



# ANNEX 4

## SURVEYS, QUESTIONNAIRES, AND POLLS REPORT

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Funded in part by the Government of Canada's Social  
Development Partnerships Program - Disability Component

**EMPOWERING  
COMMUNITY  
AND REMOVAL  
OF BARRIERS**



## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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**Annex 4**

**Surveys, Questionnaires, and Polls Report**

**ASEQ-EHAQ**

**November 2022 - July 2023**



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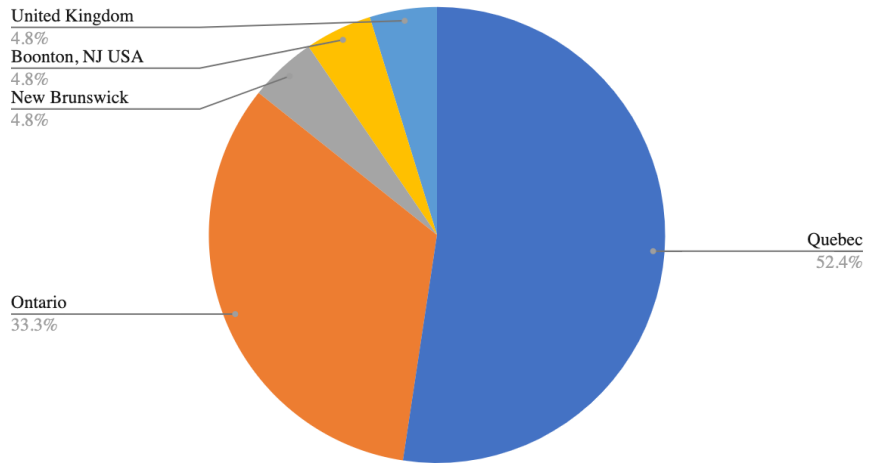


**Section 1:  
Surveys from November to December of 2022**

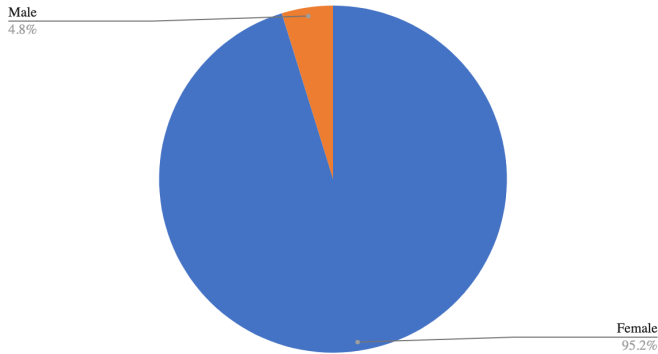
### 1.1. Lived Experience Survey

This survey was meant to track the lived experiences of individuals either facing MCS or surrounded by someone experiencing MCS. There were 21 survey participants from across Canada, 52.4% of which were from Québec, 33.3% from Ontario, and New

Count of Province:



Sex

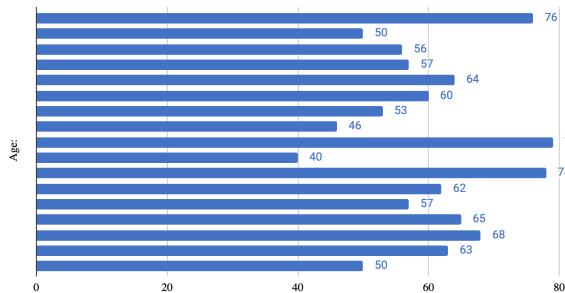


Brunswick, Boonton, and the UK representing another 4.8% of participants each.

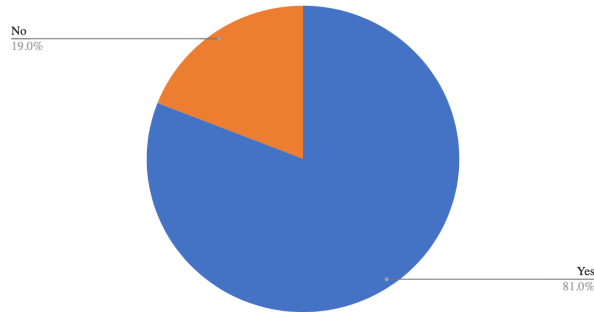
The lowest age of the participants was 41, while the highest was 79. Of the 21 participants, 43% are between the ages of 40 and 69, while the remaining 57% are between 60 and 80 years of age. In addition, of this are female, representing 4.8% of participants as

group, the majority 95.2%, leaving only male.

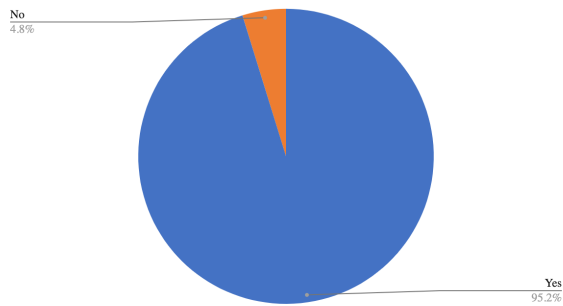
Age of Participants



Are you a member of ASEQ-EHAQ?

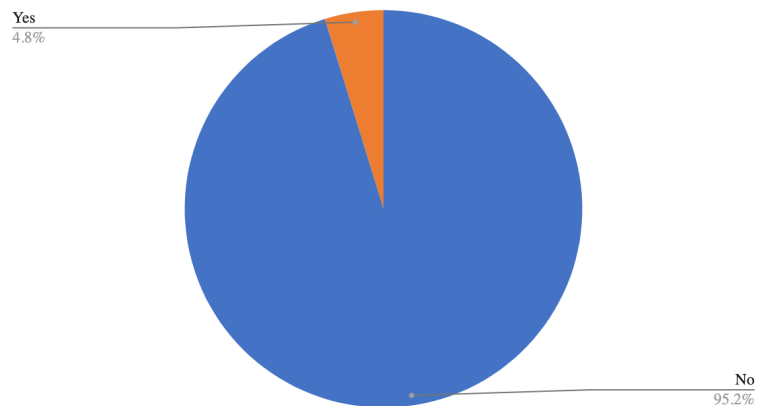


Do you experience Multiple Chemical Sensitivity (MCS)?



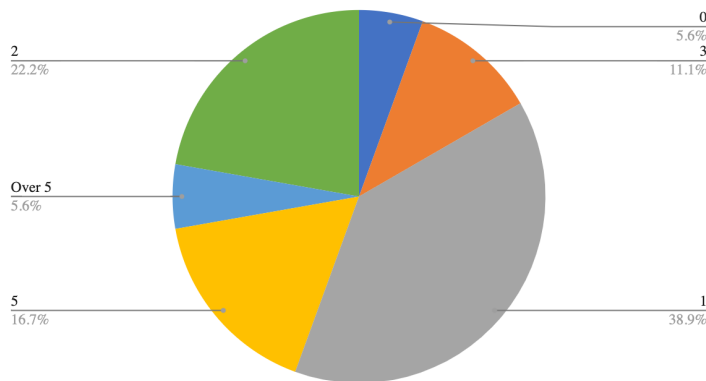
The majority of participants are members of the Environmental Health Association of Québec, representing a total of 81%, while 19% were non-members. Regardless, the data representing occurrence of Multiple Chemical Sensitivities (MCS) demonstrated that 95.2% of respondents experienced this condition, this number exceeding those that are actually part of the membership. The remaining 4.8 %, translating to one individual, do not experience MCS.

Are you representing someone who does have MCS?



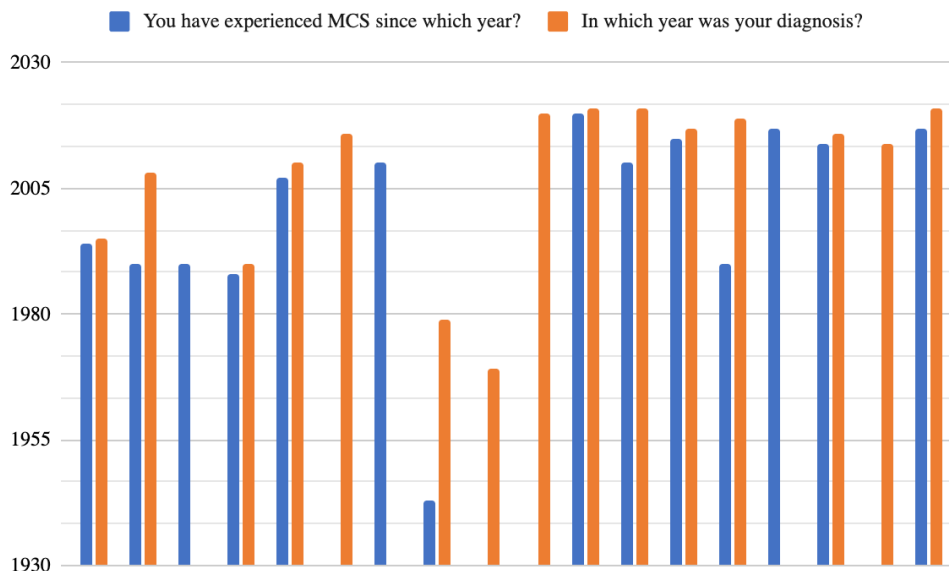
The individual who did not have MCS did not express their attending for someone with MCS; however, one of the respondents with the condition also expressed their attendance being for someone else that they know with it.

How many other chronic conditions do you experience as well?



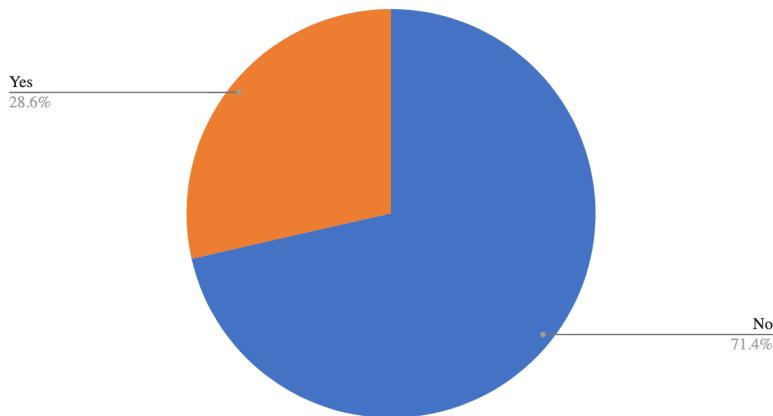
Next, we approached the topic of comorbidities by asking how many other chronic conditions were experienced on top of Multiple Chemical Sensitivities. The range was from zero to more than 5. The data was as follows; 5.6% of respondents had no other chronic conditions, 38.9% had one other chronic condition, 22.2% had two more conditions, 11.1% had three, 16.7% had five, and lastly, 5.6% expressed having more than 5 additional conditions.

This next section of our survey was meant to understand the status of MCS diagnosis, or lack thereof. We began by asking the year in which people began experiencing MCS symptoms. The results came back with dates as late as 1943, and as recent as 2020.



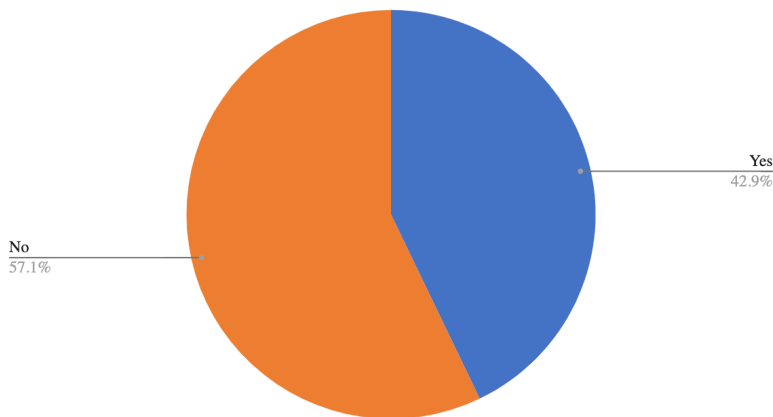
When overlapped, the graph demonstrates the process of gaining a medical diagnosis and the time difference that is present between MCS symptoms and actual diagnosis, if any is provided. While the earliest display of symptoms was recorded as being in 1943, the earliest diagnosis was only in 1969. By the same token, the diagnosis bar graph shows the increase in diagnosed cases from 2014 onward, accounting for more than half of the sample size.

Do you have a medical doctor who treats your MCS?



Despite diagnoses, only 28.6% of respondents reported having a doctor who treated their MCS, while the remaining 71.4% did not have any medical treatment for this condition.

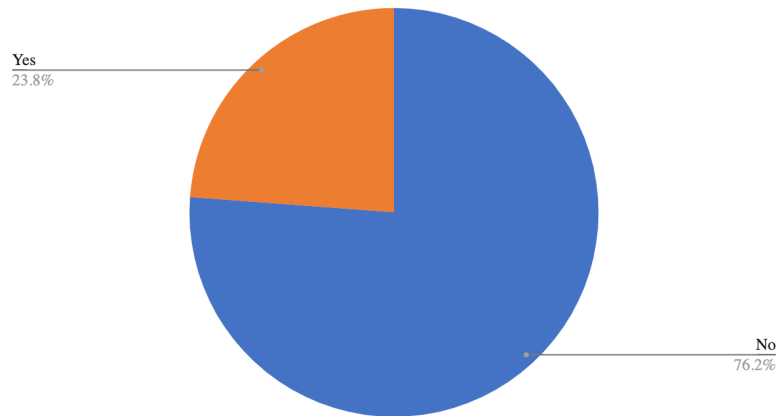
Do you live in appropriate housing?



In addition, more than half of the sample reported living in inappropriate housing for their needs/accommodations, representing 57.1%. An imbalance we may be able to attribute to wealth and employment but will be explored as the project progresses.



Are you employed?

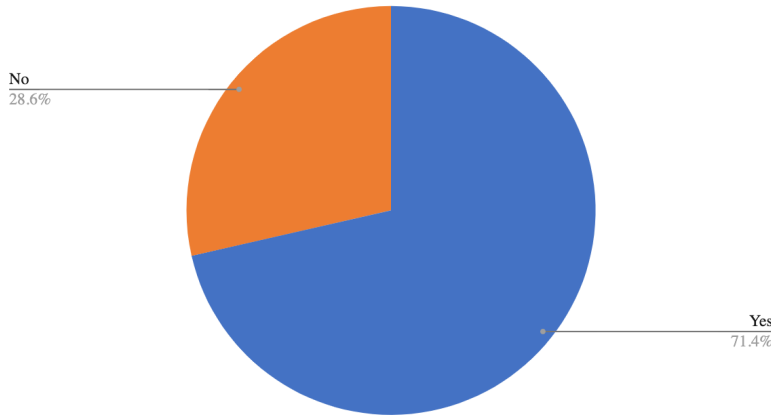


When asked about employment, only 23.8% of respondents stated that they had employment and the other 76.2% did not. This will inform how the rest of the questionnaires moving forward are built in order to draw on the intersection of wealth, employment, housing, and accommodation.

## 1.2. Steering Committee Survey

The purpose of this survey is to gather information on steering committee members and also, gain an understanding of their level of understanding regarding MCS and related topics (i.e. accommodations). The ECRoB project’s steering committee is composed of 10 individuals from various organizations, and 5 of them have filled out this questionnaire, accounting for 50% of the committee.

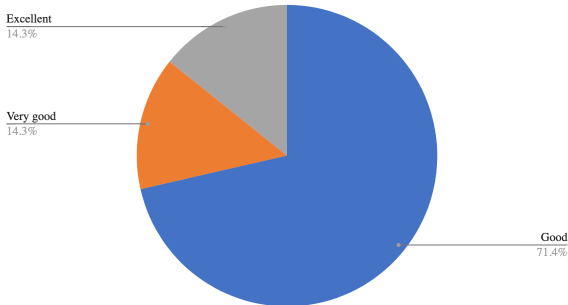
Do you know anyone with MCS?



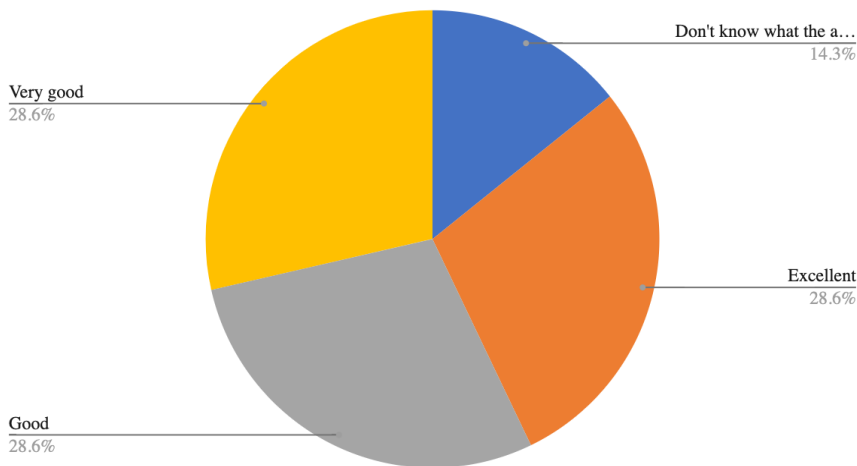
The very first question asked if respondents had heard of Multiple Chemical Sensitivity. Of the five who participated, 100% answered yes. When, in the following question, they were asked if they knew anyone with MCS, 71.4% responded that they did, while 28.6% did not. These numbers account for 4 yes and 1 no.

When asked to rank their level of understanding between very low and excellent, all participants showed more than average knowledge on the condition. 71.4% had a good understanding of MCS, 14.3% were very good, and lastly, another 14.3% reported an excellent understanding.

