



# 2023 CIPHI National Media & Environmental Public Health Week Campaign Evaluation

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**BETHECHANGE**  
GROUP

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2023 CIPHI  
NATIONAL MEDIA &  
ENVIRONMENTAL  
PUBLIC HEALTH  
WEEK CAMPAIGN  
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# Executive summary





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Background

In summer/fall 2023, in partnership with Be the Change Group, the Canadian Institute of Public Health Inspectors' (CIPHI) ran a national awareness campaign aimed at the general public in Canada and a campaign for Environmental Public Health Week (EPHW), aimed at environmental public health professionals (EHPs), their partners, and employers. These campaigns are part of a three-year marketing and communications strategy for CIPHI to raise awareness of and appreciation for the complex work carried out by EHPs to keep residents of Canada safe and healthy. This report provides a summary and evaluation of the performance of both campaigns.

National campaign

Running from August 22 to September 18, 2023, the national campaign consisted of digital display ads across the Bell Media network and targeted advertising on Meta (Facebook and Instagram). Continuing the creative direction from last year's campaign, ads featured compelling images that evoke feelings of joy and warmth, paired with taglines encouraging the audience to think about how EHPs are involved in the everyday lives of Canadians. All assets included a clear call to action encouraging the audience to visit [ciphi.ca](https://ciphi.ca) to learn more about how they keep Canadians safe.

CIPHI also leveraged its social media channels and the networks of its members, partners, employers, and educational institutions to amplify the message of the campaign through unpaid (organic) social media posts. Support and endorsement from these external parties helped to

show their awareness and appreciation of EHPs and to increase CIPHI's credibility as the premier association for EHPs in Canada.

This digital-only awareness campaign consisted primarily of English advertisements with a small percentage of the budget (~8%) dedicated to ads in French. We also provided campaign materials to CIPHI's provincial and territorial branches, which they could use for regional media-buys based on their particular audiences and needs. However, these regional campaign efforts fall outside the scope of this report.

To assess the performance and overall impact of this campaign, Be the Change Group evaluated quantitative campaign data from Bell Media and Meta, and web analytics for the [ciphi.ca](https://ciphi.ca) website. Based on the campaign goals and measurable objectives that we set prior to launch, the 2023 national campaign met or exceeded expectations on almost every point. It also outperformed the 2022 national campaign, despite having a shorter campaign period and a smaller budget. We believe that this improvement in year-over-year performance can be attributed to the fact that data and recommendations from last year's campaign were used to inform this year's campaign strategy and media-buy plan.

KEY TAKEAWAYS FROM NATIONAL CAMPAIGN

CIPHI's 2023 national awareness campaign centred on three key goals:

- 1 Increase awareness and understanding of the environmental public health profession and its positive impact on the health of all residents of Canada.

- 2 Increase awareness of CIPHI as a professional association for environmental public health professionals in Canada.
- 3 Build awareness of the environmental public health profession among young Canadians, with the intent of laying the groundwork for a recruitment campaign.

Although it is difficult to measure the degree to which awareness was increased or to which the campaign increased the public's understanding of the work of EHPs, we did see these indications of interest among target audiences:

- » **The website saw a 300.6% increase in total website users** (n=18,139) compared to the previous 32-day period, far exceeding our stated objective for web traffic, which was to achieve a 40% increase in unique visitors to the CIPHI website during the campaign period. Furthermore, 17,284 of the visitors to the website were new users.
- » **The Bell Media ad campaign succeeded in driving traffic to CIPHI's website.** During the campaign period, ads on the Bell Media network were the most effective at driving traffic (50.6% of it) to the website.
- » The ad campaign on Meta was effective at increasing CIPHI's reach on Facebook. **During the campaign period, CIPHI's Facebook page saw a 60.5K% increase in reach** (n=1,074,143) compared to the previous 27-day period.

For details, please see the [Campaign Performance Conclusions – National Campaign](#) section of this report.



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RECOMMENDATIONS

Based on the findings from this evaluation, Be the Change Group recommends the following for future campaigns:

- » Continue partnering with Bell Media for digital campaigns that reach audiences across Canada in both urban and rural settings.
- » Continue using ad campaigns on Meta (Facebook and Instagram) as a platform to build awareness and engagement.
- » Create a French landing page and user-test campaign concepts with French Canadians to ensure that campaign visuals and messaging resonate with them.
- » Continue the current tone and style for future campaigns.
- » Continue using UTM tracking.
- » Consider adjusting the timeline for the national campaign to minimize overlap with EPHW.

For detailed recommendations, please see the [Recommendations – National Campaign](#) section of this report.

EPHW campaign

This report also provides a summary and evaluation of the Environmental Public Health Week (EPHW) campaign, which was aimed at EPHPs, partners, and employers and ran from **September 25 to October 1, 2023**, on social media with a small budget allocated to promote posts on LinkedIn and Meta.

Informed by feedback gathered from the 2022 CIPHI member survey—an online survey measuring the membership’s response to the 2022 national CIPHI campaign and the EPHW campaign—CIPHI’s campaign for EPHW 2023 focused on content that centred the voices and experiences of EPHPs

across the country. Using the global EPHW theme “Standing up to protect everyone’s health each and every day” as a starting point, we developed assets using self-submitted photos of CIPHI members at work with accompanying first-person statements that began with: “I support the health of all Canadians by \_\_\_\_”.

A small ad budget was set aside to promote EPHW campaign posts on LinkedIn and Meta. We also partnered with the Indigenous Services Canada (ISC) team to amplify their social media campaign during the week and expand the reach of CIPHI’s campaign beyond its own followers. The ISC team provided us with content and images featuring environmental public health officers who work with ISC and First Nations communities, and we adapted these to align with the look of CIPHI’s campaign. These were then shared as collaborative posts from CIPHI and ISC on their respective Instagram accounts.

KEY TAKEAWAYS FROM EPHW CAMPAIGN

The goals for CIPHI’s EPHW 2023 campaign were as follows:

- 1 Celebrate the different ways that environmental public health professionals across the country use their knowledge and technical skills to help safeguard the health of all residents of Canada.
- 2 Create an inclusive and authentic campaign that resonates with CIPHI members and reflects the diverse backgrounds of CIPHI members and the communities they serve.
- 3 Create campaign assets that CIPHI members want to share within their personal and professional networks.

- 4 Increase awareness and appreciation of CIPHI as the premier professional association for environmental public health professionals in Canada.
- 5 Maintain the momentum of the 2023 summer public awareness campaign and continue to increase visibility of the complex work completed by environmental public health professionals.

Following the wrap-up of the EPHW campaign, CIPHI conducted an online survey of its members to gather their feedback on the campaign and see if it succeeded in addressing feedback that came out of the previous year’s survey. Based on their responses and the quantitative data we gathered, the EPHW 2023 campaign met or exceeded our objectives in almost every instance:

- » **88.6%** of CIPHI members who responded to the survey reported seeing the campaign. This exceeded last year’s results, where 72.6% of survey respondents said they saw the EPHW 2022 campaign.
- » **40.9% of respondents reported sharing EPHW campaign materials** within their networks, with the majority (24.2%) sharing through Facebook.
- » **CIPHI National’s LinkedIn page saw a 52.2% increase in reach** during the week-long campaign, compared to the previous seven-day period.
- » **CIPHI’s LinkedIn page received a 201.9% increase** in visitors compared to the previous seven-day period.
- » CIPHI’s Facebook page saw a **21.1% increase in page visits** and a **42.9% increase in page likes**.
- » CIPHI’s Instagram account saw a **112.5% increase in profile visits** and an **80% increase in followers** during the campaign.



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- » Web traffic to CIPHI's About Us landing page increased by **393.9%** during the campaign.
- » The EPHW campaign was shared on social media by **at least 20** regional CIPHI branches, government agencies, and other partners.

For details, please see the [Campaign Performance Conclusions – EPHW 2023](#) section of this report.

RECOMMENDATIONS

Based on the findings from this evaluation and the 2023 CIPHI member survey, we recommend the following for future EPHW campaigns:

- » Continue investing in paid campaigns on Meta to boost engagement and reach.
- » Continue investing in paid campaigns on LinkedIn.
- » User-test the campaign with French audiences and create a French landing page for future campaigns.
- » Continue using user-generated content for campaigns aimed at CIPHI's members, partners, and employers.
- » Continue partnering with Indigenous Services Canada (ISC).

For detailed recommendations, please see the [Recommendations – EPHW Campaign](#) section of this report.





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Background

The Canadian Institute of Public Health Inspectors (CIPHI) is in the midst of a three-year marketing and communications strategy to raise awareness and appreciation among the general public, partners, and employers of the complex work carried out by environmental public health professionals (EPHPs) to keep residents of Canada safe and healthy.

In 2022, CIPHI launched a national media campaign to increase the public’s awareness and understanding of the valuable role EPHPs play in providing support to Canada’s public health system and keeping our environments safe, including recreational water, air quality, drinking water, food, licensed care facilities, and more. To ensure ample reach across the country and to maximize return on the available budget, the campaign was primarily digital. Advertising aimed at the general public ran on the CBC national media network and CIPHI’s social media channels, with additional advertising coordinated by each of CIPHI’s regional branches based on their particular goals. The 2022 national campaign resulted in a significant increase in reach and “likes” on CIPHI’s Facebook page and in website traffic to the [ciphi.ca](https://ciphi.ca) site.

From **August 22 to September 18, 2023**, CIPHI ran a national media campaign that aimed to build on the success of last year’s campaign. This year’s campaign consisted of targeted advertising on Meta (Facebook and Instagram) and digital display ads across the Bell Media network, ensuring wide reach across the country. Continuing the creative direction from last year’s campaign, assets featured compelling photos that evoke joy and warmth, paired with short taglines encouraging the audience to think about how EPHPs are involved in the everyday lives of Canadians. All assets included a clear call to action (CTA) that encouraged the audience to visit [ciphi.ca](https://ciphi.ca) to learn more about how they keep Canadians safe.

The digital media campaign was supported by organic posts on CIPHI’s social media channels (Facebook, Instagram, LinkedIn, and Twitter) in both English and French, as well as email communication from the CIPHI advocacy team to CIPHI members, branch leadership, and employers.

Campaign goals and objectives

GOALS

CIPHI’s 2023 national awareness campaign had the following goals:

- » Increase awareness and understanding of the environmental public health profession and its positive impact on the health of all residents of Canada.
- » Increase awareness of CIPHI as a professional association for environmental public health professionals in Canada.
- » Build awareness of the environmental public health profession among young Canadians, with the intent of laying the groundwork for a recruitment campaign.

OBJECTIVES

We set the following objectives for the campaign based on our goals and on the outcomes of the 2022 national campaign:

- » Meet or exceed an average **0.35%** click through rate (CTR) on digital media ads (general average for all digital media ads).
- » Achieve a **40%** increase in unique visitors to the CIPHI website during the campaign period compared to the previous 43-day period.
- » Exceed the number of page likes received on CIPHI National’s Facebook page during the 2022 campaign period (4,243 likes) by at least **10%** during this campaign period.
- » Exceed the reach of CIPHI National’s Facebook page achieved during the 2022 campaign period (207,192) by at least **10%** during this campaign period.
- » When surveyed after the campaign, at least **63%** of CIPHI members report sharing national campaign materials on their social media channels or with their networks, as compared to 53% who reported sharing national campaign materials last year.
- » At least **1** employer or partner per province shares CIPHI social media content on their channels.



