



WALKROLLMAP.ORG

PROMOTION AND ENGAGEMENT

2022 - 2023

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MARCH 31, 2024



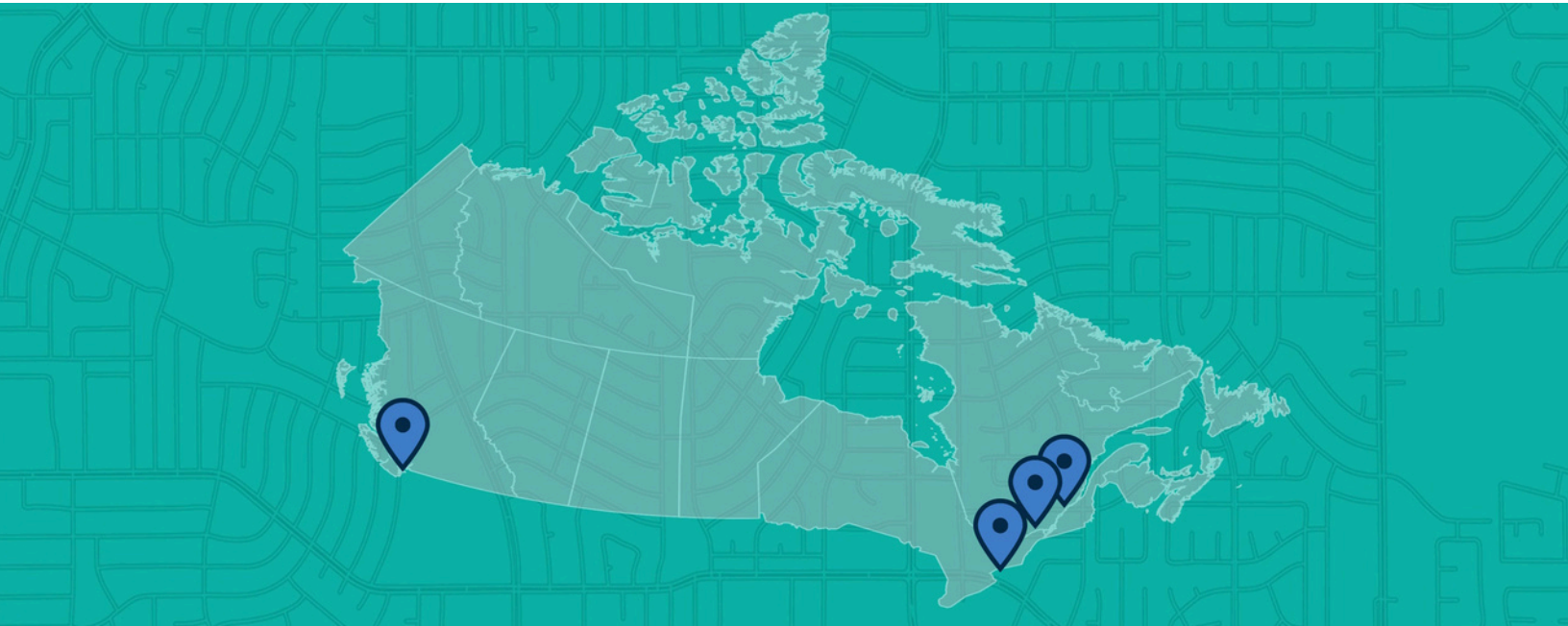
University
of Victoria



Public Health
Agency of Canada

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Creation of WalkRollMap.org and public engagement was supported by the Public Health Agency of Canada

BACKGROUND

WalkRollMap.org (WRM) was launched in October 2021 in the Capital Regional District (CRD) BC as a pilot. Wider promotion occurred in Fiscal Years 2 & 3, with analysis and reporting planned for Fiscal Year 4 (April 2023 - March 2024). This report summarizes promotional activities from April 2022 through autumn 2023 in four areas in Canada and provides insight into the effect of promotion on report levels. We also present an analysis of responses to the question "How did you hear about WalkRollMap?" added to the WRM platform in December 2022.