Level of understanding of the MCS medical condition



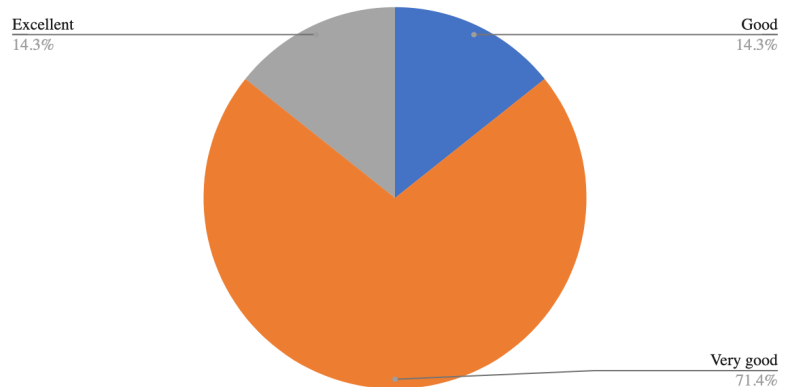
Level of understanding of accommodating MCS for accessibility



The level of understanding of accessibility and the need for it was a topic not understood by all. While 28.6% equally reported an excellent, very good, and good understanding, there was one individual, who accounted for 14.3%, who did not know what the proper accommodations for MCS looked like.

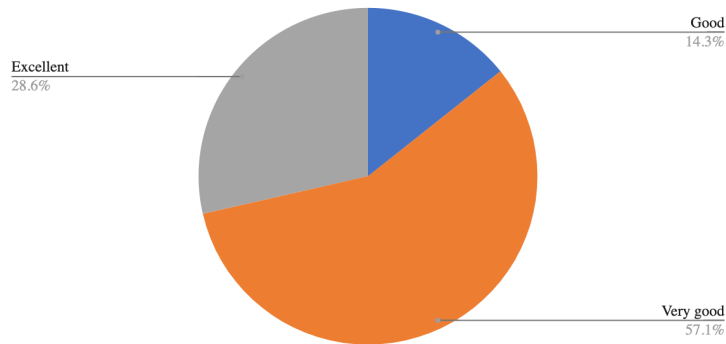
Level of understanding regarding the stigma experienced by the MCS community

The overall question of stigma was understood by all respondents, with the majority placing themselves under the “very good” category at 71.4%, while the others were split equally between an excellent and good understanding of the stigma faced by this community, each of



which garnered 14.3% of respondents.

Level of understanding of the effects of isolation, stigma, of essential needs being ignored including health care and affordable appropriate housing in the MCS Community



Persons

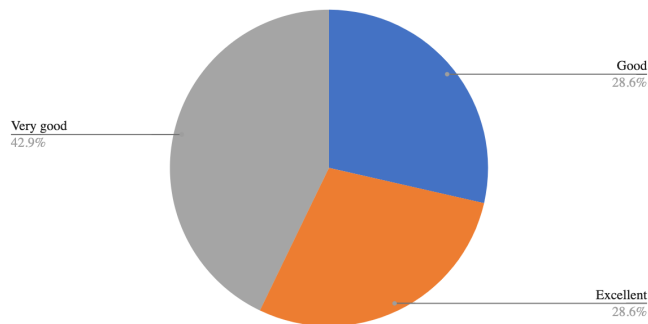
effects  
stigma,  
needs in

and housing. When asked to rate their understanding of these aspects, all showed some level of a positive understanding. 14.3% placed themselves as good, 57.1% placed themselves as very good, and 28.6% placed their understanding as excellent.

with MCS face  
non-medical side  
like that of isolation,  
and a lack of essential  
the face of healthcare

Finally, when asked about the accessibility requirements for such a condition, whether it be in healthcare and other public services, or essential and community services, all of the committee members who took part had some level of understanding of what was required. 42.9% had a very good comprehension of these needs, while 28.6% had a good understanding, and another 28.6% had an excellent understanding.

Level of understanding of accessibility for MCS (healthcare and social services, essential services, community)?





**Section 2:  
Surveys from January to June of 2023**

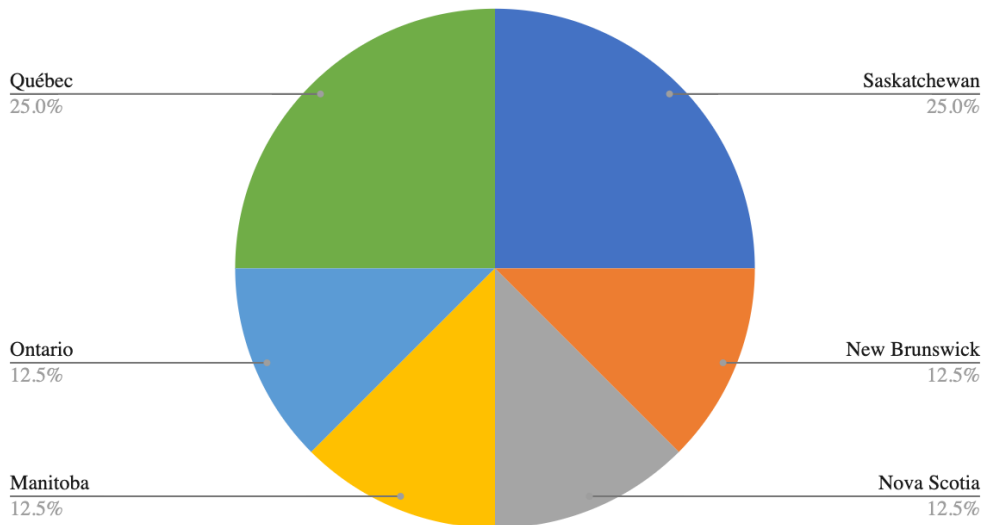
## 2.1. Train the Trainer Surveys

In February of 2023, we held a set of workshops in order to appeal to other groups about becoming advocates for Multiple Chemical Sensitivity (MCS). Our initial plan was to train other groups to be trainers on the topic. However, the more productive decision was made to open communication with groups and offer future, individualized training and workshops with them.

### 2.1.1. Pre-event Questionnaire

To begin our pre-event survey, questions regarding where registrants were joining from and their roles in these places was of primary importance. As is demonstrated in the below pie chart, 25% of registrants were from Québec and another 25% were from Saskatchewan. The remaining 50% were split evenly, at 12.5%, between Ontario, Manitoba, New Brunswick, and Nova Scotia.

Province

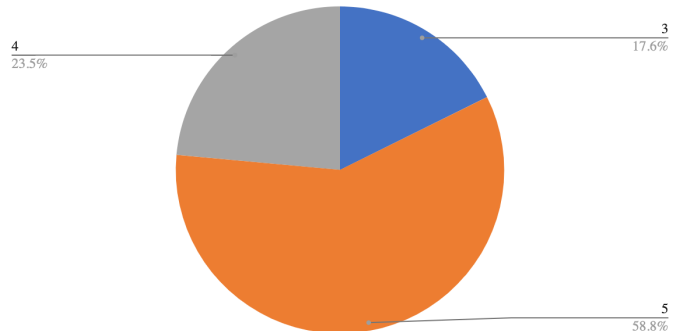


We asked what stakeholder groups the groups in attendance worked regularly with and we had a variety of responses from academia to the private and public sectors, community groups, science and so on. The table below represents the different stakeholder groups affiliated with each, the public sector and community groups coming up the most frequently.

<b>Which stakeholder groups do you currently work with?</b>
Academia ; Private Sector ; Public Sector ; Community Groups ; Scientists ; Media
Environmental Health Organizations
Academia ; Public Sector ; Environmental Health Organizations ; Community Groups ; Health Professionals
People with Intellectual Disabilities
Public Sector
Private Sector ; Public Sector ; Community Groups ; Health Professionals ; Legal Professionals
Community Groups
Community Groups

When asked if indoor air quality was of importance to the respondents, they unanimously answered yes but when asked to rate the understanding of this importance on a scale of 1 to 5, 5 being a very good understanding, responses varied. 58.8% rated their understanding at a 5, however, 23.5% rated themselves a 4, and another 17.6% rated themselves at a 3, showing a somewhat understanding of the importance.

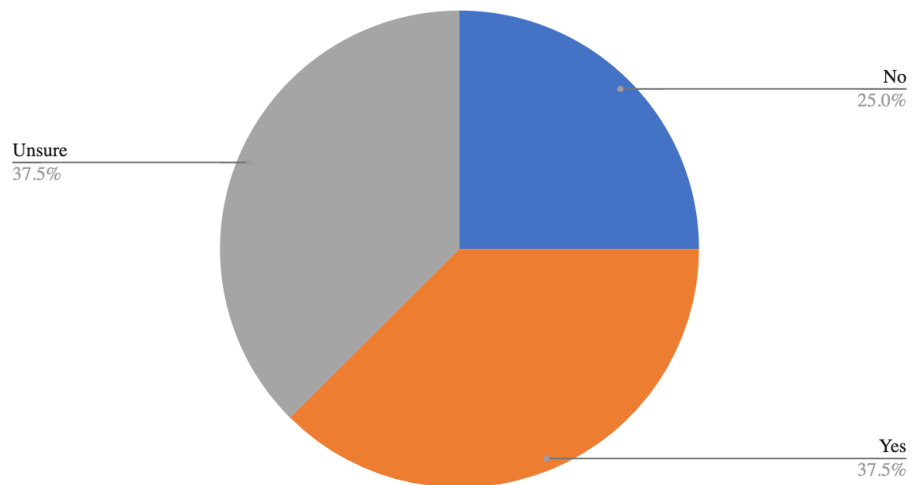
On a scale of 1 to 5, rate your understanding of the importance of indoor air quality.





### Are you familiar with Multiple Chemical Sensitivities (MCS)?

When asked about their familiarity with MCS, there was an equal split between Yes and Unsure, each of which had a 37.5% response rate. The remaining 25% were unfamiliar with the condition.

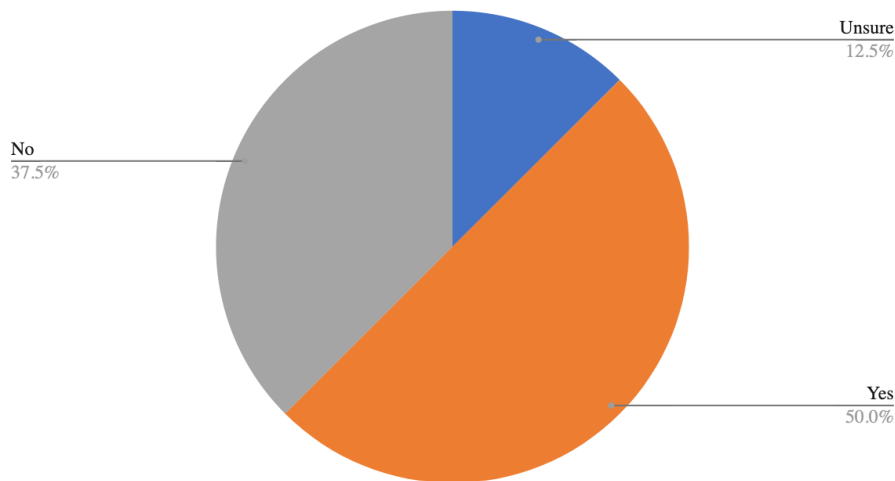


Half of the people in attendance reported that they knew someone with MCS, 12.5% were unsure if they knew someone with the condition and 37.5% did not know anyone with it.

To wrap up the questionnaire, we approached air quality again to gain an understanding of what it means to the attendants and ways it may manifest in their lives. 50% of respondents were already aware of their of best practices for good indoor air quality, 37.5% were unsure if they had already implemented these practices

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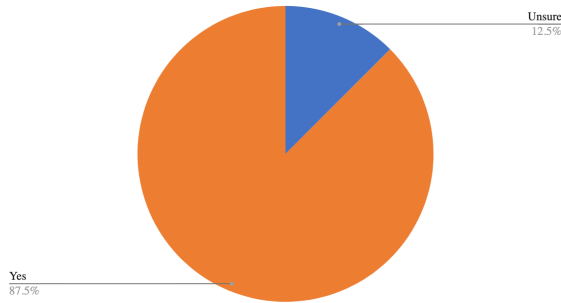
Do you know anyone with MCS?



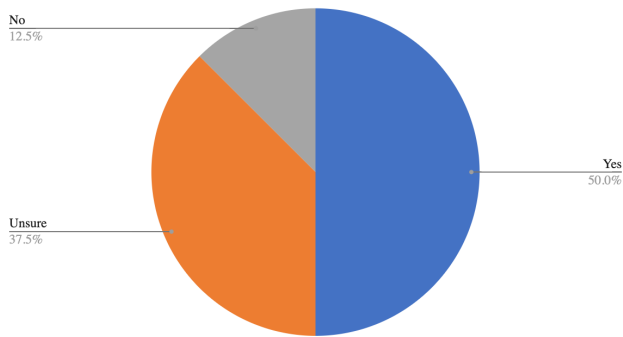
means to the attendants and ways it may manifest in their lives. 50% of respondents were already aware of their of best practices for good indoor air quality, 37.5% were unsure if they had already implemented these practices

and the remaining 12.5% did not use these best practices.

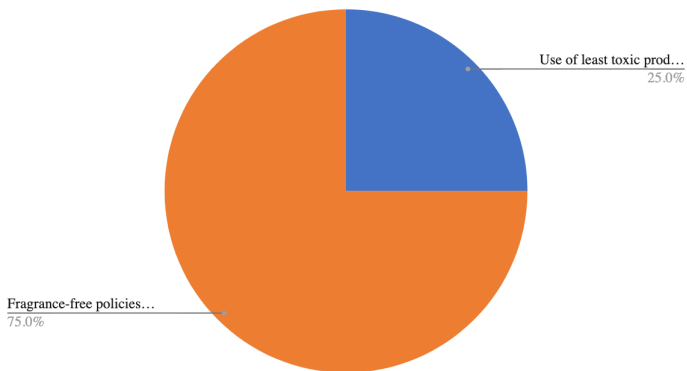
Would you like to know more about good air quality measures?



Do you know if you are using indoor air quality best practices?



Which air quality best practices do you use?



Following this question, we asked for specifications on what practices were being used. We provided two primary options to choose from so that respondents could choose either, or both.

Fragrance-free/scent-free policies had a 75% response rate, while use of least toxic products (i.e. cleaning products and cosmetics) had a 25% response rate.

The final air quality question was in regards to interest in learning more about best measures for good air quality, to which 87.5% responded that they were interested and the remaining 12.5% were unsure about their interest.



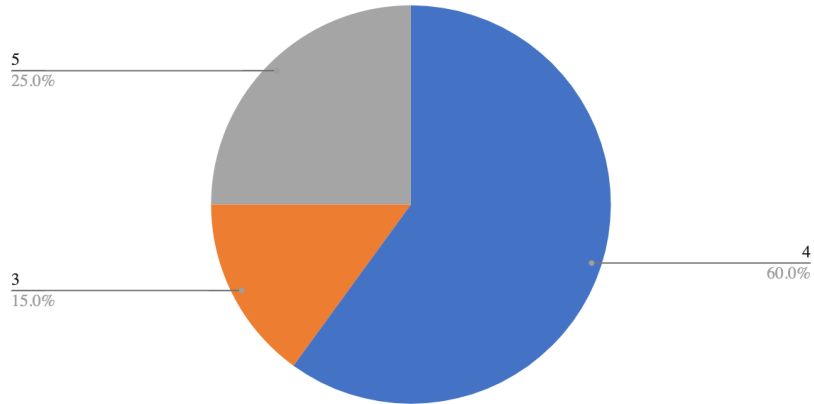
## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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**2.1.2. Post-event Questionnaire**

When asked how respondents would rate their understanding of the importance of good indoor air, there were an array of responses. 25% responded that they had an excellent understanding of, 60%

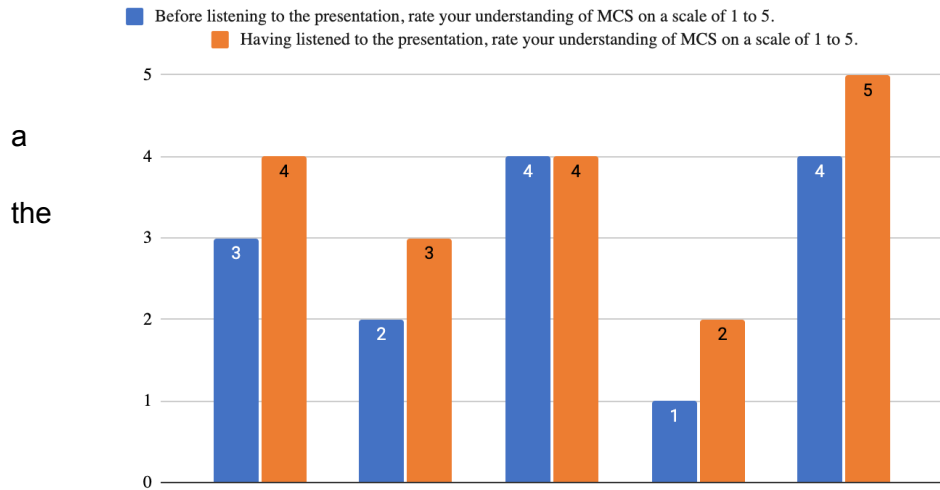
On a scale of 1 to 5, rate your current understanding of the importance of indoor air quality.



rated their understanding as very good and the other 15% rated themselves as good.

In order to understand if our workshop was helpful and how to proceed with our future events, we drew data on understanding of the condition before and after the event.

