

**INRICH 11th Annual
Workshop Toronto, Canada
June 7-8, 2019**

**How can we leverage data to influence policy?
Lessons learned from Quebec's
Early Childhood Observatory**

**Fannie Dagenais
Director**

**OBSERVATOIRE
des tout-petits**

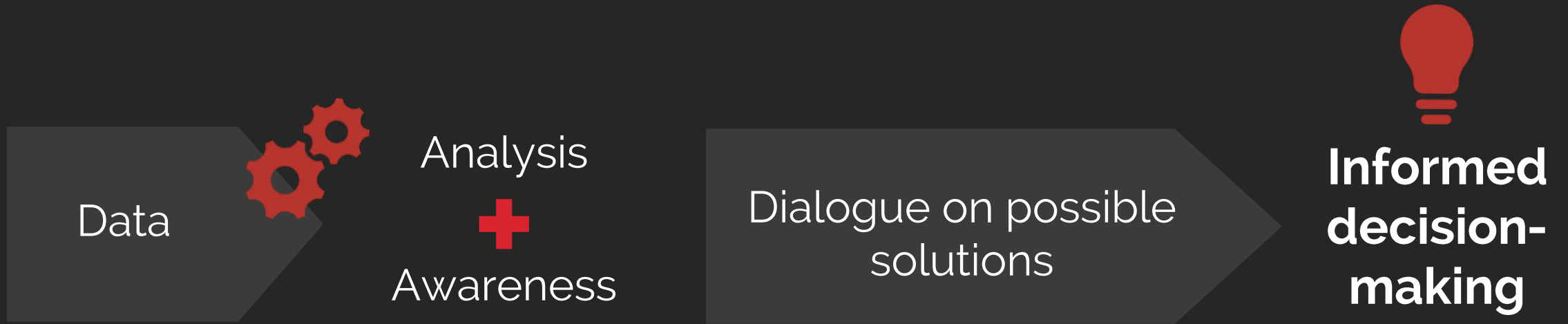




OUR MISSION

To help ensure that the development and well-being of very young children has a place at the top of Quebec's list of social priorities

OUR MANDATE



Scoreboard

120 indicators of early childhood development and well-being, from pregnancy to 5 year-old

Providing answers to two questions:

How are Quebec's youngest children faring?
What kind of environments are they growing up in?

Our target audiences



2 types of reports

Annual portraits



Spécial reports





Access to health care

for pregnant
women and young
children in migrant
families

**Public launch:
April 8, 2019**

OBSERVATOIRE
des tout-petits

 Fondation Lucie
et André Chagnon



**Are there really children living
in Quebec who are denied access
to health insurance?**

Members of the working committee

- **Valéry Ridde** (Développement France, CEPED [IRD-Université Paris Descartes], Universités Paris Sorbonne Cités, ERL INSERM SAGESUD, Public Health Research Institute of the University of Montreal)
- **Solène Lagrange** (Public Health Research Institute of the University of Montreal, Dr. Ridde's team)
- **Amandine Fillol** (Public Health Research Institute of the University of Montreal)
- **Véronique Houle** (Doctors of the World)
- **Marianne Leaune-Welt** (Doctors of the World)
- **Christine Carron** (Norton Rose Fulbright law firm)
- **Janet Cleveland** (Sherpa Research Centre- CIUSSS Centre-Ouest de l'Ile-de-Montréal)
- **Marie-France Raynault** (School of public health – Department of social and preventive medicine, Université de Montréal)



Scientific analysis



Special report and derived tools



Awareness tour:

- Partners
- Decision-makers
- Elected officials

Public relations

Publicity campaign

Content marketing

Passed on by partners



Partners' public position statements

Debates in the National Assembly

Conversations on the Internet and social media

COMMITMENT
FROM ELECTED OFFICIALS

PUBLIC RELATIONS

77 articles, 59 of which recognize partners

Quality score: 83.78%



Positive repercussions

OUR PARTNERS SPEAK OUT

10 open letters or statements published by our partners, picked up by 12 media outlets



OUR ELECTED OFFICIALS SPEAK OUT

2 members of the National Assembly raised the subject on May 9:

- ▶ PQ MNA Mégalane Perry-Mélançon questioned the Health Minister on the issue.
- ▶ Health Minister Danielle McCann announced the creation of an interdepartmental committee to settle the question

PUBLICITY CAMPAIGN



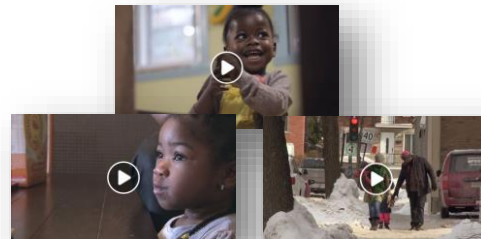
341,000 full video views

55k website visits

7,6/10 Appreciation of the advertising campaign

FB videos

79,265 people reached
44,623 views



PARTNERS MOBILIZED ON SOCIAL MEDIA PLATFORMS



FB: 705,000 people are reached by our publications
Twitter: 962 400 impressions in total

What are the ingredients for success?

1. Ensuring **partners'** participation in every step of process
2. Effective collaboration between content **experts** and **communication** specialists
3. Knowledge of **public opinion**
4. A communication and distribution strategy **adapted to different target publics**
5. Raising awareness of **political influencers**



1.

Ensuring partners' participation
in every step of the process



WORKING COMMITTEE

Communication objectives



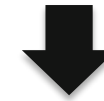
WORKING COMMITTEE

Steps involved in tool revision



EXPANDED WORKING COMMITTEE

Key messages
Validation of PR strategy
Validation of video script and narration



START-UP

1

PRODUCTION of SCIENTIFIC ANALYSIS

2

PRODUCTION of REPORT and TOOLS

3

AWARENESS TOUR PLANNING

4

PRODUCTION of PUBLICITY CAMPAIGN

5

PUBLIC RELATIONS PLANNING

6

PUBLIC LAUNCH

7

VALÉRY RIDDE's TEAM

Research and writing



WORKING COMMITTEE

- Identification of partners and decision-makers
- Participation in meetings



PARTNERS and EXPERTS

- Interviews
- Open letters
- News releases
- Meetings with elected officials



Partner mobilization maximizes media coverage, creating a true public dialogue

- 4. Amnesty International
- 5. International Bureau of Children Rights
- 6. St-Laurent social pediatric centre

- 8. Directors of pediatrics in Quebec medical faculties, Canadian Pediatric Society, and Quebec pediatric association
- 9. Doctors of the World Canada and 50 health care professionals

MONDAY
April 8

TUESDAY
April 9

WEDNESDAY
April 10

THURSDAY
April 11

FRIDAY
April 12

SATURDAY
April 13

SUNDAY
April 14

- 1. Observatory
- 2. Doctors of the World
- 3. Montreal diet dispensary

- 7. Human and Youth Rights Commission

- 10. Young doctors for public health in Quebec

● = news release
● = open letter

Partner mobilization maximizes media coverage, creating a true public dialogue

MONDAY
April 15

TUESDAY
April 16

WEDNESDAY
April 17

THURSDAY
April 18

FRIDAY
April 19

SATURDAY
April 20

SUNDAY
April 21



11. François Crépeau, director of the Centre for Human Rights and Legal Pluralism, and 37 other lawyers

SCORECARD

6 open letters

5 news releases

11 actions

77 articles

42 quotes or interviews with the director of the Observatory

95 quotes or interviews with partners

2.

Effective collaboration between content experts and communication specialists



This type of project involves unavoidable tension between science and communication...

SCIENCE

COMMUNICATION

OBSERVATOIRE
des tout-petits

DATA INTEGRITY
ACCESSIBLE LANGUAGE

What we communicate has to be true
but also read and understood

ACCEPTING THE FACT THAT WE CAN'T SAY EVERYTHING



- *What information is essential to people understanding our message or achieving our objectives?*
- *We need to answer the following questions as effectively as possible: **What? So what? Now what?***

3.

Knowledge of public opinion





Measuring **public opinion** enables us to...