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AUDIENCES

Primary

- » General public
  - › People who frequent public spaces, venues, and businesses across Canada that are monitored and inspected by EPHPs
  - › People who attend events or use services that benefit from the work of EPHPs, such as childcare facilities
- » Prospective EPHPs (i.e. young people who may be interested in a career in environmental public health)

Secondary

- » CIPHI members (i.e. certified EPHPs)
- » Other EPHPs including:
  - › Non-CIPHI EPHPs
  - › Retired EPHPs
- » Employers including:
  - › Federal and provincial health authorities, chief public health officers/chief medical officers, VPs (senior leadership)
  - › Public Health Agency of Canada
  - › Indigenous Services Canada
  - › First Nations Health Authority (BC)
  - › Indigenous Services Canada
- » Partners including:
  - › Canadian Food Inspection Agency
  - › Municipalities and First Nations
  - › Indigenous Services Canada
  - › Health authorities
  - › Unions that represent their members
- » Educational institutions that provide CIPHI Board of Certification-approved bachelor's degrees, including:
  - › [British Columbia Institute of Technology \(Burnaby, BC\)](#)
  - › [Cape Breton University \(Sydney, NS\)](#)
  - › [Concordia University of Edmonton \(Edmonton, AB\)](#)
  - › [Conestoga College Institute of Technology and Advanced Learning \(Kitchener, ON\)](#)
  - › [Toronto Metropolitan University \(Toronto, ON\)](#)
  - › [Université de Montréal \(Montréal, QC\)](#)

KEY MESSAGES

The following key messages were developed in close consultation with the CIPHI project team and served as the foundation of the national campaign's messaging. They were reflected, in whole or in part, in campaign advertising and on the campaign landing page:

- » Environmental public health is a cornerstone of safe, functional, and thriving communities.
- » Environmental public health professionals maintain a healthy environment for all residents of Canada so their important moments are possible.
- » Whether you know us as public health inspectors or environmental health officers, the work we do is proactive, science-based, and essential to keeping your water, food, land, air, and facilities safe.
- » We are continually learning and adapting to anticipate and address environmental challenges to protect the health of all residents of Canada.

CAMPAIGN TAGLINES AND CTAS

For this year's campaign, we paired the following ad taglines with CTAs that provided further context about the work of EPHPs and encouraged people to learn more at [ciphi.ca](#):

- » Memories made possible by your environmental public health professionals
  - › CTA: See how we support food safety at [ciphi.ca](#)
- » Story time made possible by your environmental public health professionals
  - › CTA: See how we support childcare safety at [ciphi.ca](#)
- » Wonder made possible by your environmental public health professionals
  - › CTA: See how we support childcare safety at [ciphi.ca](#)
- » Self-expression made possible by your environmental public health professionals
  - › CTA: See how we support health and safety in tattoo and piercing studios.
  - › CTA: See how we support health and safety in nail salons.
- » Summer made possible by your environmental public health professionals
  - › CTA: See how we support recreational water safety at [ciphi.ca](#)
- » Good vibes made possible by your environmental public health professionals
  - › CTA: See how we support food safety at special events at [ciphi.ca](#)
  - › CTA: See how we support health and safety at special events at [ciphi.ca](#)



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- » Hydration made possible by your environmental public health professionals
  - » CTA: See how we support safe drinking water at [ciphi.ca](https://ciphi.ca)

We also translated campaign content to Canadian French to ensure that materials reached a broader audience and reflected the national scope of CIPHI’s work.

Our approach

The work of EPHPs often takes place behind the scenes. Building on last year’s national campaign, we developed the creative assets for this campaign with the aim of engaging a broad audience—adults of all ages in communities across Canada—by featuring activities that people enjoy every day and drawing a connection between them and the work of EPHPs. In taking this approach, we aimed to set an inclusive and warm tone to frame environmental public health, EPHPs, and their work positively.

Images included scenes of public pools and parks, restaurants and cafes, tattoo parlours, childcare centres, and summer festivals. Each of these visuals corresponded to an aspect of the work done by EPHPs, such as recreational water safety, licensing and inspection of food service establishments, and enforcement of public health legislation. While we kept the campaign taglines short to maximize their impact, they were supported by longer captions on social media and additional content on the CIPHI website.

To ensure broad reach across the country and maximize the available budget, the campaign was digital-only, using Bell Media’s national advertising network and CIPHI’s social media channels. CIPHI also leveraged the networks of its members, partners, employers, and educational institutions to amplify the message of the campaign. Support and endorsement from these external parties helped to show their awareness and appreciation of EPHPs and to increase CIPHI’s credibility as the premier association for EPHPs in Canada.

In addition to the national campaign, we provided CIPHI’s regional branches with a suite of assets to run more targeted advertising in their regions. These assets included a broader set of images so that regions could select what

they wanted, and a “how to” document with information on how to arrange media-buys for campaigns. We provided assets in various formats for the following: social media ads, digital display ads, billboards (digital and print), and standard paper-size posters.

As was the case in 2022, the 2023 national campaign was carried out primarily in English, with a small percentage of the media budget allocated to French ad-buys.





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# National media campaign strategy and performance





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Campaign strategy and performance

BELL MEDIA – DIGITAL AND MOBILE AD NETWORK

STRATEGY

We partnered with Bell Media to launch a national advertising campaign on their digital and mobile network, which has a monthly reach of 25.5 million users and includes 120 brand apps such as CTV Networks, TSN, iHeartRadio, MTV, and Crave. Through this network, we were able to reach specific audiences by targeting them with ads on apps they use regularly. Advertising through the Bell Media network helped ensure that we were reaching audiences across Canada, whether they were in urban centres or rural communities with limited access to more traditional forms of advertising (e.g. billboards and bus shelter ads).

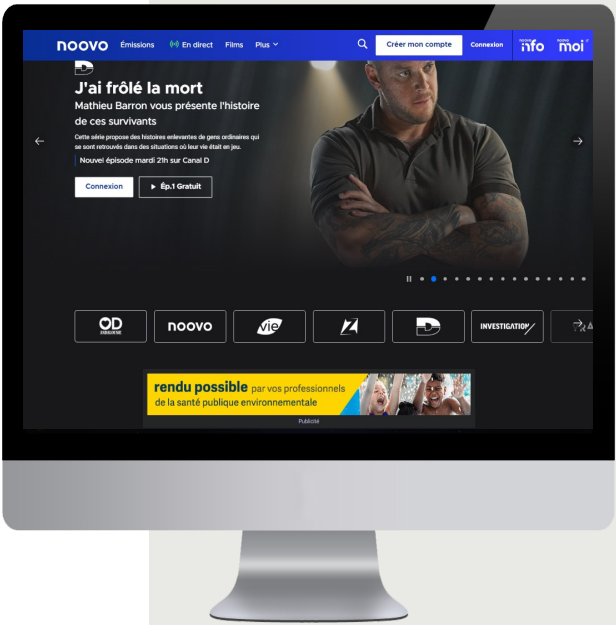
We allocated a total budget of \$25,295.00 to the campaign with Bell Media, which ran from August 21 to September 19, 2023 (~4 weeks and 1 day). Both English and French ads were launched through this network and targeted audiences across all provinces.

RESULTS

MEDIA PARTNER	BUDGET	IMPRESSIONS	CLICKS	CLICK-THROUGH RATE (CTR)
Bell Media	\$25,295.00	8,433,329	10,823	0.13%

**The Bell Media campaign resulted in 10,823 clicks to the website—a 245.9% increase of the amount of clicks received from all digital media-buys in the 2022 national campaign** (n=3,129). Although we did not meet our goal of achieving an average 0.35% click-through rate (CTR) on the Bell Media ads, the campaign showed strong engagement, as Bell Media reported that the 0.13% CTR was double the industry standard of 0.05%.

Many factors can affect CTR, including the platforms used, the industry/sector being advertised, and the media-buy budget. Setting performance targets based on relevant benchmarks is key. For future campaigns, we recommend using the results of CIPHI's previous national campaigns as benchmarks, as well as continuing to ask media partners for their benchmarks from comparable campaigns.



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META – FACEBOOK AND INSTAGRAM

STRATEGY

Last year’s national campaign relied on Facebook as the only social media platform for paid ads. These ads were very successful, resulting in an 18.3K% increase in likes for CIPHI’s Facebook page and a 9.8K% increase in reach for its Facebook page (reach represents the number of unique users who see a Facebook post or page, regardless of whether they engage with it).

Based on these past results and our goals for the 2023 national campaign, we decided to launch three ad campaigns through Meta, the company that owns Facebook and Instagram and provides advertising solutions to execute paid campaigns on both platforms. A total budget of \$5,500 was allocated for the campaigns, and Meta distributed this budget across Facebook and Instagram based on which platforms the ads performed better on.

Each campaign was customized to its target audience (see the following table) and had its own objective, with two focused on increasing awareness of the campaign with English and French audiences, and one focused on driving young Canadians to CIPHI’s website to learn more about CIPHI and the environmental public health profession. The following tables provide a breakdown of our strategy for paid ads on Meta and the results we achieved:

CAMPAIGN NUMBER	LANGUAGE	OBJECTIVE	KEY PERFORMANCE INDICATOR	BUDGET BREAKDOWN	AUDIENCE	TIMELINE
Campaign 1	English	Increase awareness	Reach	\$2,325.00	General audiences ages 25 – 65+ across Canada	Aug. 22 – Sept. 18, 2023 (~3 weeks and 6 days)
Campaign 2	English	Increase website traffic	Clicks and CTR	\$2,325.00	Young Canadians ages 18-34 across Canada	Aug. 22 – Sept. 18, 2023 (~3 weeks and 6 days)
Campaign 3	French	Increase awareness	Reach	\$600.00	General French-speaking audiences ages 25 – 65+ in Quebec, New Brunswick, and Ontario	Aug. 25 – Sept. 21, 2023 (~3 weeks and 6 days)



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**Campaign 1** focused on reaching as much of the target audience as possible. Of the seven different ads that were part of this Meta campaign, the ad that achieved the highest reach (n=420,705) was the Hydration ad, followed by the Summer ad (n=303,368) and the Memories ad (n=257,818). Out of the three best-performing ads, the Hydration ad also received the highest number of clicks (n=435) with a 0.10% CTR. Overall, Campaign 1 also received the highest unique CTR at 0.14% and the highest amount of unique link clicks.

**Campaign 2** focused on driving 18 to 34-year-olds to CIPHI’s website to begin laying the groundwork for the 2024 recruitment campaign, which will encourage young adults to consider the profession. Compared to Campaigns 1 and 3, which had seven ads in rotation, Campaign 2 had only five ads. Because we were targeting younger adults, we excluded the Storytime ad and the Summer ad as both were aimed at parents with daycare- and school-aged children.