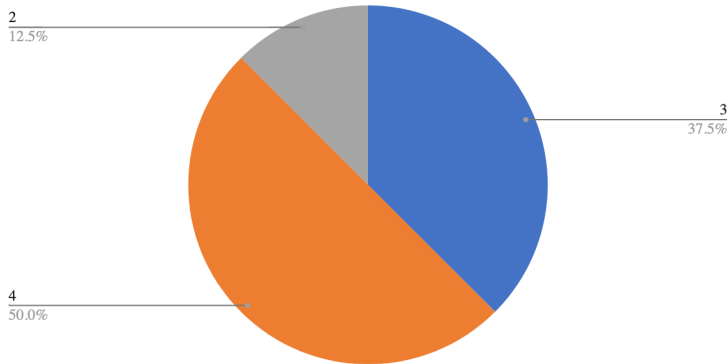
The responses to understanding from before the event ranged across the spectrum of a very low understanding to an excellent



comprehension of MCS. 7.1% of responses reflected very low understanding of condition and another 14.3% reflected a low understanding. 21.4% showed a moderate understanding of MCS and, lastly,

57.1% had a high understanding, representing the majority of the respondents.

Rate the level of importance you place on immediate action regarding this condition on a scale of 1 to 5.



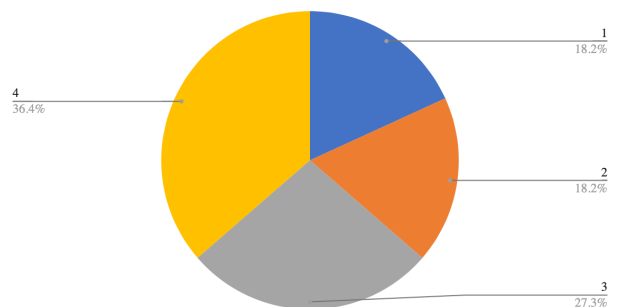
When followed by the same question but regarding understanding after the event, the respondents showed a more elevated comprehension of the topic. Now, 11.1% rated their understanding as low (rate=2), 16.7% rated moderate, 44.4% rated high and 27.8% rated excellent. Overall, we saw an increase in understanding post-workshop, with all but one individual rating themselves higher after.

To wrap up this survey we asked about the importance of immediate action regarding MCS. We asked that participants rate the importance they feel is required for this condition and its accommodations. 12.5% responded that with a low importance, meaning they did not feel immediate action was required for this condition.

Another 37.5% responded with moderate importance of immediate action and the final 50% responded with a 4, which translated to a high level of importance placed on immediate action regarding MCS.

Finally, participants were asked to express their interest in the ECRoB project, by way of their likelihood of support. On a scale of 1 to 5, 1 being low and 5 being high, 36.4% showed a high interest in supporting this work. 27.3% were moderately interested, 18.2% were not interested, and the final 18.2% were not at all interested in supporting. These responses inform how to move forward with training on MCS and/or educational workshops.

Rate your likelihood of supporting the ECRoB project on a scale of 1 to 5.

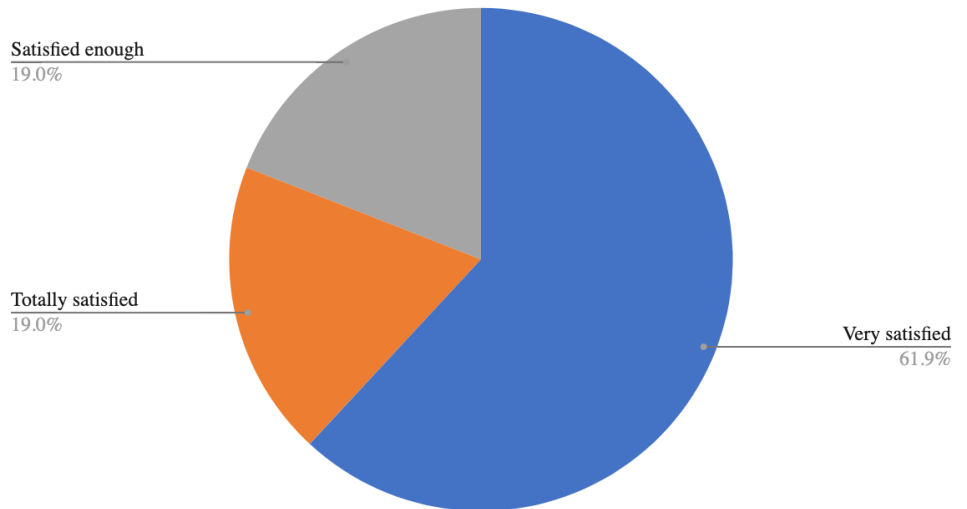


## 2.2. Air Quality Event: March 2023

On March 23, 2023, an air quality event regarding accessibility to the built environment was hosted in order to discuss the importance of good air quality, the necessary measures to adopt to have good indoor air quality, and to demonstrate how air quality impacts accessibility to the indoors for conditions and disabilities such as Multiple Chemical Sensitivity. This event was mainly informative so it was closed out with the request to fill out a short survey that also allowed for attendees to input their contact information for future newsletters and events.

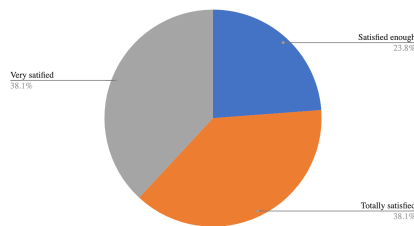
The questionnaire for this event was geared toward satisfaction levels which would go to inform future events and workshops. Aside from asking for names and contact information, we proceeded by asking for the attendees to rate their level of satisfaction with the length of the event. 61.9% of participants were very satisfied with our event duration, and an equal amount of 19% were both totally satisfied and satisfied enough with the time.

Level of Satisfaction: Duration of the event



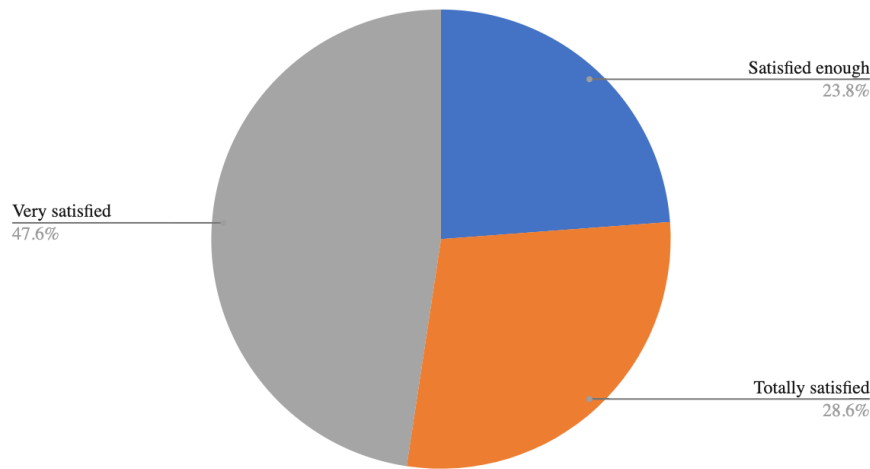
The next question asked was with the panelists that The overall satisfaction with data shows that 38.1% were

Level of Satisfaction: Panelists



in regards to the satisfaction presented during the event. The totally satisfied and 38.1%

Level of Satisfaction: Topics

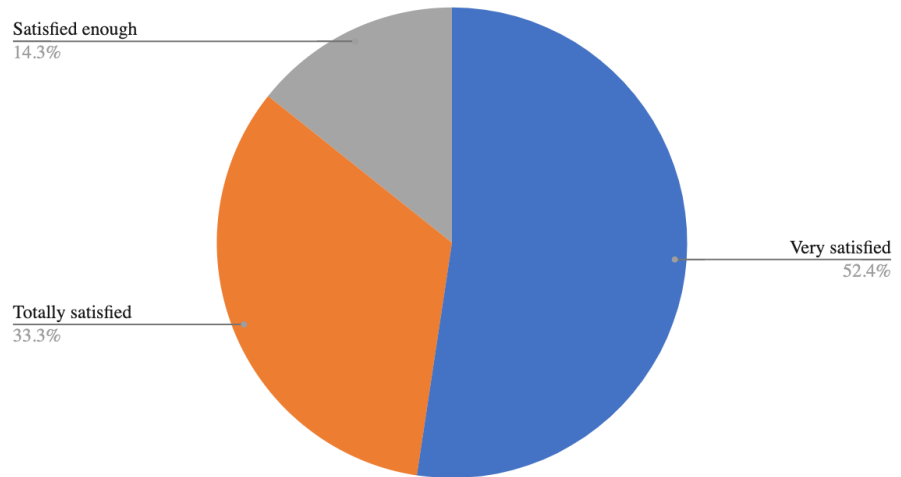


were very satisfied with the presenters. The remaining 23.8% were moderately satisfied/satisfied enough.

The satisfaction over the topics discussed followed

a similar pattern as the other satisfaction questions. The majority, at 47.6%, were very satisfied, 28.6% were totally satisfied, and 23.8% were satisfied enough.

Level of Satisfaction: Animation/Facilitation



The level of satisfaction with the facilitation of the event was generally high. The majority were very satisfied, at 52.4%, and another 33.3% were totally satisfied with the animation.

14.3% expressed moderate satisfaction with the facilitation which is still positive but leaves room for some amelioration moving forward.

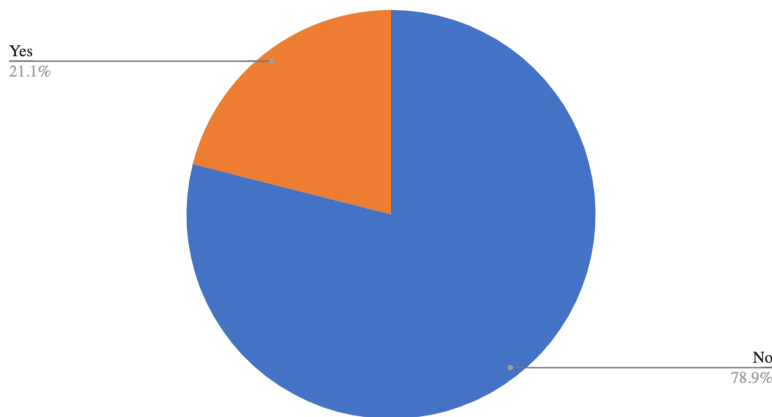


### 2.3. Medical Student Workshop

On April 3rd, 2023, the Environmental Health Association of Québec hosted a workshop with medical students across the provinces to give a perspective on the ECRoB project in a medical setting, focusing on the biological, medical, social and legal aspects of the condition including accommodation measures for accessibility. The role of medical personnel in providing support for accessibility and inclusion was stressed. Because medical students are proponents of our future, they were an important discipline to educate and they were very receptive to our

discussion, requesting additional workshops. This meeting was open to some members as well, however, the content was developed for medical students.

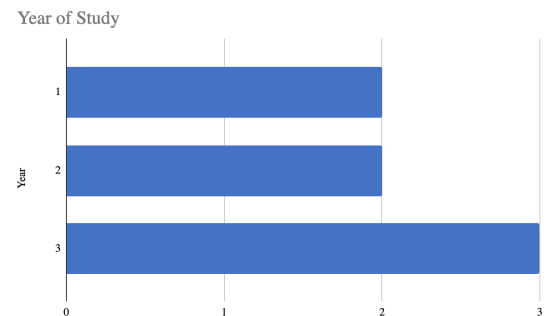
Are you a medical student?



students, 21.1% of attendees were and the other 78.9% were not medical students.

#### 2.3.1. Pre-event Questionnaire

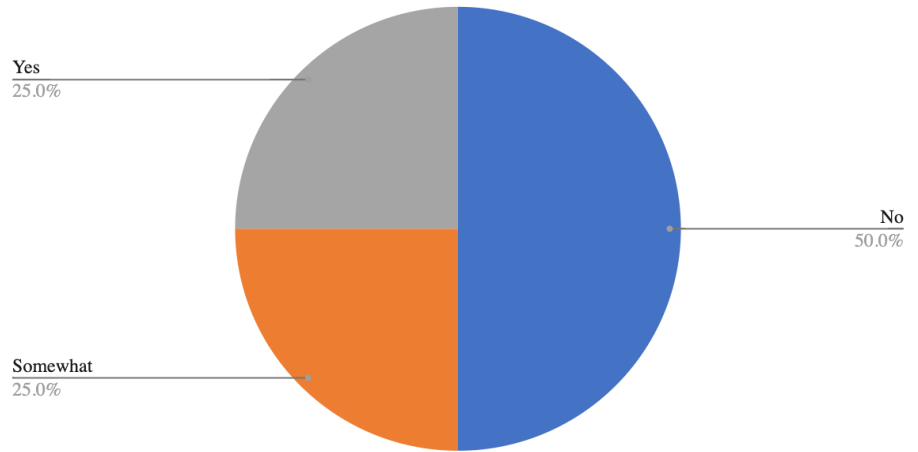
Our first question was meant to find out who the medical students were so when asked if they were medical



The following question was intended for only the medical students and asked for specifications on what year of study they were currently in. The y-axis represents the year, between Med-1 and Med-3, while the x-axis represents the amount of students. In Med-1, we see there are two students, there are another 2 in Med-2, and there are 3 students who are in their 3rd year of medical school.

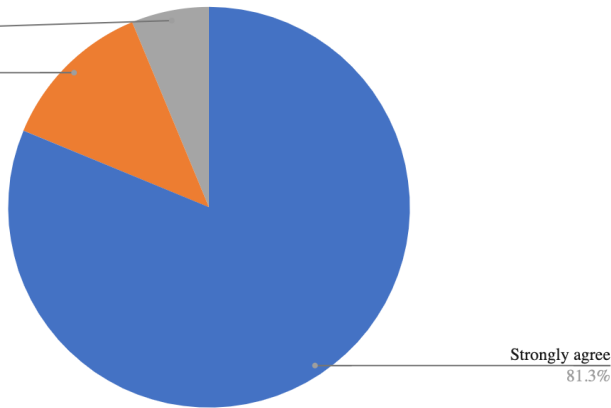
Have you received any medical training on pollution as a risk factor for developing chronic disease?

When asked about medical training on pollution as a risk factor for developing disease, the majority of the medical students did not report having this training. With 50% of respondents answering no, another 25% answered that they had somewhat had this training, and the remaining 25% reported having been trained on pollution as a risk factor.



Should education on pollution as a risk factor be included in medical training?

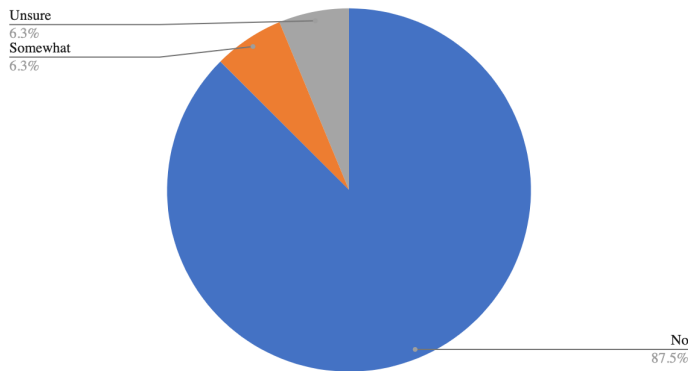
Unsure  
6.3%  
Agree  
12.5%



Next, the question “Should education on pollution as a risk factor for developing and/or exacerbating chronic disease be included in the medical training curriculum?” was asked and all but one person were in agreement to some extent. 81.3% of participants strongly agreed with this education being implemented in curriculum and another 12.5% agreed. It is

only 6.3%, representing one individual, who were unsure about this being included in medical training.

Have you received any medical training on indoor air quality?



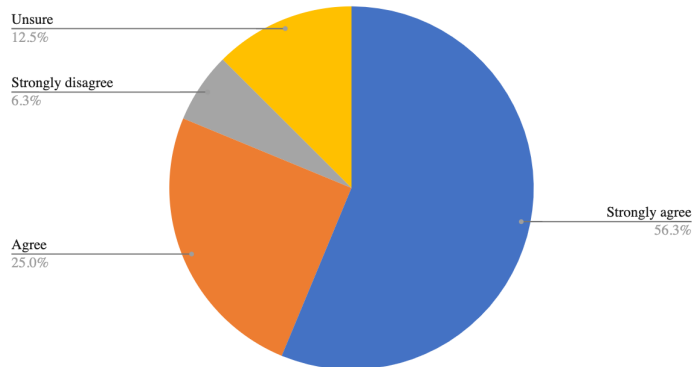
In order to understand the existing training on air pollution in the medical sphere, the attendees were asked whether they had received any medical training on indoor air quality. The majority of the responses were no, at 87.5%, the remaining responses were split evenly into two groups of 6.3% that responded with unsure or somewhat.

confidently state that they had been debriefed on indoor air quality in relation to their medical training.

Overall, none of the students could

This question was followed by a rating of the importance individuals place on indoor air quality. Here, we see that the majority felt the topic was important. 56.3% strongly agreed that indoor air quality was significant to them, 25% agreed, 12.5% were unsure and 6.3% strongly disagreed with its significance to them.

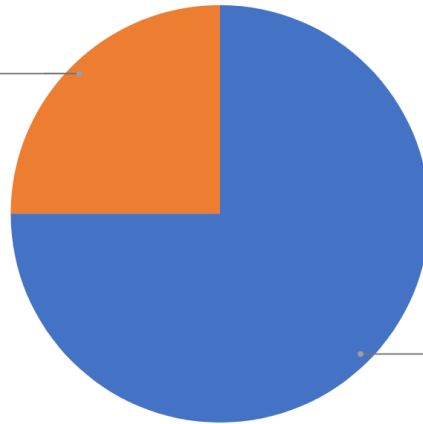
Is indoor air quality clinically significant to you?



