

Communications Report (2019)

To: Chair and Members of the Board of Health

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Recommendations

It is recommended that the Board of Health:

1. Receive this report for information.

Key Points

- Corporate Communications (“Communications”) encompasses communications and library functions. The latter provides evidence-based research and the former provides all publicly facing messaging online and through spokespersons.
- Communications leads the Agency’s compliance with the communication components of the Ontario Public Health Foundational Standards.
- This Report is a summary of Wellington-Dufferin-Guelph Public Health’s (WDGPH) key Communications activities in 2019. The complete Corporate Communications Annual Report for 2019 can be found in Appendix A and is also available on the WDGPH website.

Discussion

Some of the key Communications initiatives of public importance and impact in 2019 are summarized below:

- Communications worked on a number of extensive campaigns in 2019 including:
 - Vision Screening Program Launch;
 - Dufferin Last Call: Alcohol Stories;
 - Wee Talk Campaign;
 - Radon and OneHealth;
 - Online Prenatal and New Parent Program;
 - Ontario Seniors Dental Care Program Launch (Stage 1);
 - Well Water Testing for E. coli;
 - Smoke Free Ontario Act;
 - Talking about Weed (Phase 2);
 - Youth and Vaping; and
 - Opioid and Harm Reduction (Hidden Users).
- These campaigns generated hundreds of thousands of impressions (potential views) and thousands of engagements on social media and drew tens of thousands of people to our website, per month.
- Throughout the year, WDGPH engaged local, regional and national media or responded to their incoming requests. A total of 54 interviews and 18 media releases resulted in 212 stories about WDGPH where the Medical Officer of Health was quoted 41 times, leading to 5.6 million media impressions (see Appendix B for interviews and media mentions for the MOH).
- On social media, Facebook followers grew by 45 percent; Twitter followers grew by 7 percent; Instagram followers grew by 67 percent; LinkedIn followers grew by 28 percent and YouTube video views grew by 42 percent. 2,415 posts were shared across WDGPH's social media platforms (up 37.5 percent from 2018) resulting in 96,696 engagements (liking, sharing) (up 115% from 2018) and 15,834 link clicks (up 15% from 2018).

Conclusion

Communications led, facilitated and supported a wide variety of campaigns with program areas throughout the Agency in 2019 that incorporated novel techniques and strategies and saw unprecedented reach in the community.

In 2020, Communications will continue to make strategic use of different communications modalities to reach target audiences to ensure messages continue to be heard and have impact.

Ontario Public Health Standard

Under each program area:

- Adapting and/or supplementing national/provincial health communications strategies where local assessment has identified a need; b) Developing and implementing regional/local communications strategies where local assessment has identified a need . . .

Transparency Framework: Disclosure and Reporting Requirements summarizes the types of information that boards of health are required to publicly disclose in accordance with the Foundational and Program Standards and Organizational Requirements.

- Promote awareness, understanding, and public confidence in Ontario's public health system.
- The public knows of the work of public health to protect and promote individual and community health.
- The public knows how Boards of Health are responding to local community needs.

WDGPH Strategic Direction(s)

Service Delivery: We will provide our programs and services in a flexible, modern and accessible manner, and will ensure they reflect the immediate needs of our Clients and our role in the broader sector.

System Transformation: We will equip the Agency for change in all aspects of our work so that we are ready for transformational system change when the time comes.

Knowledge Transfer: We will ensure that our decision-making and policy development efforts are informed by meaningful health data at all times.

Health Equity

Communications ensures information is available to the public and priority populations in accessible, meaningful and relevant ways. This means tailoring messages for various audiences and sharing information across various channels, including traditional media, digital media and in-person. For critical health messages or crisis communications it is crucial that multiple opportunities to receive messaging are available to everyone in the community. Communications is committed to meeting each client's unique needs. In each interaction with WDGPH, every client can expect to be treated with respect, dignity and courtesy.

References

NONE.

Appendices

Appendix A – Corporate Communications Annual Report (2019)

Appendix B – Media Report: Summary of Coverage Including the Medical Officer of Health and CEO in 2019

APPENDIX A

Corporate Communications Annual Report

2019

Introduction

Corporate Communications (“Communications”) encompasses communications and library functions and provides services to both internal and external stakeholders. Communications uses a two-way symmetrical model of communications where we strive for transparency, openness and client-focus and our audiences are encouraged to engage with our work. Communications responds actively to audience engagement and feedback to ensure the Agency is meeting their needs. When we connect with our audiences and provide responsive, timely client service, we build trust and create a strong, positive reputation for the Agency within the community. As a result, the Agency is seen as a trusted, credible source of information and our audiences know where to turn when a new threat or issue arises.

Communications:

- Leads the Agency’s compliance with the Communication components of the Ontario Public Health Foundational Standard of Effective Public Health Practice in the area of Research, Knowledge Exchange, and Communication.¹
- Operationalizes the Standard’s Transparency Framework goal to “Promote awareness, understanding, and public confidence in Ontario’s public health system” by informing the public how the Board of Health is protecting and promoting individual and community health and responding to local community needs.
- Works closely with each program area to meet the Program Standards for improving public knowledge through developing and implementing local communications strategies or adapting national/provincial communications strategies where local assessment has identified a need.¹
- Upholds the Wellington-Dufferin-Guelph Public Health (WDGPH) brand across all audiences and media.
- Ensures the Agency maintains transparency and client-focus.

- Leads communications and issues management activities when the Agency is in incident management or emergency response mode.
- Maintains a Strategic Communications Plan and an Emergency Communications Plan.
- Maintains a current, responsive website and blog to share information about Agency programs and services, program changes, Board of Health meetings, and timely health information.
- Supports in-person events through advertising, promotion, event planning and speech writing.
- Maintains relationships with local, regional and national media outlets.
- Is active on social media where audiences participate (e.g., Twitter, Facebook, Google My Business, LinkedIn, YouTube and Instagram).
- Supports subject matter experts to find, organize and use evidence-based research.

Communications ensures WDPGH:

- Uses communications strategies that reflect local need.
- Uses a variety of communication modalities to ensure effective communication with a variety of audience stakeholders.
- Is transparent, sharing ongoing information about public health with the public and community partners.
- Makes the public and community partners aware that inspection results are available on our website and on CheckBeforeYouChoose.ca.

Additional services provided by Communications include:

- communications consulting and planning including strategy and campaign development, implementation and evaluation
- writing, copy editing and proofreading
- website and intranet (The Core) management and analytics
- social media strategy, management and analytics

- blog writing, coordinating and sharing
- video production and photography
- graphic and print coordination
- publications, presentations and templates
- accessible documents, web and digital media (AODA)
- agency communications strategy and branding
- literature searches and document delivery

2019 Communications Campaigns

Communications works in close partnership with staff and subject matter experts from program areas across the agency to plan, implement and evaluate communications campaigns. In 2019, the team developed and implemented communications campaigns and strategies to:

- Increase awareness of the new Vision Screening program for senior kindergarten students delivered by WDGPH in partnership with the Lions Clubs.
- Launch a successful public awareness campaign to increase meaningful conversations, community engagement and public awareness and understanding of the personal, social and financial impacts of high-risk alcohol use in the community of Dufferin County.
- Inform and educate parents/caregivers about the Wee Talk program, the resources and services offered, and encourage them to reach out for more information and promote the new home of the Wee Talk web pages on the WDGPH website.
- Increase awareness of the harms of radon gas and encourage homeowners to test their home through strategic messaging, educational material, and community information nights.
- Promote Public Health's free online prenatal and new parent program (previously these were two separate digital programs hosted on separate platforms) to increase registrations to the program, with special consideration given to priority prenatal populations who are less likely to participate in prenatal education.

- Launch and promote the new Ontario Seniors Dental Care Program according to the staged implementation plan (stage 1 was implemented in 2019), by adapting provincial communications strategies to address local need.

Campaigns

Vision Screening Program Launch

In 2019, Wellington-Dufferin-Guelph Public Health partnered the Lions Clubs to offer school-based vision screening to senior kindergarten students according to the Child Visual Health and Vision Screening Protocol, 2018 of the Ontario Public Health Standards (2018).

