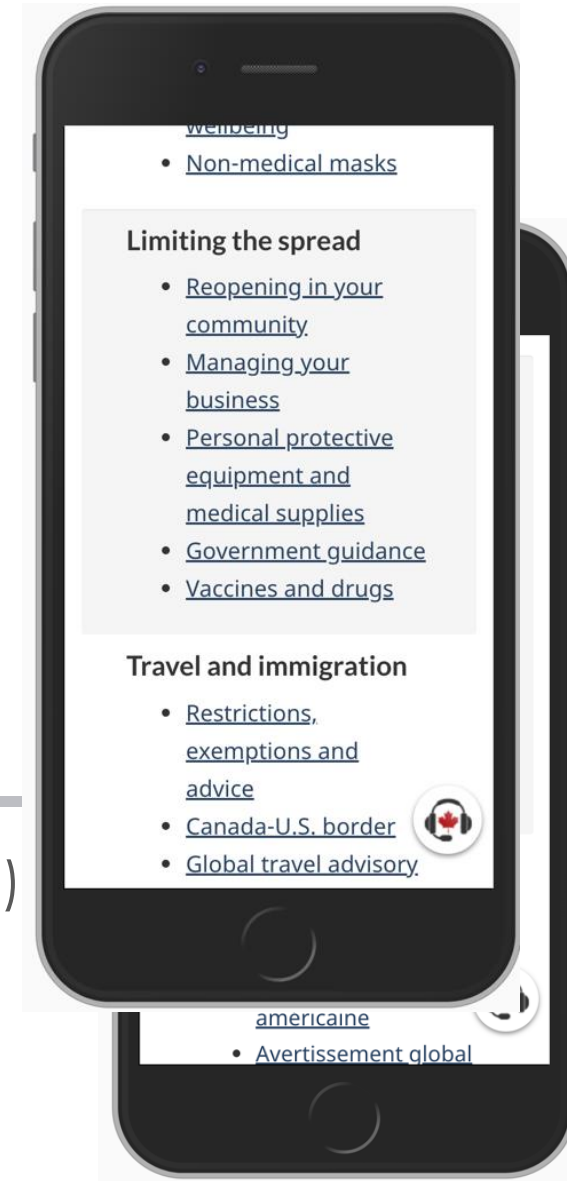




Canada.ca COVID-19 Top Task Label study

Canada.ca digital transformation office (TBS)
and Health Canada

June 12, 2020



Understanding labels that work

Need arose to add bars of links to top tasks identified in the Canada.ca/WHO top task identification study

- New links relate to current stage of the pandemic - vaccines, reopening, government strategy

Purpose of study: Find best labels for new bars/links on Canada.ca/coronavirus from set of proposed labels

- Behavioural study of questions with options for labels

Results support names for new bars & for selected links

- Bars: Limiting the spread and Reopening safely
- Links: Face covering guidelines

Online study ran via Canada.ca

Invitation on Canada.ca

- randomly invited
- study ran Jun 8-10
- **3,053 respondents**
 - **2,599 in EN (85%)**
 - **454 in FR**
- 58% completed entire study, rest partially

Respondents saw 10 questions with labels & answered
“Where would you click?”

The image shows two overlapping screenshots of a survey interface. The top screenshot is in English and the bottom one is in French. Both show the same survey questions and options.

English Screenshot:

Gouvernement du Canada / Government of Canada

COVID-19 label study

Find: "How can my store reduce the risk of transmission of COVID-19?"

Where would you click?

- Focus on: business
- Recovery strategy
- Limiting the spread
- Containing the pandemic
- Reopening safely
- Current situation

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French Screenshot:

Stratégie de reprise

- Stratégie de reprise
- Contenir la pandémie
- Stratégie du gouvernement

Retour Suivant

Task questions - based on WHO tasks

Questions and number of valid responses	EN	FR	Total
1. What are the best types of masks to wear to go into a store?	817	135	952
2. What are the best types of masks to wear to go into a store?	830	152	982
3. When is a vaccine likely to be available?	792	130	922
4. How likely is COVID-19 to come back as a second wave ?	839	147	986
5. How can my store reduce the risk of transmission of COVID-19?	826	130	956
6. What measures should supermarkets take to protect staff and customers from COVID-19?	817	153	970
7. Are there any infection hotspots where you may have been infected with COVID-19?	755	134	889
8. Can I go for a walk when I'm in quarantine after returning to the country?	853	139	992
9. Check whether a story you read about approval of new COVID-19 tests is true	781	155	936
10. Is there new emergency pandemic funding for persons with disabilities?	823	120	943
11. What is the strategic approach to lifting public health restrictions?	790	145	935
12. Who is more likely to transmit COVID-19 - a person with symptoms or someone without?	809	124	933
13. How to reduce infection risks in outdoor sports during the pandemic	795	146	941
14. Are immunity tests available in Canada to find out if I had COVID-19 in March?	798	123	921
15. How many COVID-19 tests have been done in Canada?	775	129	904
16. How many COVID-19 cases are there in Canada?	815	141	956
17. How can you host a safe backyard BBQ this summer - without spreading COVID-19?	812	138	950
18. Will taking extra vitamin supplements protect you from getting COVID-19?	806	142	948
19. I have a cough and fever - what should I do?	1626	278	1904

Labels for current stage of pandemic

10 questions targeted top tasks in set of proposed bar labels

- Clear success for new **Reopening safely/Réouverture en toute sécurité** label for reducing risk in retail and strategy for lifting of restrictions
- **Limiting the spread/Limiter la propagation** performed slightly better overall than Protecting public health
 - Label was proposed by HC, works for all of government

Percent of responses selected by question for proposed labels

Labels by question	3. Vaccine	4. 2nd wave	5. Store-transmission	6 Supermarket	7. Hotspots	8. Quarantine	11.strategy	12. Transmit	13.Sports	14. Immunity
Canada's response	12%	8%					5%	3%		
Containing the pandemic	17%	28%	7%	8%			7%	18%	12%	18%
Current situation			5%	7%	19%	5%				
Focus on: business			13%	12%						
Government strategy	13%	10%					14%	3%	8%	11%
Limiting the spread	6%	13%	23%	29%	21%	26%	9%	40%	36%	16%
Protecting public health	35%	19%			22%	27%	17%	29%	28%	43%
Recovery strategy	12%	8%	6%	6%	3%	4%	17%	3%	7%	7%
Reopening safely	7%	14%	47%	38%	5%	2%	31%	3%	9%	4%
Travel and immigration					23%	32%				

Label for later stage of pandemic

Protecting public health/Protection de la santé publique won strong majorities in both EN and FR respondents for Vaccine & immunity tasks

- These tasks are related to personal medical health vs environment
- Vaccines is #5 top task (#1 at WHO)& immunity is #17 (#4 at WHO)

Keep this label in mind as more personal medical tasks appear over time e.g. drug treatments and prophylactics, convalescent plasma therapy ...

Labels by question	3. Vaccine	14. Immunity
Canada's response	12%	
Containing the pandemic	17%	18%
Government strategy	13%	11%
Limiting the spread	6%	16%
Protecting public health	35%	43%
Recovery strategy	12%	7%
Reopening safely	7%	4%

3. When is a vaccine likely to be available?

14. Are immunity tests available in Canada to find out if I had COVID-19 in March?

Latest announcements over News

Majority expect to find answers in **Latest announcements/Dernières annonces**

This result confirms the current label

9. Check whether a story you read about approval of new COVID-19 tests is true

Value	Percent	Count
Latest announcements	40%	372
News	32%	295
Current situation	14%	132
Your health	7%	69
Reopening guidelines	7%	68

10. Is there new emergency pandemic funding for persons with disabilities?

Value	Percent	Count
Latest announcements	48%	451
News	18%	165
Current situation	15%	141
Your health	13%	123
Reopening guidelines	7%	63

Prevention vs Avoiding Infection

Concern: WHO label study chose **Avoiding infection** as best label:

- physical distance,
- best types of masks,
- receiving a delivery,
- vitamins

These results support existing **Prevention and risks** label

17.How can you host a safe backyard BBQ this summer - without spreading COVID-19?		
Value	Percent	Count
Prevention and risks	42%	395
Avoiding infection	22%	213
Protecting public health	17%	161
Reopening	10%	93
Recovery strategy	5%	46
Your health	4%	42
	Totals	950
18.Will taking extra vitamin supplements protect you from getting COVID-19?		
Value	Percent	Count
Prevention and risks	40%	382
Your health	31%	296
Avoiding infection	19%	176
Protecting public health	6%	57
Reopening	2%	19
Recovery strategy	2%	18
	Totals	948

Results suggest Masks needs changes

Respondents expected to learn about masks in **Face covering guidelines**

- 31% associate it with PPE
- Only 15% identified with current label of Non-medical masks
- Links need to be descriptive to engage clicks, be prescriptive in the content
- ON uses **Face covering guidelines**, inclusive of shields
- BC,AB,MB,QC & NU use **Masks** as the label
- SA uses **Homemade masks**
- NS & PEI use **Non-medical masks** to link to Canada.ca

2. What are the best types of masks to wear to go into a store?

Where would you click?	Percent	Count
Face covering guidelines	40%	392
Personal protective equipment (PPE)	31%	300
Non-medical masks	15%	144
Cloth face coverings	8%	77
Cover your face	7%	69
	Total	982

Move masks to Limiting the spread

Link to masks is currently in Your health. These results support:

1. Moving the link on COVID landing into **Limiting the spread** bar (27%) from current Your Health bar (6%)
2. Sticking with current label **Prevention and risks** over the WHO label of Avoiding infection

1.What are the best types of masks to wear to go into a store?		
Value	Percent	Count
Prevention and risks	34%	321
Limiting the spread	27%	254
Avoiding infection	25%	240
Reopening safely	8%	77
Your health	6%	60
	Totals	952

Self-assessment inconclusive

Added symptom question to address concern that current **Take a self-assessment** label is not as effective without reference to symptoms

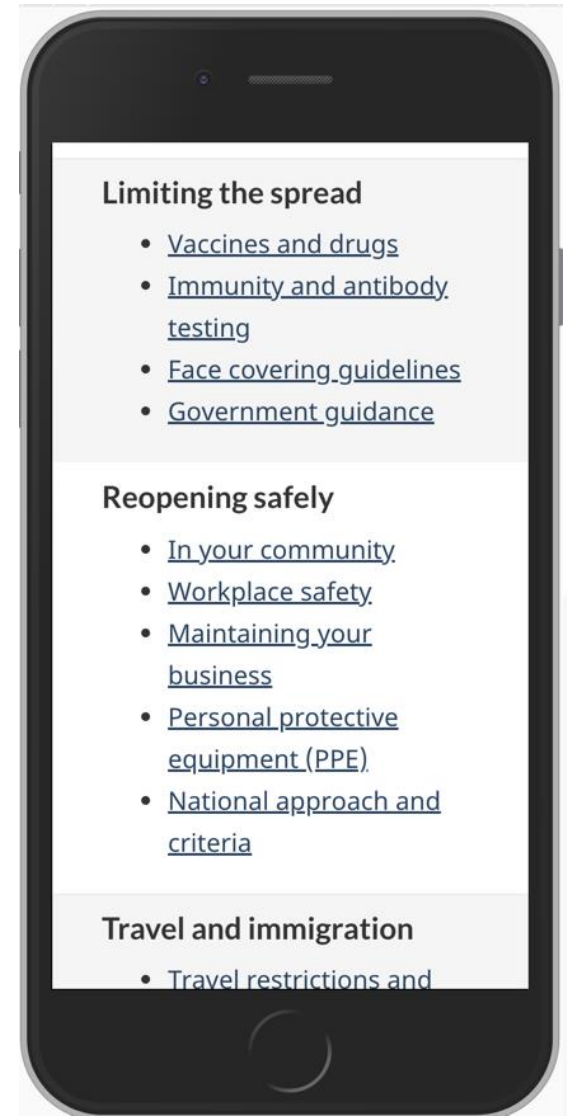
19.I have a cough and fever - what should I do?		
Value	Percent	Count
Assess your symptoms	29%	543
Take a self-assessment	26%	499
Self-assessment tool	25%	483
Self-check your symptoms	20%	379
	Totals	1,904

- Compared options used by provinces and CDC (Self-check your symptoms)
- Only a slight majority chose option with 'symptoms' in the label - **stick with current label**

Recommendations

Recommend applying results to COVID-19 landing

- add Reopening safely bar as Phase II
- relabel masks to Face covering guidelines
- Move Face covering guidelines to Limiting the spread
- Continue to evolve bars as top task content is developed



Implementing results: Phase I of reopening in Canada - June 16

Based on content readiness and approvals, some labels have been updated or maintained to reflect the results of the study.