Have you been taught how to take an environmental exposure history?

75% of the participants to our

Somewhat  
25.0%



responded

No  
75.0%

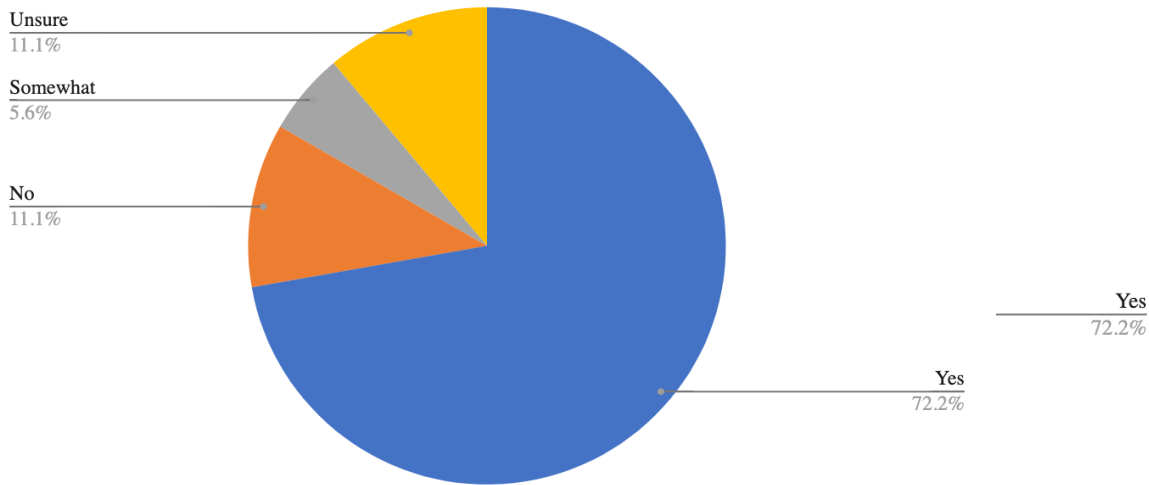
questionnaire that they had never been taught how to take an environmental exposure history, and the other 25% reported having been somewhat taught to do so.

We then followed up with the question regarding personal sensitivity to chemicals. 72.2% responded that they were sensitive, 11.1% were unsure and 5.6% reported that they were somewhat sensitive. The remaining 11.1% did not have any sensitivities to chemicals to report.

When asked if they knew anyone with Multiple Chemical Sensitivities, the majority, accounting for 72.2%, responded that they did. 22.2% of respondents did not know anyone with the condition and 5.6% were unsure if they knew someone with it. This demonstrates, to some extent, the frequency of coming across persons with this disability. It also produces even more questions surrounding the presence of more cases in disciplines that have been trained to detect it versus those that are not familiar with the condition.

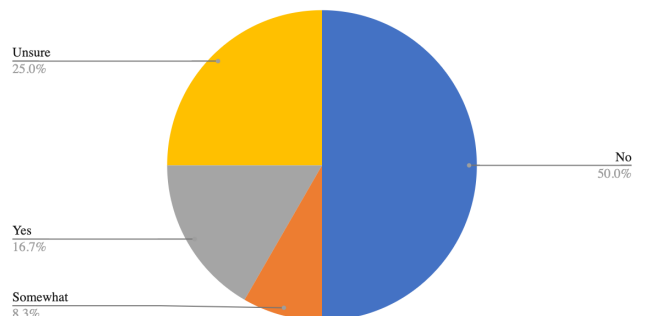
### Do you know anyone with Multiple Chemical Sensitivity?

Are you sensitive to chemicals (i.e., perfumes, cleaning & personal products)?



The next question was about MCS in training. More often than not, medical training did not include

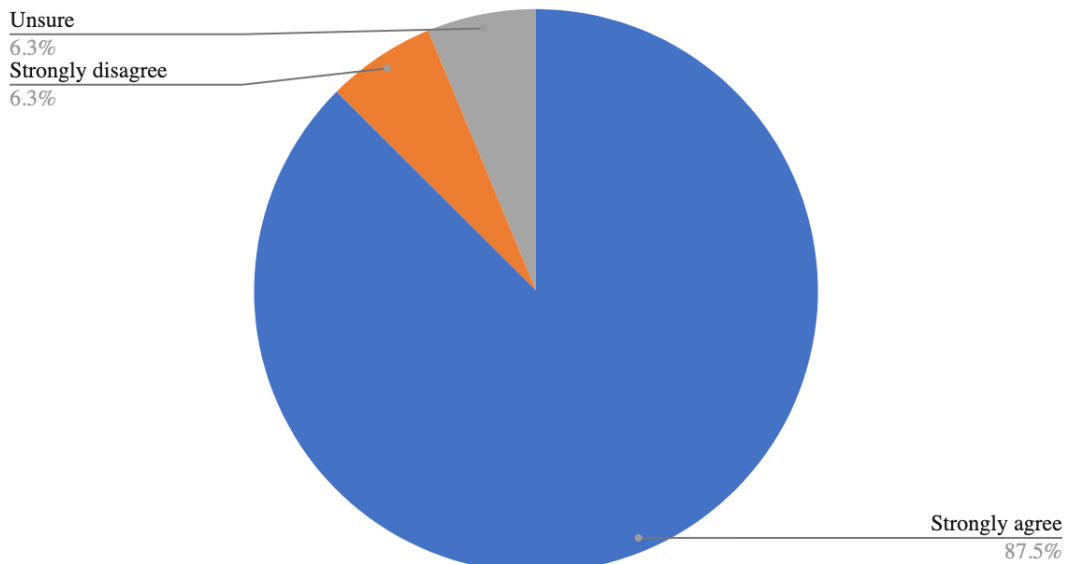
Have you ever seen a case of multiple chemical sensitivity in your training?



examples of or information on MCS; with 50% responding no to MCS in their training, 25% unsure, and another 8.3% saying there is somewhat of a presence. Only 16.7% of respondents could confirm that their training covered or made mention of MCS.

The questionnaire was wrapped up by asking the participants if they felt MCS should be included in their medical training, to which 87.5% strongly agreed. On the opposing side of the spectrum, 6.3% strongly disagreed with this and another 6.3% were unsure.

### Should MCS be included in your medical training curriculum?

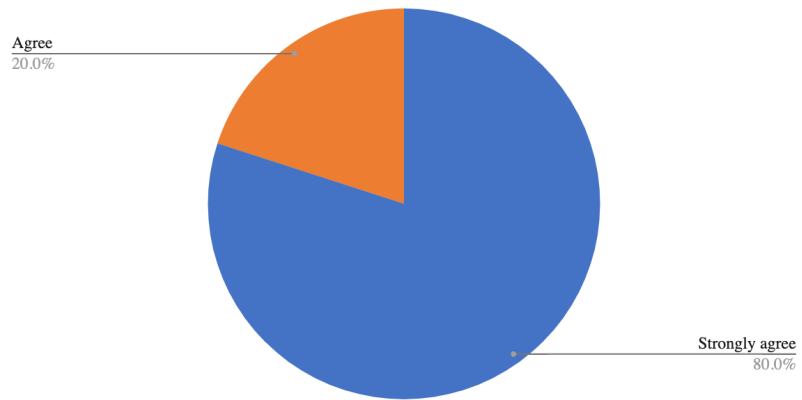


### 2.3.2. Post-Event Questionnaire

After having attended the seminar, participants were asked to participate in a post-workshop questionnaire to track any changes from the beginning.

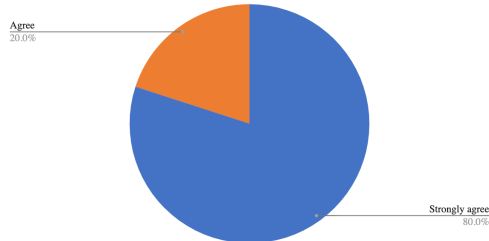
When asked again if education on pollution as a risk for developing chronic illness should be included in med school, all responses were in agreement. 80% strongly agreed with this sentiment and the other 20% agreed that it should be in the curriculum.

Should education on pollution as a risk factor for developing chronic disease be included or increased in the medical school curriculum?



Next, it was asked if education on pollution as a risk factor for acute exacerbations of chronic disease should be included or increased in the medical school curriculum. 60% strongly agreed and the other 20% agreed that this education should be added to the curriculum.

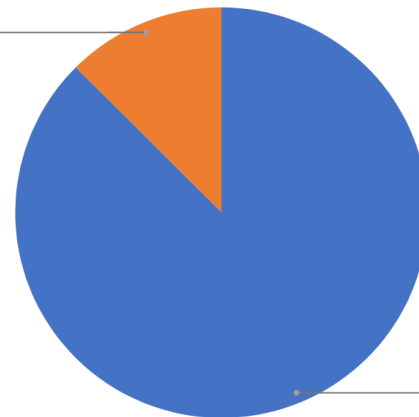
Should education on pollution as a risk factor for acute exacerbations of chronic disease be included in curriculum?



When asked if education on indoor air quality should be included in the medical school curriculum, 87.5% of the participants strongly agreed and the other 12.5% agreed.

Should education on indoor air quality be included in the medical school curriculum?

Agree  
12.5%



Strongly agree  
87.5%

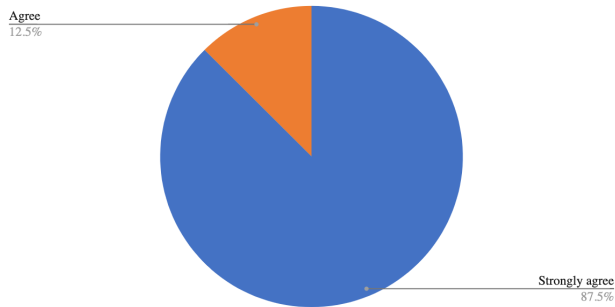


Compared with our pre-workshop question where the majority expressed they were not taught to take an environmental exposure history, when asked if the students felt it was clinically important, all agreed to different extents. 87.5% strongly agreed that this was important to consider clinically and the remaining 12.5% agreed.

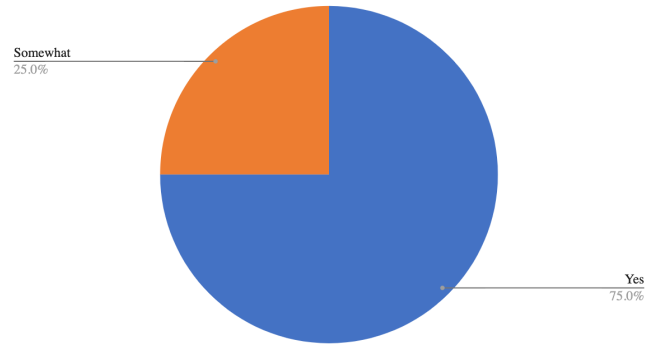
When asked if they felt environment exposure therapy should then be incorporated into the medical school curriculum, the unanimous answer was “strongly agree”.

To wrap up this survey, it once again turned to Multiple Chemical Sensitivities, by asking if the participants felt the condition should be in their learning. 100% of the respondents strongly agree that MCS should be in their curriculum.

Is taking an environmental exposure history clinically important to you?



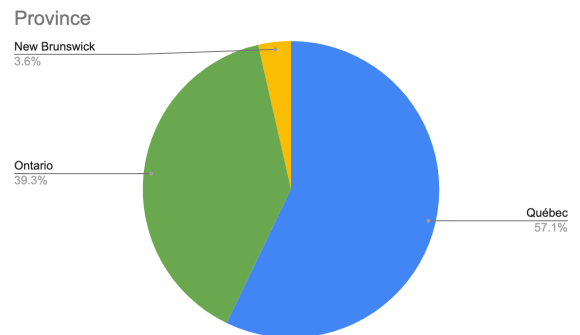
Do you have a better understanding of multiple chemical sensitivity?



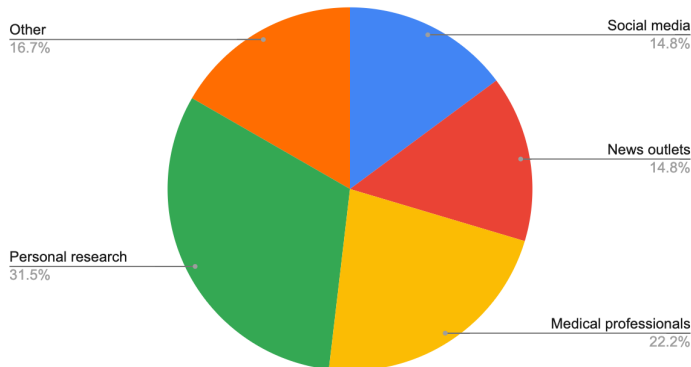
Lastly, in order to better accommodate future workshops and events, it was asked if the workshop was successful in providing a better understanding of MCS. 75% responded that they had a better understanding of the condition post-workshop and 25% responded that they had a somewhat better understanding. Leading ASEQ-EHAQ to take this into account moving forward, ideally, making events a bit more straightforward and accessible to account for the “somewhat agree” answers.

### 2.3.3. Zoom Polls

The medical students were asked to report what province they were joining from so that we could track reach. There were 4% from New Brunswick, 39% from Ontario, and 57% were from Québec.



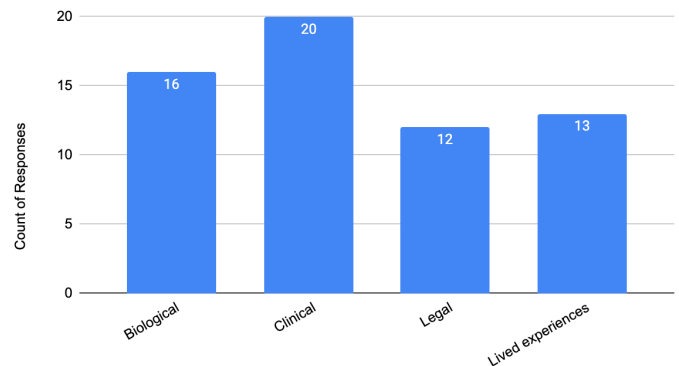
How do you usually learn about health-related topics?



When asked about how they learned about health-related topics, the majority learned from personal research, coming in at 31.5%, 22.2% learned from medical professionals, 16.7% learned from other methods, and 14.8% learned from both news outlets and social media.

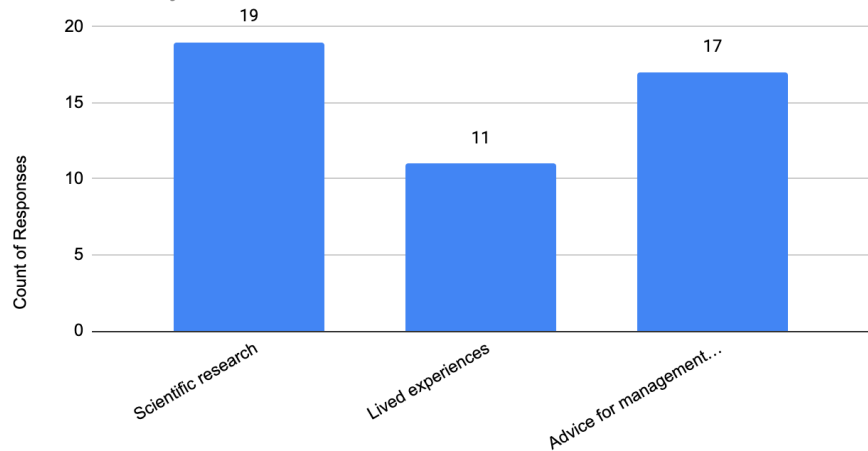
The second poll asked what aspects of the condition the participants were most interested in learning about. 71% were interested in the clinical aspect, 57% in the biological, 46% in lived experiences, and 43% in the legal. The clinical being the vote of the majority of attendees.

MCS Aspects of Interest



When asked what they would like to see in future events, we had the feedback that 68% wanted more scientific research, 61% wanted to see advice for the management of MCS and 39% wanted to hear lived experiences from people with this condition.

What would you like to see more of in future events on MCS?



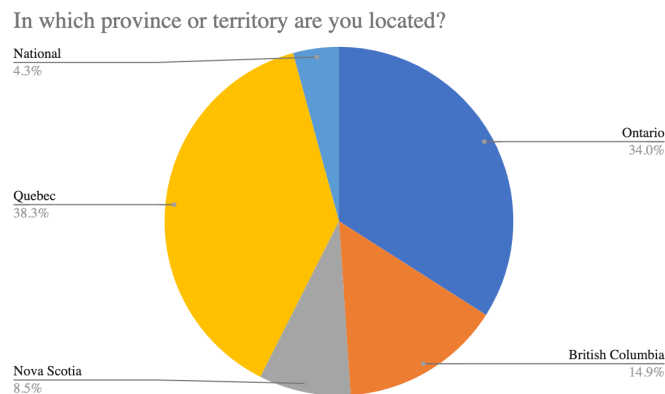
Finally, the attendees were asked if they believed that policies should mandate fragrance-free and least-toxic policies, to which the question was unanimously answered yes.

## 2.4. May disABILITY Workshops

In May, the Environmental Health Association of Québec hosted a series of workshops titled disABILITY: A workshop on how to accommodate people with Multiple Chemical Sensitivities (MCS) (disABILITÉ: atelier sur l’accommodement des personnes atteintes de sensibilités chimiques multiples (SCM)). Workshops were presented in both languages, 3 in English, and 2 in French, with the purpose of educating groups that represent other disabilities on the condition of MCS. The aim of these workshops was to educate for awareness and to teach about accommodation measures for MCS so that groups learned appropriate accommodation measures for people with MCS to ensure inclusion and accessibility within their own organizations’ built environment, or membership.