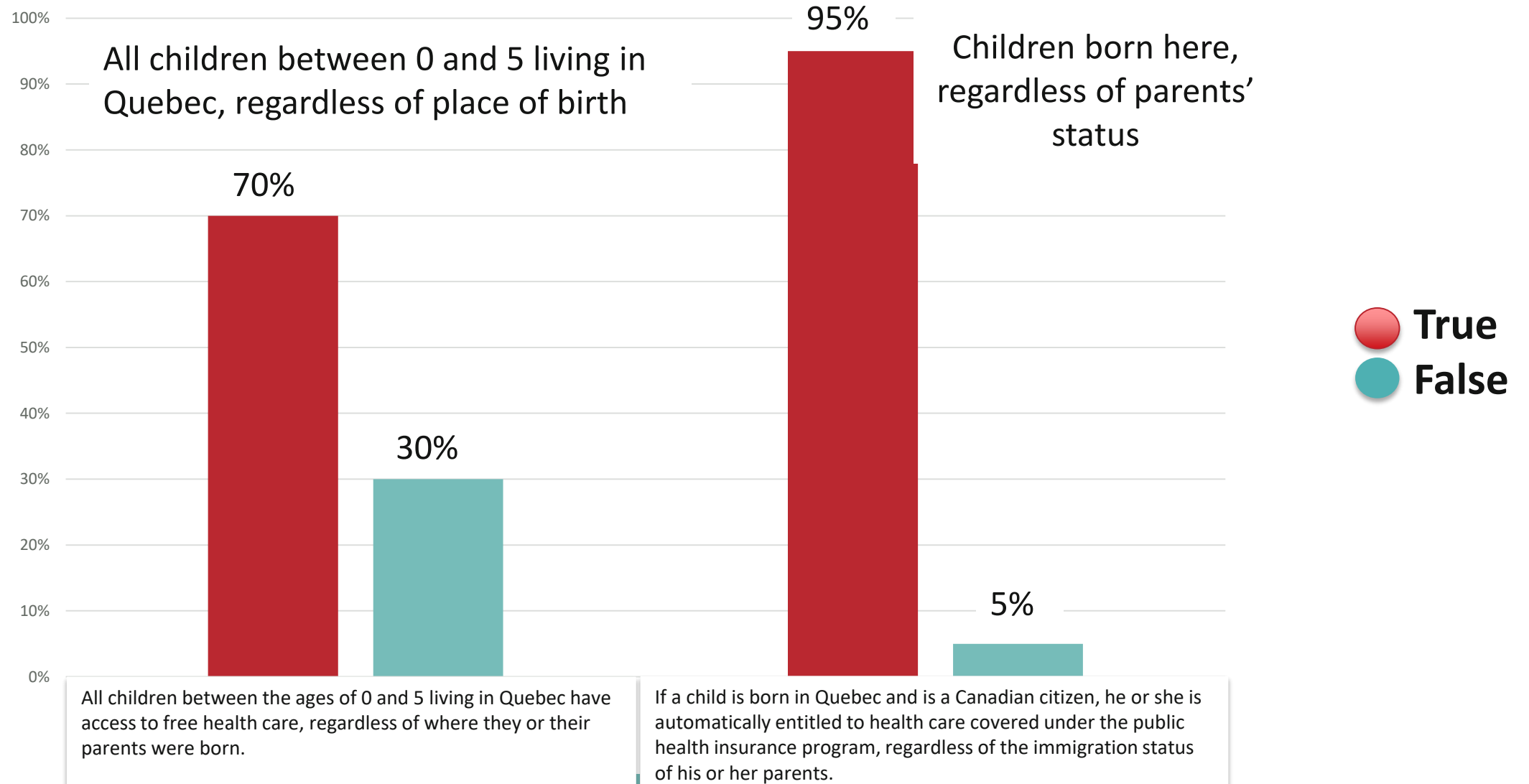
- *obtain valuable information in order to better plan communications*
- *make information more attractive to the media*
- *attract the attention of decision-makers*

What do people already know? What are their opinions?