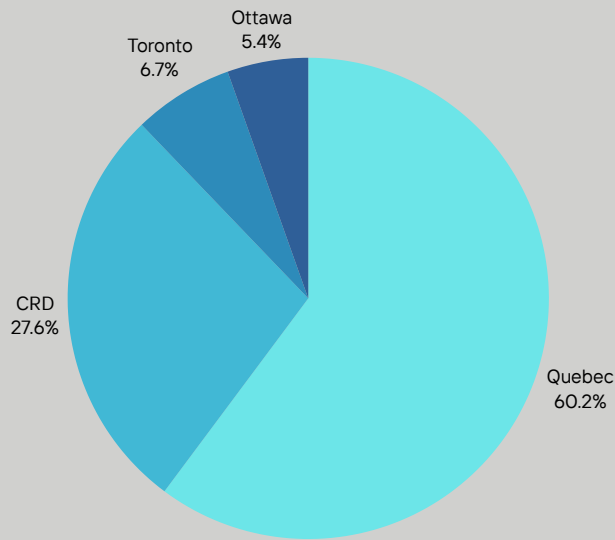
How was WalkRollMap promoted? What approaches were effective? How did people hear about it?

CRD, Ottawa, Toronto, & Quebec

Promotion and engagement activities occurred at different times, with different approaches and partners, in different areas across Canada. We focus on four areas - the CRD, Toronto, Ottawa, and the Province of Quebec - where promotional efforts were concentrated. Within the Province of Quebec, most (83%) of the WRM reports were from Montreal, Gatineau, Saguenay, Quebec City, Laval, and Trois Rivières.

REPORTS BY LOCATION AND POPULATION

Percentage of WalkRollMap reports from the CRD, Toronto, Ottawa, and the Province of Quebec. October 1, 2021 to November 7, 2023, n=2294



Area	# of Reports	Reports per 10K Pop'n
Capital Regional District*	706	16.99
Ottawa	139	1.37
Toronto	172	0.62
Quebec - Province	1538	1.81
Gatineau	377	12.95
Saguenay	112	7.74
Ile de Montreal	610	3.46
Quebec City	114	1.97
Laval	56	1.28
Trois Rivières	14	1.01
Quebec Municipalities (83% of Quebec Reports)	1283	3.84

PROMOTION & ENGAGEMENT

type - location - timing

The types of promotional activities varied with the area and occurred at different times. Hosted information tables were the most frequently and widely used in-person promotional approach. Social media posts and advertisements from WRM team accounts were used in all areas.