### 2.4.1. Pre-event Questionnaire

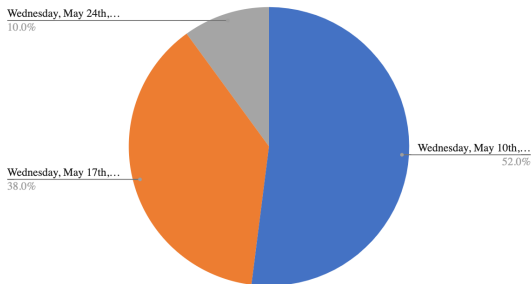
The first survey was shared pre-event as a medium to register for the workshop date of choice. Aside from providing information like name and designation, we also asked that people share the group or organization they were joining from. There were a range of groups, which can be seen depicted in the chart below, but some like Deaf Literacy Initiative, Richmond Centre for Disability, and Independent Living Kingston attended in multiples.





## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

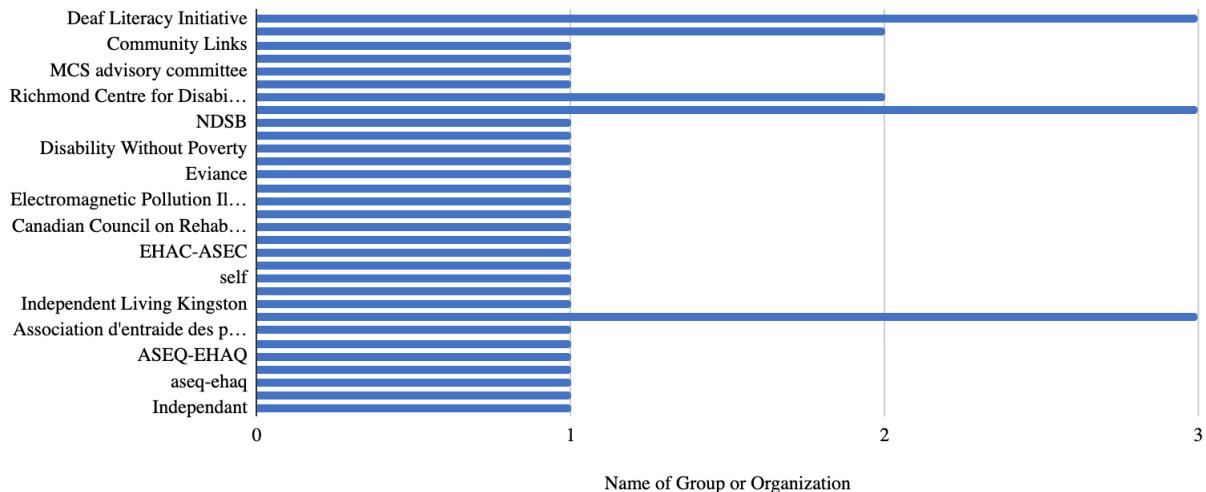
Which date would you like to attend?



The participants came from different provincial and national groups. 38.3% joined from Quebec, 34% from Ontario, 14.9% from British Columbia, 8.5% from Nova Scotia, and 4.3% were national. In addition, 2 individuals who did not respond to this questionnaire joined from France.

Lastly, when asked what date people would be interested in attending, 52% opted for May 10,

### Group or Organization



38% opted for May 17, and the final 10% chose May 24. The registration was filled according to these dates.

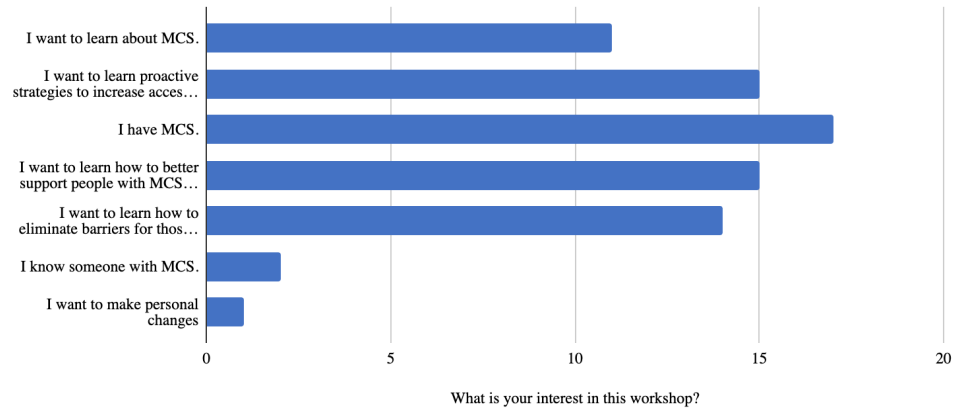
### **2.4.2. Beginning of Event Questionnaire**

The surveys presented to attendees across the 5 workshops remained the same.

The following data represents the findings across all attendees and respondents. The workshops began with a survey on basic information like name, group or organization, and geographical location. These responses coincided with the responses from the initial registration/pre-workshop survey so the data has not been extracted again. The same survey was also presented at the beginning of the workshop to include anyone who had not filled the pre-registration questionnaire. The focus of these questions was to draw on what brought people to our workshops and what they already knew about the topic.

When given a choice of options to choose from, with the option to choose more than one, respondents gave several reasons for joining the workshops. The most common response received was that people were joining because they had MCS, this response was selected by 59%. Next, with 52% each, people gave the reason that they wanted to learn how to be more accessible and how to do so specifically for persons with MCS. 48% voted that they wanted to learn how to eliminate barriers for people with MCS with other disabilities. 40% responded that they wanted to learn more about the condition, and finally, 7% voted that they knew someone with MCS, and 4% voted that they wanted to make personal lifestyle changes.

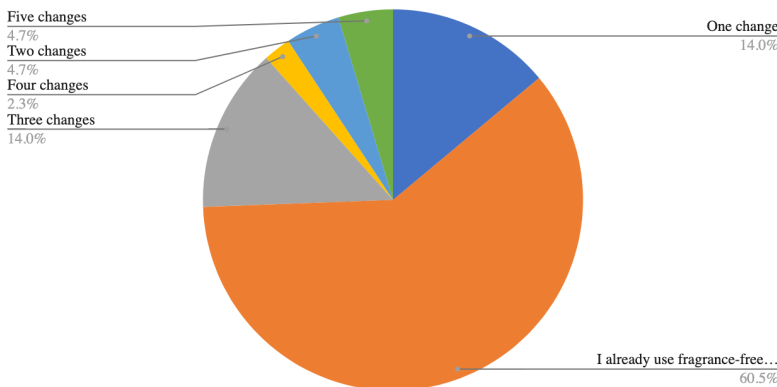
What is your interest in this workshop?



This questionnaire

wrapped up with the question of change in order to provide accessibility for people experiencing

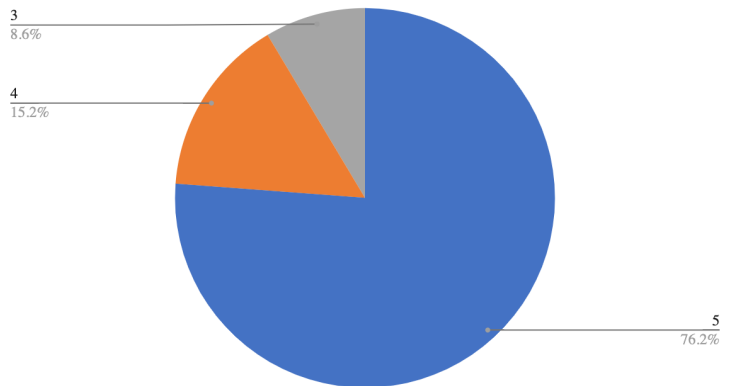
Will you commit to making lifestyle changes in the next 10 days



MCS; the goal was to encourage participants to make changes to their product choices, according to what had been presented in the workshops. In order to measure this, we advised that a follow up survey would be sent after 10 days to see how they were managing the change. 60.5% of the survey participants said they had already been using fragrance-free and least-toxic

products, 4.7% agreed to make 5 changes, 2.3% agreed to 4 changes, 14% to 3 changes, 4.7% to 2 changes, and the final 14% agreed to make one change over the next 10 days.

On a scale of 1 to 5, rate how easy our content was to understand



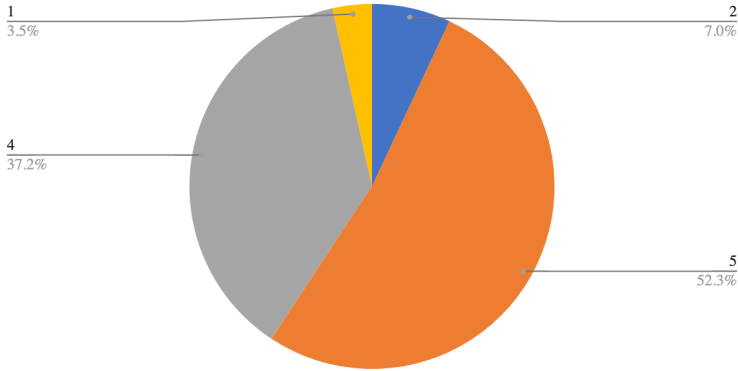
### 2.4.3. Post-event Questionnaire

This survey was presented towards the end of the workshop, after the completion of the presentations, and before the Q&A was held, to ensure survey completion. Attendees were asked to rate their understanding of the content, post-event, from 1 being the lowest to 5 being the highest, . The majority of respondents, representing 76.2% rated their understanding at a 5, being an excellent understanding, another 15.2% rated themselves a 4 which is still a strong understanding of content, and the final 8.6% rated a 3, meaning they had an average understanding of the content.

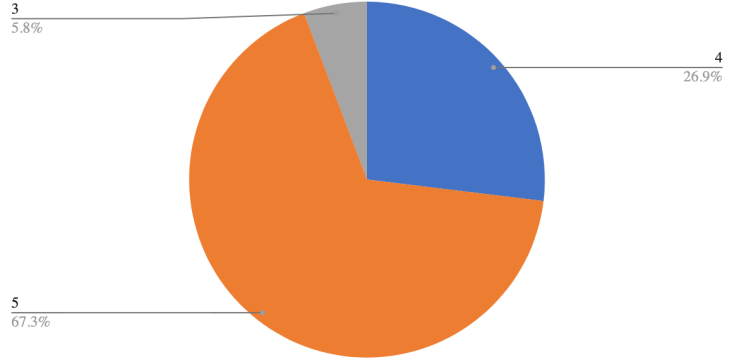
Next, we asked for the level of understanding of Multiple Chemical Sensitivities, before and after the event. This is best analyzed in separate charts side-by-side because of the nature of the data.



On a scale of 1 to 5, rate your level of understanding of MCS before this workshop.



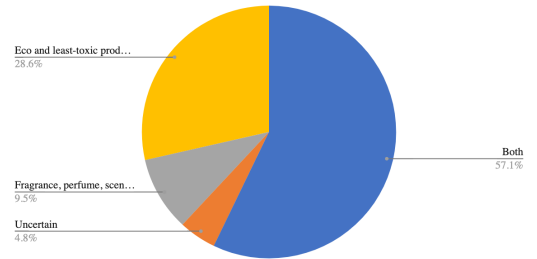
On a scale of 1 to 5, rate your understanding of MCS after this workshop



Rating themselves at a 5, with excellent understanding, we have 52.3% prior to the event and 67.3% after the event, showing a 15% increase. Next, we had 37.2% rating themselves at a 4 prior to the event and 26.9% afterward, which is a 10.3% decrease that potentially accounts for the increased participants who rated themselves at a higher number after the event. Before the workshop, we had 7% rank themselves a 2 and 3.5% at a 1 but after the event, the lowest ranking was a 3, representing a mediocre/somewhat good understanding, and 5.8% of participants placed themselves there. This means that, of the attendees placed at a level 1 and 2 prior to the event, a portion of them placed their understanding afterward at 4 or higher.

When asked if the attendees were ready to make changes in product choices now that they had attended and been

After learning about MCS, do you commit to making changes in your use of any of these products



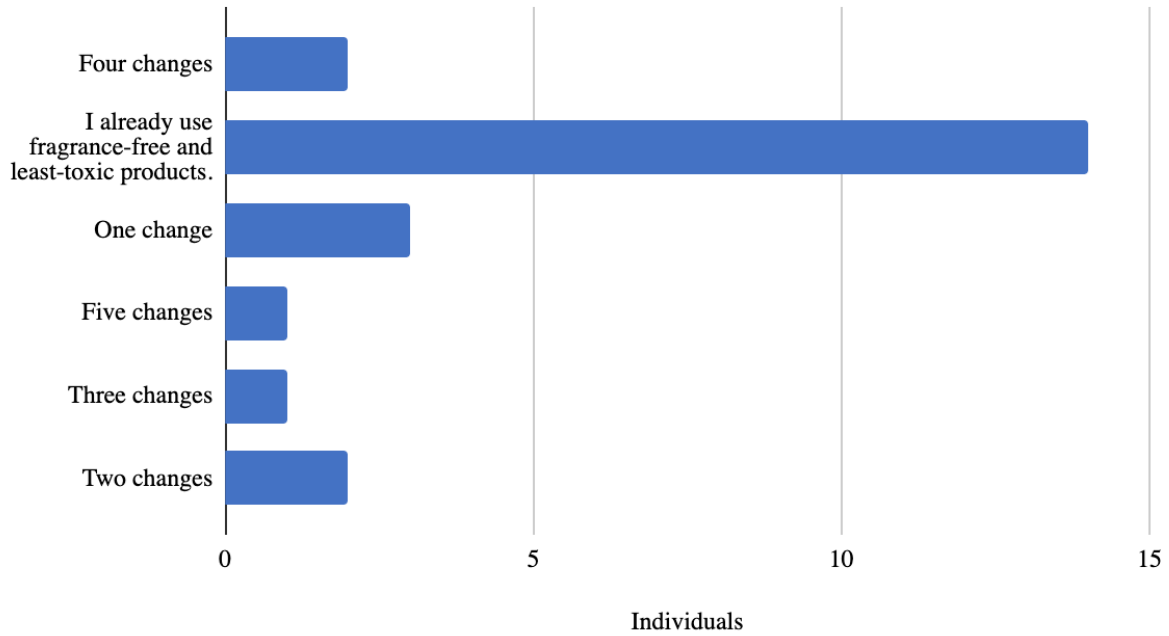


educated on the condition and best practices to accommodate persons with MCS, the outcome was positive.

Only 4.8% were uncertain if they could make this commitment at this time. 28.6% agreed to making changes to least-toxic and eco-friendly products and 9.5% agreed to going fragrance, perfume and scent-free. The remaining 57.1% of respondents committed to making both of these changes, going fragrance-free and changing their product choices.

Lastly, we closed this survey with a similar question to the one asked at the beginning of the workshop, but under different sentiments now that participants had attended the workshop. We returned to the question of product choice to see how many commitments people could make until they received our follow-up survey in 10 days. 60.9% of the people at the workshop already had these practices implemented. For the ones that did not already have these practices, 4.3% agreed to make 5 changes, 8.7% agreed to make 4 changes, 4.3% agreed to 3 changes, 8.7% agreed to 2 changes, and 13% agreed to make one change within 10 days..

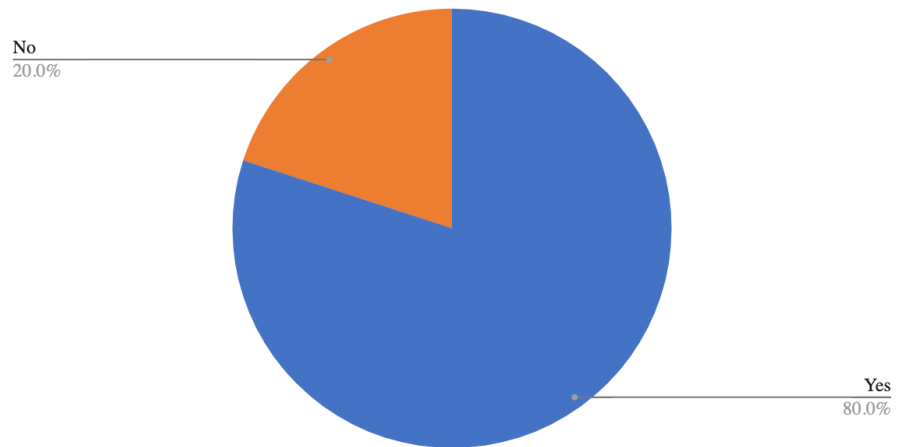
### How many changes do you now commit to making?



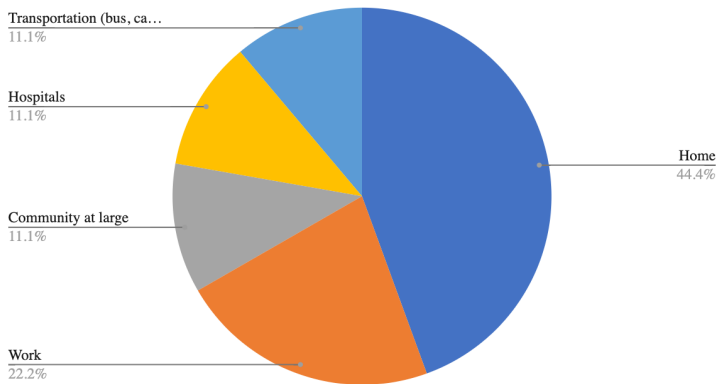
### 2.4.4. Follow-up Questionnaire

To begin the follow-up, it was important to establish whether the attendees had kept any of their commitments to making personal changes to better accommodate persons with MCS. The first question asked was if they had kept this commitment to which 80% answered that they had and 20% had not.

Did you commit to making a change in your personal/cleaning products?