Communications lead the planning and implementation of a communications strategy to increase awareness of the importance of vision health in school age children. Three programs were highlighted in offline and online media:

1. Children 0-19 are eligible for free eye exams for through their OHIP coverage;
2. JK students are eligible for a free pair of glasses through the Eye See ... Eye Learn program; and
3. WDGPH is partnering the local Lions Clubs to offer school-based vision screening to SK students.

Communications tactics included social media, new webpage and short URL, blog post, print postcard (given to students after their screening), submissions in the Child Care e-Newsletter and various school resources (ie. social media, newsletter, print resources including the school calendar, bookmark and Healthy Start to Kindergarten resource).

A total of 35 social media posts were shared for the campaign, resulting in 26,338 impressions, 643 engagements and 64 link clicks. The WDGPH website had steady traffic to the Vision Screening page since it launched in March 2019 (for the pilot) and throughout the year. With 590 pageviews and an average of 3 minutes and 9 seconds spent on the page, the Vision Screening page was in the top 10 pages in the Your Kids section for 2019. Website metrics indicate that the audience was highly engaged, and the program should continue to use the webpage as a primary method to raise awareness, and communicate with families, partners and stakeholders regarding the program.

Dufferin Last Call: Alcohol Stories Campaign

The Dufferin Last Call Campaign was built upon the success of the 2018 Guelph/Wellington Last Call video campaign to increase public awareness to the negative impacts of high-risk alcohol consumption to the community of Dufferin County. The campaign featured 22 videos of community members who spoke about the impact of alcohol in their lives, jobs and the community.

Communications worked closely with the subject matter experts to:

- Develop a comprehensive communications plan.
- Update the Last Call Guelph Wellington website to also include Dufferin.
- Post and share, both paid and organic, 22 Alcohol Stories videos through Facebook, Instagram and YouTube.

From November 1 – December 31, 2019, the 22 Last Call Dufferin videos received 13,839 views. The top video viewed was “[What is FASD \(Fetal Alcohol Spectrum Disorder\)?](#)” with 1,599 views or nearly 12 percent of the total views. A total of 78 posts were shared on social media resulting in 150,447 impressions, 8,870 engagements and 2,329 link clicks. The [Dufferin Alcohol Stories](#) website received 1,297 visitors during the campaign. Social posts directed people to the main [alcoholstories.ca](#) site where people could then choose the section they want to visit, and 30 percent of visitors navigated to the Dufferin section.

Wee Talk Campaign

Communications worked with the Wee Talk Speech and Language program on a campaign to inform and educate parents/caregivers about the Wee Talk program and the resources and services offered, to encourage parents to reach out for more information and promote the new home of the Wee Talk website on the WDGPH website.

The tactics used included:

- A promotional video
- Social media posts and video (paid and organic) on Facebook, Instagram and Twitter.
- Partner outreach
- Guelph Mercury printed ad

- Lobby screens
- Promotional postcard

During the campaign period from May to July, a total of 57 posts were shared on social media resulting in 121,400 impressions, reaching 31,311 people, with 5,597 engagements and 143 link clicks. The website had 5,166 visitors to the page in 2019, making it the number two page in the Your Kids section, second only to the Vaccination page.

Radon Information Nights and OneHealth Campaign

In 2019, Communications worked with the Environmental Health team to increase awareness of the harms of radon gas and encourage homeowners to test their home through strategic messaging, educational material, and community information nights. 2019 marks the fifth year in a row hosting annual radon information nights. Communications worked towards:

- Increasing attendance to the public Radon information nights in Guelph, Fergus, and Orangeville by 10 per cent from 2018
- Increasing the total sale of radon kits sold in Wellington, Dufferin, and Guelph by 15 per cent from 2018.
- Increasing education and awareness about the harms of radon gas in the home by 10%.
- Promote additional Public Health programs, services and messages at the Guelph radon information event (tick/Lyme, well water, rabies, flu shots, etc.).

Communications led the development of a communications plan and tactics including social media, radio ads, newspaper ads, three media releases, a blog and had the events added to community calendars through local Chambers of Commerce. During the campaign, the radon testing web page had 755 views, down 10 percent from the previous year's campaign. A feedback survey indicated that the majority of respondents heard about information sessions in the newspaper (56%), followed by Facebook (15%) and family or friends (14%). These results align with the demographics of attendees being older adults, who are more likely to be reached through print ads. During the campaign, there was good media coverage, with articles on the events appearing in each of the three media markets.

The campaign had mixed results. Attendance and radon kit sales were down this year for the first time since the sessions began. It is possible the Agency has reached saturation of public

interest and in-person radon events may not be needed every year. The decision was made by the program not to advertise the additional services/displays available at the Guelph event out of concern people would only come to get their flu shots at the pop-up flu clinic. Actively promoting this unique, first-time event could have improved attendance and kit sales.

Online Prenatal and New Parent Program

Prenatal education is an important part of having a healthy pregnancy. WDGPH's prenatal programs (in-person, online) have traditionally been attended by parents who are older, with higher levels of education and higher incomes, which is consistent with findings across Ontario. The Online Prenatal and New Parent Program campaign in 2019 focused on increasing registrations from all demographics of pregnant women and their partners, with special consideration given to priority prenatal populations who are less likely to participate in prenatal education. The campaign aimed to help pregnant women and their partners:

- Gain confidence and feel prepared for pregnancy, birth and all that comes after.
- Learn about pregnancy, labour and birth, breastfeeding and newborn care.
- Get answers to questions about birth and newborn care from a trusted source.

Tactics used for the campaign included posters and postcards (distributed to healthcare providers and partners); social media (paid and organic) posts on Facebook, Instagram and Twitter; Google AdWords and Google Display Network campaign; YouTube pre-roll; lobby and partner screens; Let's Talk Parenting e-newsletter; and print advertising. The campaign resulted in 115,406 impressions and 1,057 link clicks. Visits to the program landing page increased 495 percent from the previous month and views to the registration page increased by 117 percent (23 percent of visitors "converted" to the registration page). Although registrations did not increase by as much as the goal for the campaign, the campaign did increase visits to the website by a significant amount. Communications recommended that the campaign be run again and changes made to the website to help encourage registration to the program.

Ontario Seniors Dental Care Program

On November 20, 2019, the Ontario government launched the Ontario Seniors Dental Care Program (OSDCP). Dental care through the program is provided through public health units, including mobile dental clinics, as well as participating Community Health Centres (CHCs) and Aboriginal Health Access Centres (AHACs), where applicable. Ontarians aged 65 and over

with an income of \$19,300 or less, or couples with a combined annual income of \$32,300 or less, who do not have dental benefits, can qualify for the OSDCP.

At the end of 2019, Communications worked closely with the program lead to develop a communications plan for a staged launch approach as outlined by the Ministry of Health. A staged approach has given the agency time to invest in new clinic infrastructure and recruit additional dental providers.

Communications tactics in stage one of implementation included:

- The development and launch of website content and a short URL.
- Sharing of the Ontario government's social messaging.
- Sharing the job posting for a dentist.
- Distribution of OSDCP pamphlets and posters developed by the ministry.
- Development of graphics to display on our lobby screens.

The web page went live on November 19, 2019 and in the short time it was live, 194 people visited the site and spent on average over 3 minutes on the page, indicating the audience was interested and reading (not skimming) the content. Communications tactics were minimal in 2019 due to the limited service capacity in stage one. After announcing the program launch, the focus was on sharing key program messaging and encouraging seniors to apply.

Other Campaigns

Other timely public health campaigns Communications developed and implemented included:

- Well water testing campaign – just because you can't see E.coli doesn't mean it's not there.
- Smoke Free Ontario Act campaign – no smoking or vaping near entrances, patios and playgrounds.
- Second phase of the "Talking about weed" campaign – using youth targeted videos to increase traffic to the [Weed and Young People](#) web page.
- Youth vaping and survey campaign – [TCAN's Trust Your Instincts](#) campaign and survey disseminated jointly by health units in the Central West region.

- Opioid and Harm Reduction (Hidden Users) Video Campaign – the campaign was produced and distributed by OneTrackMind for WDGPH to reduce stigma and raise awareness that a “drug user” could be anyone.

Client Service

Communications ensures excellent client service through the Reception function, electronic and hard copy comment cards and through social media.