Population Statistics from Stats Canada
*CRD Data Oct 1, 2021 to Feb 9, 2024

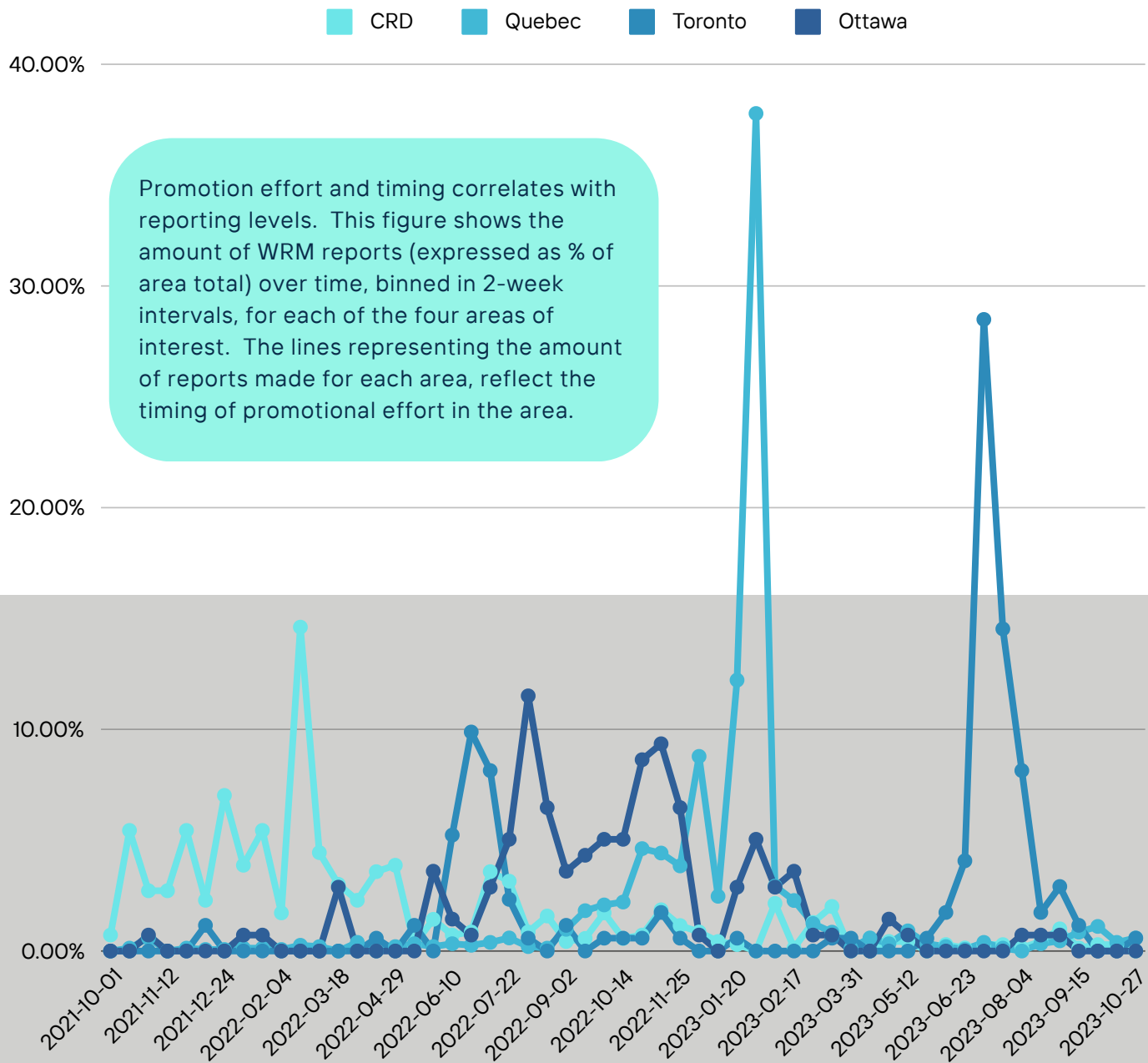
tables - presentations - interviews - social media - news articles - special promos - walks



PROMOTION EFFORT AND WRM REPORT LEVELS

WRM Reports Over Time, Oct 1, 2021 through Nov 7, 2023

Grouped by 14-day intervals; expressed as % of each location
QC-Prov n=1538, Toronto n=172, Ottawa n=139, CRD n=698



CRD

Reports peak early 2022, followed by regular smaller peaks

Promotion started in the CRD with the **WRM pilot** and shows the **first peak in reports**, followed by regular smaller peaks over time. The CRD experienced the longest stretch of **consistent, regular promotion** among the four areas - from pilot launch to the slowing of promotion after May 2023. This effort is reflected in the area having the **highest rate of reporting** (per 10k population) and the second highest number of reports overall of the four areas.

Ottawa

Reports Peak in Spring & Summer 2022

Envirocentre, a non-profit society, was contracted to promote WRM in the spring and summer of 2022. This coincides with a **noticeable increase in reporting** in Ottawa in the spring and summer of 2022 until reporting begins to slow from April 2023 to November 2023 as promotional efforts wound down.

Quebec

Reports rise in Sept 2022 with large peak in early Feb 2023

In September 2022 reports increased sharply, rising to a steep peak in late January 2023. This was likely due to a **media release** by INRS (Sep 28, 2022), a **Radio - Canada interview** with a WRM co-investigator (Sep 29, 2022), and several news articles published September 29. **A news article in La Presse**, January 24, 2023 on pedestrian injuries in which a co-investigator was interviewed triggered a spike in reports - the article was **explicitly mentioned in many 'how did you hear' responses**. Reporting slows after March and April 2023, in tandem with less active promotion.

Toronto

Twin peaks - Summer 2022 and Summer 2023

The two reporting peaks reflect the promotion and engagement that took place over two summers. WRM supplemented wages for interns working for the **Green Neighbours Network (GNN)** a non-profit society in the Toronto area, to conduct promotion and engagement for WRM. This is the **only area** of the four to have a significant amount of active **promotion and engagement** in the summer of 2023 and the only area to **show a sharp increase** in reporting for those months

FEATURED APPROACHES

Promotion differed in each area - here are approaches that were unique and effective.

