

Case Study:

In January 2019, Health Canada re-introduced the Canada Food Guide. Prior to that, the last major revision to the guide was in 2007.

Health Canada re-introduced the Food Guide to address changes in eating patterns, food supply, and diets, focusing more on plant-based diets and water.

The guide that was released in 2019 is a marked departure from previous versions. The guide no longer references traditional food groups and serving counts familiar to generations of students in health classes across Canada. The food-guide reflects a new approach by Health Canada aimed at promoting healthier eating and lifestyle choices, rather than emphasizing serving sizes and specific foods.

The launch of the new guide was very successful and highly publicized. Today, however, the guide is not as front of mind as it was in earlier in the year. The latest survey results tell Health Canada that it's time to remind Canadians about the guide and the benefits achieved by following its guidelines.

Create a Public Relations Plan that will revive interest in the Canada Food Guide and help to make it a resource that Canadians will turn to first when making their dietary decisions.

The following information has been sourced from the website Canada.ca, and used to assign tasks to teams:

Communications and Public Affairs Branch

Teams referred:

Marketing and Communications Services Directorate (MarCom Team)

Planning and Operations Division (PlanOp Team)

Public Affairs and Strategic Communications (PASC Team)

Health Products and Food Branch

Team referred:

Food Directorate

For Strategy 1 – Launch a nationwide digital awareness campaign to bring the Canada Food Guide back on top of the public mind.

Tactic	Task	Timeline	Supplier	Budget
Digital Awareness Campaign	Create social media strategy and calendar	Nov 1, 2024 – Dec 31, 2024	MarCom Team	No cost
	Design social media content weekly	Jan 1, 2025 - Dec 31, 2025	MarCom Team	No cost
	Schedule and post social media content weekly	Jan 1, 2025 - Dec 31, 2025	MarCom Team	No cost
	Social media ad spends (52 posts)	Jan 1, 2025 - Dec 31, 2025	MarCom Team	\$2,600 @ \$50/post
Mobile App Development and Launch	Contact and hire a Software Developer	Nov 1, 2024 – Nov 30, 2024	PlanOp Team	No cost
	Develop mobile app (beta testing)	Dec 1, 2024 - Feb 15, 2025	Software Developer (Outsourced)	\$4,000 (project based)
	Mobile app digital launch	March 1, 2025	MarCom Team	No cost

For Strategy 2 – Partner with healthcare professionals, fitness influencers and educators to promote Canada Food Guide as a go-to source for dietary recommendations.

Tactic	Task	Timeline	Supplier	Budget
Educational Webinars and Pamphlet Distribution	Contact and invite healthcare professionals to webinars	Nov 1, 2024- Nov 30, 2024	PASC Team	No cost
	Plan educational webinars.	Dec 1, 2024 – Dec 31, 2024	PASC Team & PlanOp Team	No cost
	Host six educational webinars (once every two months)	Jan 1, 2024 – Dec 31, 2025	PASC Team & PlanOp Team	Platform fees= \$1000 for a year
	Design pamphlets for distribution in hospital	Nov 1, 2024 – Dec 31, 2024	Health Canada graphic designer	No cost
	Pamphlets Printing	Dec 31 – Jan 31, 2024	Bulk discount printer	\$3000 (@\$300/1000 pamphlets)
	Distribute pamphlets in hospitals	Feb 1, 2025 – Feb 15, 2025	PlanOp Team	No cost
Influencer campaigns	Contact social media influencers	Nov 1, 2024 – Nov 31, 2024	PASC Team & MarCom Team	No cost
	Plan influencer campaigns	Dec 1, 2024 – Dec 31, 2024	PASC Team & MarCom Team	No cost
	Launch influencer campaigns (10 posts per influencer)	Jan 1, 2025 - Dec 31, 2025	Social media influencers	(3 influencers @ \$100/post): \$3,000

For Strategy 3 - Host community events across major cities to directly engage with the target audiences.

Tactic	Task	Timeline	Supplier	Budget
Health Fairs	Plan health fairs in major cities.	Jan 1, 2025- Mar 31-2025	PASC Team & PlanOp Team	No cost
	Host health fairs (8 total, once a month)	April, 2025 - Dec 31, 2025	PASC Team & PlanOp Team	Health Fair Rentals & Equipment: \$8,000 @\$1000/event
	Provide nutritional consultations	April, 2025 - Dec 31, 2025	Consultants from Food Directorate	No cost
Micro events at grocery stores	Plan grocery store events	Jan 1, 2025- Mar 31, 2025	PASC Team & PlanOp Team	No cost
	Create recipes	April 1, 2025- April 30, 2025	Consultants from Food Directorate	No cost
	Design standees and recipe cards	May 1, 2025- May 31, 2025	MarCom Team	No cost
	Print standees and recipe cards.	June 1, 2025- June 30, 2025	Bulk discount printer	\$3000 (@\$300/1000 recipe card) \$2100 (@\$150/standee)
	Host grocery store events and distribute samples/recipe cards: 120 events (20 events each month at different store locations)	July 1, 2025- Dec 31, 2025	PASC Team & PlanOp Team	No cost

Communication Objectives:

1. Increase awareness of Canada Food Guide by 30% among Canadian adults by December 31, 2025, using targeted media campaigns.
2. Encourage 25% of Canadian households to adopt at least one plant-based meal per week and drink at least three liters of water per person every day by December 31, 2026.