Electronic Comment Cards

In 2019, the electronic client comment card was moved from the Qualtrics survey platform to RedCap. As a result, it was slightly modified with fewer questions and more streamlined answer choices. A total of 15 electronic comment cards were completed in 2019. The Qualtrics survey was live until the end of September 2019. Between January and September there were nine survey respondents; six had visited a public health office and provided feedback. All respondents who had visited a public health office (100%) reported they were satisfied or very satisfied with their experience. Three respondents had not visited public health and used the electronic comment card inappropriately.

The RedCap survey was live from October to December 2019 and during that time, seven responses were recorded. Of those, 86 percent responded as being very satisfied or satisfied with service. A single respondent reported being not satisfied. No further details were provided; however, they did indicate that the visit was for vaccination services.

Hard Copy Comment Cards

A total of 114 hard copy comment cards were received in 2019 (a slight increase over the 108 received in 2018). Of these, 86 percent of respondents said they were either satisfied or very satisfied with their experience at WDGPH. Results are similar to 2018, when 90.7 percent of respondents indicated they were very satisfied or satisfied. Two individuals requested a follow-up call or email, but neither provided the required contact details.

Traditional Media

Communications distributed 18 media releases in 2019, same number as in 2018.

In 2019, coverage from traditional media outlets (print and online newspapers, television and radio) included:

- 212 stories about WDGPH
- 105 additional mentions of WDGPH
- 3.9 million estimated print impressions
- 1.7 million estimated digital impressions
- 54 interviews
- 58 quotes used from media releases

Impressions refer to how many people potentially read, view or listen to the media coverage, and are the standard way of measuring the reach of a message through mass media.

Spokespeople

Dr. Mercer was the primary voice of WDGPH in the media in 2019, being quoted in nearly 26 percent of all media stories mentioning the Agency (see Appendix A).

Dr. Mercer was quoted 41 times from media releases and five times about the Ontario Government Announcement to merge Ontario public health units. Quotations included were on the topics of heat, cannabis, opioids, rabies, flu, immunizations, measles and vision screening.

Dr. Tenenbaum was quoted in 13 articles and interviewed by local media nine times in 2019 on topics such as alcohol, harm reduction and sexual health.

Social Media

Communications monitors trends in how people access health information and adjusts strategies to ensure we continue to reach and engage with target audiences in their preferred way.

According to a Ryerson University Social Media Lab report *The State of Social Media in Canada 2020* the most popular social media platforms are Facebook, Instagram, Twitter, LinkedIn and YouTube. According to [Canada's Internet Factbook 2020](#), 33 percent of

Canadians spend 3-4 hours online with 66 percent of Canadians watching movies/TV and /videos online, while 40 percent use Facebook to access news.

In 2019, WDGPH reached local audiences through Facebook, Twitter, YouTube, Instagram and LinkedIn using engaging and informative content with a combination of visual images, video, text and sharing partner posts. WDGPH uses social media channels with the goals of increasing two-way engagement with our local stakeholders, continuously growing and reaching our audiences effectively, building awareness of WDGPH programs and services and promoting health.

Social Media Metrics

The key metrics to measure the success of the 2019 WDGPH social media strategy include: followers/fans, number of posts, organic impressions, and engagements (see Table 1).

- Audience growth refers to the number of new “followers” or “fans” of our social media accounts. In 2019, audience growth increased 21 percent from 2018 to 6,789 fans and followers.
- Published posts refers to the number of messages posted to the agency social media accounts. Published posts include text, images, links and videos. In 2019, the total number of published posts or sent messages over all channels increased 36 percent to 2,139 posts compared to 1600 in 2018.
- Organic impressions refer to the number of times our content was displayed to viewers, not including paid content. In 2019, the total number of organic impressions across all social channels increased 84 percent to 3,484,826 compared to 1,186,000 in 2018.
- Engagement refers to the number of times that fans or followers engaged with our content. Engagement include sharing posts, liking, commenting, replying or asking a question. In 2019, the total number of engagements across all social channels increased by 113 percent to 94,988 compared to 45,000 in 2018.

In 2019, WDGPH social channels grew in all key metric areas on all channels, except for the number of Facebook posts. Although 4 percent fewer posts were shared on Facebook, the posts we did share were more engaging, resulting in an 82 percent growth in organic impressions and 121 percent increase in engagements. Instagram saw the highest increase across the board with an explosive 662% growth in organic impressions over 2018 (the year

the WDGPH Instagram account launched), resulting from the increased use of the platform to engage with our audiences.

Table 1: Key Metrics for WDGPH Social Media Channels

Social Media Channel	Fans/Followers (change from 2018)	Number of posts (change from 2018)	Organic (unpaid) impressions (change from 2018)	Engagements (change from 2018)
Facebook	1,620 (+45%)	583 (-4%)	815,718 (+82%)	84,565 (+121%)
Twitter	4,066 (+7%)	1,225 (+39%)	733,924 (+32%)	7,603 (+49%)
Instagram	1,103 (+67%)	275 (+244%)	246,043 (+662%)	2,830 (+145%)
LinkedIn	974 (+28%)	39 (+77%)	24,255 (+70%)	1,698 (+208%)

WDGPH Social Media Performance and Highlights

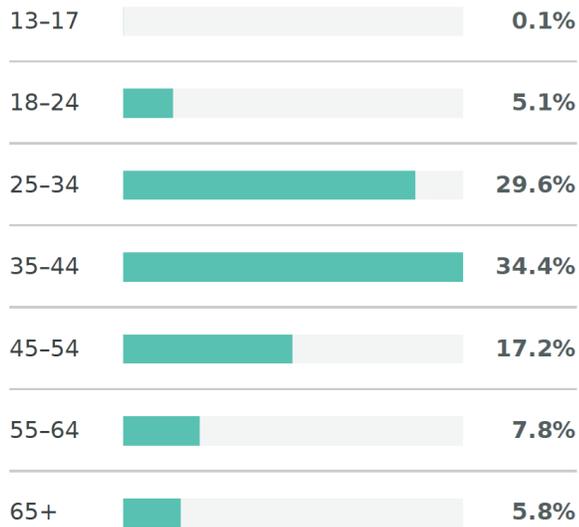
Facebook

In 2019, 83 percent of Canadians reported having a Facebook account. Eighty-eight percent (88%) of people between the ages of 25 and 39 use Facebook weekly, followed by 83 percent of those aged 35 to 44 and 75 percent aged 55 to 64 years old.

WDGPH’s Facebook audience in 2019 was largely women (84%) between the ages of 25–44 (see Image 1), with the majority of our fans located in Guelph, Orangeville, Fergus, Toronto and Shelburne. Of people most likely see our content and visit our page, 41 percent identify as men and 57 percent identify as women. Most are in the 18-24 age range, showing our content is reaching a wide variety of people and is engaging by a younger audience (see Image 2).

