this issue have informed their family of their wishes.*

In addition to asking whether they had signed an organ donor card, respondents were asked about their personal decision to donate – whether they had decided to donate, or not donate, or had not decided.

The survey shows that, while there is a significant overlap between having signed a card and a personal decision to donate (93% of “signees” have made a decision to donate), the vast majority of those who have not signed a card have not made a personal decision against donation but are, in fact, undecided about it. Of those who have not signed a card, 73 percent have not made a personal decision about donation; 15 percent have decided against donation and 11 percent say they have in fact decided to donate.

Overall, more than four in ten Canadians (44%) say that they have decided to donate their body, organs or tissues, while the same number (45%) say that they have not made a decision. Only one in ten (10%) say that they have specifically decided not to be organ donors.

There has been no significant change since October 2001 in the number of Canadians who have made a personal decision to donate.

Women, especially working women, those aged 35 to 44 years, married, better educated and more affluent respondents are more likely to have decided to be donors. Those aged 65 years or more, the least educated and less affluent respondents, those whose religious affiliation is Protestant or non-Christian, those whose ethnic background is either non-European or European other than French or

## Decision Whether to Donate

	OCT 2001	MAY 2002
Decided to donate	46	44
Decided not to donate	9	10
Not made a decision	45	45

### Q. 6a

*Which of the following statements best describes your own situation ... You have decided to donate your body, organs or tissues at the time of your death ... You have decided not to donate your body, organs or tissues at the time of your death ... You have not made a decision about this?*

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British, and those born outside Canada are more likely to be undecided. Those aged 65 years or more, and those whose religious affiliation is non-Christian are also more likely to have decided not to donate.

Quebecers are more inclined to have made a decision to become organ and tissue donors; residents of Ontario and British Columbia are more likely to say that they are undecided.

Canadians who recall seeing any of the ads in the recent media campaign (50%), and particularly those who recall seeing the newspaper insert (60%), are more likely than those who do not to have made a decision to donate.

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Among those who have made a decision, either to donate or not to donate, more than eight in ten (83%) say that their family members know about their decision. Sixteen percent say their family members do not know. A total of 88 percent of those who have decided to donate say they have told family members, as have 90 percent of those who have signed a card.

There have been no significant changes since October 2001 in the proportions of decided Canadians, decided donors, or signees who say their family members know about their decision.

Women, married people and the most affluent respondents are slightly more inclined to say that they have informed close family members of their decision. Those who have never married, those whose ethnic background is non-European and those whose religious affiliation is non-Christian are somewhat more likely not to have told their family.

Those who recall seeing the newspaper insert are slightly more likely to have informed their family of their decision.

### Informing Family Members about Donation Decision

	OCT 2001	MAY 2002
Yes	85	83
No	14	16

*Q. 6b*

*Do your close family members know about your decision?*

*Subsample: Respondents who have made a decision about whether or not to donate their body, organs or tissues at the time of their death*

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## 5.0 BELIEFS AND PERCEPTIONS ABOUT ORGAN AND TISSUE DONATION

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### A. Awareness of Need for Organ Donations in Canada

*The vast majority of Canadians are aware that there is a great need for organs to be used for organ transplants in Canada.*

When asked to think of the number of organ donations available and the number of organs needed for organ transplants in this country, eight in ten Canadians (80%) agree that there is a great need, while 14 percent say that there is some need. Fewer than two percent think there is little or no need, and four percent offer no response.

There has been no significant change since October 2001 in the proportion of Canadians who are aware of the need for organ donations.

While awareness is high in most regions and demographic groups, women are more likely than men to be aware of the great need for donations. Respondents aged 18 to 24 years, those who have never married, atheists and agnostics, those whose ethnic background is non-European or European other than French or English, those born outside Canada and residents of British Columbia, particularly Vancouver, are less inclined to agree that there is great need.

Those who have signed an organ donor card (91%) are more likely than those who have not (74%) to know that there is a great need for organ donations. As well, those who have decided to donate their organs and tissues (92%) are more likely than those who are undecided (74%) or those who have decided not to donate (62%) to agree that there is great need.

### Awareness of Need for Organ Donations in Canada

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
A great need	82	75	80	74
Some need	14	19	14	20
Little need	1	2	*	*
No need	*	*	1	1
dk/na	3	3	4	5

\* Less than one percent

#### Q.7

*As far as you know, thinking of the number of organ donations available and the number of organs needed for organ transplants in this country, is there a great need, some need, little need or no need at all for more organ donations?*

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Canadians who recall seeing any of the ads in the recent media campaign (87%), and particularly those who recall seeing the newspaper insert (90%), are more likely than those who do not to agree that there is great need for organ donations.

## B. Perceptions about Organ Donation

*Canadians continue to hold a number of misconceptions about organ and tissue donation.*

Respondents were read nine statements about organ donation and asked to indicate whether they believed each statement to be definitely true, probably true, probably not true or definitely not true.

In reviewing the findings, it is revealing to see that a significant number of Canadians maintain misconceptions about aspects of organ donations, or hold tentative views about crucial aspects of the practices involved. For example, only one-fifth of Canadians think it is “definitely true” that the most ill, and those who have waited the longest, are the first to be chosen for transplant organs; 19 percent still think that poaching occurs. Future communication campaigns will have to continue to address these issues of public awareness and knowledge.

More than nine in ten Canadians (95%) say that the statement “if a person who is a potential organ donor is severely injured, everything will be done by the medical team to save that person’s life” is definitely (60%) or probably (35%) true. Only three percent believe that this statement is definitely or probably not true.

Those aged 25 to 34 years, the best educated and most affluent Canadians, and residents of Quebec and Saskatchewan are more inclined to say that this statement is definitely true, as are those who have signed organ donor cards, those who have decided to donate their organs and tissues and those who have seen any of the ads in the recent media campaign. The least educated and least affluent Canadians, those whose ethnic background is non-European or European other than French or English, those whose religious affiliation is non-Christian, those born outside of Canada and residents of British Columbia are less inclined to say it is definitely true.