The best performing ad on Meta for this younger demographic was the Self-expression ad, with 4,250 link clicks and a unique CTR of 4.81%. However, these results could be due to the issues Campaign 2 faced when launched. For one week, four out of five of the ads within the campaign were stuck in the [learning phase](#), with the exception of the Self-expression ad. In the learning phase, ad performance is less stable, resulting in other ads receiving few to no results. (Ads can be stuck in the learning phase for a variety of reasons, and this phase can last anywhere from a few days to a week.) After a week of few results from the

CAMPAIGN NUMBER	REACH	IMPRESSIONS	UNIQUE LINK CLICKS*	UNIQUE CLICK- THROUGH RATE (CTR)
Campaign 1	782,156	2,671,237	1,087	0.14%
Campaign 2	88,733	247,274	981	0.13%
Campaign 3	312,508	754,892	258	0.08%
Total	1,183,397	3,673,403	2,326	0.20%

*\*Unique link clicks represent the total number of people that click on a link.*

four ads, we relaunched the campaign and started seeing results from the rest of the ad set. While the rest of the ads were stuck in the learning phase, Meta allocated a majority of the budget to boost the performance of the Self-expression ad, which may account for its significantly better performance.

The second best-performing ad was the Memories ad, with 173 link clicks and a 1.81% unique CTR, followed by the Vibes ad, with 35 link clicks and a 0.85% CTR.

**Campaign 3** focused on reaching the French speakers within CIPHI’s target audience. We targeted Quebec, New Brunswick, and Ontario for this campaign. The top-three best-performing ads in this campaign were the same as in Campaign 1, with the Hydration ad having the highest reach (n=150,849). The Hydration ad also received the highest number of link clicks (n=86), with a

0.06% CTR. Out of the three campaigns on Meta, Campaign 3 received the lowest amount of link clicks and CTR. It also had the lowest budget, which may have impacted results.

Overall, the three Meta campaigns performed best on Facebook (determined by Meta’s algorithm), with the ads having greater reach and results on Facebook than on Instagram.

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RESULTS VS. CAMPAIGN TARGETS

The following metrics were set as social media targets for the 2023 national campaign:

- » Exceed the number of page likes received on CIPHI National’s Facebook page during the 2022 campaign period (4,243 likes) by at least 10% during this campaign period.
- » Exceed the reach of CIPHI National’s Facebook page achieved during the 2022 campaign period (207,192) by at least 10% during this campaign period.
- » At least 1 employer or partner per province shares CIPHI social media content on their channels.

In **2022**, the total spend for the Facebook campaign was \$7,915.97, and the campaign lasted 43 days. During the campaign, CIPHI’s Facebook page saw an 18.3K% increase in page likes and a 9.8K% increase in page reach compared to the previous 43-day period.

In **2023**, the total spend for the Meta campaign (Facebook and Instagram) was \$5,175.90, and the campaign period was shorter (27 days). During this period, CIPHI’s Facebook page saw a **60.5K% increase** (1,074,143) in page reach compared to the previous 27-day period.

In terms of page likes for CIPHI’s Facebook page, the 2023 campaign received a lower number of new Facebook page likes compared to the 2022 campaign. This may be due to the fact that in 2022, the Facebook campaign objective was to increase page likes, while the 2023 Meta campaign focused on increasing reach and website traffic. However, we were able to increase the number of page likes for CIPHI’s Facebook page by at least 10% during the 2023 campaign period. The Facebook page received 24 new likes, which is 242.9% higher than the previous 27-day period.

Because we are unable to accurately track all accounts who shared the campaign due to personal privacy settings or tracking limitations on shares, we cannot account for all the employers, partners, and regional branches that may have shared CIPHI’s social media content through their own channels during the national campaign. However, we can report the following:

- » TrainCan, one of CIPHI’s corporate members and partners, shared the national campaign in their [food safety newsletter](#), which has approximately 2,500 readers.
- » The Northern Inter-Tribal Health Authority (NITHA), located in Saskatchewan, shared one of the campaign posts on their Facebook page, which has over 3,500 followers.
- » Other organizations that shared the campaign include the Association of Supervisors of Ontario Health Inspectors, CIPHI’s New Brunswick branch, and CIPHI Environmental Health Foundation of Canada.





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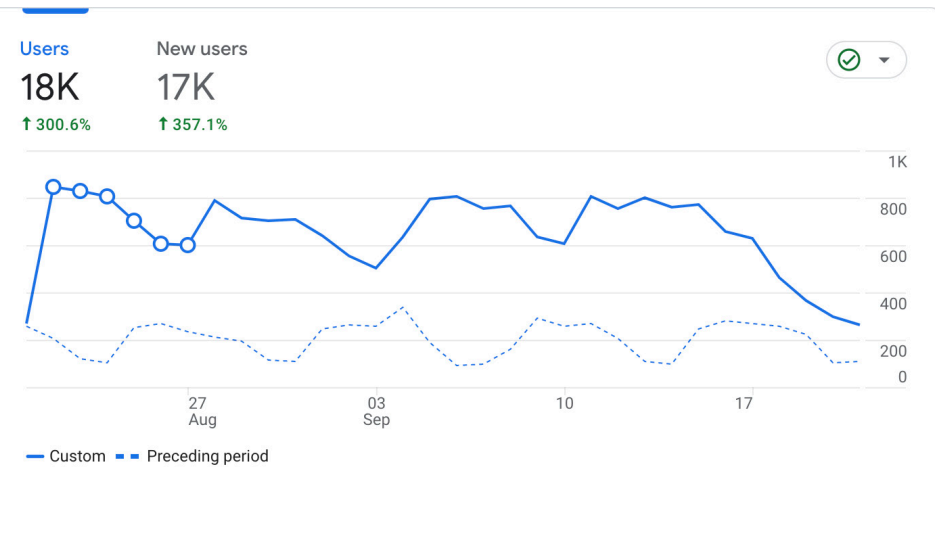
WEBSITE TRAFFIC

Before the campaign launched, the following goal was set for website traffic, based on the fact that the 2022 national campaign ran for 43 days:

» Achieve a **40%** increase in unique visitors to the CIPHI website during the campaign period compared to the previous 43-day period.

However, the 2023 campaign ended up running for approximately 32 days. Based on this timeline, we amended this objective as follows:

» Achieve a **40%** increase in unique visitors to the CIPHI website during the campaign period compared to the previous 32-day period.



Website traffic was measured from August 21 to September 21, 2023 (~32 days), as it is inclusive of the campaign timelines with both Bell Media and Meta. Results from the campaign period were compared to the 32-day period before, reflecting the campaign's immediate impact. All website traffic results are reflective of campaign efforts, as CIPHI did not have any other media campaigns launched or in-progress during the period leading up to or including the national campaign.

During the 2023 campaign period, the website received a:

300.6%

increase in total website users (n=18,139) compared to the previous 32-day period, exceeding the goal set by 260.6%.

The total number of website visitors during the 2023 campaign period was:

88.16%

higher (n=18,139) than during the 2022 campaign period (n=9,640).

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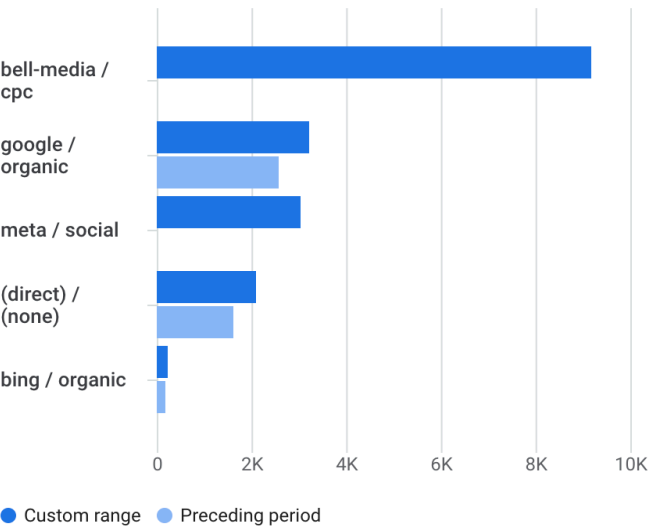
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Users by Session source / medium

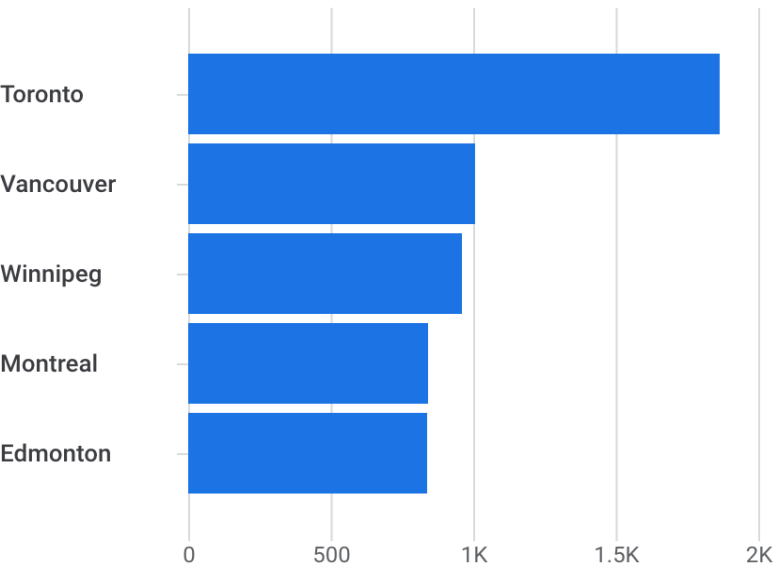


The top five sources of traffic to the website during the campaign period were:

- 1 Bell Media cost-per-click campaign (n=9,176)
- 2 Organic search on Google (n=3,219)
- 3 Meta (Facebook and Instagram) (n=3,042)
- 4 Direct or unidentified sources (n=2,096)
- 5 Organic search on Bing (n=228)

Bell Media drove 50.6% of the traffic to the website. Compared to the previous 32-day period, traffic from organic search increased by 25.3%, and Meta was the third highest source of traffic to the website.

Users by City



During the campaign period, the top cities for CIPHI's website traffic were as follows:

- » Toronto (n=1,866)
- » Vancouver (n=1,006)
- » Winnipeg (n=960)
- » Montreal (n=843)
- » Edmonton (n=839)

Note: 1,273 users were listed without a city.

Compared to the previous 32-day period, CIPHI's website saw a 639.5% increase in users from Montreal.

The number of users from Montreal was 202.1% higher during the 2023 campaign period compared to the 2022 campaign period (n=279).



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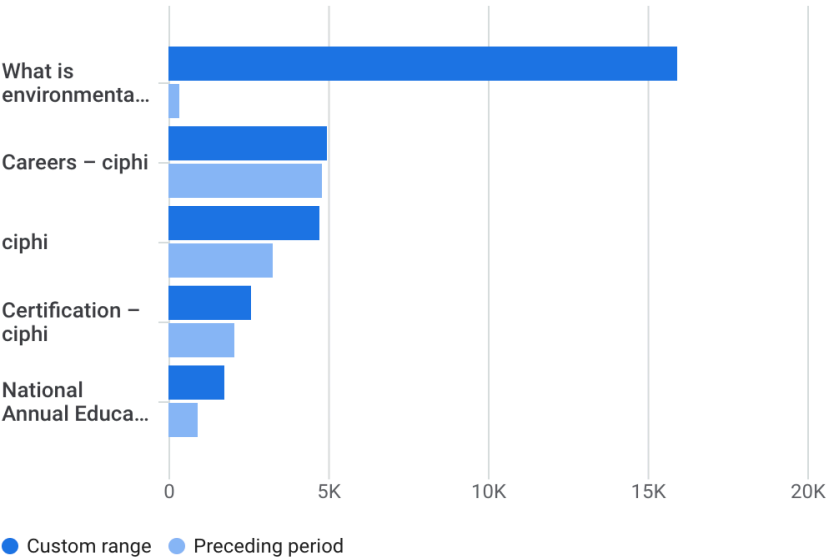
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Views by Page title and screen class



All advertising for the 2023 campaign directed traffic to the “[What is Environmental Health?](#)” page. During the campaign period, this page saw a 22.1K% increase in landing page\* traffic (from 57 to 12,681 users) compared to the previous 32-day period. By comparison, this same landing page saw a 6.6K% increase in traffic (n=2,423 users) during the 2022 campaign period.