Image 1: WDGPH Facebook Page Fan Demographics

Audience by Age ⓘ



Audience by Gender ⓘ

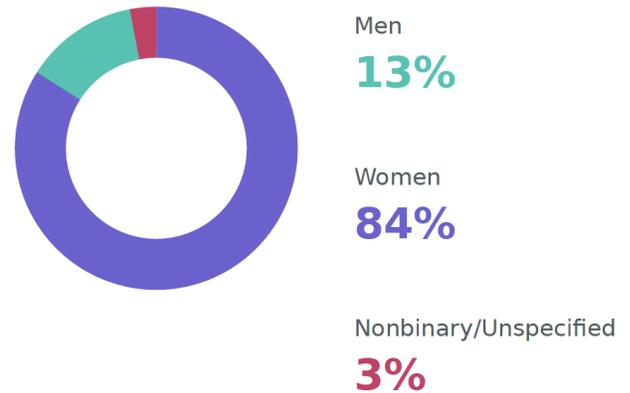
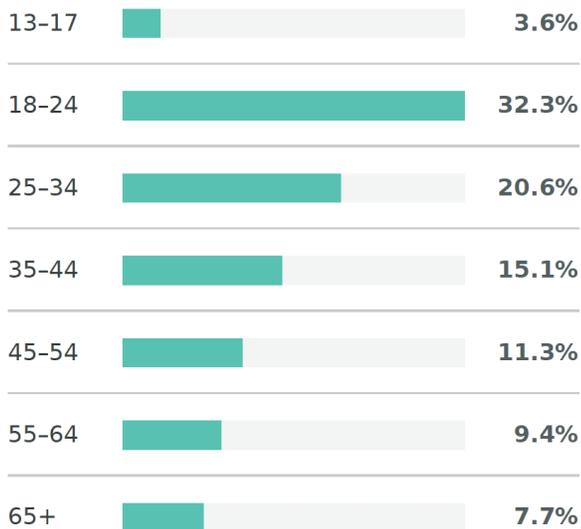
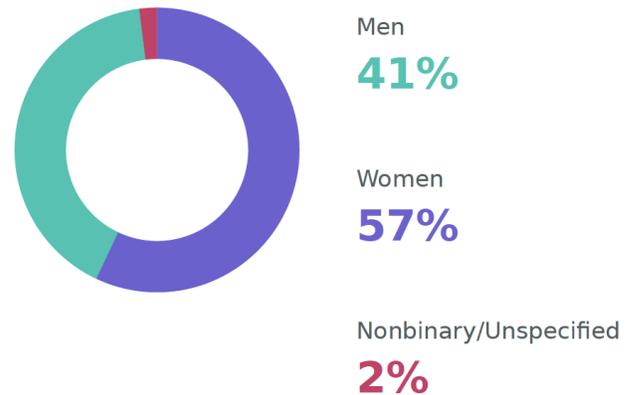


Image 2: Facebook People Reached Demographics

People Reached by Age ⓘ



People Reached by Gender ⓘ

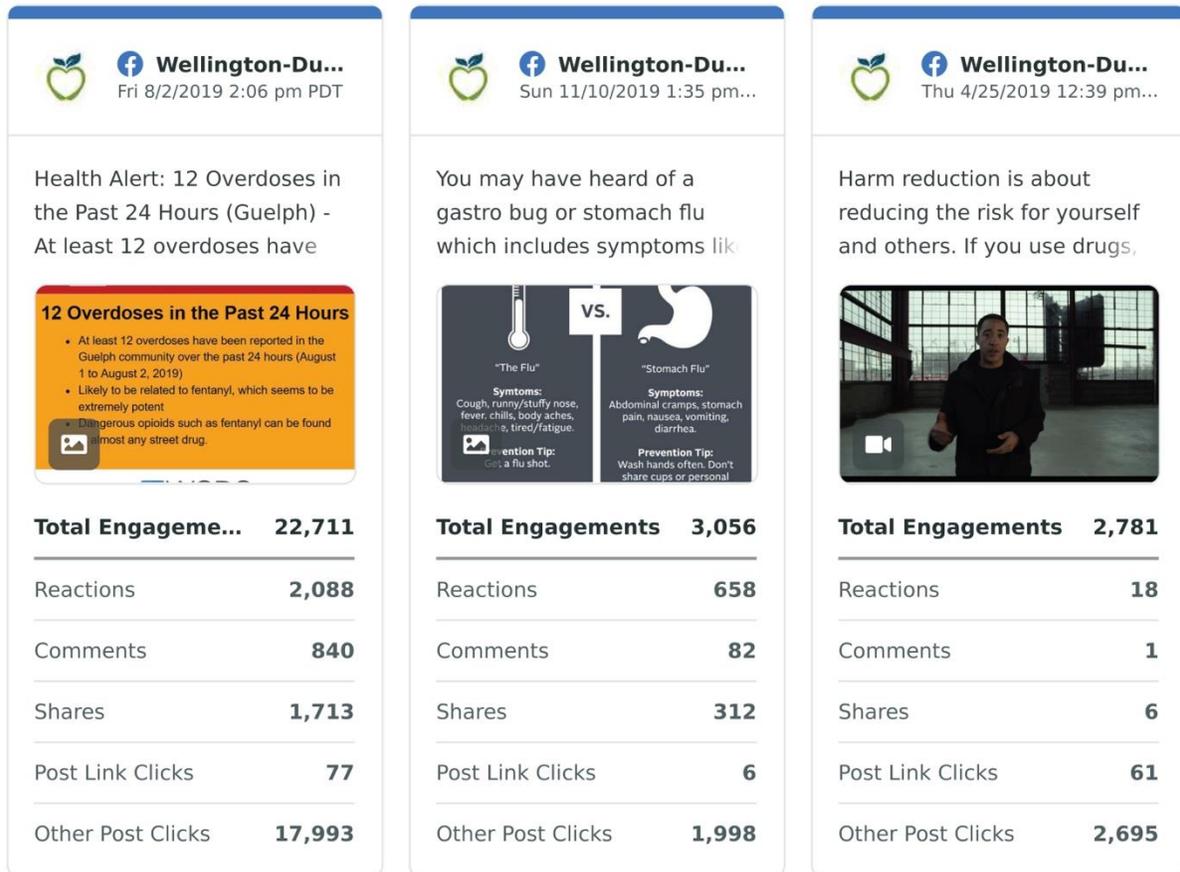


The top posts for the WDGPH Facebook page in 2019 are as follows (see Image 3):

1. [Health Alert: 12 Overdoses in the Past 24 Hours](#) (Organic)
2. [Influenza vs. Gastro Flu – What is the difference](#) (Organic)
3. [Harm Reduction - Reducing the risk for yourself and others](#) (Paid)

In fact, the above Health Alert post in 2019 is, by far, WDGPH's top Facebook post of all time up to that point, with 22,711 engagements, 840 comments and 1,713 shares. The Influenza vs. Gastro Flu post is the number three Facebook post of all time.

Image 3: Top Facebook Posts of 2019



Instagram

Instagram continues to grow and attract users. In 2019, 51 percent of Canadians reported having an Instagram account; an increase of 14 percent in the number of Canadian adults who reported having an account in 2017.

Of WDGPH's Instagram followers, the majority are women (77%) with males making up 19 percent and our audience is mostly from Guelph, Fergus, Kitchener, Toronto and Elora. WDGPH started using Instagram Stories in 2019 and shared 86 stories resulting in over 12,000 impressions. The majority of our stories were posted during events. In June 2019,

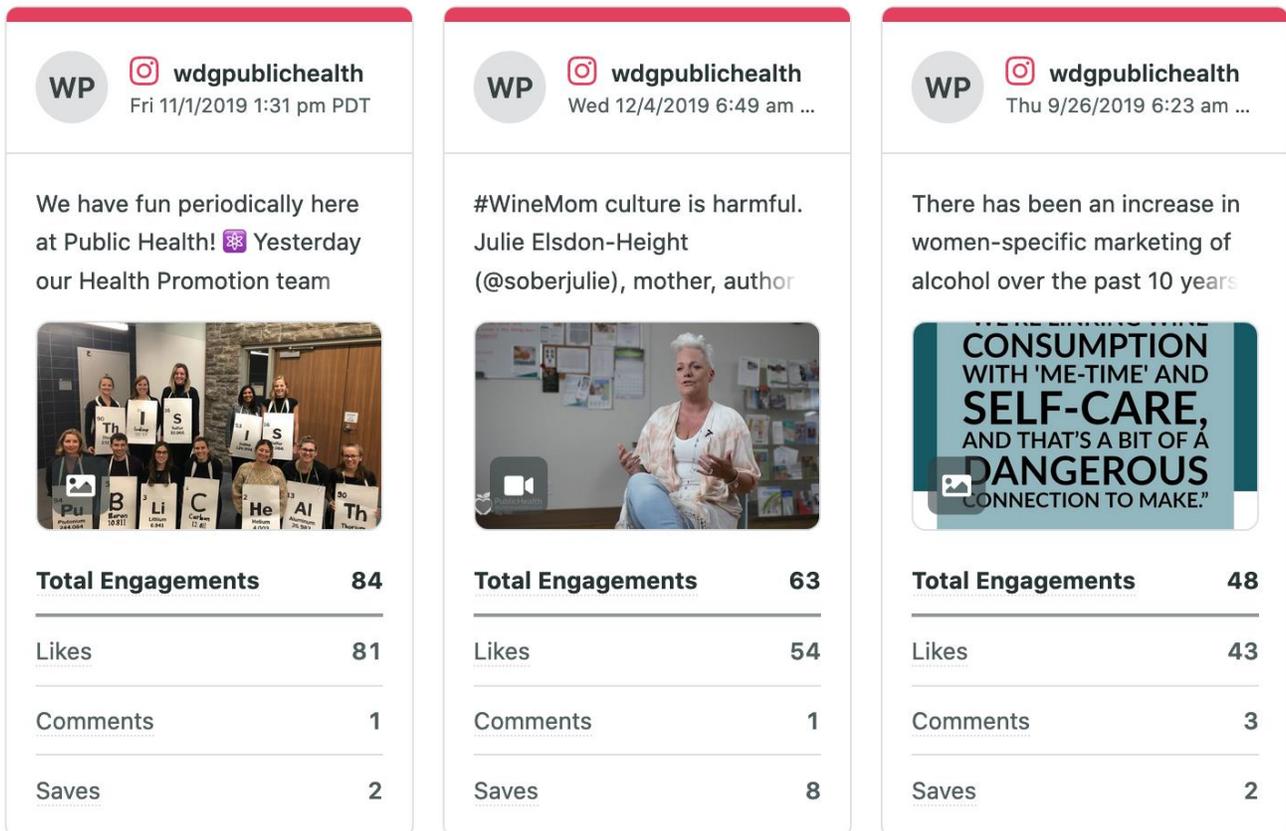
Communications hosted an Instagram takeover by a Health Promotion Specialist who shared 21 stories throughout the day with tips to promote staying active to prevent chronic diseases. Stories were also used to promote the flu clinics and radon events in real-time in October and November.