## Medical Teams Will Save Injured Donors Life

May 2002

	TOTAL	UNDECIDED
Definitely true	60	56
Probably true	35	39
Probably not true	2	3
Definitely not true	1	1
dk/na	2	2

Q.8g

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ... If a person who is a potential organ donor is severely injured, everything will be done by the medical team to save that person’s life.*

## Transplants Are Effective Treatments

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Definitely true	54	46	49	43
Probably true	37	44	41	46
Probably not true	5	5	4	4
Definitely not true	1	1	2	2
dk/na	3	4	4	5

Q.8a

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ... Organ transplants are effective health care treatments.*

Nine in ten Canadians (90%) say that “organ transplants are effective health care treatments” is definitely (49%) or probably (41%) true. Only six percent believe that this statement is definitely or probably not true.

Those aged 45 to 54 years, those whose ethnic background is French and Quebecers are more inclined to say that this statement is definitely true, as are those who have signed organ donor cards, decided donors and those who have seen any of the ads in the recent media campaign. Those aged 18 to 24 years, those who have never married, those whose ethnic background is non-European, those born outside of Canada and residents of British Columbia are less inclined to say it is definitely true.

Seven in ten Canadians (70%) say that “anyone at any age can become an organ and tissue donor” is definitely (40%) or probably (30%) true. One-quarter (25%) say this is definitely (10%) or probably (15%) not true, and five percent offer no opinion.

Women, those aged 45 to 54 years, those whose ethnic background is French and Quebecers are more inclined to say that this statement is definitely true, as are those who have signed organ donor cards, decided donors and those who have seen any of the ads in the recent media campaign. Those aged 18 to 24 years and those 65 years or more, those whose religious affiliation is non-Christian, and residents of British Columbia are less inclined to say it is definitely true.

Almost seven in ten Canadians (67%) say that “people who are very ill and those who have been waiting the longest for a transplant are the first ones chosen to receive donated organs or tissues” is definitely (21%) or probably (46%) true. One-quarter (25%) say this is definitely (6%) or probably (19%) not true, and eight percent offer no opinion.

Those aged 18 to 24 years, those whose ethnic background is non-European, those whose religious affiliation is non-Christian and Quebecers are more inclined to say that this statement is definitely true, as are those who have seen any of the ads in the recent media campaign, and particularly the candle ad. Those aged 65 years or more, those whose eth-

## Anyone Can Become an Organ Donor

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Definitely true	40	36	40	36
Probably true	30	34	30	33
Probably not true	15	14	15	15
Definitely not true	10	11	10	9
dk/na	5	6	5	5

### Q.8f

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ... Anyone at any age can become an organ and tissue donor.*

## Transplants are Given to the Very Ill First

May 2002

	TOTAL	UNDECIDED
Definitely true	21	21
Probably true	46	44
Probably not true	19	20
Definitely not true	6	6
dk/na	8	9

### Q.8i

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ... People who are very ill and those who have been waiting the longest for a transplant are the first ones chosen to receive donated organs or tissues.*

nic background is British, those whose religious affiliation is Protestant, and residents of British Columbia are less inclined to say it is definitely true.



Six in ten Canadians (60%) say that “Canada is a world leader in transplant medicine research” is definitely (13%) or probably (47%) true. Two in ten (19%) say this is definitely (3%) or probably (16%) not true, and 21 percent offer no opinion.

Those aged 45 to 54 years, the less educated and least affluent Canadians, those whose ethnic background is non-European, those whose religious affiliation is non-Christian, those born outside Canada and Quebecers are more inclined to say that this statement is definitely true. Those whose ethnic background is British and residents of Manitoba, Saskatchewan and British Columbia are less inclined to say it is definitely true.

A plurality of more than four in ten (46%) say that “Canada has one of the highest rates of organ donation among the industrialized countries” is definitely (6%) or probably (40%) true, while almost three in ten (27%) say it is definitely (6%) or probably (21%) not true. One-quarter (26%) offer no response to this question.

Those aged 18 to 34 years, the least affluent respondents, those whose ethnic background is non-European, and residents of Manitoba and Atlantic Canada are more inclined to say this statement is either definitely or probably true.

## Canada is a Leader in Transplant Research

May 2002

	TOTAL	UNDECIDED
Definitely true	13	13
Probably true	47	46
Probably not true	16	16
Definitely not true	3	3
dk/na	21	22

*Q.8b*

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ... Canada is a world leader in transplant medicine research.*

## Canada Ranks High in Donations

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Definitely true	4	4	6	5
Probably true	36	38	40	40
Probably not true	23	22	21	22
Definitely not true	5	4	6	5
dk/na	31	31	26	28

*Q.8d*

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ... Canada has one of the highest rates of organ donation among the industrialized countries.*

Opinion is divided, but tends to reject the belief that “rich people who need organ transplants are more likely to receive them in this country’s hospitals than are poorer people who need organ transplants.” One-half of Canadians (50%) think that the statement is definitely (19%) or probably (31%) not true; more than four in ten (46%) say it is definitely (17%) or probably (29%) true, and five percent offer no response.

Women, particularly working women, those aged 18 to 34 years, better educated and more affluent respondents, Atlantic Canadians and residents of Saskatchewan, Alberta and British Columbia, particularly Vancouver, are more inclined to reject this belief, as are those who have signed organ donor cards and decided donors. Men, those 65 years or more, the least educated and least affluent Canadians, those of non-European ethnic backgrounds, Catholics, those born outside Canada and residents of Quebec and Saskatchewan are more inclined to say it is definitely true, as are those who have decided not to donate their organs or tissues.