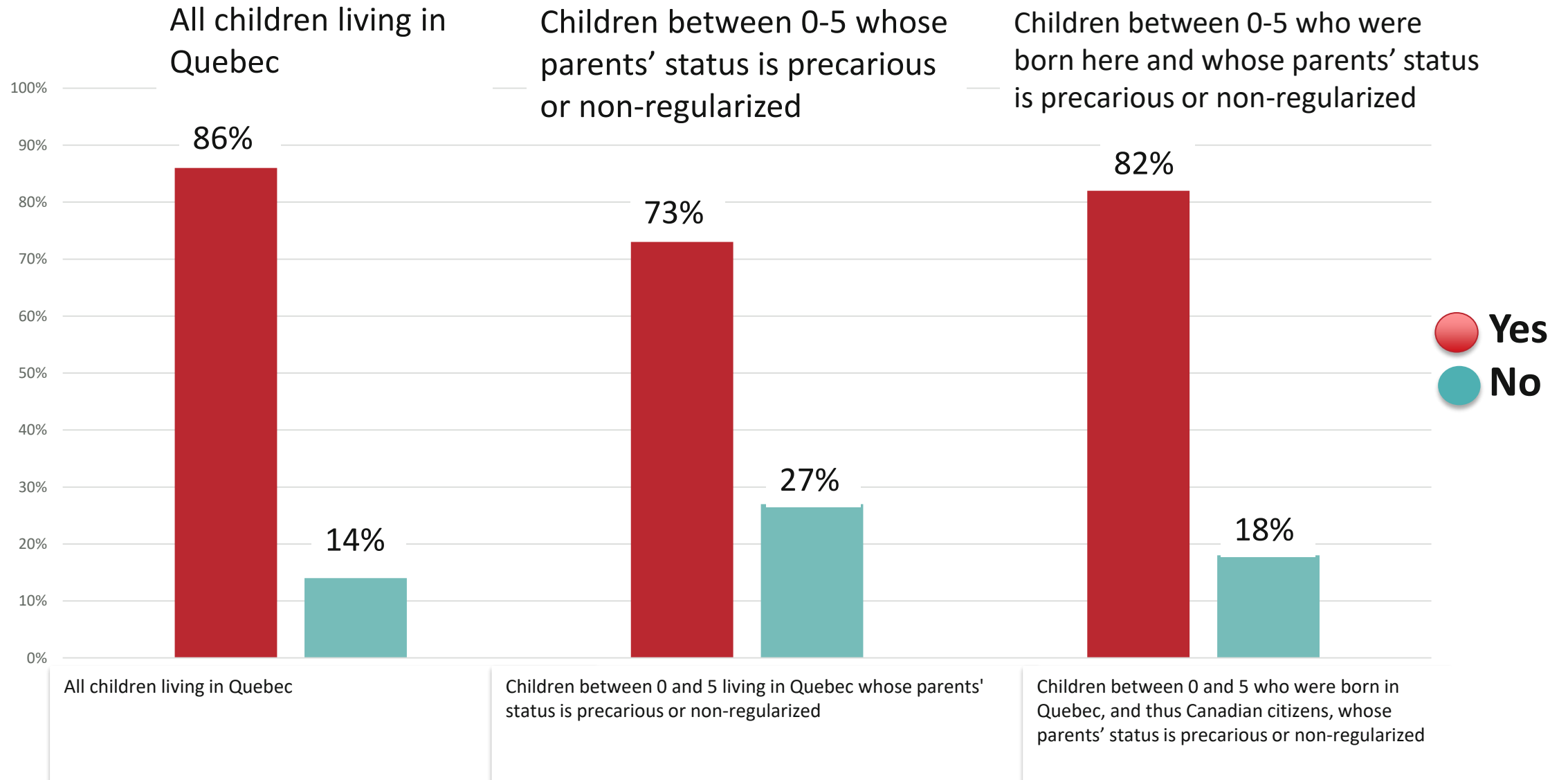
Access to health care: What Quebecers know

To your knowledge, are the following statement **true or false**?