"Love Your Walk" - Special Promotion - CRD



It was sometimes difficult to connect with organizations for **people with disabilities** and **older adults**. The CRD WRM team delivered boxes containing chocolates and Valentines with the WRM URL and quirky messages to nine organizations. The in-person chats helped get word out and earned an invitation to present.



Working with Community Organizations - Ottawa & Toronto

EnviroCentre a non-profit-society, spear-headed WRM promotion in **Ottawa**. The group actively promoted WRM during the summer of 2022 with information tables at numerous community events, through social media, and organized a walk demonstrating how to use WRM.org. In the summers of 2022 and 2023, the **Green Neighbours Network** led WRM promotion in **Toronto**. Student interns staffed information tables at community events, generated newsletter articles, and made social media posts. The promotional efforts of these organizations are reflected in the dominance of 'community organization' as a response to the question 'how did you hear'.

Traditional Media and Advocacy Groups - Quebec

Promotion in Quebec was unique for its effective use of **traditional media** and for the engaged interest and support of **advocacy groups**, fostered by connections developed by Dr. Marie-Soleil Cloutier, a WRM co-investigator at l'Institut national de la recherche scientifique (INRS). An INRS media release in September 2022 resulted in a Radio-Canada interview and four news articles in widely-read publications and a spike in WRM reports. Many (46%) people reporting in Quebec said 'news' was the way they learned about WRM. Dr. Cloutier presented to Quebec non-profit-associations, including **Piétons Québec**, a group specifically mentioned in the 'how did you hear' data. **MOBI-O**, an active transportation advocacy group centred in Gatineau, QC was also explicitly cited in the 'how did you hear' responses and their support may help explain why **Gatineau** has the second highest rate of WRM reports (12.95 per 10K population with 377 reports). Social media was also effective in Quebec (25% of 'how did you hear' reports).

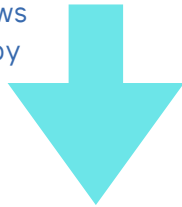
HOW DID YOU HEAR?

In December 2022, the WRM project team added the question 'how did you hear about WRM' to the report forms.

Overall, most people (89%) reported hearing about WRM from the news, social media, or from an advocacy group or community group.

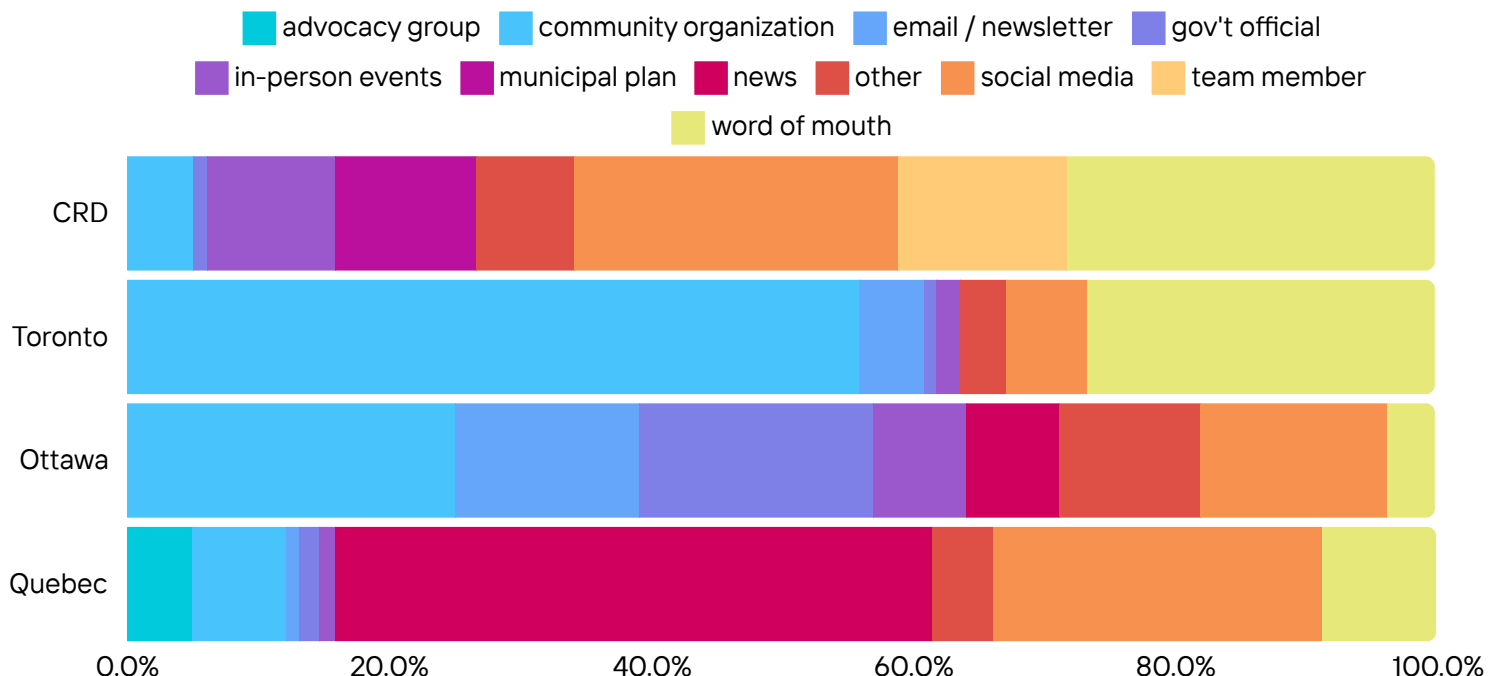
The majority of 'how did you hear' responses (about 84% of n=1482) were from Quebec, with only 8% from Toronto, 6% from the CRD, and 2% from Ottawa due to differences in timing of the promotional and reporting peaks relative to when the question was added to the reporting forms. The graph below shows how people reported hearing about WRM in each of the four regions.