Almost eight in ten Canadians (76%) believe that “doctors may prematurely declare a person to be dead in order to get potential organ and tissue donations” is definitely (42%) or probably (34%) not true. However, two in ten (19%) say it is definitely (5%) or probably (14%) true, and six percent offer no response.

Those aged 25 to 34 years, better educated and more affluent respondents and those whose ethnic background is British are more inclined to reject this belief, as are those who have signed organ donor cards, decided donors and those who recall seeing the newspaper insert. Those aged 18 to 24 years, the least educated and least affluent, those with non-European ethnic backgrounds, those born outside Canada and Albertans, are more inclined to think this is definitely or probably true.

## Rich More Likely to Receive Donations

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Definitely true	15	15	17	18
Probably true	29	30	29	32
Probably not true	30	31	31	30
Definitely not true	21	19	19	15
dk/na	5	6	5	6

Q.8e

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ... Rich people who need organ transplants are more likely to receive them in this country’s hospitals than are poorer people who need organ transplants.*

## Donations Acquired Prematurely

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Definitely true	6	7	5	4
Probably true	13	15	14	15
Probably not true	30	31	34	37
Definitely not true	47	43	42	37
dk/na	5	5	6	6

Q.8c

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ... Doctors may prematurely declare a person to be dead in order to get potential organ and tissue donations.*

Seven in ten Canadians (70%) believe that “organ donation procedures leave the body disfigured and mutilated” is definitely (35%) or probably (35%) not true. Two in ten (21%) say it is definitely (5%) or probably (16%) true, and nine percent offer no response.

Women, particularly working women, those with European ethnic backgrounds other than British or French, and better educated and more affluent respondents are more inclined to reject the statement, as are those who have signed organ donor cards, decided donors and those who recall seeing the newspaper insert. Those aged 55 years or more, the least educated and least affluent, those with non-European ethnic backgrounds and those born outside Canada, are more inclined to think this is definitely or probably true.

Six of these statements were tested in the baseline survey in October 2001. There have been few significant changes in the proportions who express agreement or disagreement with the six statements previously tested. In the current survey, Canadians are somewhat more likely to believe that Canada has one of the highest rates of organ donation among industrialized countries, which, in fact, is not a true statement. Also, while overall levels of agreement or disagreement have not changed significantly, agreement that organ donations are effective health care treatments has become slightly more tentative in nature, as has disagreement that doctors may declare death prematurely to procure donations. Among undecided Canadians, agreement that rich Canadians receive preferential treatment has increased slightly, and disagreement that doctors may declare death prematurely has become slightly more tentative in nature.

### Donation Disfigures/Mutilates the Body

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Definitely true	6	6	5	4
Probably true	16	18	16	19
Probably not true	37	41	35	36
Definitely not true	34	26	35	30
dk/na	8	9	9	11

*Q.8b*

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ... Organ donation procedures leave the body disfigured and mutilated.*

A. Discussion with Family Members

*Almost six in ten Canadians have discussed organ and tissue donation with close family members.*

When Canadians are asked whether they have discussed the topic of organ and tissue donation with close family members, just under six in ten (57%) say they have done so, while four in ten (43%) say that they have not.

There has been no significant change since October 2001 in the response to this question.

Women, especially working women, married Canadians, better educated and more affluent respondents, those whose ethnic background is French, and residents of Saskatchewan and Quebec are more likely to have discussed the topic with close family members. Those aged 65 years or more, the least educated and less affluent Canadians, those whose ethnic background is non-European and those born outside Canada are less likely to have done so.

Respondents who have signed an organ donor card (81%) and those who have decided to be donors (81%) are significantly more likely than those who have not to say that they have discussed donation with close family members. Those who are undecided (36%) are less likely than others to have discussed the topic with close family members.

As noted previously, most respondents who have made a decision whether to donate or not to donate, or who have signed a donation card, say that their family members know about their decision.

Discussion with Family Members

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Yes	57	33	57	36
No	42	67	43	64

Q.9

*Have you discussed the topic of organ and tissue donation with your close family members, either your views and intentions or their views and intentions?*

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Canadians who recall seeing any of the ads in the recent media campaign (63%), and particularly those who recall seeing the newspaper insert (70%), are more likely than those who do not to have discussed organ and tissue donation with close family members.

**B. Legal Precedence: Wishes of Deceased or Wishes of Family?**

*A majority of Canadians believe that the wishes of the deceased do take precedence, and should take precedence, over the wishes of the family.*

Respondents were asked which takes legal precedence – the wishes of the deceased who has signed the donor card, or the wishes of the family or next of kin who oppose the organ donation – in a situation where someone has signed an organ donor card but his or her family does not wish any organ donation to take place. Almost seven in ten (66%) believe that the wishes of the deceased *do* take precedence, while fewer than three in ten (26%) are aware that the wishes of the family or next of kin take precedence. Eight percent offer no response to this question.

When asked which *should* take precedence in such a situation, the wishes of the deceased or the wishes of the family or next of kin, nine in ten (90%) say that the wishes of the deceased should take legal precedence, while fewer than one in ten (7%) feel that the family’s wishes should take precedence.

There have been no significant changes in response to these questions since October 2001.

Younger Canadians, those who have never married, those whose ethnic heritage is French, Catholics and Quebecers are more likely than others to believe that the wishes of the deceased currently take legal precedence in such situations.