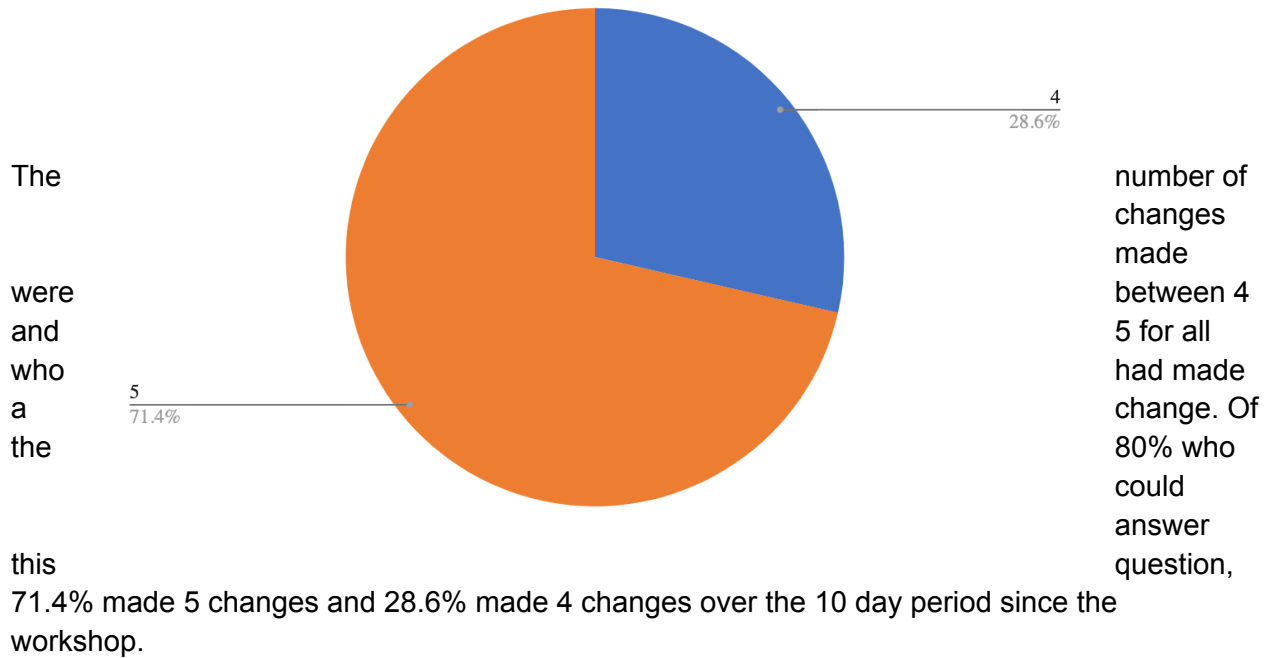


If yes, where did you make this change?

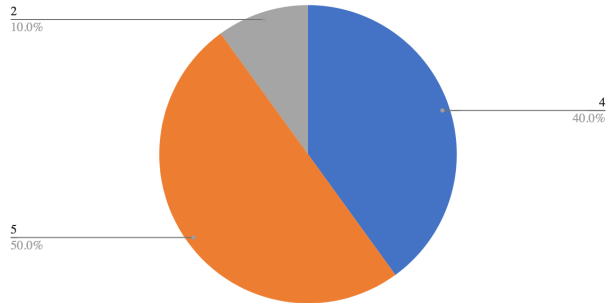


Those who had made changes were then asked to specify where they had applied them. 44.4% made changes in the home, 22.2% at work, 11.1% in the community-at-large, 11.1% in hospitals and the final 11.1% in areas of transportation like buses, planes, etc.

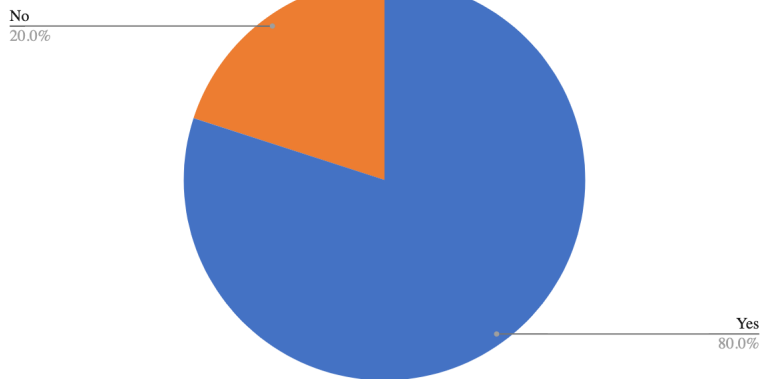
If applicable, how many changes did you make?



On a scale of 1 to 5, please indicate how you see a least-toxic environment for yourself in the future



Will :



When asked if these changes would be maintained past this trial period, 80% responded yes and 20% answered no. When analyzed further, the 20% represents the participant who did not previously agree to making any changes.

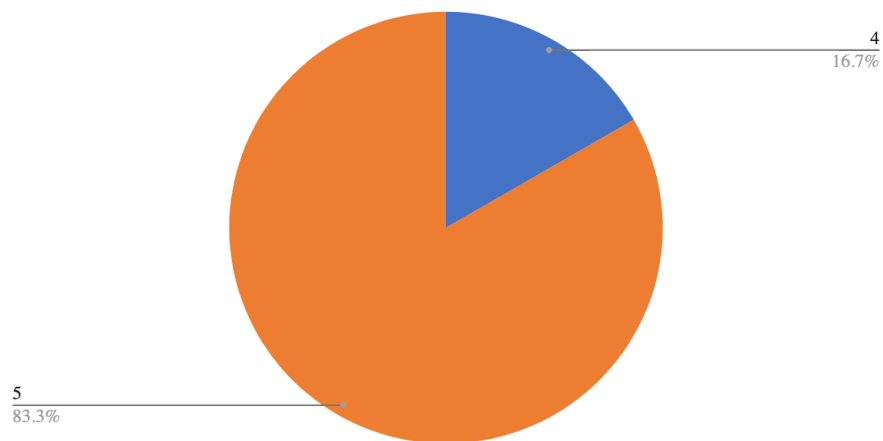
80% of respondents agreed to making changes over the 10-day period and, of this 80%, 80% planned on making changes beyond this date. These numbers account for 60% of the total, who will continue to make these changes in their day-to-day lives

When asked how they viewed a less-toxic environment for themselves in the future, the majority had a positive view. 50% of the responses were ranked at 5, meaning they saw their least-toxic future as excellent and feasible. Another 40% ranked themselves at a 4 and only 10% rated themselves at a 2, having a relatively low outlook on a less-toxic future.

One of the final questions asked participants to rate from 1 to 5, how important air quality was to them. 83.3% rated this importance high at a 5, and the remaining 16.7% rated this importance at a 4, still being high.

Finally, when asked the last question on the importance of being accessible for people with Multiple Chemical Sensitivities (MCS), the group unanimously ranked themselves at a 5, demonstrating an extremely high importance.

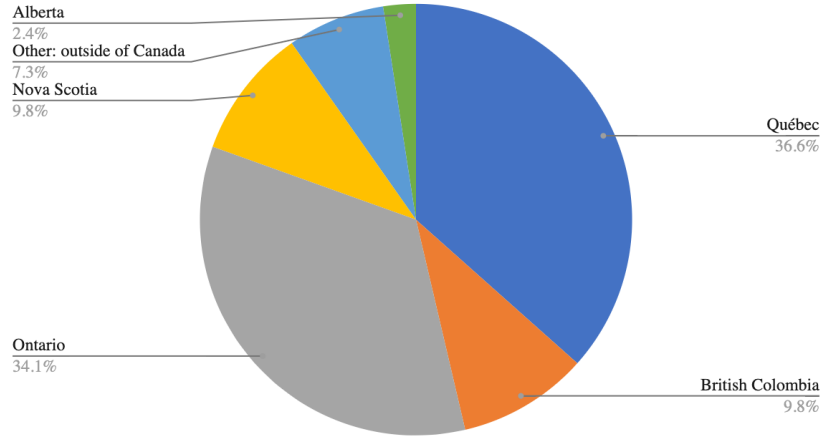
On a scale of 1 to 5, please indicate how important air quality is for you



### 2.4.5. Zoom Polls

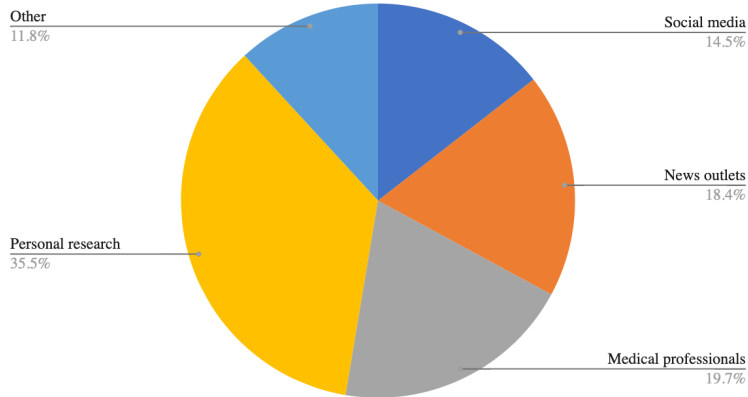
Throughout the workshop, polls were shared via Zoom. The first poll asked for people to identify where they were from. 36.6% were from Québec, 34.1% were from Ontario, 9.8% from British Columbia, another 9.8% from Nova Scotia, 7.3% from outside of Canada, and 2.4% from Alberta.

Location



When asked about topics, chose many areas. common personal 35.5%, then professionals outlets at media at unspecified 11.8%.

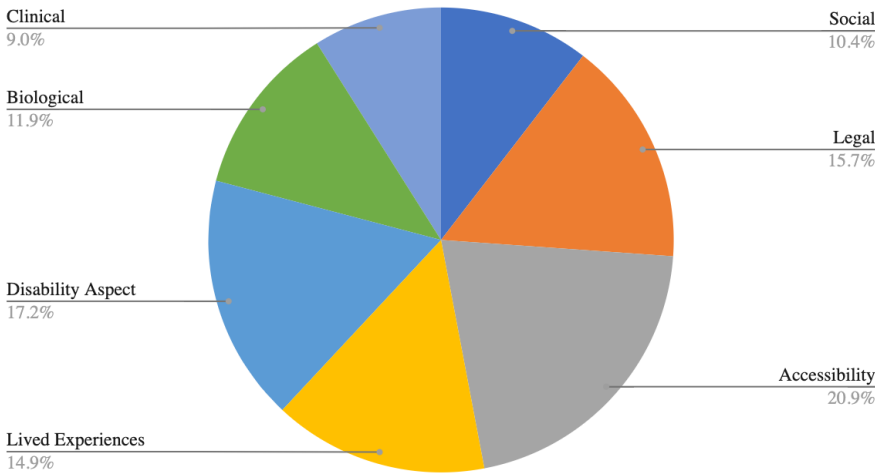
How do you usually learn about health-related topics?



how they learned health-related participants responses from The most response was research at medical at 19.7%, news 18.4%, social 14.5%, and lastly, other methods at



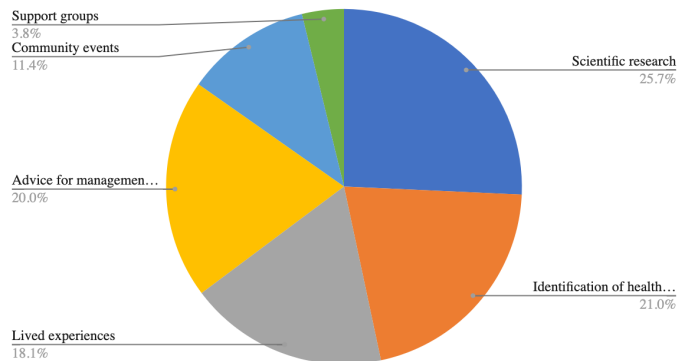
Which aspect(s) of MCS are you most interested in learning about?



The second poll presented during this workshop asked what participants were most interested in learning. Broken down into percentages, 20.9% of interest was in accessibility, 17.2% was the disability aspect, 15.7% was the legal, 14.9% was lived experiences, 11.9% was biological, 10.4% was social, and the remaining 9% was clinical. The majority of the interest was in the accessibility, disability, lived experience and legal areas.

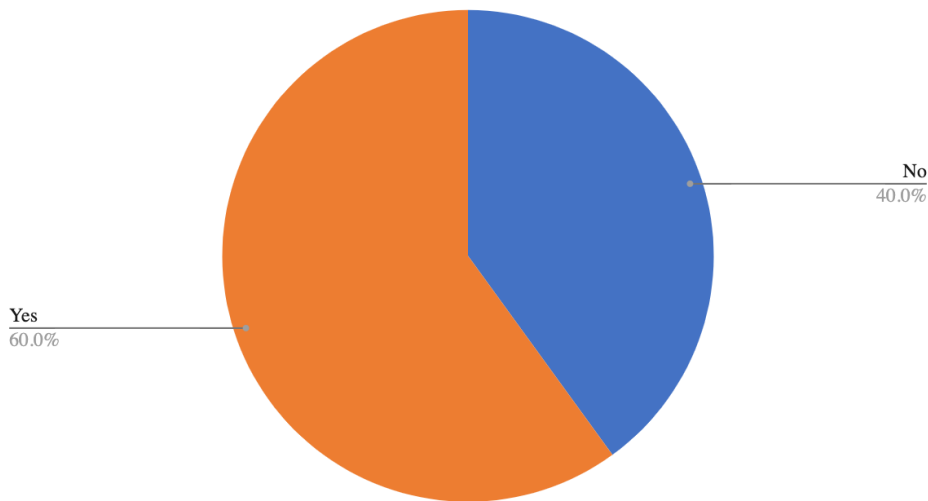
Lastly, it was asked what people would like to see in future events. Scientific research came in first at 25.7%, then identification of healthy products at 21%, advice MCS management at 20%, lived experiences at 18.1%, community events at 11.4%, and finally, support groups at 3.8%.

What would you like to see more of in future events?



## 2.5. MCS Prevalence Workshop

Do you belong to a group?



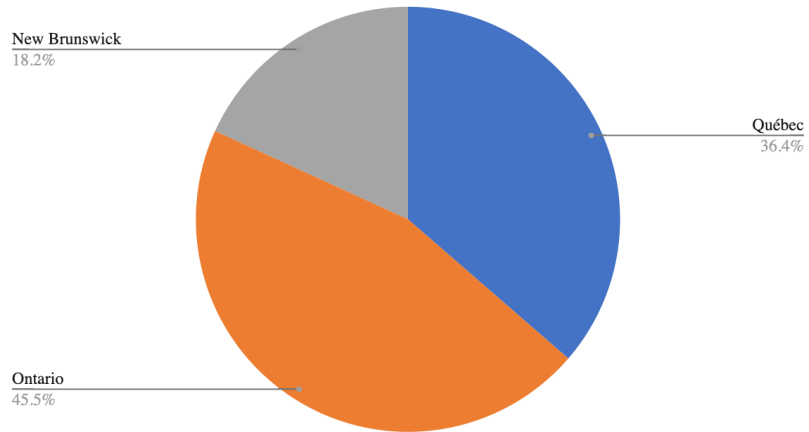
For the month of May, which is Multiple Chemical Sensitivity Awareness Month, the Environmental Health Association of Québec hosted an event on the prevalence of MCS in Canada, to bring awareness to the topic. This workshop took place on May 12, 2023, as it was MCS Awareness Day and made for the perfect opportunity to discuss with people from our community, as well as introduce the topic to people who are not already informed about the

condition.

### 2.5.1. Pre-event Questionnaire

To begin the survey, participants were asked to identify if and what groups they belong to. The results were that 60% belonged to a group or organization and the other 40% did not.

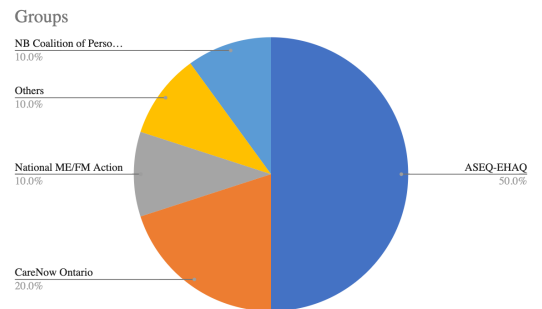
Location



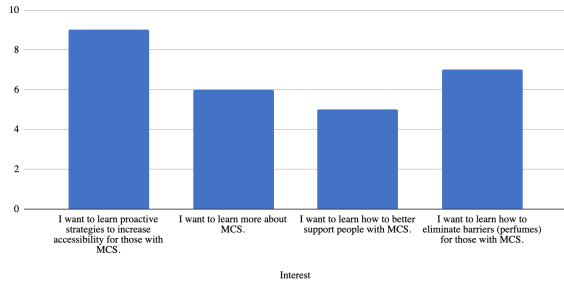
50% of the people in attendance were members of the Environmental Health Association of Québec. Another 20% were part of CareNow Ontario, 10% from National ME/FM Action, 10% from NB Coalition of Persons with Disabilities, and another 10% undefined.

The geographical location of the attendees for this event varied between Québec, Ontario and New Brunswick. 45.5% of people were from Ontario, 36.4% were from Québec, and 18.2% were from New Brunswick.

It was important to establish what drew attendees to this event so it was asked that they specify their interest. It is important to note that the respondents were given the option to choose more than one answer so they could best explain why they chose to participate in the event. 33.3% expressed that they were interested because they wanted to “learn proactive strategies to increase accessibility for those with MCS”. 25.9% wanted “to learn how to eliminate barriers (perfumes) for those with MCS”. 22.2% wanted “learn more about MCS”. And finally, 18.5% reported wanting “to learn how to better support people with MCS”.