WDGPH's top Instagram posts in 2019 are as follows (see Image 4):

1. [We have fun periodically here at Public Health!](#) (Organic)
2. [#WineMom culture is harmful.](#) (Part of the Dufferin Last Call campaign) (Organic)
3. [Women-specific marketing of alcohol interview with our Manager of Health Promotion.](#) (Organic)

WDGPH encourages staff to engage through our social channels. Posts that show our staff in the office or in the community consistently outperform general messaging. Of the top 15 posts on Instagram in terms of engagement and reach, 11 had photos of WDGPH staff.

Image 4: Top Instagram Posts of 2019



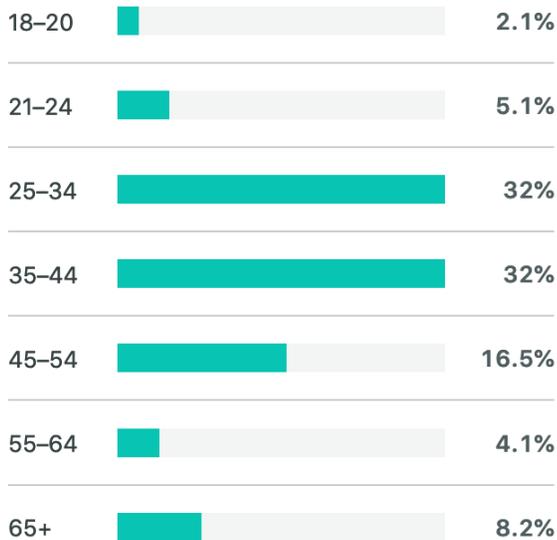
Twitter

In 2019, 42 percent of online Canadians used Twitter. Active users (65%) are aged 18 to 24 and it remains high (54%) with aged 25 to 34. Approximately half (50%) of Twitter users visit the platform daily with 23 percent checking their account on a weekly basis.

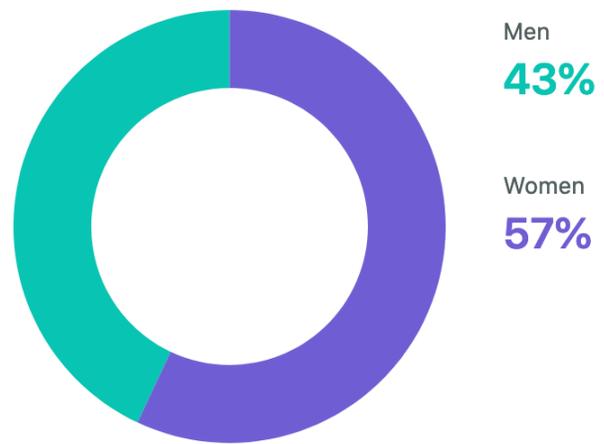
WDGPH's Twitter following is more evenly split with 43% of followers identifying as Men and 57% identifying as women, and nearly 70% of followers are age 25-44. (see Image 5)

Image 5: Twitter Audience Demographics

Audience by Age ⓘ



Audience by Gender ⓘ

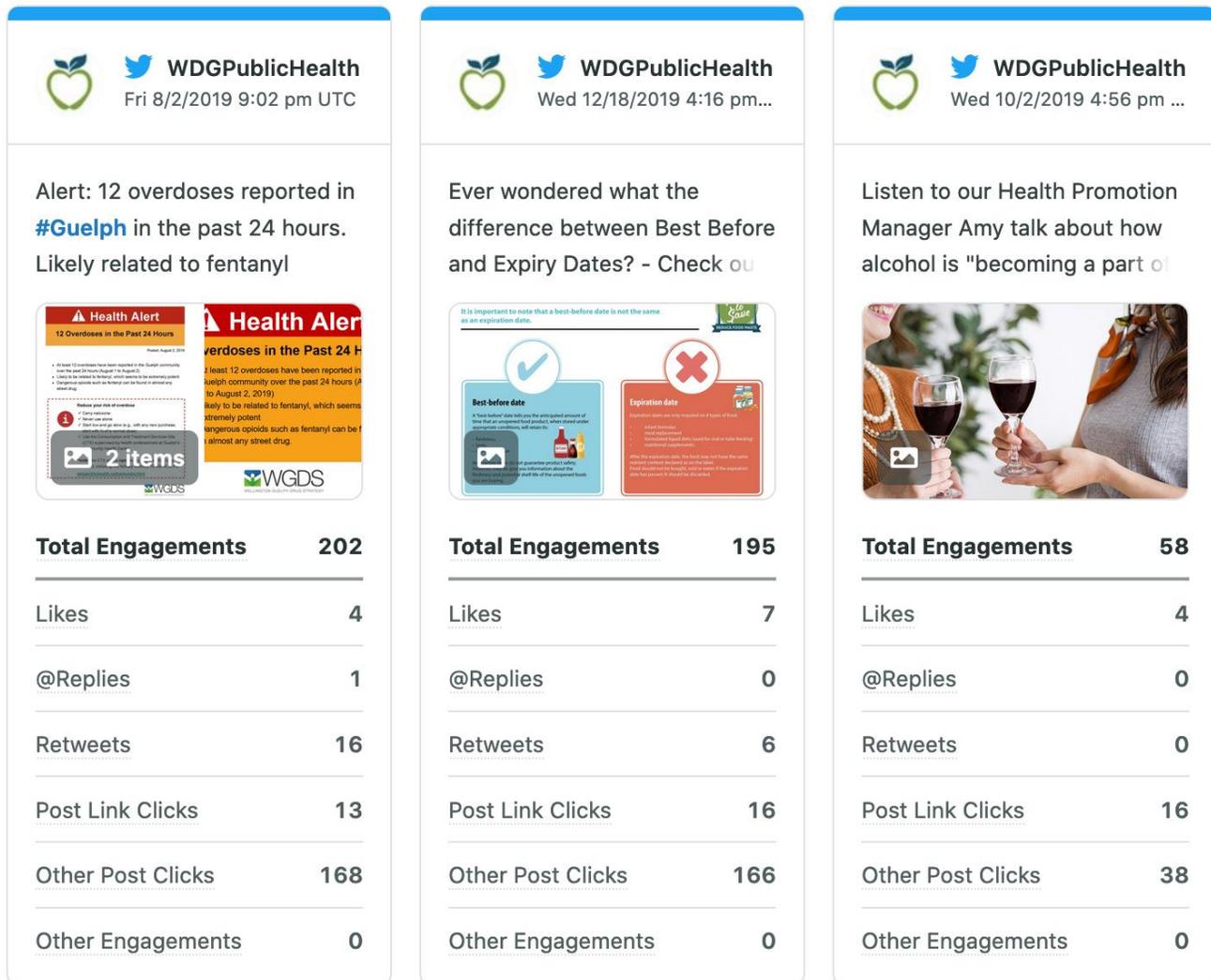


WDGPH's top performing Twitter posts in 2019 are as follows (see Image 6):

1. [Health Alert: 12 overdoses reported in #Guelph in the past 24 hours.](#) (Organic)
2. [Ever wondered what the difference between Best Before and Expiry Dates?](#) (Organic)
3. [Listen to our Health Promotion Manager Amy talk about how alcohol is "becoming a part of our culture".](#) (Organic)

Twitter is the number one social platform to get messages noticed by the media. Media outlets will often post screenshots and share our Twitter posts in media articles mentioning the Agency.