Those aged 55 to 64 years, the best educated respondents, those whose ethnic background

**Legal Precedence for Donations – What Does Happen**

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Wishes of deceased person who has signed card	68	71	66	68
Wishes of family who oppose donation	23	20	26	23
dk/na	8	9	8	9

*Q.10*

*What happens in a situation where someone has signed an organ donor card but his or her family does not wish any organ donation to take place? As far as you know, which actually takes legal precedence: the wishes of the deceased person who has signed the donor card, or the wishes of the family or next of kin who oppose the organ donation?*

**Legal Precedence for Donations – What Should Happen**

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Wishes of deceased person who has signed card	90	89	90	89
Wishes of family who oppose donation	8	8	7	8
dk/na	2	2	2	2

*Q.11*

*In your opinion, which should take legal precedence: the wishes of the deceased person who has signed the donor card, or the wishes of the family or next of kin who oppose the organ donation?*

---

is British, those born outside Canada, and residents of Saskatchewan, Ontario and Atlantic Canada are more likely to be aware that the wishes of family or next of kin currently take legal precedence.

Respondents who have signed a donor card (29%) and those who have decided to be donors (29%) are slightly more likely than others to know that the wishes of the next of kin take legal precedence, but even among these groups, almost two-thirds each believe that the wishes of the deceased would be honoured in such a situation.

Canadians who recall seeing the newspaper insert are more likely than others (34%) to be aware that the wishes of the next of kin take legal precedence.

Across almost all demographic groups, large majorities of approximately nine in ten believe that the wishes of the deceased should take legal precedence with respect to organ and tissue donation. Those whose ethnic background is non-European and residents of Toronto are somewhat less likely to share this opinion, but even among these groups, approximately eight in ten each would give legal precedence to the wishes of the deceased.

Respondents who have signed organ donor cards (93%) and those who have decided to be organ and tissue donors (92%) are somewhat more likely than others to award legal precedence to the wishes of the deceased.

### A. Unaided Recall of Articles, Advertising or Information

*Four in ten Canadians have seen or read information about organ and tissue donation in the past few months. Television advertisements and newspaper articles are the most frequently mentioned sites of recalled information.*

When asked whether they have seen or read any articles, information or advertising about organ and tissue donation over the past few months, four in ten Canadians (38%), top-of-mind, recall seeing or reading such material, while six in ten (61%) do not.

The proportion of Canadians who recall having seen or read articles, information or advertising on the topic of organ donation has increased nine points since October 2001.

Women, those aged 45 to 54 years, the best educated respondents, and Quebecers are more likely to recall seeing material about organ and tissue donation; the least educated respondents, those whose ethnic background is aboriginal or European other than French or English, and residents of Saskatchewan, Alberta and British Columbia are less likely to recall such material.

Respondents who have signed organ donor cards (45%) and those who have decided to be organ and tissue donors (45%) are somewhat more likely than others to recall, top-of-mind, seeing material about organ and tissue donation.

### Unaided Recall of Articles, Advertising or Information

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Yes	29	24	38	34
No	71	76	61	66

#### Q.12a

*Have you seen or read any articles, information or advertising about the topic of organ and tissue donation over the past few weeks or months?*

Among respondents who have aided recall of specific ads in the recent media campaign, top-of-mind recall of seeing any material on organ donation is higher – 51 percent. Unaided recall among those who recall the newspaper insert rises to 78 percent.

Among those who do recall, top-of-mind, seeing or reading any material on organ and tissue donation, four in ten (40%) say they saw a television advertisement, and a similar proportion (37%) mention seeing or reading a newspaper article, section or insert. Fifteen percent mention TV programs or news. Fewer than one in ten each recall seeing or reading magazine or journal articles (8%), magazine advertisements (7%), a brochure or pamphlet (7%), radio programs or news (7%), a poster (2%), material in a doctor's office or hospital (2%), website information (2%) or a website ad (1%). Five percent mention other sources, and three percent offer no response.

Women are more likely than men to mention seeing or reading information in magazine or journal articles or in magazine ads. Canadians aged 18 to 24 years, the least educated respondents and Catholics are more likely to mention seeing a television ad. Older and better educated Canadians, those whose ethnic

background is European other than French or English and those born outside Canada are more likely to mention a newspaper article, section or insert. Those whose ethnic background is European other than French or English are also more likely to mention television programs or news, as are Protestants and atheists or agnostics.

Quebecers are more likely than other Canadians to mention seeing a television ad; they are less likely than others to mention most other possible media sites, particularly television programs or news and magazine or journal articles. Ontarians are more likely to have seen information in a newspaper article, section or insert and less likely to have seen a television ad. Albertans and British Columbians are somewhat more inclined to mention television programs or news. Atlantic Canadians are somewhat more likely to mention radio programs or news and both articles and advertising in magazines.

### Sources Recalled

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Television ad	37	37	40	37
Newspaper article/section/insert	33	27	37	34
TV programs/news*	1	2	15	18
Magazine/journal articles	12	15	8	8
Magazine ad	-	-	7	7
Brochure/pamphlet	11	10	7	4
Radio	3	3	7	5
Poster	3	4	2	2
Doctor's office/hospital**	3	3	2	2
Website information	3	2	2	3
Website ad	-	-	1	1
Other	4	3	5	6
dk/na	4	4	3	6

#### Q.12b

*Where did you see or read it? Did you see or read it anywhere else?  
Subsample: Respondents who have seen or read articles, information or advertising about the topic of organ and tissue donation over the past few weeks or months*

\* In 2001, "TV news"

\*\* In 2001, "Doctor's office/hospital/clinic/Red Cross"



Among respondents who have aided recall of the candle ad, top-of-mind recall of seeing information on organ donation on television is slightly higher – 45 percent recall TV advertising top-of-mind and 20 percent recall TV programs or news top-of-mind. Unaided recall of seeing a newspaper article, section or insert reached 78 percent among those who have aided recall of the newspaper insert.

Those who recall seeing or reading any material on organ and tissue donation were also asked what they recall about what they saw or read. Scenes, phrases or information recalled include: reference to the great need for organs and tissues (35%); a little girl/family story/personal story (14%); transplant donors/recipients (9%); messages about informing or talking to family about organ donation (9%); medical procedures or statistics (9%); the number of people who benefit (8%); registra-

tion/contact information (6%); trafficking in organs or tissues (5%); research/advances/cures (4%); various media formats (4%); and messages about signing a donor card (3%). Six percent recall other specifics. Two in ten either say they recall nothing (12%) or offer no response (8%).