The 2023 campaign drove 423.4% more traffic to the “[What is Environmental Health?](#)” page compared to the 2022 campaign. Other pages also saw an increase in website traffic during the 2023 campaign period:

- » Home page (38.94% increase in visitors, n=2,377)
- » Certification (23.96% increase in visitors, n=1,666)
- » Career page (9.4% increase in website visitors, n=1,571)

\*Note: A [landing page](#) is the first page a user lands on when they enter the site. The traffic count for a landing page is different from the total number of users visiting the webpage. The “What is Environmental Health?” page, set as this campaign’s landing page, saw a significant increase in website traffic in comparison to other pages on the CIPHI website, showing that many visitors to the CIPHI website first landed on this page.



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**BETHECHANGE**  
GROUP

# National media campaign performance conclusions





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Based on the campaign goals and measurable objectives that we set prior to launch, the 2023 national campaign met or exceeded expectations on almost every point. It also outperformed the 2022 national campaign, despite having a shorter campaign period and a smaller budget. We believe that this improvement in year-over-year performance can be attributed to the fact that data and recommendations from last year’s campaign were used to inform this year’s campaign strategy and media-buy plan.

- » **The campaign exceeded its website traffic goal by 260.6%.** Our stated objective for the 2023 campaign was to achieve a 40% increase in unique visitors to the CIPHI website during the campaign period (~32 days) compared to the previous month. The website saw a 300.6% increase in total website users (n=18,139) compared to the previous 32-day period, exceeding the set goal by 260.6%. Also, 17,284 of the visitors to the website were new users (marking a 357.13% increase in new users).
- » **The Bell Media ad campaign succeeded in driving traffic to CIPHI’s website.** During the campaign period, ads on the Bell Media network were the most effective at driving traffic (50.6% of it) to the website. This campaign also had more clicks than the total amount of clicks received from all digital media-buys in the 2022 national campaign.
- » **The ad campaign on Meta was effective at increasing CIPHI’s reach on Facebook.** During the campaign period, CIPHI’s Facebook page saw a 60.5K% increase in reach (n=1,074,143) compared to the previous 27-day period. This is consistent with the main objective that we set for these ads on Meta, which was to increase reach and website traffic. We also exceeded our objective of increasing the number of page likes for CIPHI’s Facebook page by at least 10% during the 2023 campaign period. The Facebook page received 24 new likes, which is 242.9% higher than the previous 27-day period.
- » **The most successful ad campaign on Meta was the one that targeted the broadest audience.** We launched three campaigns on Meta: Campaign 1 targeted the general public (adults 25 – 65+ across Canada), Campaign 2 targeted young Canadians (adults aged 18-34 across Canada), and Campaign 3 targeted French speakers aged 25 – 65+ in Quebec, New Brunswick, and Ontario. Out of these three campaigns, Campaign 1 yielded the highest number of unique link clicks and unique CTR. All ads performed better on Facebook than on Instagram.
- » **Some partners and employers shared content from the national campaign.** While we are not able to confirm whether we met our objective of having at least one employer or partner per province share social media content from CIPHI’s national campaign on its channels, we know from CIPHI’s social media team that partners, employers, and regional branches in Saskatchewan, Ontario, and New Brunswick shared content online, and TrainCan shared the campaign in its food safety newsletter, which goes out to approximately 2,500 readers.
- » **The 2023 campaign outperformed the 2022 campaign in many areas:**
  - » It drove a higher number of visitors to CIPHI’s website. The total number of website visitors during the 2023 campaign period was 88.2% (n=18,139) higher than what we achieved in the 2022 campaign period (n=9,640).
  - » The campaign landing page (What is Environmental Health?) saw a 423.4% increase in traffic compared to the 2022 campaign period.
  - » During the 2023 campaign, CIPHI’s website saw a 639.5% increase in users from Montreal. The number of visitors from Montreal was 202.1% higher during the 2023 campaign period compared to the 2022 campaign period.

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Continue partnering with Bell Media.

- » The Bell Media network has a monthly reach of 25.5 million users, and ads were served across Bell Media’s websites, mobile/tablet apps, and mobile web properties in English and French (on a network of 120+ properties).
- » Ads were geo-targeted based on the provinces, territories, cities, and communities we wanted to reach, and we could pre-select the properties on which we wanted ads to be displayed, based on the interests and activities of target audiences.
- » We could target audiences in every province and territory, in both urban and rural communities.
- » The campaign drove 50.6% of the traffic to the CIPHI site and achieved a CTR that was double the industry standard reported by Bell Media.

Continue using Meta as a platform to build engagement.

- » The ad campaign on Meta generated the third-highest source of website traffic, with a total reach of 1,183,397 users and 2,326 unique link clicks with a 0.20% CTR.
- » This cost-effective platform delivers a higher CTR than other digital advertising channels at a lower budget than other platforms.
- » Meta campaigns can increase awareness and drive traffic to the CIPHI website.
- » For future ad buys on Meta, we can set up campaigns that have engagement as a key objective. These typically result in more comments from users, which can provide more insight into how the target audience is responding to specific ads and the campaign in general.

Create a French landing page and user-test campaign concepts with French Canadians.

- » Ads for the 2023 campaign were launched in both English and French, but all audiences were driven to the What Is Environmental Health? page, which is only available in English. As CIPHI is a national organization with French-speaking members, partners, and followers, a French landing page would appeal to these audiences and support future campaigns.
- » Ensuring that a landing page aligns with the language preferences of target audiences will support a positive experience for all users, and a positive perception of CIPHI.
- » The Meta campaign targeting French speakers in Quebec, New Brunswick, and Ontario received the lowest number of unique clicks. Conducting focus groups with French Canadian audiences will help to understand what they know about EPHPs and their work before creating ads targeted at French speakers in future campaigns.
- » User-testing future campaign concepts with French Canadian audiences will help to ensure that images and messaging resonate with them.

Continue the current tone and style for future campaigns.

- » The best performing ads (with both French and English audiences) for the 2023 national campaign were the Hydration, Memories, and Summer ads.
- » New images may be used for future campaigns, but maintaining the same tone and style will build brand recognition for CIPHI and continue to build on the success of the 2023 and 2022 campaigns.

Continue using UTM tracking.

- » Continuing to implement UTM parameters into all campaign links as a best practice will allow CIPHI to see which channels are most effective in driving traffic to its website.

Consider adjusting the timeline for the national campaign.

- » The timelines of the national campaign and the EPHW campaigns were close together, such that the national campaign may have impacted the results of the EPHW campaign.
- » Scheduling the national campaign to launch two to three weeks after EPHW will minimize overlap and make it easier to evaluate the success of each campaign with accuracy.
- » Switching the order of the national and EPHW campaigns, will allow CIPHI to wrap up the year with curated imagery from the national campaign on its social media channels.

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Background

Environmental Public Health Week (EPHW) has been observed internationally since 2003 and is intended to acknowledge and celebrate environmental public health professionals (EPHPs), also known as certified public health inspectors and environmental health officers in various parts of the country. The theme for this year’s EPHW was “Standing up to protect everyone’s health each and every day”. For CIPHI’s EPHW 2023 campaign, we developed assets that reflected this theme using self-submitted photos of CIPHI members at work with accompanying first-person statements that began with: “I support the health of all Canadians by \_\_\_”.

The EPHW campaign took place from September 25 to October 1, 2023, shortly after the end of the 2023 CIPHI national campaign.

Campaign goals and objectives

GOALS

The goals of the EPHW 2023 campaign were as follows:

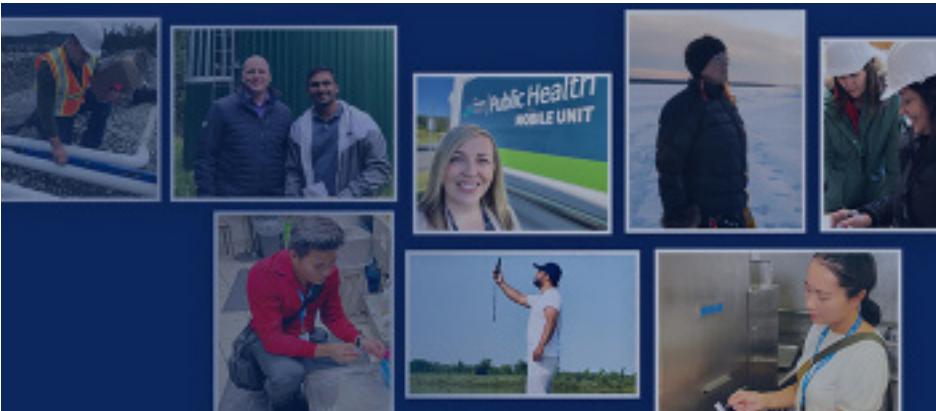
- » Celebrate the different ways that environmental public health professionals across the country use their knowledge and technical skills to help safeguard the health of all residents of Canada.
- » Create an inclusive and authentic campaign that resonates with CIPHI members and reflects the diverse backgrounds of CIPHI members and the communities they serve.
- » Create campaign assets that CIPHI members want to share within their personal and professional networks.
- » Increase awareness and appreciation of CIPHI as the premier professional association for environmental public health professionals in Canada.
- » Maintain the momentum of the 2023 summer public awareness campaign and continue to increase visibility of the complex work completed by environmental public health professionals.

OBJECTIVES

We set the following objectives for the campaign based on our goals and on the outcomes of last year’s EPHW campaign:

- » At least 3-5 posts per province/region are made from provincial CIPHI channels on their social media channels endorsing the EPHW campaign between September 25 and October 1, 2023.

- » At least 75% of CIPHI members surveyed report seeing the EPHW campaign (via email, social media, and/or internal newsletters) between September 25 and October 1, 2023.
- » At least 35% of CIPHI members surveyed report sharing EPHW campaign materials within their networks either through social media channels or email (including email signature banners).
- » A 50% increase in reach (compared to the previous 7-day period) is realized on CIPHI National’s Facebook account between September 25 and October 1, 2023.
- » A 25% increase in engagement (compared to the previous 7-day period) is realized on CIPHI National’s [Facebook](#) account between September 25 and October 1, 2023.
- » A 35% increase in reach (compared to the previous 7-day period) is realized on CIPHI National’s LinkedIn account between September 25 and October 1, 2023.
- » An increase of at least 5% in new followers (compared to the previous 7-day period) is realized on CIPHI National’s [LinkedIn](#) page between September 25 and October 1, 2023.
- » A 10% increase in unique visitors to the [About Us/Who We Are](#) page on the CIPHI website is realized between September 25 and October 1, 2023.
- » At least 1 employer or partner per province/region publicly acknowledges the work of environmental public health professionals on social media during EPHW.