Evaluation Recommendations:

For Strategy 1 – Launch a nationwide digital awareness campaign to bring the Canada Food Guide back on top of the public mind.

Digital Awareness Campaign will be evaluated to determine if the tactic was successful in supporting communications objective (increased awareness of Canada Food Guide by 30% among Canadian adults by December 31, 2025, using targeted media campaigns) through measuring:

- **Social media reach:** Total impressions and reach across social media platforms like Facebook, Instagram, and Twitter.
- **Engagement levels:** Number of likes, shares, comments, and poll/quiz participation rates, correct answers.
- **Post-campaign surveys:** Measure awareness before and after the campaign to assess the increase in public knowledge about the guide.

Mobile App Development and Launch will be evaluated to determine if the tactic was successful in supporting communications objective (Encourage 25% of Canadian households to adopt at least one plant-based meal per week and drink at least three liters of water per person every day by December 31, 2026) through measuring:

- **App downloads:** Number of users who downloaded the app across different platforms.
- **Active user rate:** Frequency of users returning to the app after initial download and their engagement with the content (e.g., number of meal plans created, recipes viewed).
- **User feedback:** Ratings and reviews on app stores, in-app surveys to gauge satisfaction and usefulness.
- **Adoption of plant-based meals:** Tracking app users who search for or create plant-based meal plans using the app's tools.

For Strategy 2 – Partner with healthcare professionals, fitness influencers and educators to promote Canada Food Guide as a go-to source for dietary recommendations.

Educational Webinars and Pamphlet Distribution will be evaluated to determine if the tactic was successful in supporting communications objective (increased awareness of Canada Food Guide by 30% among Canadian adults by December 31, 2025, using targeted media campaigns) through measuring:

- **Webinar attendance:** Number of participants and duration of attendance for each webinar.
- **Engagement during webinars:** Participant questions, poll responses, and post-webinar survey feedback to gauge message retention.
- **Pamphlet effectiveness:** QR code or URL tracking to see how many recipients of the pamphlets visited the Canada Food Guide website or downloaded the app.
- **Knowledge retention:** Post-event surveys or polls to determine how well the attendees retained key messages from the webinars or pamphlets.

Influencer campaigns will be evaluated to determine if the tactic was successful in supporting communications objective (Encourage 25% of Canadian households to adopt at least one plant-based meal per week and drink at least three liters of water per person every day by December 31, 2026) through measuring:

- **Social media engagement:** Number of likes, shares, and comments on posts by influencers promoting plant-based meals and water intake.
- **Audience engagement:** Monitor the number of people participating in influencer challenges (e.g., 'drink four liters of water challenge') and adopting plant-based meal recipes shared by influencers.
- **Conversion rate surveys:** Measure how many followers from the influencers' audiences downloaded the Canada Food Guide app or began following the guide's recommendations.

For Strategy 3 - Host community events across major cities to directly engage with the target audiences.

Health Fairs will be evaluated to determine if the tactic was successful in supporting communications objective (increased awareness of Canada Food Guide by 30% among Canadian adults by December 31, 2025, using targeted media campaigns) through measuring:

- **Event attendance:** Number of people who attended the health fairs across different cities.
- **Engagement at booths:** Number of consultations offered.
- **Feedback from participants:** On-site and post-event surveys to evaluate participants' knowledge and opinions of the Canada Food Guide before and after attending the fair.
- **Post-event awareness levels:** Conduct follow-up surveys to measure if the event increased awareness and retention of key messages about the Canada Food Guide.

Micro events at grocery stores will be evaluated to determine if the tactic was successful in supporting communications objective (Encourage 25% of Canadian households to adopt at least one plant-based meal per week and drink at least three liters of water per person every day by December 31, 2026) through measuring:

- **Participation at grocery stores:** Number of attendees who sampled food and took recipe cards.
- **Recipe card tracking:** Use QR codes or URLs on recipe cards to track how many people visited the website or app after receiving a card.
- **Impact on purchases:** Collaborate with grocery stores to track an increase in sales of plant-based ingredients featured in the recipes shared at the event.