Top-of-mind recall of specifics from the material seen or read has increased significantly since October 2001. In the baseline survey, fully half of the respondents were unable to describe any scenes, phrases or information they had seen or read; this proportion has fallen 30 points to 20 percent.

Those who have decided to be organ and tissue donors and those who have made no decision are more likely than those who have decided not to be donors to recall such materials.

## Unaided Recall of Content

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Greatly needed/shortage/donate now	3	2	35	34
Personal stories	1	1	14	11
Inform/talk to family about organ donation	11	15	9	7
Transplant donors/recipients	–	–	9	11
Medical procedures/statistics	–	–	9	11
Number of people who benefit	3	3	8	9
Promoting registration/contact information	–	–	6	7
Trafficking	3	2	5	6
Research/advances/cures	5	8	4	4
Media formats (various mentions)	–	–	4	2
Signing donor card	–	–	3	3
None/nothing	18	19	12	13
Other	27	23	6	5
dk/na	32	32	8	7

### Q.12c

*What do you recall about what you saw or read? Please describe some scenes, phrases or information. Do you recall anything else? Subsample: Respondents who have seen or read articles, information or advertising about the topic of organ and tissue donation over the past few weeks or months*

## B. Aided Recall of Specific Media Campaign Elements

*In total, almost one-half of Canadians recall at least one of the ads tested. The ad featuring Donovan Bailey is the most frequently recalled national ad; in Quebec, the ad featuring Guy Mongrain is most frequently recalled.*

Two in ten (20%) say they have seen a television ad showing candles on a birthday cake blowing out and lighting up again, with a message about organ and tissue donation; eight in ten (79%) do not recall seeing it.

Almost three in ten Canadians (27%) say they have seen a television ad showing Olympic runner Donovan Bailey, with a message about organ and tissue donation; seven in ten (72%) do not recall seeing it.

More than three in ten francophone residents of Quebec (35%) say they have seen a television ad showing television host Guy Mongrain, with a message about organ and tissue donation; 65 percent do not recall seeing it.

Fewer than one in ten Canadians (7%) say they have seen a section of a newspaper on Saturday, April 20 about organ and tissue donation; 92 percent do not recall seeing it.

Only three percent say they have seen a website ad about organ and tissue donation; 96 percent do not recall seeing it.

When responses to all aided recall questions are combined in the data analysis, the survey finds that 48 percent of Canadians say that they have seen, or might have seen, at least one of these elements of the recent media campaign.

## Aided Recall of Advertising May 2002

	TOTAL	UNDECIDED
Television ad with Guy Mongrain*	35	34
Television ad with Donovan Bailey	27	25
Television ad with birthday candles	20	20
April 20 newspaper section	7	5
Website ad	3	4

\* Respondents in French Quebec only

### Q.13

*Do you remember seeing a television ad over the past few weeks showing candles on a birthday cake blowing out and then lighting up again, with a message about organ and tissue donation?*

### Q.14a

*Do you remember seeing a television ad over the past few weeks showing Olympic star runner Donovan Bailey with a message about organ and tissue donation?*

### Q.14b

*Do you remember seeing a television ad over the past few weeks showing television host Guy Mongrain with a message about people who have been helped by an organ or tissue donation?*

*Subsample: Respondents in French Quebec only*

### Q.15

*Do you remember seeing a section of a newspaper on Saturday, April 20 about organ and tissue donation?*

### Q.16

*Do you remember seeing a website ad over the past few weeks about organ and tissue donation?*

Of the two national television ads, recall of the candle ad is slightly higher in Quebec than in other regions, and is slightly lower in the Western provinces. Recall of the ad featuring Donovan Bailey is slightly higher in Ontario and is lower in Quebec.

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### c. Sponsorship and Contact Recall

*Among Canadians who recall seeing advertising, four in ten can identify the sponsor as the Government of Canada or Health Canada. Three in ten remember ways to contact the government about organ donation.*

Among the 48 percent of Canadians who recall seeing any of the advertising tested, four in ten (38%) say that the advertising they saw is sponsored by the Government of Canada or Health Canada. One in ten (11%) say it is sponsored by a health or medical association and six percent say it is sponsored by their provincial government. Two percent say it is a combination of sponsors and another two percent mention other sponsors. Four in ten (41%) offer no response.

Men, younger Canadians and Catholics are somewhat more likely to recall that the advertising they saw was sponsored by the Government of Canada or by Health Canada, as are residents of Alberta and British Columbia.

Respondents who recall seeing the candle ad are more likely to identify the federal government or Health Canada as the sponsor than are those who recall seeing the newspaper insert – 42 percent versus 25 percent, respectively.

### Advertising Sponsor

May 2002

	TOTAL	UNDECIDED
Government of Canada/Health Canada	38	37
Health or medical association	11	12
Government of province	6	6
dk/na	41	42

Q.17

*Who sponsored this advertising, the Government of Canada and Health Canada, the Government of (name of province) or a health or medical association?*

*Subsample: Respondents who saw any of the ads described in Q.13 to Q.16*

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Among the 48 percent of Canadians who recall seeing any of the advertising tested, almost three in ten (27%) say that they remember information in the advertising about ways to contact the Government of Canada or Health Canada about organ and tissue donation. Seven in ten (72%) do not remember any contact information.

Women, younger Canadians, those who have signed a donor card and those who have made a decision concerning donation – either to be a donor or not to be a donor – are more likely to say they remember such contact information.

Respondents who recall information about ways to contact the federal government or Health Canada are most likely to mention a 1-800 number (74%), followed by a website address (41%). Two in ten mention other ways (8%) or offer no response (10%).