The chart below shows responses grouped by area

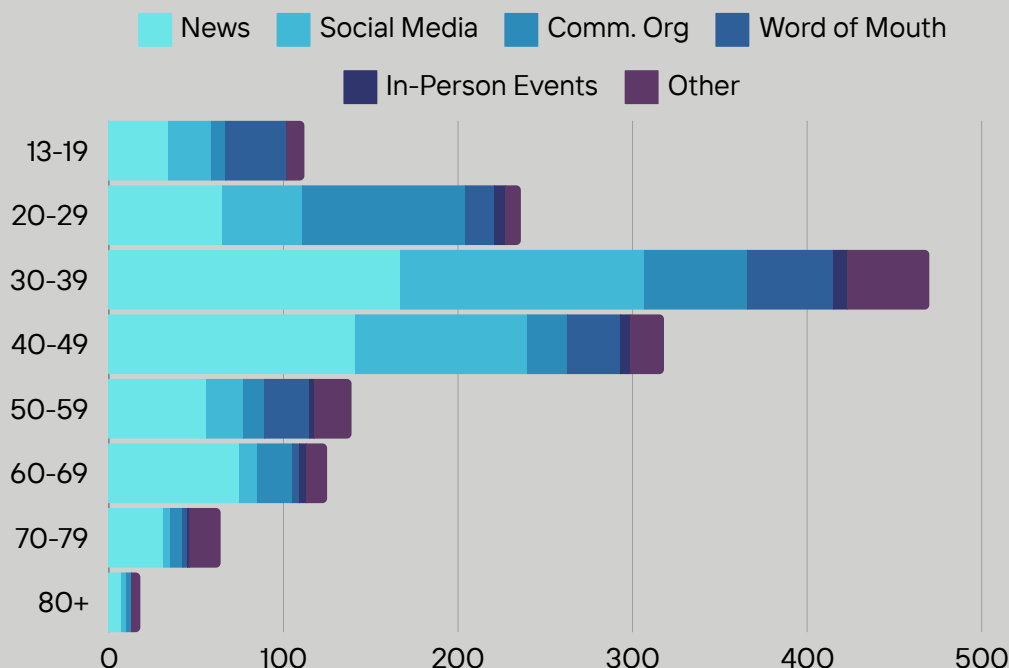


In **Quebec**, most people heard through the **news** and **social media**; in **Toronto**, most people heard through **community groups** and **word of mouth**. **Ottawa** shows a **range of modes** - community organization, government official, email or newsletter), and social media. Most people from the **CRD** reported hearing by '**word of mouth**', **social media**, or at **in-person events**.