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# Audiences

The audience for the EPHW campaign consists of EPHPs themselves and partners, employers, and other stakeholders, as follows:

- » Environmental public health professionals, including:
  - › CIPHI leadership and members
  - › Non-CIPHI EPHPs
  - › Retired EPHPs
- » Partners, including:
  - › [Corporate members and Affiliate members](#) (20 organizations listed on CIPHI's Our Partners page)
  - › Educational institutions
  - › The Canadian Food Inspection Agency
  - › Municipalities and First Nations
  - › Unions (e.g. [Canadian Union of Public Employees](#), [Health Sciences Association](#), [Professional Institute of the Public Service of Canada](#))
- » Employers, including:
  - › Federal and provincial health authorities, chief public health officers/chief medical officers, VPs (senior leadership)
  - › Public Health Agency of Canada
  - › Indigenous Services Canada and tribal councils
  - › First Nations Health Authority (B.C.)
  - › Associations with similar goals (e.g. [Canadian Public Health Association](#), [Canadian Association of Physicians for the Environment](#), [Canadian Association of Environmental Management](#), [Foundation for Resilient Health](#))

# Our approach

Informed by feedback gathered from the 2022 CIPHI member survey—an online survey measuring the membership's response to the 2022 national CIPHI campaign and the EPHW campaign—CIPHI's campaign for EPHW 2023 focused on content that centred the voices and experiences of EPHPs across the country.

In the survey We heard from CIPHI members expressed that they would be more likely to share campaign materials if they saw themselves reflected in the materials—specifically, if the campaign highlighted the diverse work they do; if it showed the knowledge and technical skills their work entails; and if it reflected the different regional contexts in which they work. Some member feedback also highlighted the need to see Indigenous representation in campaigns.

To that end, in the lead-up to EPHW 2023, we developed campaign assets that focused on user-generated content submitted by CIPHI members and their branches from across the country. Combining authentic, unpolished photos of CIPHI members in the field with brief first-person statements about how their work supports the health of all residents of Canada, we ensured that these assets centred their voices and experiences in a way that felt relevant and personal.

In 2022, we ran the EPHW campaign with no budget allocated for media-buys. All assets were published on CIPHI's digital channels (social media, email, internal listservs) organically. For the 2023 campaign, a small ad budget was set aside to promote posts on LinkedIn and Meta. We also partnered with the Indigenous Services Canada (ISC) team to amplify their social media campaign during EPHW and expand the reach of CIPHI's campaign beyond its own followers. The ISC team provided us with content and images featuring environmental public health officers who work with ISC and First Nations communities for us to adapt to CIPHI's EPHW campaign. Using these materials, we created collaborative posts that were shared organically on both CIPHI and ISC's social media accounts (LinkedIn, Facebook, Instagram). Additional posts from ISC that focused on recruiting more Indigenous people to the field of environmental public health were also reposted on CIPHI's channels during EPHW.



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# Campaign strategy and performance

## LINKEDIN

### STRATEGY

Because the audience for EPHW consists of professionals in the field of environmental public health as well as partners and employers in government, health authorities, educational institutions, and other associations, we recommended running a paid campaign on LinkedIn for EPHW 2023. As the world’s largest professional network, [LinkedIn is used in marketing strategies](#) because of how effective it can be in building brand awareness, fostering business relationships and partnerships, driving traffic to a website, and expanding professional networks for individuals, organizations, and businesses.

We ran the EPHW campaign on LinkedIn from September 26 to October 1, 2023, with a total budget of \$200.00. This was the first time we allocated a budget to a LinkedIn campaign for EPHW.

The following objectives for the LinkedIn campaign were set before launch:

- » A 35% increase in reach (compared to the previous 7-day period) is realized on CIPHI National’s LinkedIn account between September 25 and October 1, 2023.
- » An increase of at least 5% in new followers (compared to the previous 7-day period) is realized on CIPHI National’s LinkedIn page between September 25 and October 1, 2023.

### RESULTS

During the campaign period, CIPHI’s LinkedIn page **received 35 new followers, which was 52.2% higher than the previous seven-day period**, exceeding the original objective of a 5% increase.

We set a 35% increase in reach for CIPHI National’s LinkedIn account as an objective. Reach refers to the number of users who interact with content or a page. Because LinkedIn uses “unique visitors” as a metric instead of reach, this is the metric we use to compare the results of a campaign against the objective set. During EPHW, CIPHI National’s LinkedIn page received a 201.9% increase in unique visitors (n=160) compared to the previous seven-day period, far exceeding the objective set. In the previous seven-day period, CIPHI National’s LinkedIn page only received 48 unique visitors.

PLATFORM	KEY PERFORMANCE INDICATOR: CLICKS	IMPRESSIONS	CLICK-THROUGH RATE (CTR)
LinkedIn total results	565	13,023	4.34%

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# Campaign strategy and performance

## META (FACEBOOK AND INSTAGRAM)

### STRATEGY

The EPHW campaign on Meta ran from September 26 to October 1, 2023, with a total budget of \$150.00. This was the first time we ran a paid Meta campaign for EPHW for CIPHI. Facebook posts were published and boosted to both Facebook and Instagram during the campaign period.

The following objectives for the campaign were set before launch:

- » A 50% increase in reach (compared to the previous 7-day period) is realized on CIPHI National's Facebook account between September 25 and October 1, 2023.
- » A 25% increase in engagement (compared to the previous 7-day period) is realized on CIPHI National's Facebook account between September 25 and October 1, 2023.

### RESULTS

During the campaign period for EPHW, CIPHI National's Facebook page reach was lower than the previous seven-day period by 94.3% (n=8,064). The results of the EPHW campaign were impacted by its overlap with the national campaign, which wrapped up a week prior. Because the national campaign resulted in a significant boost in reach, the EPHW campaign's reach did not attain the objective of being 50% higher than the previous 7-day period. Please see the [campaign strategy and performance section for the national campaign](#) for details.

**During the campaign period, the following engagement metrics were observed:**

21.1% 42.9%

increase in Facebook page  
visits (n=1,398)

increase in Facebook page  
likes (n=10)

80%

increase in Instagram followers  
(n=27)

112.5%

increase in Instagram profile visits  
(n=306)



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The paid objective of the national campaign on Meta was to increase reach and website traffic, while the EPHW campaign on Meta had a paid objective to increase engagement on each post. In addition to the overlapping timelines of the two campaigns, the difference in paid objectives may have been a factor in the difference between the results and the campaign objectives set.

The ad that received the most engagement (reactions, shares, saves, clicks, comments) was the ad featuring Dana, a health protection consultant who helps remove barriers to accessing immunization clinics. The ad received a total of 177 post engagements.

PLATFORM	KEY PERFORMANCE INDICATOR: POST ENGAGEMENTS	IMPRESSIONS	CLICKS	CLICK-THROUGH RATE (CTR)
Meta total results	1,027	9,046	33	0.36%



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INSTAGRAM AND LINKEDIN ORGANIC POST RESULTS

STRATEGY

In addition to ads being launched on Facebook and LinkedIn, the campaign was published organically on CIPHI’s Instagram and LinkedIn pages. We provided captions, visual assets, and a schedule for the posts, and CIPHI published one post per day from September 26 to October 1, 2023.

RESULTS

PLATFORM	IMPRESSIONS	TOTAL LIKES	SHARES	TOTAL ACCOUNTS THAT ENGAGED WITH THE POSTS
Instagram organic total results	2,529	238	52	252

Overall, the organic posts on Instagram saw significant engagement, with many being shared by audiences to their own network. The post featuring Mahith was shared by 22 accounts. Most of the accounts reached by these posts were those of CIPHI’s own followers. For example, for the post featuring Samarjeet, the post reached 297 CIPHI followers and 39 accounts that did not follow CIPHI. Because Instagram does not allow for hyperlinks in captions, we were unable to measure whether audiences used the [ciphi.ca](https://ciphi.ca) URL in the posts to go to the website.

PLATFORM	IMPRESSIONS	TOTAL REACTIONS	REPOSTS (SHARES)	TOTAL CLICKS	CLICK-THROUGH RATE
LinkedIn organic total results	3,573	133	14	184	5.15%

Similar to Instagram, the organic posts published on LinkedIn saw robust engagement, with three posts achieving an engagement rate over 10%. The post featuring Samarjeet received the highest number of clicks (n=88) and reactions (n=37).



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COLLABORATING WITH  
INDIGENOUS SERVICES CANADA  
(ISC) FOR EPHW

STRATEGY

We collaborated with ISC on social media posts that featured two environmental public health officers, Margaret and Shannon, who work in First Nations communities. The ISC team provided images and caption information, and we adapted them to fit the look and theme of CIPHI's EPHW campaign. Because ISC is a federal government entity, we ensured that these posts were in both English and French. They were published organically on Facebook, Instagram, and LinkedIn.

On Instagram, we used the Instagram Collab feature for the post about Margaret. In an Instagram Collab, one user creates the post and then invites another user to be listed as a collaborator. Once the collaborator accepts, the post appears in both users' accounts, allowing each party to access a new audience and expand their overall reach. After we invited ISC's accounts ([gcindigenous](#) and [gcautochtone](#)) to be collaborators for Margaret's post, the post was featured on both its accounts and on CIPHI's account. As ISC only features Indigenous people on its social media accounts, the Collab feature was not used for the post about Shannon, who works with First Nations communities but is not Indigenous. For ISC's own campaign efforts during EPHW, it invited CIPHI as a collaborator to boost CIPHI's profile and the environmental public health profession.

RESULTS

Through the collaboration, Margaret's posts (English and French) reached more users who did not follow CIPHI on Instagram than those who did. 77.1% of the English post's total reach was to accounts that did not follow CIPHI (n=948) and only 22.9% of the total accounts reached were accounts following CIPHI (n=281). Shannon's post reached fewer accounts, with her English post only reaching 314. 67.8% of these accounts were following CIPHI (n=213).

The posts translated in French did not perform as well as the posts in English on all three channels. For example, the English post featuring Margaret on Instagram received 66 likes and 14 shares. The French version received 17 total likes and 0 shares. We saw similar results on Facebook. The English post featuring Margaret had 46 reactions and 15 shares, while the French version only received 13 reactions and 6 shares.

These differences may be a result of French-speaking audiences engaging less with CIPHI's social media channels compared to English-speaking audiences.

In addition, ISC shared its social media calendar for EPHW with us, and we identified opportunities to amplify its campaign through reposts. Four posts from ISC were reposted on CIPHI's Facebook and LinkedIn pages during the week.



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PARTNERS WHO SHARED THE CAMPAIGN

The following campaign objective was set before the start of the campaign:

- » At least 1 employer or partner per province/region publicly acknowledges the work of environmental public health professionals on social media during EPHW.

During the campaign we saw 20 partners share the campaign or tag CIPHI on Facebook, Instagram, or LinkedIn to celebrate EPHW:

- » Premières Nations et Inuits en santé
- » Healthy First Nations and Inuit
- » Indigenous Services Canada (French and English)
- » Northern Inter-Tribal Health Authority located in Saskatchewan
- » Sarnia-Lambton Federal Liberal Association
- » Niagara Region Public Health
- » Southwestern Public Health
- » EH Student Union, Concordia U of Edmonton
- » Northern Health – BC
- » Digital Government and Service NL, Government of Newfoundland and Labrador
- » Association of Supervisors of ON Health Inspectors
- » Middlesex-London Health Unit
- » Public Health Sudbury & Districts and its French account, Sante publique Sudbury et districts
- » Ottawa Public Health
- » Judy Foote, lieutenant governor of Newfoundland and Labrador
- » CIPHI Alberta
- » CIPHI Environmental Health Foundation of Canada
- » CIPHI Nova Scotia and Prince Edward Island Branch
- » CIPHI New Brunswick Branch
- » CIPHI Newfoundland & Labrador Branch

20 partners shared the campaign

WEBSITE TRAFFIC

All paid ads on Meta and LinkedIn linked to the [About Us](#) page. The following goal was set as a campaign objective before the start of the campaign:

- » A 10% increase in unique visitors to the About Us/Who We Are page on the CIPHI website is realized between September 25 to October 1, 2023.