### Recall Ad Information about Ways to Contact Government

May 2002

	TOTAL	UNDECIDED
Yes/maybe	27	22
No	72	77

*Q.19a*

*Do you remember any information in this advertising about ways to contact the Government of Canada or Health Canada about organ and tissue donation?*

*Subsample: Respondents who saw any of the ads described in Q.13 to Q.16*

### Ways to Contact Government Recalled

May 2002

	TOTAL	UNDECIDED
1-800 number/telephone number	74	72
Website/Internet address	41	39
Other	8	12
dk/na	10	13

*Q.19b*

*What ways to contact the Government of Canada or Health Canada do you recall?*

*Subsample: Respondents who saw any of the ads described in Q.13 to Q.16 and who recall information in the ad(s) about ways to contact the Government of Canada or Health Canada about organ and tissue donation*

Among the 48 percent of Canadians who recall seeing any of the advertising tested, fewer than one in ten (7%) say that they remember information in the advertising about ways to contact other agencies about organ and tissue donation. Nine in ten (92%) do not remember any contact information for other agencies. Among the very small number who do recall such information, about half (56%) mention phone numbers, addresses or websites of provincial agencies.

### Recall Ad Information about Ways to Contact Other Agencies

May 2002

	TOTAL	UNDECIDED
Yes	7	7
No	92	92

Q.20a

*Do you remember any information in this advertising about ways to contact other agencies about organ and tissue donation?*

*Subsample: Respondents who saw any of the ads described in Q.13 to Q.16*

### Ways to Contact Other Agencies Recalled

May 2002

	TOTAL	UNDECIDED
Provincial agencies/addresses/ phone numbers/websites	56	55
Other	3	4
dk/na	40	39

Q.20b

*What ways to contact other agencies do you recall?*

*Subsample: Respondents who saw any of the ads described in Q.13 to Q.16 and who recall information in the ad(s) about ways to contact other agencies about organ and tissue donation*

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#### D. Assessment of Media Campaign Elements

*One-third of those who saw any advertising say it made them more likely to consider donation. Assessments of the candle ad and the newspaper insert are generally positive among those who saw these specific campaign elements.*

Among the 48 percent of Canadians who recall seeing any of the advertising tested, more than three in ten (35%) say that seeing this advertising made them more likely to consider organ and tissue donation. One-half (48%) say that it made no difference. Fourteen percent volunteer that they have already signed or registered as a donor. Only one percent say the advertising made them less likely to consider donation.

Women, those whose ethnic background is non-European, and those born outside Canada are somewhat more inclined to say that seeing the advertising made them more likely to consider donation. Quebecers are less inclined to say that this made them more likely to consider donation, but they are more likely than other Canadians to volunteer that they have already signed or registered as a donor.

Respondents who have not signed a donor card (39%) and those who have not made a decision concerning donation (45%) are more inclined than others to say that seeing this advertising made them more likely to consider donation. Even among those who have decided not to become organ donors, 12 percent say that seeing the advertising made them more likely to consider donation.

#### Effect of Ads on Donation Decision

May 2002

	TOTAL	UNDECIDED
More likely	35	45
Less likely	1	2
No difference	48	51
Already signed/registered as donor	14	-

#### Q.18

*In fact Health Canada did sponsor this advertising. Did seeing this advertising make you more likely to consider organ and tissue donation, did it make you less likely to consider organ and tissue donation, or did it make no difference?*

*Subsample: Respondents who saw any of the ads described in Q.13 to Q.16*

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Respondents who recall seeing the newspaper insert (45%) are somewhat more likely than those who recall seeing the candle ad (35%) to say that seeing this advertising made them more likely to consider donation.

Assessments of the candle ad are generally positive among those who recall seeing this specific ad (20% of respondents). More than nine in ten strongly (68%) or somewhat (27%) agree that it is appropriate for Health Canada to sponsor this ad; only three percent disagree. As well, more than nine in ten strongly (65%) or somewhat (28%) agree that the ad helped make them aware that there is a great need for organ and tissue donation; only five percent disagree. Almost eight in ten strongly (32%) or somewhat (45%) agree that this ad was meant for them; 20 percent disagree. Seven in ten strongly (31%) or somewhat (37%) agree that the ad made them more likely to sign a donor card or register as an organ donor; 27 percent disagree.

### Candle Ad: Appropriate for Health Canada to Sponsor

May 2002

	TOTAL	UNDECIDED
Strongly agree	68	56
Somewhat agree	27	37
Somewhat disagree	1	1
Strongly disagree	2	3
dk/na	2	3

Q.21d

Now, thinking specifically about the television ad you saw, the one with the candles, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ... It is appropriate for Health Canada to sponsor this ad.

Subsample: Respondents who saw the television ad described in Q.13

### Candle Ad: Helped Raise My Awareness

May 2002

	TOTAL	UNDECIDED
Strongly agree	65	60
Somewhat agree	28	31
Somewhat disagree	3	4
Strongly disagree	2	3
dk/na	1	2

Q.21b

Now, thinking specifically about the television ad you saw, the one with the candles, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ... The ad helped make you aware that there is a great need for organ and tissue donations.

Subsample: Respondents who saw the television ad described in Q.13

Women are somewhat more likely than men to strongly agree with most of these assessments of the candle ad; they are, however, somewhat less likely to strongly agree that it is appropriate for Health Canada to sponsor this ad. Quebecers are more likely to strongly agree with all of these assessments of this ad. Those who have signed donor cards and decided donors are more likely than others to strongly agree with all of these assessments.