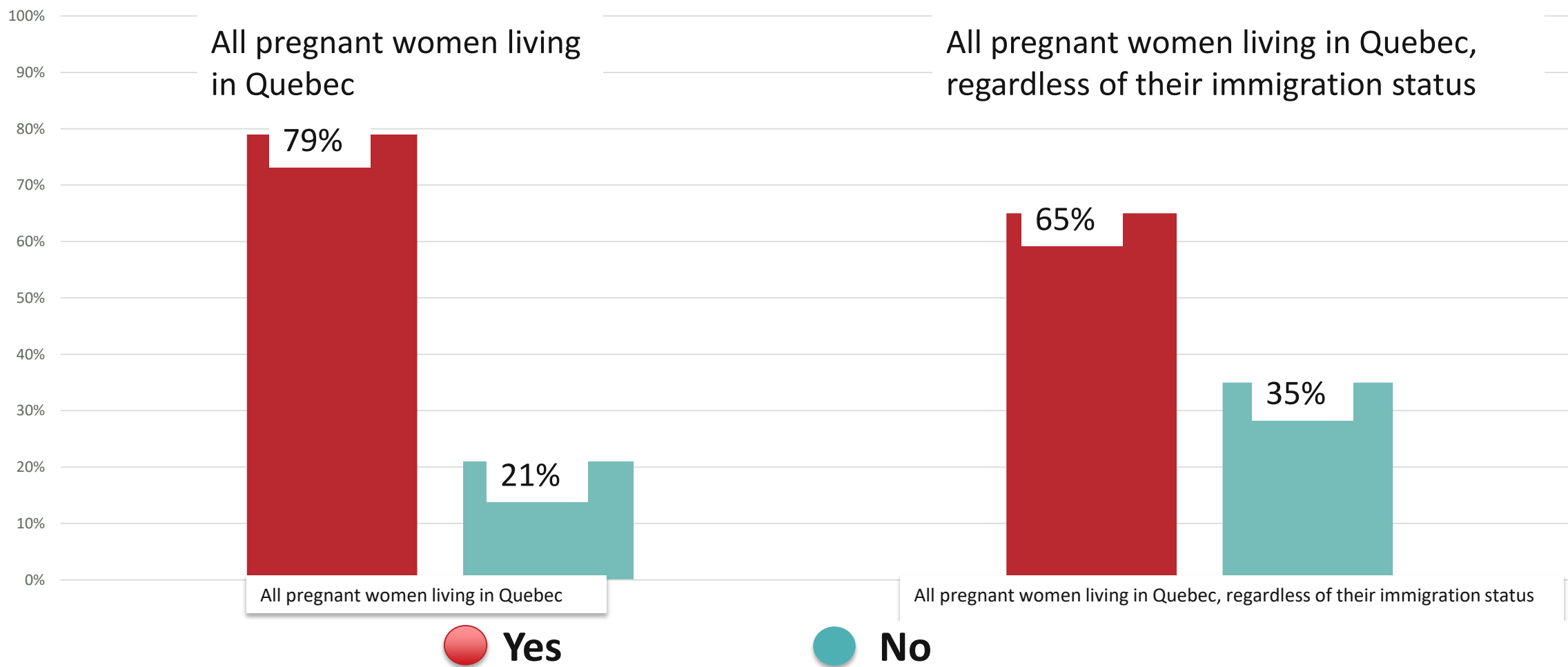
Children's right to health care

Do you think these children **should** have access to health care covered under the provincial public health insurance program (RAMQ)?



Pregnant women's right to health care

Do you think pregnant women **should** have access to health care covered under the provincial public health insurance program (RAMQ)?



4.