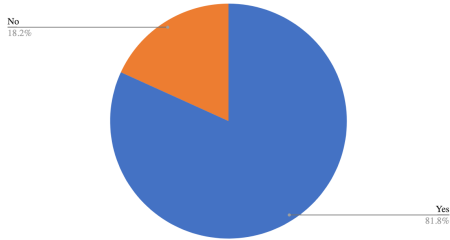


Your interest in this event



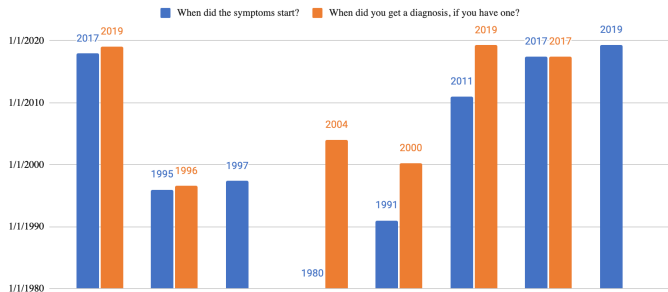
The next section of questions was built for persons with MCS at this

Do you have MCS?



The next section of questions was built for persons with MCS at this event. First, they were asked if they had MCS, to which 81.8% responded yes and the remaining 18.2% responded no. Those who did not have MCS did not respond to the following questions:

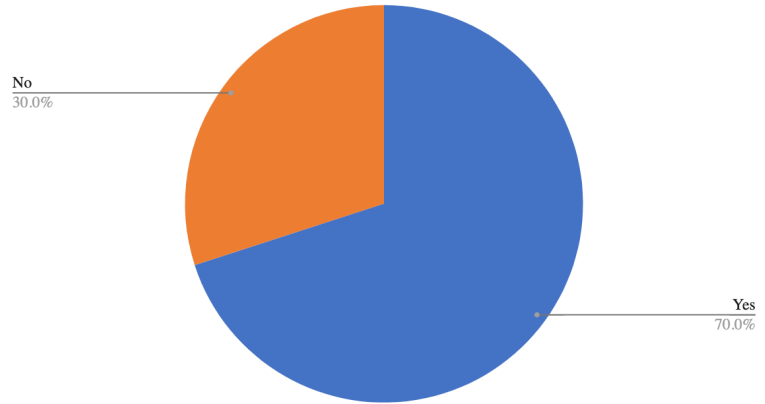
We asked two questions: when did symptoms start and when did you get a diagnosis, if you have one? The responses are presented below comparatively so that we can see the difference between experience of symptoms and actual diagnosis, if any. Of the 8 people who responded to this portion of the questionnaire, only 1 of 4 people who experienced MCS in the 90s or earlier was diagnosed before the year 2000. In addition, only 2 of 8 participants received their diagnosis within the same year they began experiencing symptoms.



There are two attendees who expressed their symptoms began in 1997 and 2019, but they did not report a date of diagnosis, suggesting they do not have a diagnosis as of yet. Disparities between year of symptoms and year of diagnosis showed up in the results. Most

notable, one of the attendees reported symptoms dating back to 1980, yet their MCS diagnosis was only confirmed in 2004, a 24 year difference. In addition, for the respondent symptomatic in 1991, they were only diagnosed 9 years later, in 2000. Similarly, the respondent who became symptomatic in 2011, was only diagnosed in 2019, 8 years later.

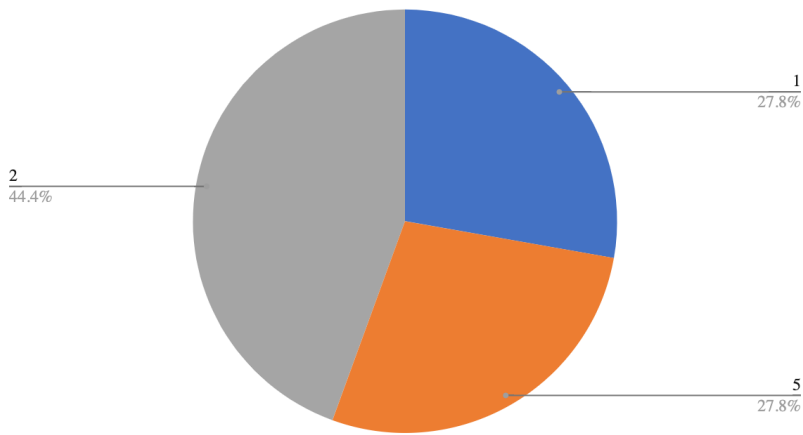
Do you have a diagnosis?



We also asked explicitly if the people who stated having MCS had a diagnosis, to which 70% responded yes and 30% responded that they had no diagnosis.

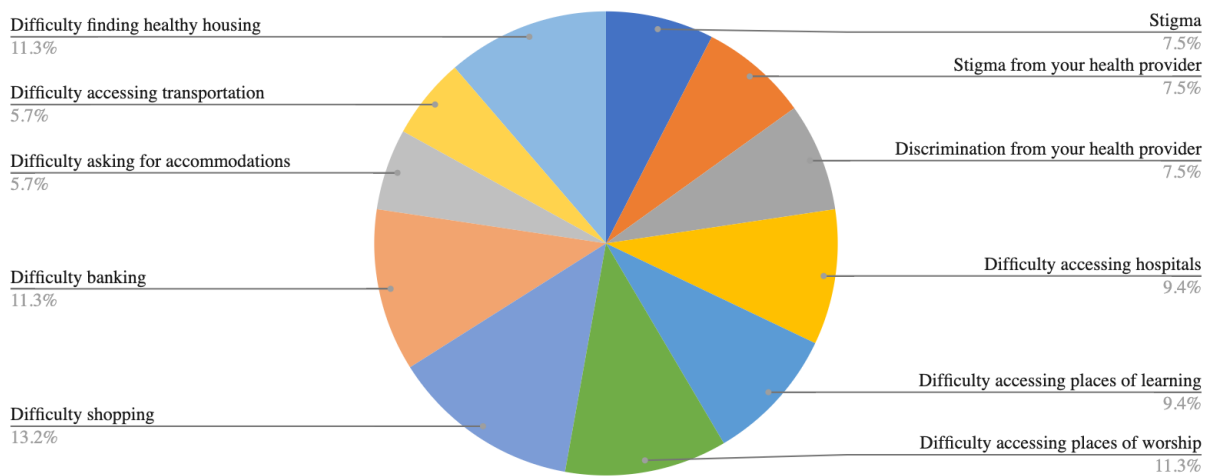
The participants were provided with a list of potential experiences and were asked to choose as many as they felt fit their personal experiences. 13.2% expressed that they had difficulty shopping, and 11.3% had difficulty finding healthy housing, banking, and accessing places of worship. 9.4% of the responses showed difficulty accessing hospitals and places of learning. 7.5% experienced stigma, stigma from a health provider and discrimination from a health provider. Finally, 5.7% expressed difficulties asking for accommodations and accessing transportation.

On a scale of 1 to 5, rate if you feel included in society.



Trying to understand the ways that people feel included or excluded from society we asked participants to rate how included they feel. Only 27.8% ranked themselves a 5, meaning very

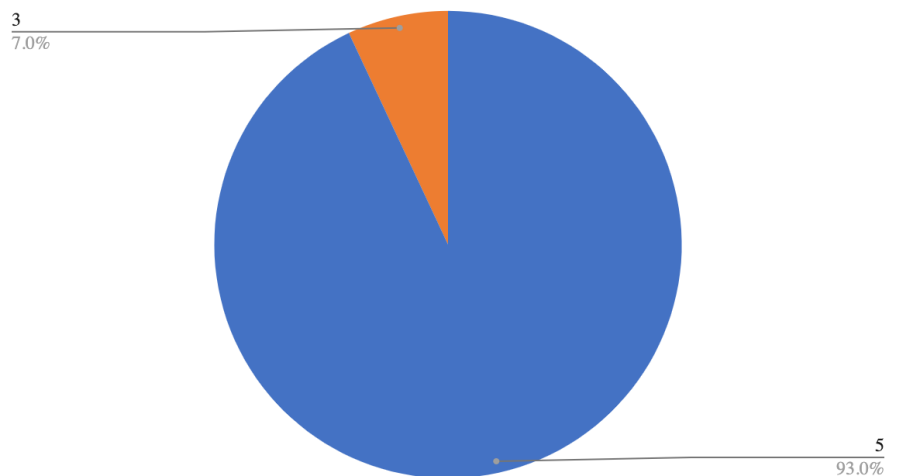
Because of your MCS, have you experienced any of the following



included in society; meanwhile, 44.4% ranked themselves a 2 and the remaining 27.8% placed themselves at a 1. This means that 72.2% of respondents were placed below the median, feeling that they were not included in society.

When asked how they would rate the importance of this event to them, the majority of answers were a 5, with 93% responding it was very important to them. The remaining 7%, accounting for one individual, rate the importance at a 3, being neutral or somewhat important.

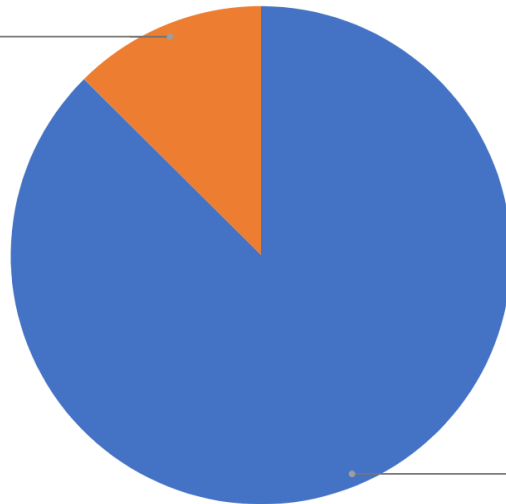
On a scale of 1 to 5, rate how important this event is to you.



This questionnaire wrapped similar to our other May workshops with a pledge to make a change. When asked how many changes people would be willing to make prior to our follow-up, 12.5% agreed to making one change over this period and the other 87.5% reported that these practices, like being fragrance-free and choosing least-toxic products, were already part of their lifestyles.

Will you commit to the changes within ten days

One change  
12.5%



I already use fragrance...  
87.5%

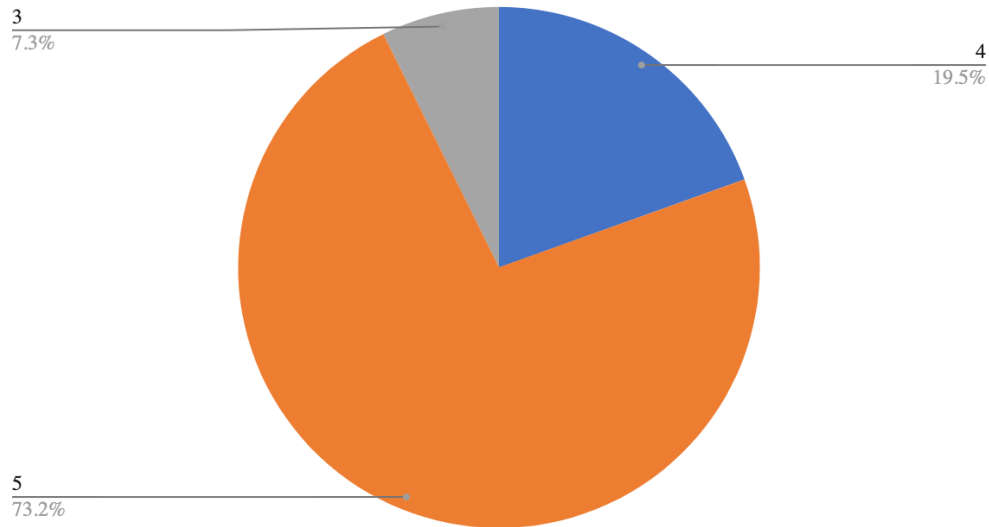


### 2.5.2. Post-event Questionnaire

The  
of the

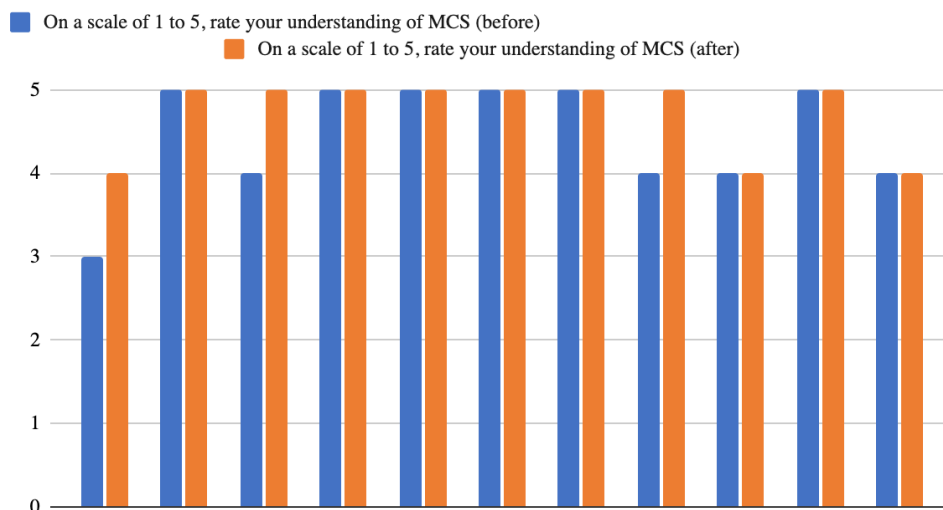
goal

On a scale of 1 to 5, rate if the content is easy to understand.



follow-up questionnaire is to learn ways to improve future workshops and to see how the workshop was received by the attendees. First, it was asked that the ease of understanding the content be rated on a scale of 1 to 5, 1 being low and 5 being high. 73.2% of attendees rated their understanding at a 5, 19.5% at a 4, and the remaining 7.3% at a 3, which can be understood as “somewhat easy to understand”.

### Understanding of MCS Pre- and Post-event

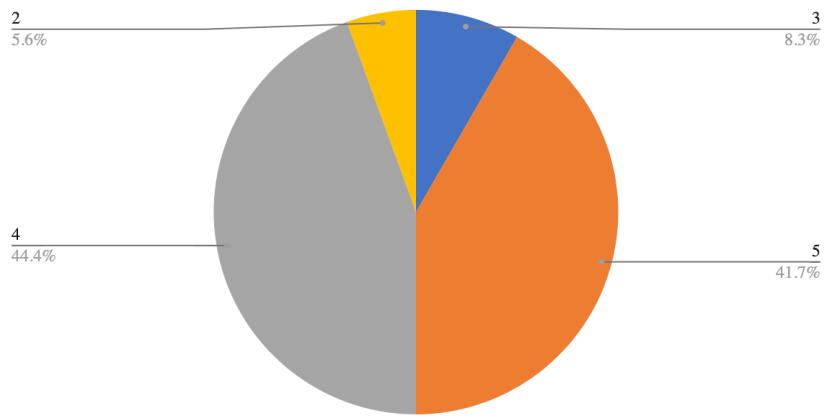


When asked to rate their understanding of MCS prior to the event, 7.5% rated themselves at a 3, with a somewhat understanding, 30% rated themselves at 4, a good understanding, and 62.5% rated themselves a 5, with an excellent understanding of the condition.

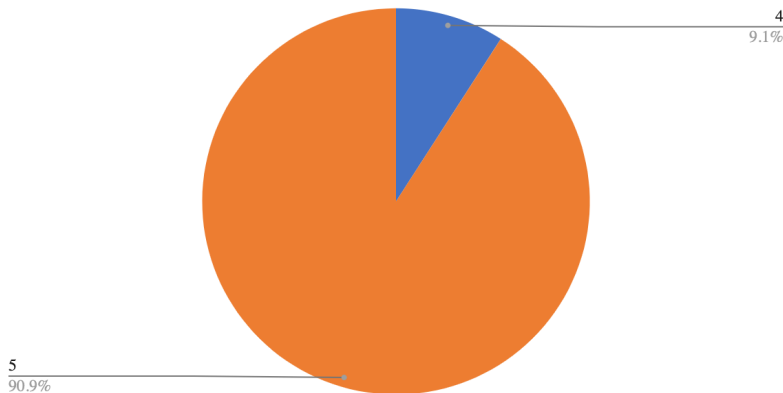
When we compare the before with the responses from after the event, we can see that there have been no placements at a level 3, somewhat understanding the content. After the event, 18.6% of the participants ranked their understanding at a level 4, good, and 81.4% ranked themselves at a 5, excellent understanding. This demonstrates the improvement in comprehension from the beginning to the end of the workshop, with understanding from before ranging between a 3 and a 5, and afterward, it ranged between 4 and 5.

The goal of this event is to make people with MCS feel more included in society by way of teaching society how to include them. When asked if attendees felt empowered after this presentation, 41.7% responded with a 5, meaning they felt very empowered, another 44.4% ranked at a 4, feeling empowered, 8.3% ranked at a 3, feeling somewhat empowered, and 5.6% reported a that they did not feel empowered, at a 2.

After attending this event do you feel empowered with the information presented?