### Candle Ad: Meant for Me

May 2002

	TOTAL	UNDECIDED
Strongly agree	32	23
Somewhat agree	45	49
Somewhat disagree	10	14
Strongly disagree	10	10
dk/na	3	4

Q.21a

*Now, thinking specifically about the television ad you saw, the one with the candles, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ... The ad was meant for you.*

*Subsample: Respondents who saw the television ad described in Q.13*

### Candle Ad: Made Me More Likely to Sign Organ Donor Card

May 2002

	TOTAL	UNDECIDED
Strongly agree	31	19
Somewhat agree	37	47
Somewhat disagree	18	28
Strongly disagree	9	5
dk/na	5	1

Q.21c

*Now, thinking specifically about the television ad you saw, the one with the candles, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ... The ad made you more likely to sign an organ donor card or register as an organ donor.*

*Subsample: Respondents who saw the television ad described in Q.13*



Assessments of the newspaper insert are generally positive. More than nine in ten of those who saw it strongly (74%) or somewhat (22%) agree that it is appropriate for Health Canada to sponsor this insert; only two percent disagree. Nine in ten strongly (75%) or somewhat (15%) agree that the articles in the insert helped make them aware that there is a great need for organ and tissue donation; only seven percent disagree. More than seven in ten strongly (43%) or somewhat (32%) agree that the articles in the insert gave them information and facts about organ and tissue donation that they didn't know before; 18 percent disagree. More than seven in ten strongly (41%) or somewhat (34%) agree that the newspaper section was meant for them; 19 percent disagree. Seven in ten strongly (44%) or somewhat (27%) agree that the insert made them more likely to sign a donor card or register as an organ donor; 23 percent disagree.

### Newspaper Insert: Appropriate for Health Canada to Sponsor

May 2002

	TOTAL	UNDECIDED
Strongly agree	74	56
Somewhat agree	22	40
Somewhat disagree	-	-
Strongly disagree	2	3
dk/na	1	-

Q.22d

Now, thinking specifically about the newspaper section you saw about organ and tissue donation please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ... It is appropriate for Health Canada to sponsor this newspaper section.

Subsample: Respondents who saw the newspaper section/insert described in Q.15

### Newspaper Insert: Helped Raise My Awareness

May 2002

	TOTAL	UNDECIDED
Strongly agree	75	74
Somewhat agree	15	17
Somewhat disagree	3	4
Strongly disagree	4	3
dk/na	4	3

Q.22b

Now, thinking specifically about the newspaper section you saw about organ and tissue donation, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ... The articles in the section made you aware that there is a great need for organ and tissue donations.

Subsample: Respondents who saw the newspaper section/insert described in Q.15

### Newspaper Insert: Provided New Information

May 2002

	TOTAL	UNDECIDED
Strongly agree	43	34
Somewhat agree	32	42
Somewhat disagree	10	13
Strongly disagree	8	1
dk/na	7	10

Q.22e

Now, thinking specifically about the newspaper section you saw about organ and tissue donation please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ... The articles in the section gave you some information and facts about organ and tissue donation that you didn't know before.

Subsample: Respondents who saw the newspaper section/insert described in Q.15

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## Newspaper Insert: Meant for Me

May 2002

	TOTAL	UNDECIDED
Strongly agree	41	31
Somewhat agree	34	39
Somewhat disagree	11	22
Strongly disagree	8	1
dk/na	6	7

Q.22a

*Now, thinking specifically about the newspaper section you saw about organ and tissue donation, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ... The newspaper section was meant for you.*

*Subsample: Respondents who saw the newspaper section/insert described in Q.15*

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## Newspaper Insert: Made Me More Likely to Sign Organ Donor Card

May 2002

	TOTAL	UNDECIDED
Strongly agree	44	31
Somewhat agree	27	38
Somewhat disagree	10	19
Strongly disagree	13	7
dk/na	7	5

Q.22c

*Now, thinking specifically about the newspaper section you saw about organ and tissue donation, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ... The newspaper section made you more likely to sign an organ donor card or register as an organ donor.*

*Subsample: Respondents who saw the newspaper section/insert described in Q.15*

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## 8.0 AWARENESS OF GREEN RIBBON CAMPAIGN

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*Thirteen percent of Canadians are aware of the Green Ribbon Campaign.*

When respondents are asked whether they are aware of or have seen or heard anything about the Green Ribbon Campaign, more than one in ten (13%) say they have heard of the campaign. Fewer than nine in ten (87%) express no knowledge of it.

The proportion of Canadian who are aware of the Green Ribbon Campaign has increased seven points since October 2001.

Awareness is low among all regions and demographic groups, although there is some indication that Atlantic Canadians and Quebecers may be slightly more aware of the campaign.

### Seen or Heard about Green Ribbon Campaign May 2002

	OCTOBER 2001		MAY 2002	
	TOTAL	UNDECIDED	TOTAL	UNDECIDED
Yes	6	6	13	11
No	94	94	87	88

Q.23

*Are you aware of, or have you seen or heard anything about, the green ribbon campaign?*

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## 9.0 CONCLUSIONS

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The goals of the current survey were threefold: to measure awareness and knowledge of, and attitudes toward, organ and tissue donations among Canadians, to compare the findings, where possible, to the baseline survey research conducted by Environics in October 2001; and to measure public awareness, recall and assessment of Health Canada's television, newspaper and website advertising campaign on the topic of organ donation.

The survey results continue to suggest that Canada's low incidence of organ and tissue donations cannot be explained by antipathy to donating among Canadians themselves. The current survey finds little significant change in the attitudes and behaviours of either the Canadian public, or the undecided donor, since the baseline survey was conducted. Public values and attitudes toward organ and tissue donation remain positive. Public support for organ and tissue donation continues to be widespread – 63 percent strongly approve of it. The number who say they have signed an organ donor card, although perhaps inflated by the "social acceptability" factor, is high. However, the proportion of Canadians who have not made a decision about becoming a donor also remains high.