A strategy adapted to to different target publics



It is **crucial** that content be adapted to reflect the interests of each target public

*What are our communication objectives?
What do we want these people to know?
To think? To do?*

COMPLETE REPORT



64 pages

HIGHLIGHTS



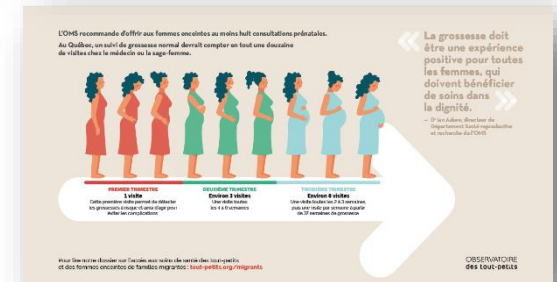
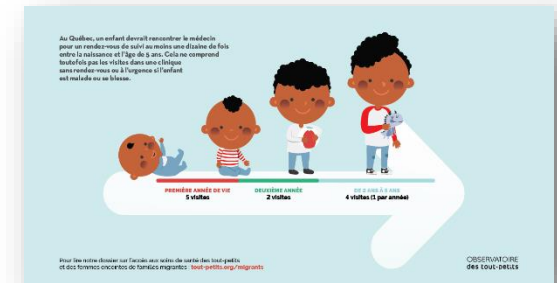
32 pages