Image 6: Top Twitter Posts of 2019



LinkedIn

In Canada; 44 percent of online adults reported having an account on LinkedIn. Active users (53%) are aged 25 to 34 with 49 percent aged 35 to 44. LinkedIn reports 34 percent of their account holders use the platform at least monthly.

WDGPH engages job seekers, public health colleagues and those interested in Agency activities on LinkedIn. The seniority level of our audience is mainly entry- and senior-level people from the healthcare services and community & social services sectors.

In 2019, Communications actively increased engagement on the LinkedIn platform, posting 750 percent more photos and almost double the number of posts. This active engagement resulted in a 30 percent increase in followers, 70 percent increase in impressions and over 200 percent increase in engagements from 2018, making it our second fastest growing social platform behind Instagram.

WDGPH's top posts on LinkedIn in 2019 are as follows (see Image 7):

1. [We have fun periodically here at Public Health!](#)
2. [Looking for a new opportunity? We're hiring for several positions in Guelph!](#)
3. [Kyley, one of our Health Promotion Specialists, presented at the International Public Health Forum on Cannabis on the #TalkingAboutWeed campaign.](#)

Image 7: Top LinkedIn Posts of 2019

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Clicks (All)
We have fun periodically here at Public Health! Yesterday our Health Promotion team	Fri 11/1/2019 8:33 pm UTC	210	38	1	1	170
Looking for a new opportunity? We're hiring! Check out our careers page at https://bit.ly	Thu 3/7/2019 7:49 pm U...	136	6	0	2	128
Kyley, one of our health promotion specialist (on the left) presented at the	Mon 9/23/2019 3:55 pm ...	129	30	2	0	97

YouTube

In 2019, in Canada, 64 percent of online adults report having an account on YouTube, but an account is not needed to view content. Canadians are active users of the video-sharing platform with the majority (61%) being monthly active users.

Similar to previous years, in 2019 WDGPH used YouTube for campaign purposes, mainly to host videos to link to as paid ads on YouTube and other channels. WDGPH's YouTube channel had 138,166 video views (up 42% from 2018) and 48,274 impressions in 2019, with 84 percent of those views originating from paid advertising. Only 1.5 percent of views were from YouTube searches or direct links. Viewers watching for an average of 37 seconds duration and 86.8 percent of each video, indicating the viewers were engaged with the content.

Unlike our other social channels, a much higher percentage of WDGPH's YouTube audience identifies as male (64.3%) versus 35.7 percent identifying as female. The top age group viewing our videos is 18-24 years, making up a significant 63.7 percent of our audience. YouTube continues to be the most effecting channel at reaching young males.

WDGPH's top YouTube videos in 2019 are as follows:

1. [Reducing the Risk You Take](#) (Paid)
2. [Talking About Weed...and Your Brain](#) (Paid)
3. [Talking About Weed...and Mental Health](#) (Paid)
4. [Talking About Weed...and Addiction](#) (Paid)

The Reducing the Risk video was new for 2019 and promoted during the spring Opioids and Harm Reduction campaign. We have included the top four YouTube videos here because the next three were all part of the fall 2018 Talking About Weed campaign, and due to the success in 2018, they were promoted again in the spring of 2019, putting them in our top viewed YouTube videos for a second year in a row.

Websites

Users

In 2019, the website had a total of 193,852 users (those who visited the website at least once), with an average of 17,388 users per month. The year-over-year increase in users was significant at 55 percent. The website traffic peaked three times during 2019, as follows:

- On January 22 - 2,608 users due to the posting of a Health Alert for contaminated substances and new overdose symptoms in Guelph.
- On October 24 – 2,203 users due to it being the first high-risk flu clinic date in Guelph.
- On November 4 – 1,363 users due to public flu clinics dates beginning that week.

Top Pages

During 2019, the website had 491,618 total views of our web pages. The top viewed pages, as is typical for Public Health, were the home page, careers page and locations page which together made up 104,043 views or 21 percent of the total viewed pages. The top pages viewed outside of the typical pages (not including the blog) were:

1. Food Safety Training Certification
2. Flu Clinics
3. What to do when you miss a pill
4. Retirement and Long-term Care Outbreak Bulletin
5. STI Testing

Stay Well WDG Blog

Blogs continue to be a mainstream vehicle for organizations to get messages to their audiences. Communications leads the Agency's blog, working with staff and subject matter experts to share information and storytelling in a real, authentic, timely and transparent way.

Blog entries are posted weekly (or as close to weekly as possible) on the website and sent by email to 847 subscribers (up from 669 in 2018). The average time on the page for blogs increased from 2 minutes 19 seconds in 2018, to 3 minutes 26 seconds in 2019, with many entries over 4 minutes — much higher than the average web page view time of 1 minute 20 seconds. This indicates visitors are reading (not just skimming) the content, and that blogs provide an opportunity to delve deeper into public health issues.

The top blogs that were written and posted 2019 were as follows:

1. [“Your top 4 questions about Canada’s new food guide answered”](#) posted March 19, 2019 (842 views)
2. [“The top 5 thing all private well owners in Wellington, Dufferin and Guelph should know”](#) posted January 25, 2019 (766 views)
3. [“Your mouth on cannabis: Our oral health team joins the cannabis conversation”](#) posted May 2, 2019 (392 views)

Blogs become a permanent part of our website content unless they are deleted meaning they will continue to show up in searches. The most popular blog posts are not necessarily the newest.

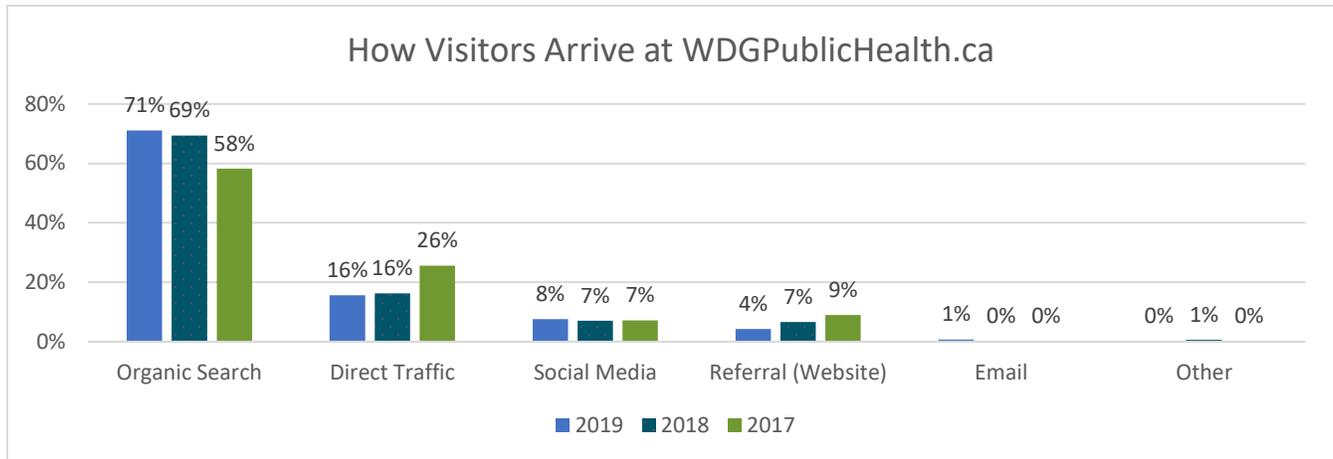
The most-read blogs in 2019 are all blogs from 2016 (all of them have been the most-read blogs on our website for three years running, which shows the consistent demand for information on these topics from the public):