Compared to the previous seven-day period, the CIPHI About Us page landing page traffic increased by:

393.98%

(n=657 from 133 users)

The new users on this page increased by:

403.9%

(n=645 from 128 users)

In 2022, the About Us page only received nine page sessions and nine new users during EPHW (September 26 – October 2, 2022). No paid ads were used to promote the campaign in 2022. All posts published were organic.



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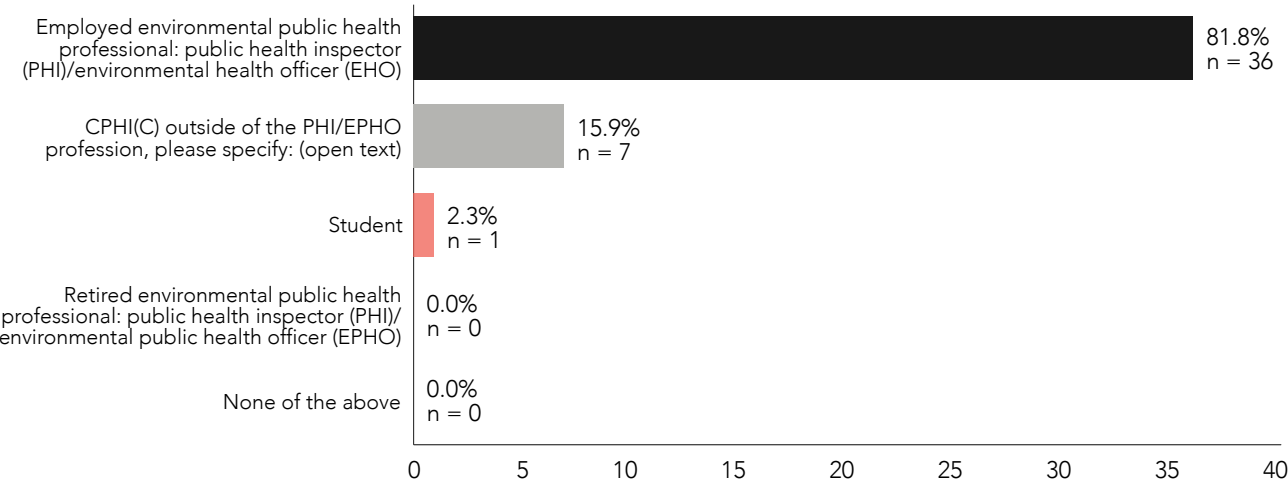
CIPHI conducted a member survey through SurveyMonkey from October 6 to 12, 2023, and the survey link was shared through CIPHI’s listserv. The purpose of the online survey was to gather member feedback on the EPHW 2023 campaign and to see if it succeeded in addressing member feedback that came out of the previous year’s survey.

A total of 44 CIPHI members completed the survey.

FINDINGS

DEMOGRAPHICS

I am a (an): (n=44)



Most respondents (81.8%, n=36) were employed EPHPs. One respondent was a student, and the remaining respondents (15.9%, n=7) identified as CPHI(C) outside of the PHI/EPHO profession.

For those who specified CPHI(C) outside of the PHI/EPHO profession, the following responses were listed:  
*\*Responses are n=1 unless otherwise indicated.*

- » Leave of absence from PHI as a Preventive Medicine with DND
- » IPAC specialist for long-term care
- » PHI
- » Senior official
- » Consultant with provincial government
- » Health promoter
- » Other

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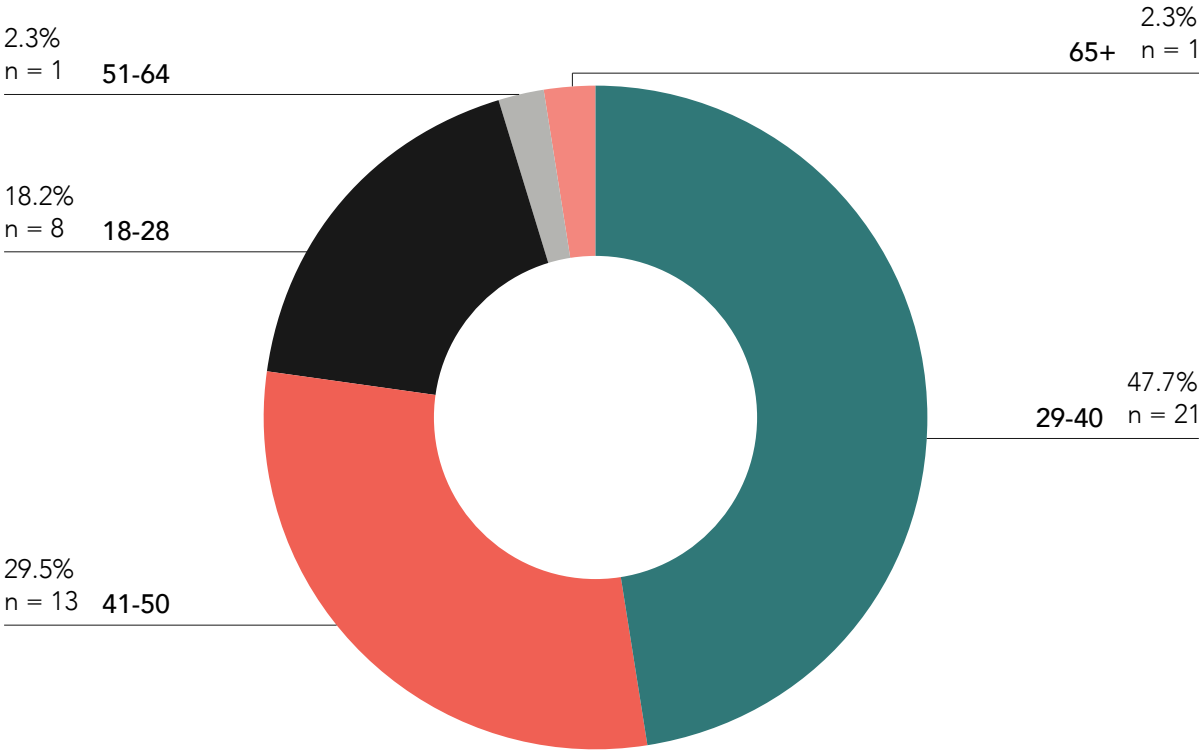
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What is your age? (n=44)



Nearly half (47.7%; n=21) of survey respondents were aged 29 to 40 years, followed by 29.5% (n=13) of participants falling within the ages of 41 to 50, and 18.2% (n=8) within the ages of 18 to 28.



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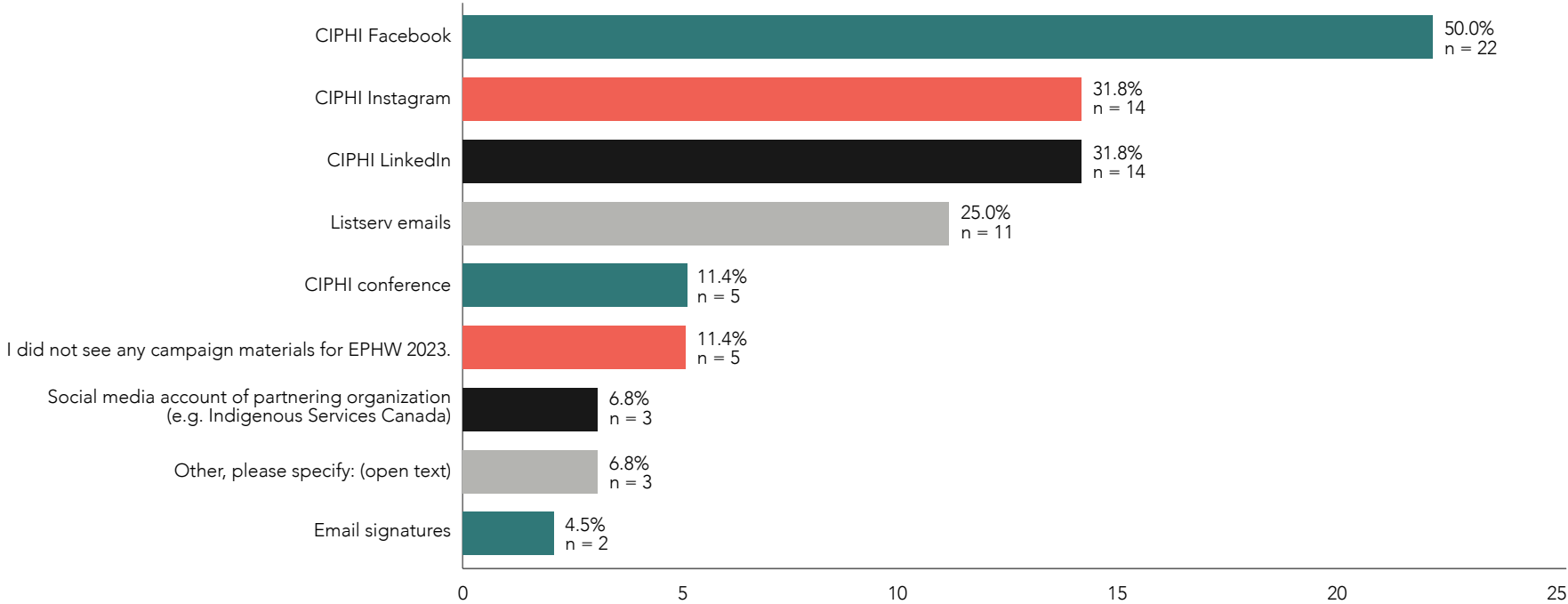
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RESPONSES TO THE EPHW 2023 CAMPAIGN

Where did you see the EPHW 2023 campaign? (n=44)



Half of respondents (50.0%; n=22) saw the EPHW 2023 campaign materials via the CIPHI Facebook page, which is nearly double what was reported in the 2022 EPHW 2022 survey where 25.9% respondents said they saw the campaign on Facebook. An equal number of respondents saw the 2023 campaign on Instagram (31.8%; n=14) and LinkedIn (31.8%; n=14). This is also a significant change from the 2022 survey, where only 2.6% of respondents said they saw the EPHW 2022 campaign on Instagram and 16.9% said they saw it on LinkedIn.

A quarter of respondents (25%; n=11) saw the EPHW 2023 campaign in Listserv emails. Respondents also reported seeing the EPHW 2023 campaign at the CIPHI conference (11.4%; n=5); on the social media account of a partnering organization such as Indigenous Services Canada (6.8%; n=3); and in email signatures (4.5%; n=2).

For those who selected “Other”, the following responses were reported by respondents (n=3):

- » X (formerly Twitter)
- » EPH Week Lunch & Learns
- » From CIPHI emails, director

Only five respondents (11.4%) answered that they did not see any campaign materials for EPHW 2023.