BROCHURE FOR HEALTH PROFESSIONALS

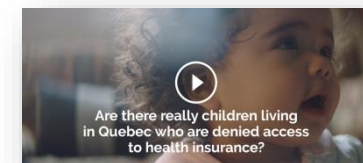


32 pages

INFOGRAPHICS FOR SOCIAL NETWORKS



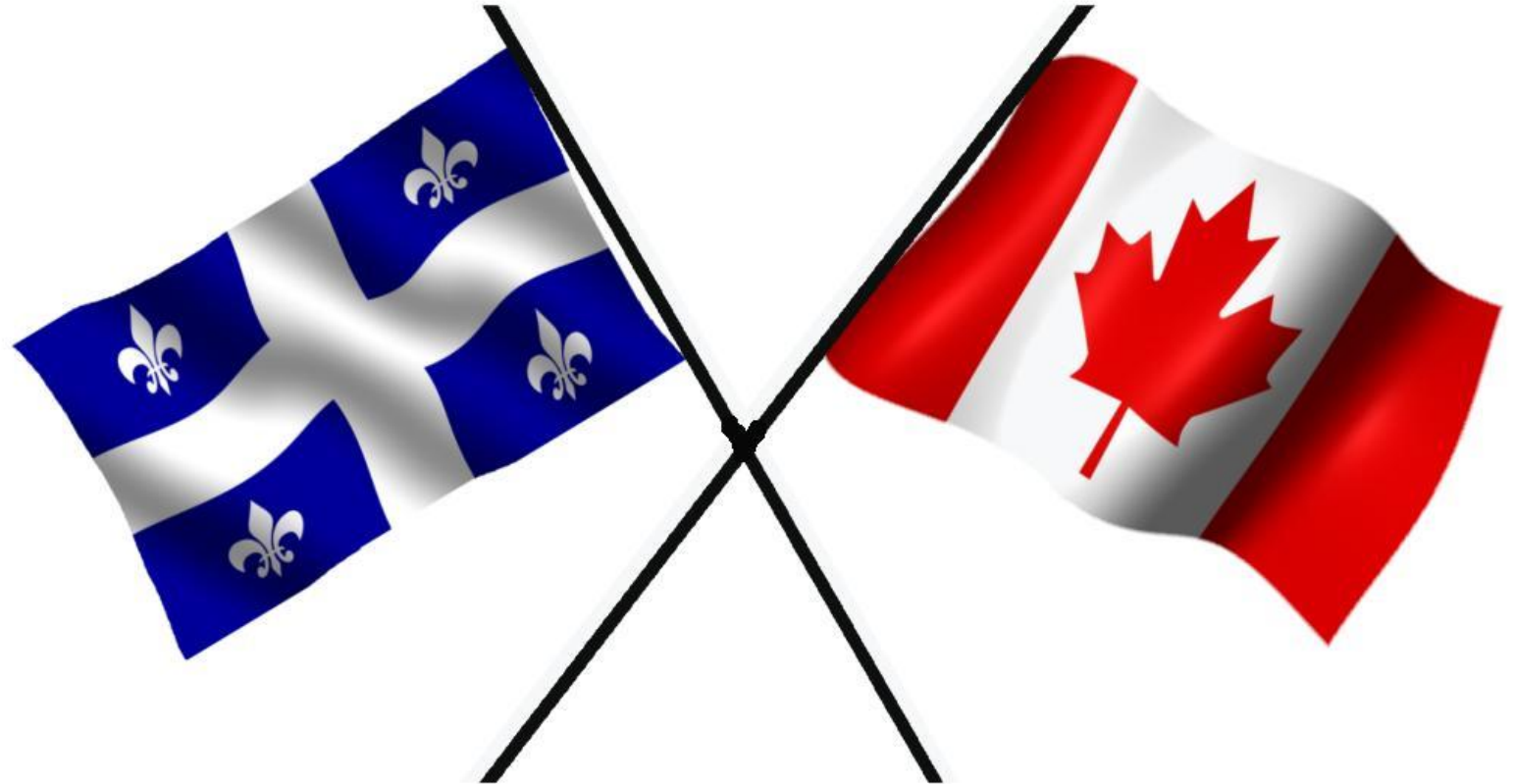
CITIZENS



60-second video

5.

Raising the awareness
of political influencers



Provincial elected officials met with



Political advisors to **Danielle McCann** and **Simon Jolin-Barette**
Lionel Carmant, Minister for Health and Social Services
Mathieu Lacombe, Minister of Families



Political advisor to **Andres Fontecilla**
(Opposition critic for Immigration)



Jennifer Maccarone
(Opposition critic for Families)

André Fortin
(Opposition critic for Public Health)



Méganne Perry-Mélançon
(Opposition critic for Immigration)

Federal elected officials met with

David Lametti, Minister of Justice, Attorney General of
Canada

Kyle Nicholson, Director of Policy for Immigration,
Refugees and Citizenship Canada.

Is it possible to lead advocacy actions
based on scientific data
without a budget?





Scientific analysis



Special report and derived tools

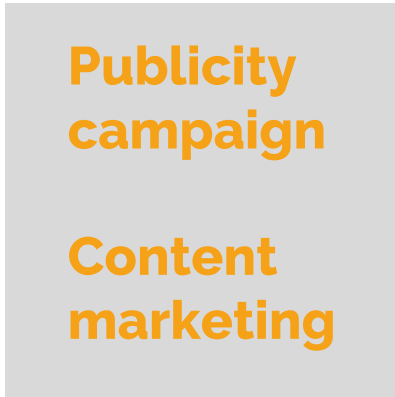


Awareness tour:

- Partners
- Decision-makers
- Elected officials



Public relations



Passed on by partners



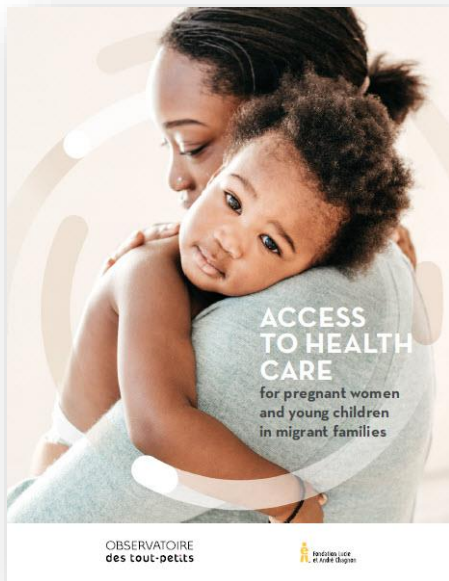
Partners' public position statements

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COMMITMENT
FROM ELECTED OFFICIALS

Consult our entire report on access to health care for pregnant women and young children in migrant families



A comprehensive 64-page **report**



An awareness **video**



Visuals to use for your presentations or on social networks



A **brochure** presenting the highlights of the report



A **brochure** prepared specifically for people working in the health and social services network

Don't miss out on any Early Childhood Observatory activities!

Newsletter (in French): tout-petits.org/infolettre

Our platforms:



tout-petits.org



[Facebook.com/observatoiredestoutpetits](https://www.facebook.com/observatoiredestoutpetits)



twitter.com/Tout_petits



It is important that we provide children and pregnant women in newcomer families with adequate care. These are the children who will make an real contribution to building the society of tomorrow.