The baseline survey conducted in October 2001 identified the 45 percent of Canadians who are undecided about personal donation, but have not made a personal decision against it, as the key target segment of the population for a social marketing initiative intended to increase organ and tissue donation. The current survey confirms the importance of this segment: of those who *have not* signed an organ donor card, the vast majority – 73 percent – are not opposed to donating but in fact are undecided about it.

The baseline survey identified demographics, motivators and inhibitors of the undecided donor; the current survey confirms many of these demographic characteristics and permits us to refine others. The undecided segment is:

- Fairly representative of the population as a whole
- Higher than average representation of:
  - \* Men
  - \* Older Canadians, particularly 65+
  - \* Lower education levels
  - \* Lower income
  - \* Ethnic origin – non-European or European other than English or French, or aboriginal
  - \* Religious affiliation – Protestant, or "other"
  - \* Residence – Western Canada (particularly British Columbia) and Ontario (particularly Toronto)
- Motivators of the undecided segment tied to altruism
  - \* Saving life of recipient
  - \* Improving the quality of life of recipient
  - \* Organs and tissues could help as many as 11 people
  - \* Research could lead to treatments and cures
- Inhibitors to donation
  - \* Could make death a more difficult experience for loved ones
  - \* Death is too disturbing to think about

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Social marketing initiatives directed to this target group would have the added value of reinforcing the beliefs and values of those who have already decided to donate and who have signed an organ donor card, who do not differ greatly from the undecided in their motivations. Raising the number of Canadians who sign an organ donor card will also encourage more next of kin to agree to a donation, since next of kin are strongly supportive of agreeing to a donation if their loved one has signed a card.

The findings of the baseline survey provided input into the Health Canada advertising campaign.

Following the ad campaign, there has been a significant increase in the proportions of both Canadians in general and undecided donors who recall seeing or reading about organ donation since October 2001. As well, top-of-mind recall of at least some specifics from the campaign has increased significantly since October 2001.

Both the general population and the undecided segment recall specific themes and images – the great need for organ donations, personal stories about recipients and donors, reference to the number of people who benefit, and mentions of research, advances and cures – that correspond to the motivators previously identified as being of prime importance to the undecided donor. The survey finds indications that these motivators are effective. One-third of those who saw any advertising associated with the recent campaign say it made them

more likely to consider donation. Among the undecided segment, the proportion who say that seeing this advertising made them more likely to consider donation increases to 45 percent. Furthermore, among the undecided, large majorities of those who recall two specific elements of the campaign – the candle ad and the newspaper insert – agree at least somewhat that these ads were meant for them and made them more likely to sign a donor card or register as an organ donor.

Assessments of both the candle ad and the newspaper insert made by those who saw these specific campaign elements are generally positive, both among the general public and among the undecided. Very large majorities among those who saw these elements support the role of Health Canada as a sponsor of such advertising, and agree that the ads they saw informed them of the great need for organ and tissue donation.

As well, throughout the survey, we find that those who saw any of these ads tend to have higher awareness, knowledge and acceptance of several aspects of organ and tissue donation.

Future media campaigns aimed at increasing the numbers of decided organ and tissue donors can build on the positive response to this initial campaign by emphasizing the themes shown to be strong motivators for the undecided segment of the population – saving lives, improving the quality of life of recipients, knowing that organs and tissues from one donor could help many people, and aiding research that could lead to treatments and cures.

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## SURVEY METHODS

The results of the survey are based on questions asked to 1,514 Canadians 18 years of age and older living within the ten provinces of Canada. The survey was conducted by telephone from April 29 to May 6, 2002.

#### SAMPLE SELECTION

The sampling method was designed to complete approximately 1,500 interviews within households randomly selected across Canada. It is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut. A sample disproportionate to the population of the provinces was used to allocate interviews, to increase the sample sizes of regions/provinces with smaller populations.

The distribution of the final sample is as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic provinces	121	130	8.6
Quebec	382	400	4.9
Ontario	566	450	4.6
Manitoba	59	100	9.8
Saskatchewan	51	100	9.8
Alberta	137	147	8.1
British Columbia	198	187	7.2
Total	1,514	1,514	2.5

The sampling model relies on the stratification of the population by ten provinces and by six community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 25,000 to 100,000 inhabitants, 10,000 to 25,000 inhabitants, 5,000 to 10,000 inhabitants and under 5,000 inhabitants).

Environics uses a RDD (random digit dialling) sample selection technique. Telephone numbers are selected from the most recently published telephone directories, thus ensuring that only valid telephone exchanges

are used. These numbers act as “seeds” or elements from which the sample is randomly generated. The numbers in the sample elements are selected in such a way that they are representative of the geographic area(s) under study. This sample selection technique ensures that both unlisted numbers and numbers listed after the directory publication are included in the sample.

During fieldwork, a total of 14,622 telephone numbers were drawn from the initial sample. From within each household contacted, respondents 18 years of age and older were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

A screening question was asked to exclude from the final sample households in which any household member was employed by an advertising or market research firm or the media.

In the data analysis, the results of the survey were weighted to reflect the actual proportion of over- and under-sampled segments in the population. For this survey, results have been weighted by age, gender and region.

#### TELEPHONE INTERVIEWING

Interviewing was conducted at Environics’ central facilities in Toronto and Montreal.

Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations.

A minimum of five calls were made to a household before classifying it as a “no answer.”

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**COMPLETION RESULTS**

A total of 1,514 interviews were completed. The margin of error for a sample of 1,514 is  $\pm 2.5$  percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 1,514 interviews.

	#
Number of calls	14,622
Household not eligible	378
Non-residential/not in service	4,287
Language barrier	391
Subtotal	5,056
New Base (14,622-5,056)	9,566
No answer/line busy/ respondent not available	4,644
Refusals	3,331
Mid-interview refusals	77
Subtotal	8,052
Net Completions (9,566-8,052)	1,514