1. [“What happens when you can't afford dental care?”](#) posted April 12, 2016 (10,804 views, making up 18 percent of our blog views for 2019!)
2. [“How to say "no" to norovirus in your home”](#) posted December 6, 2016 (8,548 views)
3. [“Five myths about e-cigarettes and what science actually says”](#) posted January 19, 2016 (4,922 views)

How Visitors Arrive at the Website

In 2019, visitors arrived at the WDGPublicHealth.ca website in similar patterns to 2018 and increases were mainly due to an increase in overall visitors. Email was a new metric added for 2019 and includes visitors who got to our website because they subscribe to our blog, child care newsletter or other emails. (See Table 2)

Table 2: How Visitors Arrive at WDGPublicHealth.ca



Devices Used to Access the Website

In 2019, it was almost evenly split between mobile (48%) and desktop users (47%), however, year over year, the percent of desktop users remained the same. Mobile users increased slightly (1%) over 2018, and tablet users decreased by the corresponding increase to mobile users. Apple iPhone users made up nearly 50 percent of mobile visitors and the Apple iPad was the second most used mobile device at 6 percent of users. The remainder of the top 10 devices used were various versions of the Samsung Galaxy.

Behaviour Flow

A new feature on Google Analytics is Behaviour Flow. This feature shows where visitors land and where they go when they come to the website. For those that land our home page, the top five locations visited from there are:

1. Search
2. Locations
3. Careers
4. Clinics and Classes
5. Your Health

Top Searches

The top searched topics on the website in 2019 were:

1. Flu Shot
2. Careers
3. Immunization Record
4. Jobs
5. STI
6. TB Test
7. Ticks
8. Mental Health
9. Vaping
10. Water Testing

Interactive Reports

The [Interactive Reports](#) website was created and launched by the Health Analytics team on June 25, 2018. In 2019, the first full year the site was active, pageviews were down over 65 percent from 2018 with 12,918 views in 2018 and 4,410 views in 2019. The decrease in views could be attributed to the fact that few updates have been made to the site in 2019 and there has been very little active promotion of the site since the initial launch in 2018.

The top interactive reports accessed in 2019 were:

1. Social Determinants of Health Status Report
2. Social Determinants of Health Status Report – Appendix A: Community Profiles
3. Older Adult Health Status Report
4. Social Determinants of Health Status Report – Appendix B: Population Groups
5. Older Adult Profile

Library

The librarian supports the third Foundational Standard, “Effective Public Health Practice”, specifically the first section, “Program Planning, Evaluation, and Evidence-Informed Decision-Making” by assisting public health professionals to find, organize and use information to support evidence-based research, programs and services.

In 2019, the librarian sourced 592 journal articles for staff (311 from other libraries), coordinated the process to trademark “preCHAT”, the preconception health assessment tool developed by the Healthy Growth and Development team and represented the division/team on the Research and Ethics Committee and the Job Evaluation Committee.

The librarian provided literature searches and support for the Community Health and Information Systems divisions on topics such as:

- Preschoolers screen use and relation to communication and play skills
- Best practices for preconception health campaigns
- Lay person use of naloxone
- Hand warts and HPV
- Public Health interventions to decrease household food waste
- Vaping cessation for youth
- Effectively communicating with your teenager about alcohol
- Supportive Recovery Rooms
- Best practices for filtered needle and glass ampules

References

1. Ontario. Ministry of Health and Long-Term Care. Ontario Public Health Standards: Requirements for Programs, Services, and Accountability. [Internet]. 2018 [cited 2019 Mar. 11]. Available from: http://www.health.gov.on.ca/en/pro/programs/publichealth/oph_standards/docs/protocols_guidelines/Ontario_Public_Health_Standards_2018_en.pdf

2. Canadian Internet Registration Authority (CIRA) Research. Canada's Internet Factbook 2020. [Internet]. 2020 [cited 2020 July 28]. Available from: <https://www.cira.ca/resources/factbook/canadas-internet-factbook-2020>
3. Gruzd A, Jacobson J, Mai P, Dubois E. The State of Social Media in Canada 2020. [Internet]. Ryerson University Social Media Lab 2020 [cited 2020 July 26]. Available from: <https://dataverse.scholarsportal.info/file.xhtml?fileId=115591&version=6.0>

APPENDIX B

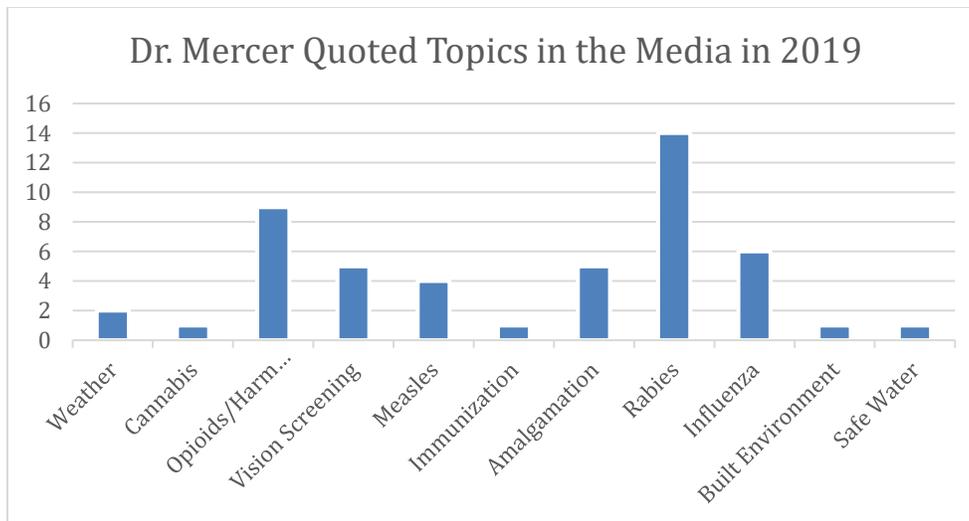
Media Report: Summary of Coverage Including the Medical Officer of Health and CEO in 2019

Date Range: January 1-December 31, 2019

Summary

Dr. Mercer was the primary voice of Wellington-Dufferin-Guelph Public Health (WDGPH) in the media in 2019, being quoted in 25 percent of all media stories mentioning WDGPH published through print, online and broadcast (television/radio) venues.

Dr. Mercer was quoted 41 times from media releases on the topics of cannabis, vision screening, opioids/harm reduction, amalgamation, rabies, weather, measles, flu, safe water and built environment. Rabies was the most quoted topic with 34 percent of total quotes followed by opioids/harm reduction with 22 percent.



Overall, news stories in which the Medical Officer of Health and CEO was quoted received at least **433,991** impressions* online and **1,164,816** impressions in print/broadcast. The Wellington Advertiser continues to be one of Dr. Mercer's most supportive local media outlets with ¼ of total media quotes and 45 percent of media impressions attributed to its print publication.