Categories/Bars:

- Added a new band titled '**Limiting the spread**' to categorize items on reopening and reducing risk to support the current stage of the pandemic

Links:

- Adding information on vaccines and drugs
- Maintaining label for 'Latest announcements'
- Maintaining label for 'Prevention and risks'
- Maintaining 'Take a self-assessment'

The image shows two overlapping screenshots of the Canadian government's COVID-19 website. The top screenshot is in English, titled "Coronavirus disease (COVID-19)", and the bottom screenshot is in French, titled "Maladie à coronavirus (COVID-19)". Both pages feature a navigation bar with a search icon, a main heading, a call-to-action button, and a grid of topic links.

English Screenshot (Top):

- Canada.ca
- Coronavirus disease (COVID-19)
- Choosing to wear a non-medical mask? [Wear your mask properly](#)
- Current situation
 - COVID-19 outbreak update
 - Latest announcements
 - Epidemiological and economic research data

French Screenshot (Bottom):

- Canada.ca
- Maladie à coronavirus (COVID-19)
- Choisissez-vous de porter un masque non médical? [Portez votre masque correctement](#)
- Situation actuelle
 - Mise à jour de l'écllosion de COVID-19
 - Dernières annonces
 - Obtenir les nouvelles par courriel
 - Recherches et données épidémiologiques et économiques
- Soutien financier et économique
 - Pour les particuliers et les entreprises
 - Prestation canadienne d'urgence pour les étudiants (PCUE)
 - Prestation canadienne d'urgence (PCU)
 - Subvention salariale d'urgence du Canada (SSUC)
- Votre santé
 - Faites une auto-évaluation
 - Symptômes et traitement
 - Prévention et risques
 - Bien-être mental et physique
 - Masques non médicaux
- Limiter la propagation
 - Réouverture dans votre communauté
 - Gérer votre entreprise
 - Équipement de protection individuelle et autres fournitures médicales
 - Directives gouvernementales
 - Vaccins et médicaments
- Voyages et immigration
 - Restrictions, exemptions et conseils
 - Frontière canado-américaine
 - Avertissement global aux voyageurs
 - Assistance à l'étranger
 - Immigration et citoyenneté
- Comment vous pouvez aider
 - Comment vous pouvez contribuer à améliorer les choses
 - Mobiliser le secteur industriel pour qu'il nous approvisionne en fournitures médicales
- Renseignements ciblés
 - Professionnels de la santé
 - Industrie des produits de santé
 - Aînés
 - Parents et enfants
 - Jeunes et les étudiants
 - Employés du gouvernement du

Next steps

Prepare for phase II and explore:

- Addition of another category on 'Protecting public health' to reduce links in the 'Limiting the spread' category
 - Categorize more information about personal medical health vs. the environment around us. Information collected here would be about vaccines, treatments, testing, etc.
- Relabeling 'Non-medical mask' link to match how Canadians seek information, and would be done in collaboration with optimization of this content area