Note: Respondents were free to select more than one response for this question.

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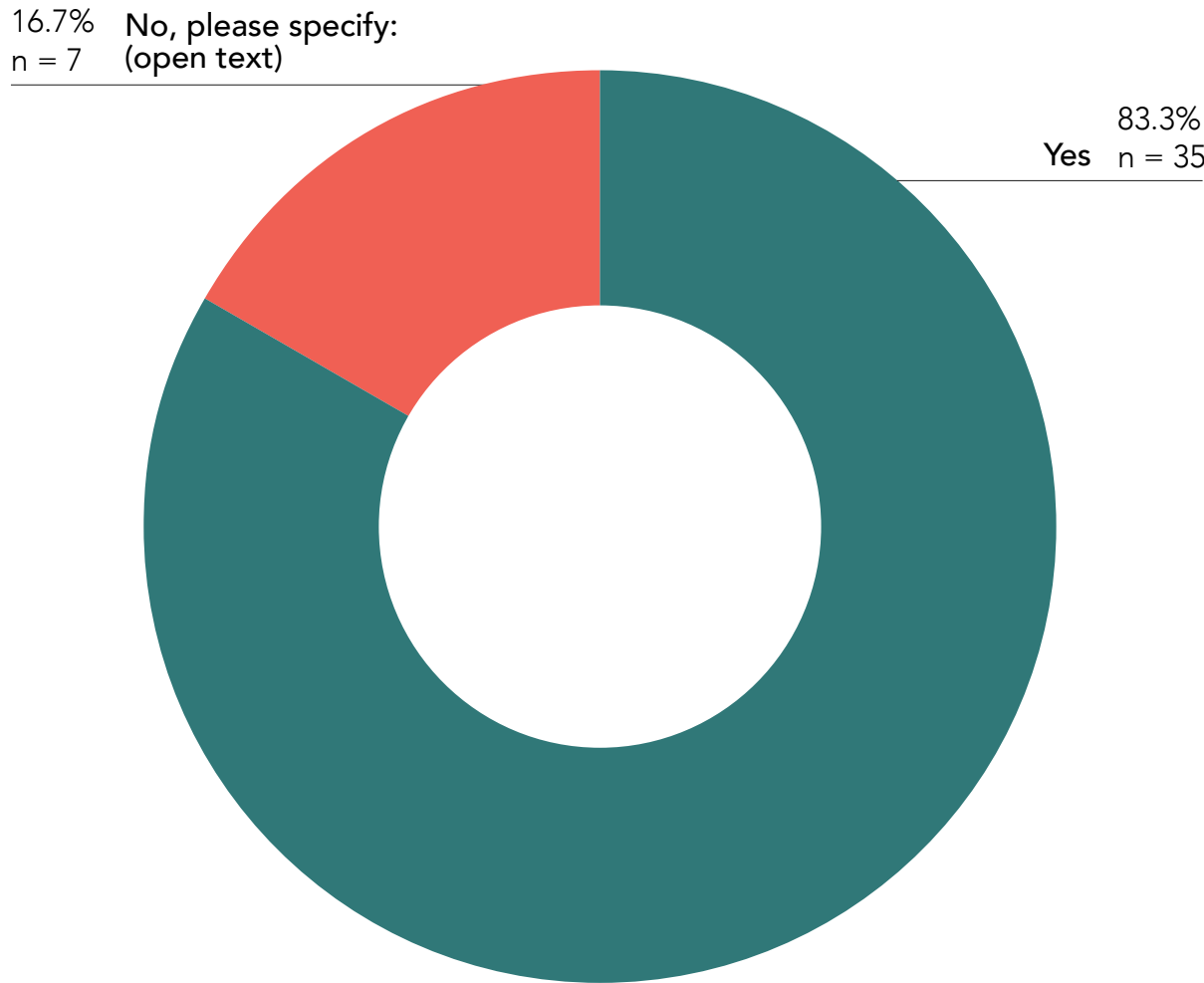
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For the EPHW 2023 campaign, CIPHI members submitted content around the statement, "I support the health of all Canadians by...". In your opinion, did the campaign materials accurately reflect the work of EPHPs? (n=42)



A strong majority of respondents (83.3%; n=35) reported that the EPHW 2023 campaign materials accurately reflect the work of EPHPs.

Among those who indicated that the EPHW 2023 campaign materials did not accurately reflect the work of EPHPs (16.7%; n=7), the following reasons were given:\*

- » "I would move away from a "theme" each year. They become repetitive and somewhat trivial. I would celebrate the week for what it is and don't feel you have to add additional branding by script each year."
- » "Need more regarding emergency and health hazard. More focus on awareness of what we do and the importance. "
- » "There definitely could have been more awareness and posts to show the work done."

Two respondents (28.6%) said they did not see the campaign materials, and 1 respondent said they only saw 1 post. Finally, 1 respondent said they would have

\*Note: Unless otherwise noted, participant responses are cited verbatim and have not been edited.



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In your opinion, did this year’s campaign materials reflect the cultural  
diversity of CIPHI’s membership? (n=41)

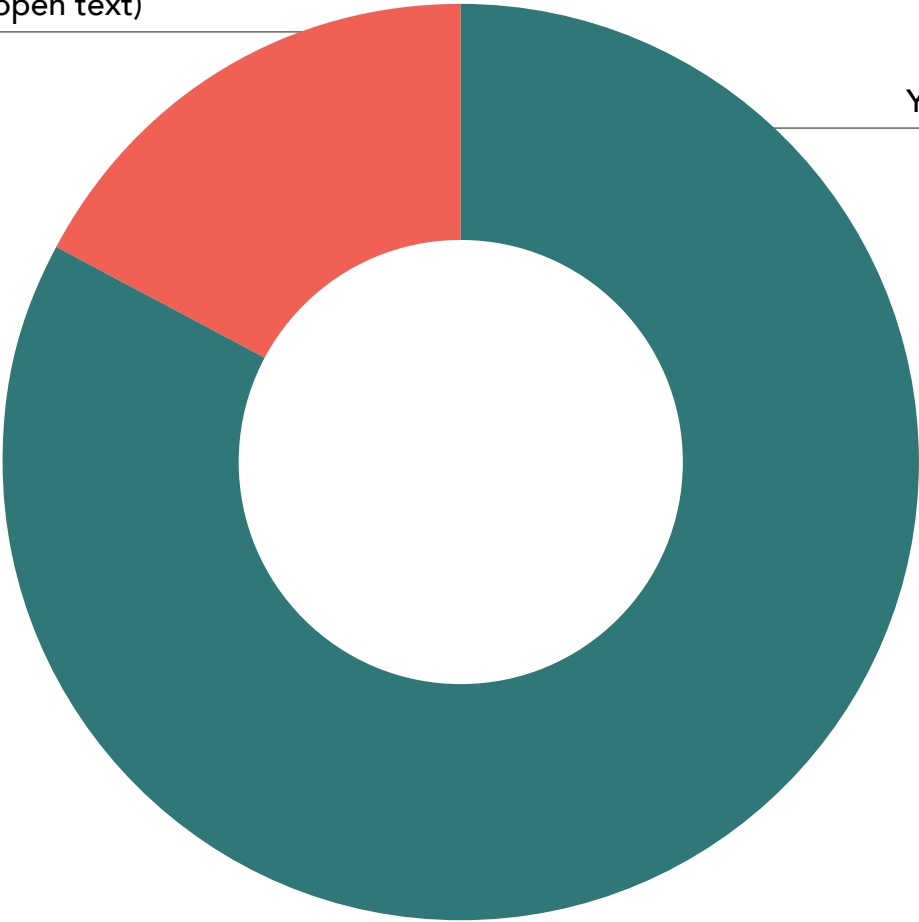
A strong majority of respondents (82.9%; n=34) reported that the 2023 EPHW campaign materials reflected the cultural diversity of CIPHI’s membership. Among those who indicated the material did not reflect the cultural diversity of CIPHI’s membership (17.1%; n=7), the reasons provided included:

- » “The only reason I say this is because nothing particular stood out to indicate a deliberate effort. Nonetheless, thank you for highlighting in this question.”
- » “More time to submit for more diverse submissions.”
- » “Only saw 1 post - could have been promoted better.”

Two respondents said they did not see any campaign materials.

17.1% No, please specify:  
n = 7 (open text)

82.9%  
Yes n = 34



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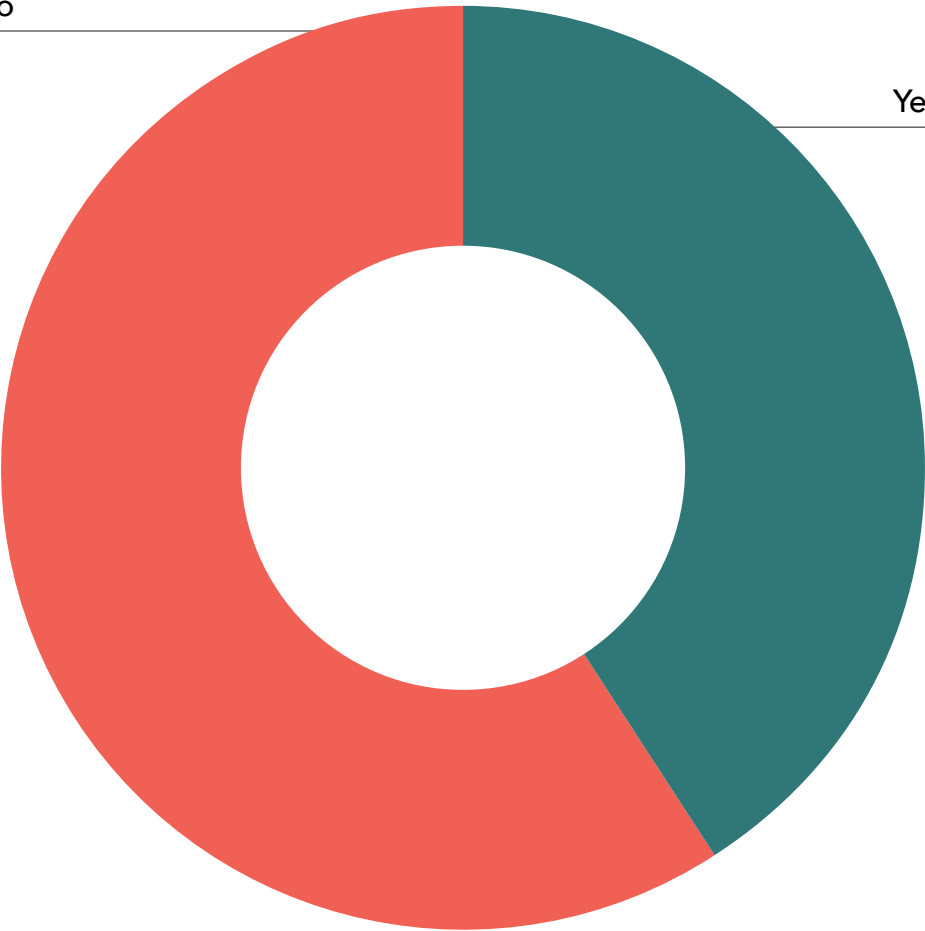
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Did you share the EPHW 2023 campaign with others (e.g. colleagues,  
friends or family)? (n=44)

59.1%  
n = 26 No

40.9%  
Yes n = 18



Approximately 41% of participants (n=18) shared the EPHW 2023 campaign with others, which exceeded one of the objectives we set prior to the launch of the campaign, which was as follows: At least 35% of CIPHI members report sharing EPHW campaign materials within their networks either through social media channels or email (including email signature banners).