**Impressions refer to how many people potentially read, view or listen to the media coverage, and are the standard way of measuring the reach of a message through mass media.*

Details of Media Coverage that Includes Quotations from Dr. Mercer

DATE	TOPIC	TITLE/LINK	OUTLET	EST. WEBSITE VIEWS/ DAY	DAILY CIRC. & AUDIENCE	MEDIUM	WHAT PROMPTED ARTICLE?
10-Jan	Weather	Walking in a winter wonderland has serious risks: Public Health	Guelph Today		7,600	Website	Cold Warning
24-Jan	Cannabis	Guelph-Eramosa councillors reject appeals to opt out of cannabis sales	Wellington Advertiser	725	40,052	Print/Web site	Cannabis legislation
30-Jan		Public Health welcomes new Associate Medical Officer	Guelph Today		7,600	Website	Media Release
30-Jan		Guelph's health unit gets new associate medical officer of health	Guelph Mercury	12,067		Website/P print	Media Release
01-Feb		https://www.orangevilletoday.ca/rss/wdg-public-health-promotes-dr-tenenbaum-to-associate-medical-officer-of-health/	myFM 101.5		4,285	Website/R adio	Media Release
19-Feb	Opioids	People who use drugs in Guelph sought to take part in anonymous survey	Guelph Mercury	12, 067		Print/Web site	Media Release
22-Feb	Opioids	Public Health wants illicit drug users to fill out anonymous survey	Guelph Today		7,600	Website	Media Release
01-Mar	Opioids/Harm Reduction	Drug users asked to fill out survey	Wellington Advertiser		40,052	Website	Media Release
04-Mar	Vision	PUBLIC HEALTH TO BRING VISION SCREENINGS TO LOCAL SCHOOLS FOR SK STUDENTS (Myfm 101.5		4,285	Website/R adio	Media Release
04-Mar	Vision	Vision screening programs coming to 10 local schools	Guelph Today		7,601	Website	Media Release
05-Mar	Vision	Public health, lions club partner to administer vision screenings for sk students	Myfm 101.5		4,285	Website/R adio	Media Release
06-Mar	Measles	Guelph area parents worried about measles risk after Toronto baby gets sick	Guelph Mercury	12, 067		Print/Web site	Report of Toronto area

DATE	TOPIC	TITLE/LINK	OUTLET	EST. WEBSITE VIEWS/ DAY	DAILY CIRC. & AUDIENCE	MEDIUM	WHAT PROMPTED ARTICLE?
							baby infected with measles
06-Mar	Measles	Public health sees spike in calls from parents concerned about measles	CBC Kitchener			Website/T V/Radio	Media Release
06-Mar	Measles	Toronto measles exposure prompts warning from Public Health	Guelph Today		7,600	Website	Media Release
08-Mar	Vision	Vision screening for Guelph kindergarten kids rolls out this month	Guelph Mercury	12, 067		Print/Web site	Media Release
08-Mar	Vision	Public Health partnering with Lions Club for school vision screening program	Wellington Advertiser		40,052	Print/Web site	Media Release
13-Mar	Measles	Toronto measles exposure prompts warning from local public health unit	Wellington Advertiser		40,052	Print/Web site	Media Release
19-Mar	Opioid Alerts	Guelph drug overdose alert system a finalist in opioid data challenge	Guelph Mercury	12, 067		Website	Media Release
20-Mar	Opioid Alerts	Health unit a finalist in MaRS Health's national Opioid Data Challenge	Wellington Advertiser		40,052	Print/Web site	Media Release
20-Mar	Opioid Alerts	MaRS Discovery District gets nod from national health award	Guelph Today		7,601	Website	Media Release
14-Apr	Immunization	REPORT: Nearly 40% of hospital staff don't get the flu shot in Wellington, Dufferin, Guelph	Orangeville Banner	3,066	23,500	Print/Web site	BOH Report
13-May	Agency	Public health units in Guelph, Waterloo, Peel and Halton to be merged by province	Global Kitchener	333,333		Website/Television	Ontario Government Announcement
13-May	Agency	Public health units in Guelph, Waterloo, Peel and Halton to be merged by province	91.5 theBeat			Website/Radio	Ontario Government Announcement
13-May	Agency	Public health units in Guelph, Waterloo, Peel and Halton to be merged by province	Boom 101.9			Website/Radio	Ontario Government Announcement

DATE	TOPIC	TITLE/LINK	OUTLET	EST. WEBSITE VIEWS/ DAY	DAILY CIRC. & AUDIENCE	MEDIUM	WHAT PROMPTED ARTICLE?
13-May	Agency	Public health units in Guelph, Waterloo, Peel and Halton to be merged by province	CJOY 1460		1, 657	Website/Radio	Ontario Government Announcement
16-May	Agency	Public health unit may merge with three others to form largest unit in Ontario: officials	Wellington Advertiser		40,052	Website/Print	Ontario Government Announcement
24-Jun	Rabies	Bat found at Guelph home tests positive for rabies: public health	Global Kitchener		333,333	Website, TV	Media Release
24-Jun	Rabies	Bat found at Guelph home tests positive for rabies: public health	CFOX			Radio	Media Release
24-Jun	Rabies	Person exposed to bat in Guelph that has tested positive for rabies	Guelph Mercury Tribune	12,067		Website	Media Release
24-Jun	Rabies	Bat found in Guelph home tests positive for rabies	CTV Kitchener	13,600		Website, TV	Media Release
24-Jun	Rabies	One person exposed to rabid bat	Guelph Today	7,600		Website	Media Release
24-Jun	Rabies	Bat found in Guelph home tests positive for rabies	CBC			Website, TV, Radio	Media Release
25-Jun	Rabies	Bat found at Guelph home tests positive for rabies	Wellington Advertiser		40,052	Website, Print	Media Release
06-Jul	Opioids/Harm reduction	Guelph public health tool speeding up opioid overdose tracking	Guelph Mercury	12,067		Website	Media Release
09-Jul	Rabies	Helicopters are now dropping rabies vaccine bait over the region: Public Health	Guelph Today	7,600		Website	Media Release
18-Jul	Weather	Tips for weathering extreme heat	Wellington Advertiser		40, 052	Website/Print	Heat Alert
18-Jul	Rabies	Rabies vaccine baiting underway	Wellington Advertiser		40,052	Website/Print	Media Release
30-Jul	Rabies	Dufferin family being treated for possible exposure to rabies after bat tests positive	myFM 101.5		4,285	Online/Radio	Media Release

DATE	TOPIC	TITLE/LINK	OUTLET	EST. WEBSITE VIEWS/ DAY	DAILY CIRC. & AUDIENCE	MEDIUM	WHAT PROMPTED ARTICLE?
30-Jul	Rabies	Family treated for rabies after discovery of Dufferin County's first infected bat in 30 years	Orangeville Banner	3,066	23,500	Website/Print	Media Release
30-Jul	Rabies	First Rabid Bat Confirmed In Dufferin County Since 1990	Shelburne Freelancer			Website	Media Release
30-Jul	Rabies	Family undergoing rabies treatment after exposure to infected bat	Guelph Today	7,600		Website	Media Release
12-Aug	Rabies	Regional health unit confirms presence of rabid bat on Dufferin farm	Orangeville Citizen		18,200	Online/Print	
15-Aug	Opioids	The opioid crisis is even larger than we know. We need more data	Toronto Star			Online/Print	
10-Sep	Opioids	Public Health finds strengths, challenges with Guelph's overdose prevention site	Global Kitchener			Online	Media Release
10-Sep	Opioids	Public Health releases evaluation of Guelph's overdose prevention site	Guelph Today	7,600		Online	Media Release
10-Sep	Opioids	Guelph's overdose prevention site sees over 4,000 visits in under a year	CTV Kitchener	13,600		Online	Media Release
10-Sep	Opioids	Public Health finds strengths, challenges with Guelph's overdose prevention site	CFOX			Online/Radio	Media Release
16-Oct	Influenza	Flu has arrived: public health confirms cases in two children	Wellington Advertiser		40,052	Online/Print	Media Release
16-Oct	Influenza	Flu vaccine distributed to doctors as 2 children in Guelph area confirmed to have virus	Global KW		333,333	Online	Media Release
16-Oct	Influenza	Flu season is upon us once again, Guelph	Guelph Mercury		45,507	Online	Media Release
16-Oct	Influenza	2 cases of flu in children confirmed, Wellington-Dufferin-Guelph Public Health says	CBC KW			Online	Media Release
16-Oct	Influenza	Flu has arrived: public health confirms cases in two children	Wellington Advertiser		40,053	Online/Print	Media Release
23-Oct	Flu	First cases of the flu in children confirmed in Guelph	Wellington Advertiser		40,053	Online/Print	Media Release
19-Dec	Built Environment	New Public Health report paves the way for future growth in Centre Wellington	Wellington Advertiser		40,053	Online/Print	Council endorsement

DATE	TOPIC	TITLE/LINK	OUTLET	EST. WEBSITE VIEWS/ DAY	DAILY CIRC. & AUDIENCE	MEDIUM	WHAT PROMPTED ARTICLE?
19-Dec	Safe Water	WDG Public Health airs concerns over proposed amendments to the Aggregate Resources Act	myFM 101.5		4,285	Online/Radio	Legislative changes
			TOTAL IMPRESSIONS	433,991	1,164,816		