Appendix - Data labels in study

Avoiding infection	Prévenir la contamination
Canada's response	La réponse du Canada
Containing the pandemic	Contenir la pandémie
Current situation	Situation actuelle
Data and surveillance	Données et surveillance
Epidemiological, research and economic data	Données épidémiologiques, de recherche et économiques
Focus on: business	Renseignements ciblés : Entreprise
Government strategy	Stratégie du gouvernement
Latest announcements	Dernières annonces
Limiting the spread	Limiter la propagation
News	Nouvelles
Personal protective equipment (PPE)	Équipement de protection individuelle (EPI)
Prevention and risks	Prévention et risques
Protecting public health	Protection de la santé publique
Recovery strategy	Stratégie de reprise
Reopening	Réouverture
Reopening guidelines	Lignes directrices sur la réouverture
Reopening safely	Réouverture en toute sécurité
Statistics and research	Statistiques et recherche
Travel and immigration	Voyages et immigration
Your health	Votre santé
Assess your symptoms	Évaluez vos symptômes
Take a self-assessment	Faire une auto-évaluation
Self-assessment tool	Outil d'auto-évaluation
Self-check your symptoms	Vérifiez vous-même vos symptômes
Face covering guidelines	Lignes directrices pour les recouvrements de visage
Cloth face coverings	Couvre-visage en tissu
Cover your face	Couvrez votre visage

Tasks for French version of study

1. Quels sont les meilleurs types de masques à porter pour entrer dans un magasin?
2. Quels sont les meilleurs types de masques à porter pour entrer dans un magasin? ?
3. Quand est-ce qu'un vaccin est censé être disponible?
4. Est-il probable qu'il y ait une deuxième vague de la COVID-19?
5. Comment mon magasin peut-il limiter la propagation de la COVID-19?
6. Quelles mesures de prévention les supermarchés devraient-ils prendre pour protéger leur personnel et leurs clients contre la COVID-19?
7. Y a-t-il des zones d'infection où vous auriez pu être infecté par la COVID-19?
8. Suite à mon retour dans le pays, puis-je aller prendre une marche lorsque je suis en quarantaine?
9. Vérifiez si une histoire que vous avez lue sur l'approbation des nouveaux tests de la COVID-19 est vraie
10. Existe-t-il un nouveau fonds d'urgence pour les personnes handicapées en cas de pandémie?
11. Quelle est l'approche stratégique pour lever les restrictions de santé publique?
12. Qui est le plus susceptible de propager la COVID-19 - une personne présentant des symptômes ou une personne sans symptômes?
13. Comment réduire les risques d'infection dans les sports de plein air pendant la pandémie
14. Le Canada offre-t-il des tests d'immunité pour savoir si j'ai eu la COVID-19 en mars?
15. Combien de tests de dépistage de la COVID-19 ont été effectués au Canada?
16. Combien y a-t-il de cas de la COVID-19 au Canada?
17. Comment organiser un barbecue dans votre cour cet été en toute sécurité - sans propager la COVID-19?
18. Est-ce que prendre des suppléments de vitamines vous protégera contre la COVID-19?
19. Je tousse et j'ai de la fièvre - que dois-je faire?

Appendix: Top task study results

Tasks and resources		Votes (29,343)	% of voters (6,441)*
1	Financial support, benefits for individuals and families (eligibility, availability, training)	1,453	23%
2	Money issues, personal finances, savings, pensions	1,073	17%
3	Confirmed cases, deaths, recoveries (daily, total)	1,064	17%
4	New outbreak, second wave (response, containment)	959	15%
5	Vaccine (development, availability, safety)	953	15%
6	Latest news, latest research (alerts, directives, updates)	943	15%
7	Government strategy (long-term control, lockdown exit, transition, economy reboot)	874	14%
8	Government of Canada guidelines, standards, decisions	827	13%
9	Travel restrictions (national, international, borders, quarantine)	820	13%
10	Workplaces (preventing spread, rights, reopening criteria, guidance)	775	12%
11	End date, new normal, safe again	752	12%
12	Infection hotspots, clusters, exposures (near me, identifying, tracking)	720	11%
13	Government guidance, regulations (national, local)	715	11%
14	Compare statistics (national, local, tests, cases, recoveries, deaths, demographics)	708	11%
15	Mental health, wellbeing	570	9%
16	Transmission, spread, epidemiology	569	9%
17	Immunity, antibody testing (criteria, availability, accuracy)	551	9%
18	Avoiding physical contact (social / physical distancing, self isolation)	527	8%
19	Personal protective equipment (PPE: masks, shields, gowns)	521	8%
20	Cleaning, disinfecting, waste disposal (hands, deliveries, home, workplace)	439	7%



Top 25%



26-50%



51-75%