

Contributing to improving the approach and inclusiveness of public health within Canadian government bodies

Leger empowered Health Canada and the Public Health Agency to enhance their public communication approach during the COVID-19 pandemic, ensuring more effective information dissemination.

Objectives

The study aimed to gauge Canadian perspectives on COVID-19, integrating quantitative and qualitative methods, notably online surveys and focus groups. It spanned several waves, engaging the general population alongside specific oversamples of Black and Indigenous people to ensure diverse viewpoints.

Survey and focus group discussions spanned a broad spectrum, including mental health, vaccination, personal protective actions, and essential public health communications.

Methodology

The methodology was meticulous, using Web surveys and virtual focus groups, including various demographic segments, such as racialized and indigenous populations, and 2SLGBTQIA+ people.

The rationale behind this inclusive approach was to capture a broad spectrum of experiences and responses to the pandemic, recognizing the unique impacts on and concerns of minority populations.

Outcome

This research was critical for Health Canada and the Public Health Agency of Canada, providing insights for refining public health communications and interventions.

Understanding the perspectives of minority populations was essential to acknowledging their potentially distinct health outcomes and barriers, thus enabling targeted and effective public health strategies during the pandemic.

[Click here to speak with our team](#)