**How did most people hear about WalkRollMap? (by area, n=1482)
Dec 1, 2022 to Nov 7, 2023)**



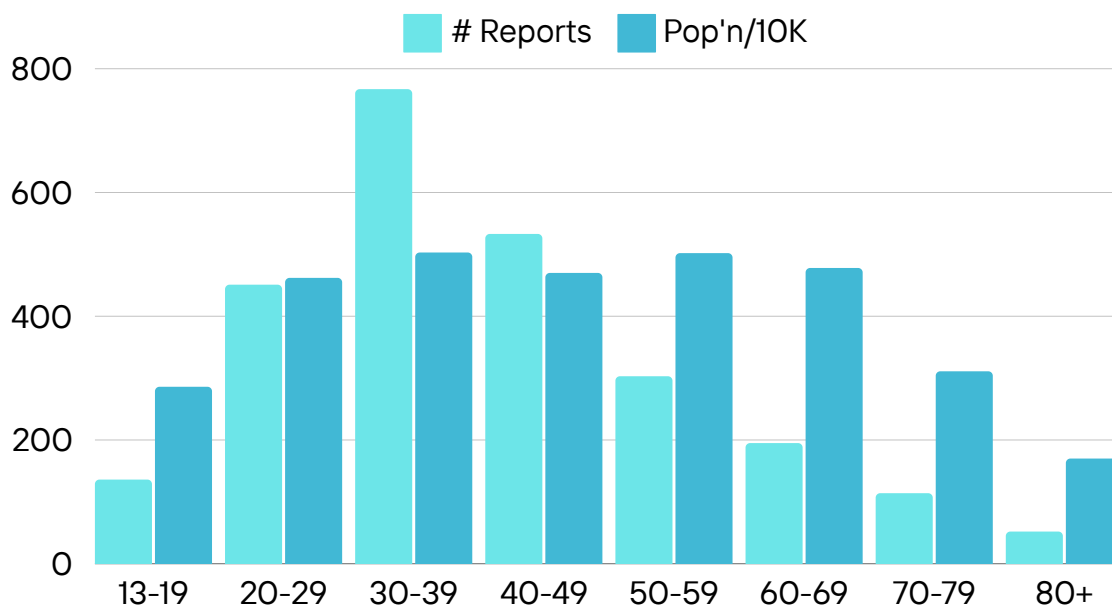
How did people in the CRD, Quebec, Toronto, and Ottawa hear about WalkRollMap? (by age group, n=1482)



People **60+ years old** reported hearing about WRM mainly through the news (**traditional news** articles, online or print). **Social media** played a larger role for people aged **30-49**, but less so for those under 30. For people **20-29**, **community organizations** were prevalent.

DO THE AGES OF PEOPLE MAKING WRM REPORTS REFLECT CANADA'S AGE DISTRIBUTION?

The WRM team sought to encourage reports by older adults given that walking is a gentle mode of physical activity that can provide significant health benefits. The chart below shows that the amount of reports made by people 50 years and older in the four areas analyzed does not follow the age-group distribution of Canada's population as reports by older adults are under-represented. Reports made by people 30-39 are over-represented; the 20-29 age group and 40-49 age group are well-represented. The 13-19 age group is also under-represented by reports. The population data are from Stats Canada.





TAKEAWAYS

Promotional effort and reporting levels seemed to be correlated - when promotion occurred, the numbers of reports rose.

Publicity from traditional news agencies had a large impact and required fewer staff hours to affect a rise in reporting levels.

The impact of social media was strong for some ages (30-49) but weak for others (50+); understand who you are reaching with each social media platform.

It was difficult to assess the impact of individual types of promotion (other than traditional media) but promotion in general seems to affect reporting levels.

The Valentine's Day 'Love your Walk' promotion was well-received and helped build awareness among groups that were otherwise difficult to connect with.

There is a certain amount of serendipity in promotion and engagement. People who notice an ad or visit your table may become key champions.

RECOMMENDATIONS

Maintain regular, ongoing promotion to stimulate steady WRM reporting.

Reach out to neighbourhood associations and local politicians.

Cross-promote media with other groups (e.g., blogposts and newsletters).

Prepare media releases to interest traditional news media; be willing and prepared for interviews by news agencies

Be ready to respond to media requests or reach out to media with information about pedestrian safety and WRM reporting if pedestrian-related events occur.

Find and work with community champions who will amplify your promotional efforts and help build awareness.

Older adults and people with disabilities are under-represented in reports. Seek feedback from these groups about the use of the platform, the utility of the data from their perspectives, and ways to promote it in their circles.