However, nearly 60% of participants did not share the EPHW 2023 campaign with others, which is more than what was reported in the 2022 EPHW 2022 survey where 52.4% respondents said they did not share that year's campaign materials.

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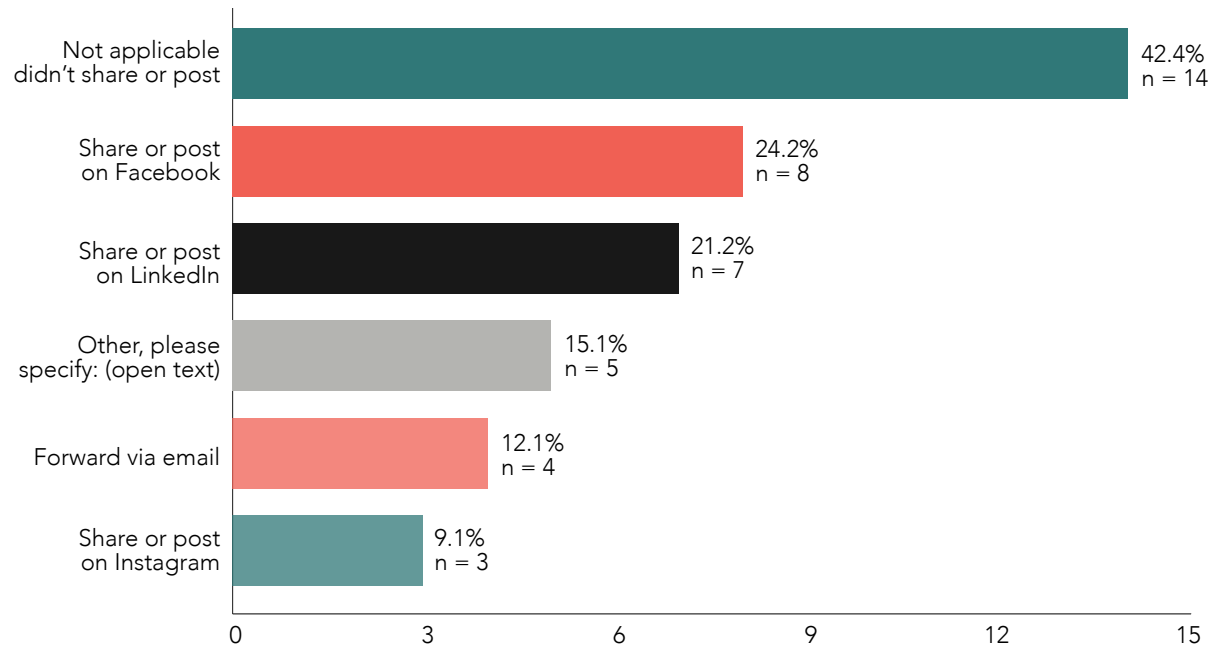
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If you shared the EPHW 2023 campaign, how did you share it? (n=33)

Note: Respondents were free to select more than one response for this question.



For those who indicated that they shared the EPHW 2023 campaign, the most common channels for sharing the campaign materials were Facebook (24.2%; n=8) and LinkedIn (21.2%, n=7).

Among those who selected "Other", the following responses were reported: (n=5)

- » "Physical posters"
- » "CIPHI BC"
- » "Liked photos"
- » "Whatsapp messages to families"
- » "We used the graphic in an email to all health unit staff."





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Is there anything else you’d like to share about the EPHW 2023 campaign? (n=22)

The responses to this open text question included the following:

- » Enjoyed/loved the campaign n=8
- » Would like EPHW campaign content to extend for more than one week n=2
- » Found the campaign materials difficult to share or access n=2
- » Was hoping that their submission would be included in the campaign/ would like a way to continue to post or feature submissions that didn’t make it into the campaign n=1
- » Felt the campaign only focused on those working directly in public health n=1
- » Wanted to see the campaign shared on a larger platform and more done to explain what public health is n=1
- » Would have liked the images (the designed assets) to mention EPHW explicitly n=1
- » Would have liked more generic email signatures so it didn’t seem like they were promoting another health region or employer n=1
- » Felt it was hard to submit content for the campaign because the work of EPHPs is often solo and confidential, and also felt that the question might result in what seems like “bragging” n=1
- » Was concerned that the full names of EPHPs were included in the posts and that it could lead to negative online interactions for them n=1

Among those who provided additional comments, eight respondents (36.4%) stated that they enjoyed the campaign and felt it was an overall success. Two (9.1%) respondents commented that the campaign should have run longer than one week, and two (9.1%) reported having some difficulty accessing the materials in order to share them within their networks.

“Thank you for all your efforts! I believe it was an overall success :)”

“It would be nice to see more people in the field being showcased throughout the year — not just for campaign week.”

“I thought it was really great. Very real and relatable. It was tangible to understand exactly some of the work inspectors do.”

“I loved it, it was amazing!”

“I loved the diversity of the professionals, the provinces, and the topics! I loved that it was in formats that were shareable. When CIPHI sent us the mock-up of our campaign post, that was what we used to send to all staff.”

“The campaign this year was much more clear than last year. Great work to all involved.”

“For future campaigns, could all materials be available on the website so we can choose which materials are most appropriate for the communities we serve?”

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- » During the seven-day campaign period, CIPHI's Facebook page saw a 21.1% increase in page visits (n=1,398) and a **42.9% increase in page likes** (n=10).
- » CIPHI's Instagram account saw a **112.5% increase in profile visits (n=306) and an 80% increase in followers** (n=27) during the seven-day EPHW 2023 campaign period.
- » Organic posts on CIPHI's Instagram account during EPHW 2023 saw great engagement, with 238 total likes and 52 shares.
- » The 2023 EPHW campaign was successful at driving traffic to the site. Compared to the seven-day period before the campaign, web traffic to the CIPHI About Us landing page increased by **393.9%** (n=657 from 133 users) during the campaign, greatly exceeding the objective we set of seeing a 10% increase in unique visitors to the page. The new users on this page increased by 403.9% (n=645 from 128 users) during the same period. By comparison, the About Us page during EPHW 2022 only received 9 page sessions and 9 new users. No paid ads were used to promote the campaign in 2022.
- » CIPHI reported that **at least 20** regional CIPHI branches, government agencies, and other partners shared EPHW 2023 campaign materials on social media, significantly exceeding our objective of having at least one employer or partner per province/region publicly acknowledge the work of EPHPs on social media during the campaign.

Based on the campaign goals and measurable objectives that we set prior to launch, the EPHW 2023 campaign met or exceeded expectations in almost every instance:

- » Of the 44 CIPHI members who responded to the survey, **88.6% (n=39) saw the campaign**. This exceeded our campaign objective for at least 75% of CIPHI members surveyed to report seeing the EPHW 2023 campaign. It also exceeded last year's results, where 72.6% of survey respondents said they saw the EPHW 2022 campaign.
- » Of the 44 CIPHI members who responded to the survey, **40.9% (n=18)** reported sharing EPHW campaign materials within their networks. This exceeded our objective for at least 35% of CIPHI members surveyed to report sharing campaign materials within their networks.
- » CIPHI National's LinkedIn page received 35 new followers during the seven-day EPHW 2023 campaign period, which is **52.2% higher** than the previous seven-day period. We greatly exceeded our objective of seeing a 5% increase in followers during the campaign.
- » During EPHW 2023, CIPHI National's LinkedIn page received a **201.9% increase** in unique visitors (n=160) compared to the previous seven-day period, greatly exceeding the objective we set of seeing a 35% increase in reach for the page.
- » Organic posts published on CIPHI's LinkedIn account saw great engagement, with 133 total reactions, 14 shares, and 184 clicks.





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Continue investing in paid campaigns on Meta to boost engagement and reach.

- » The 2023 CIPHI member survey indicated that 50% of all respondents saw the EPHW 2023 campaign materials via the CIPHI Facebook page, nearly double what was reported in the 2022 survey.
- » On Instagram, the number of respondents who saw the 2023 campaign was 31.8%, up from 2022, when only 2.6% of survey respondents reported seeing the EPHW 2022 campaign on Instagram.
- » Facebook was the most common channel for sharing campaign materials, as reported by 24.2% of survey respondents.
- » CIPHI’s Instagram account saw a 112.5% increase in profile visits and an 80% increase in followers during the seven-day EPHW 2023 campaign period.
- » CIPHI received an 112.5% increase in Instagram profile visits compared to the previous week.

Continue investing in paid campaigns on LinkedIn.

- » LinkedIn is the world’s largest professional network and can be effective in helping to build brand awareness, foster partnerships, drive web traffic, and grow CIPHI’s online presence.
- » 31.8% of respondents to the CIPHI member survey saw the campaign on LinkedIn, second only to Facebook (50%), and equal to Instagram (31.8%). This is a significant improvement over 2022, when 16.9% of survey respondents reported seeing the campaign on LinkedIn.
- » LinkedIn was reported as the second most popular channel for sharing campaign materials, with 21.2% of survey respondents saying they either posted about the campaign or shared a post about the campaign on their LinkedIn accounts.
- » During the seven-day EPHW 2023 campaign period, CIPHI National’s LinkedIn page had a 52.2% increase in new followers and a 201.9% increase in unique visitors compared to the previous week.

Continue using user-generated content.

- » In 2022, respondents to the CIPHI member survey expressed that they would be more likely to share campaign materials if they were “more specific/likeable” and highlighted “local employees”.
- » 2022 survey respondents said that more Indigenous-specific content was needed.
- » In 2023, using self-submitted photos of CIPHI members in the field along with first-person statements about their work showed EPHPs and EPHOs from different regions, showcased the diversity of their work, and included the voices of Indigenous environmental public health officers (EPHOs) and EPHOs who work with First Nations communities.
- » In the 2023 member survey, some respondents observed that the campaign was relatable, authentic, and inclusive in its depiction of real EPHPs from across Canada, and clearer than last year’s campaign.

User-test the campaign with French audiences and create a French landing page.

- » The French posts created in collaboration with ISC had lower engagement than the same posts in English.
- » Posts in French received less engagement on CIPHI’s social media channels compared to English posts, as was the case for both the 2022 national and EPHW campaigns.
- » Focus groups with French-speaking audiences will be especially useful in creating a strategy and creative direction for CIPHI’s upcoming recruitment campaign that will increase engagement with these audiences.
- » Creating a French landing page for future campaigns will ensure a truly inclusive user experience for French speakers who go to the CIPHI website after seeing an ad in French.

Continue partnering with Indigenous Services Canada (ISC).

- » Collaborating on social posts with ISC extended the reach of the campaign beyond CIPHI’s followers without allocating budget to boost these particular posts. One such Instagram post reached 1,229 Instagram users, 77.1% of whom were not followers of CIPHI’s account.
- » Collaborating with ISC can continue to grow awareness of CIPHI among new audiences; increase the visibility of Indigenous EPHOs and EPHOs who work with First Nations communities; and foster awareness of and interest in the field of environmental public health among Indigenous audiences.



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