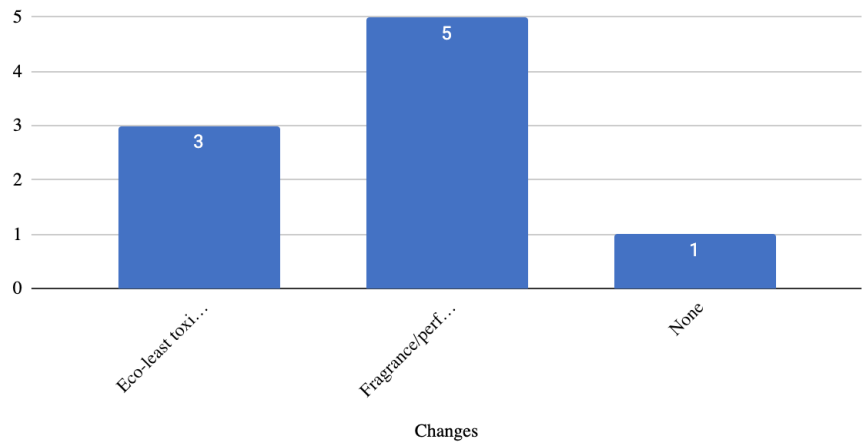


Do you appreciate having the Empowering Community and Removal of Barriers (ECRoB) project?



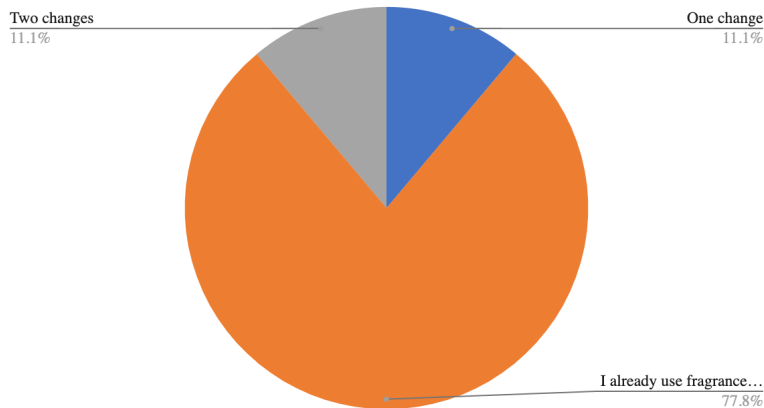
Next, the participants were asked to rank their appreciation for the ECRoB project, with the goal of making sure that we are indeed fulfilling the needs of people with MCS. While 9.1% ranked their appreciation at a 4, meaning they appreciated the project, 90.9% ranked their appreciation at 5, demonstrating that they are very appreciative of the work the project is doing.

After learning about MCS, did you commit to making changes in the products you use:



After learning about MCS from our workshop, we asked if the participants would commit to making any changes in their lifestyles. 11.1%, or one attendee, said they could make no changes, 33.3% agreed to switching over to least-toxic and eco-friendly products, and 55.6% agreed to going fragrance/perfume-free.

How many changes do you now commit to making?



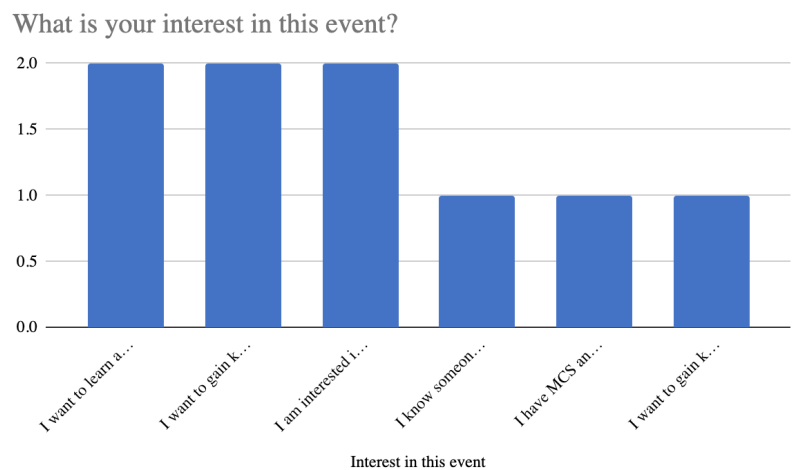
They were asked to specify how many changes they would be willing to make at this time, if they hadn't already been implementing these practices. Fortunately, 77.8% of respondents reported that they already used fragrance-free and least-toxic products. The remaining people were equally split into two groups of 11.1% who agreed to either one change or two changes, meaning that the people who hadn't already been using these products and practices were willing to give them a try.

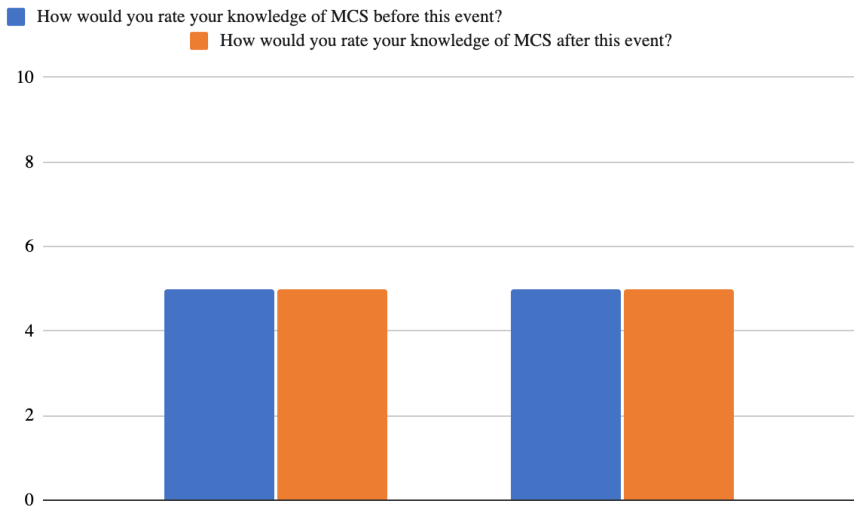
Lastly, everyone was asked to rate on a scale of 1 to 5, how important it is to provide accessibility for people with Multiple Chemical Sensitivity. The group responded unanimously with a 5, meaning that they felt it very important to provide accessibility for those with this condition.

## 2.6. May Legal Workshop

On May 31st, 2023, ASEQ-EHAQ partnered with ARCH Disability Law Center and the Law Society of Ontario (LSO) to host a legal workshop on MCS. Over a thousand participants registered for the event, and around half that number attended the event. Registration for the event would allow for post-event access to the content on the website of the LSO. Lawyers received Continuing Professional Development points for attending the event. The event was part of Accessibility Week education and awareness on disability. The goal of this event was to provide lawyers and the legal community with the knowledge on the medical disability of MCS. The event covered the medico-legal aspect (the biological aspect, legal needs and gaps), the legal aspect through lawyers who have experience with MCS, lived experience of a community member, community groups presenting barriers faced by the community, appropriate accommodation and accessibility measures for MCS, and how to provide accessibility measures to clients with MCS, including an overview of human rights for the MCS community. Participants were provided with a short survey to gauge their knowledge on the condition and their motive for joining the workshop. Unfortunately due to a mix-up at the last-minute, the survey was not available to attendants. However, post-event appreciation was verbally conveyed to ARCH Disability Law Center and to the LSO, and this was conveyed to ASEQ-EHAQ. The take-away from this is more vigilance and importance to be placed on survey dissemination.

Due to the above reason, the questionnaire had 2 responses, one by a medical practitioner from Women’s College Hospital and the other by a lawyer at ARCH Disability Law Centre, both of which are located in Toronto, Ontario. Both participants had heard about MCS prior to the event. The doctor knowing about the condition through patients and personal experience, and the lawyer after having represented a person with MCS.



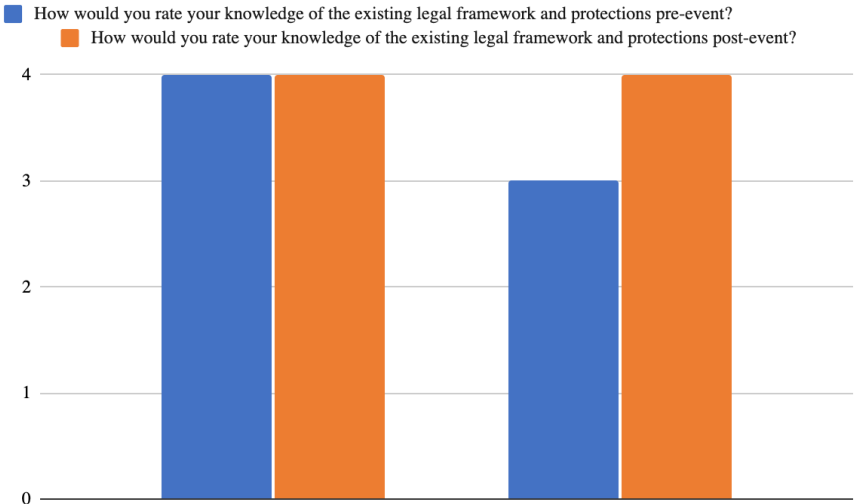


When asked for their interest in this event, both respondents voted that they wanted to learn more about MCS legal considerations, they wanted to gain knowledge on legal strategies, and they were interested in hearing more about legal issues related to disabilities. These three factors accounted for the

majority of the interest, each taking up 22.2% of the overall interest. Next, 11.1%, meaning that half of the participants, responded that they know someone with MCS, have MCS, or wanted to gain knowledge on making their practice more accessible.

When asked to rate their knowledge on MCS pre and post-event by way of 1, being low, and 5, being high, the responses were as follows:

Before the event, both participants ranked their knowledge of the condition at a 5, meaning they had a very high understanding, and after the event, they ranked themselves at a 5 again.

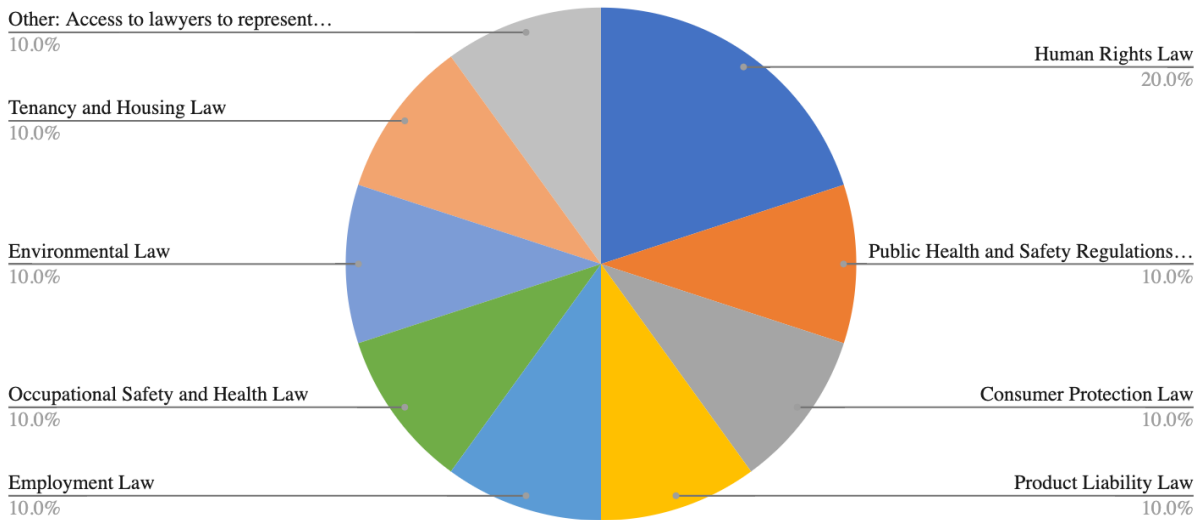


The attendees were then asked to rate their knowledge of the legal framework surrounding MCS pre- and post-event. Pre-event, the lawyer rated their legal comprehension at a 4 and

post-event it remained at a 4. Pre-event, the medical practitioner rated their understanding at a 3 but post-event they rated this at a 4, showing an increase in understanding of the legal framework of this condition.

After all attendees stated their interest in being notified of future events, it was asked that they specify the areas that interested them, which will also go to inform the future events in question:

### Areas of Interest





## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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20% of the interest was in human rights law, and the other categories, each receiving 10% were: public health and safety, consumer protection law, product liability law, employment law, occupational safety law, environmental law, tenancy and housing law, and finally, access to lawyers willing to represent MCS cases.

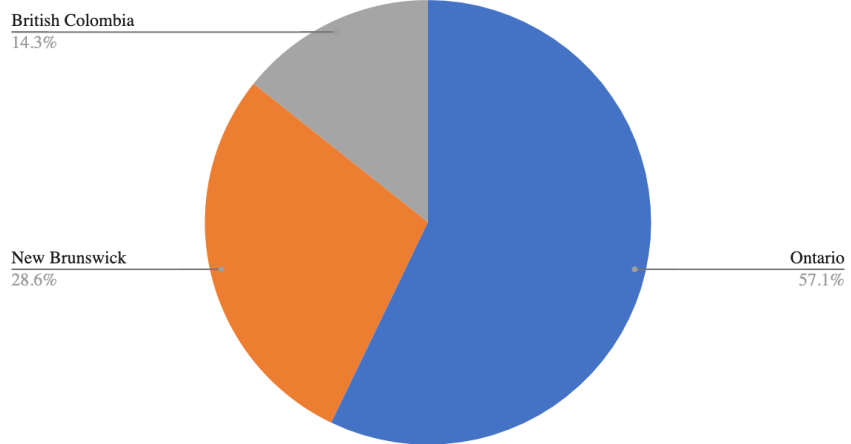
The survey wrapped with the question of whether the legal professionals present would consider pro-bono work with the Environmental Health Association of Québec to which the one lawyer responded that they would not.



## 2.7. Inclusion Canada Workshop

On June 7th 2023, the Environmental Health Association of Québec hosted a workshop, by way of a lunch-and-learn with Inclusion Canada. This was an educational workshop on the biological, social and legal aspects of Multiple Chemical Sensitivities (MCS) and ways to integrate best practices for accessibility into personal and public spaces (i.e. the workplace). The goal of this was to bring attention to the condition so that Inclusion Canada could be made aware of its potential within their built environment spaces, membership and team.

### Province



### 2.7.1. Pre-event Questionnaire

At this event, there were 7 Inclusion Canada employees and/or executives. Of these 7 individuals, 57.1% were located in Ontario, 28.6% were in New Brunswick and the remaining 14.3% were in British Columbia.

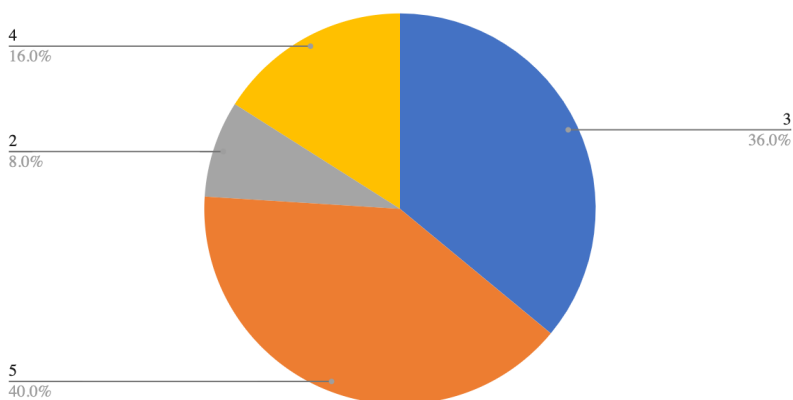


After having unanimously agreed that indoor air quality is of importance to them, they were asked to rate their understanding of said importance. 8% rated their understanding low at a 2, 36% rated themselves as somewhat understanding at a 3, 16% had a good understanding at a 4, and 40% had an excellent understanding of the importance at a 5.

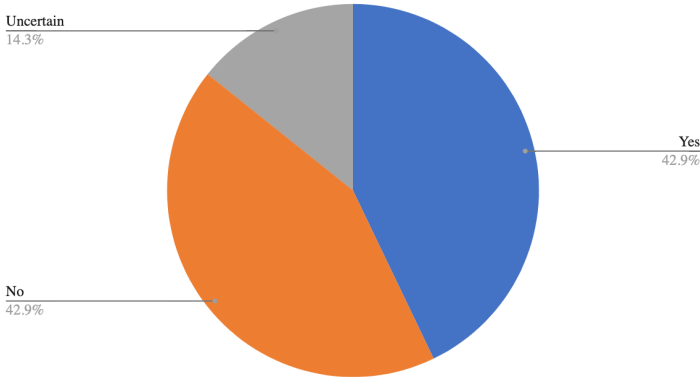
When asked about familiarity with the condition, 42.9% were familiar, 14.3% were uncertain and 42.9% were not. In comparison, when asked about knowing someone with MCS, only 14.3% did, 28.6% were uncertain, and 57.1% did not. This demonstrates that the trend of knowing someone with MCS and having knowledge of the condition is most likely due to the education and awareness coverage by ASEQ-EHAQ to the disability community during meetings, where some of the same representatives of Inclusion Canada were also present..

The pre-event survey wrapped by asking if the attendees would be interested in learning about air quality best practices and measures, to which they unanimously agreed. This was followed

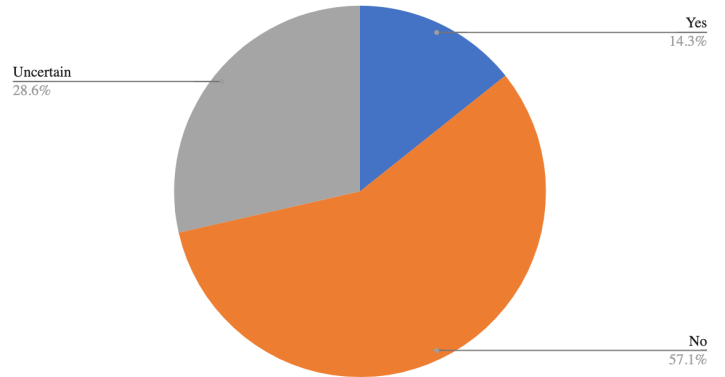
On a scale of 1 to 5, rate your understanding of the importance of indoor air quality



Are you familiar with Multiple Chemical Sensitivities (MCS)?

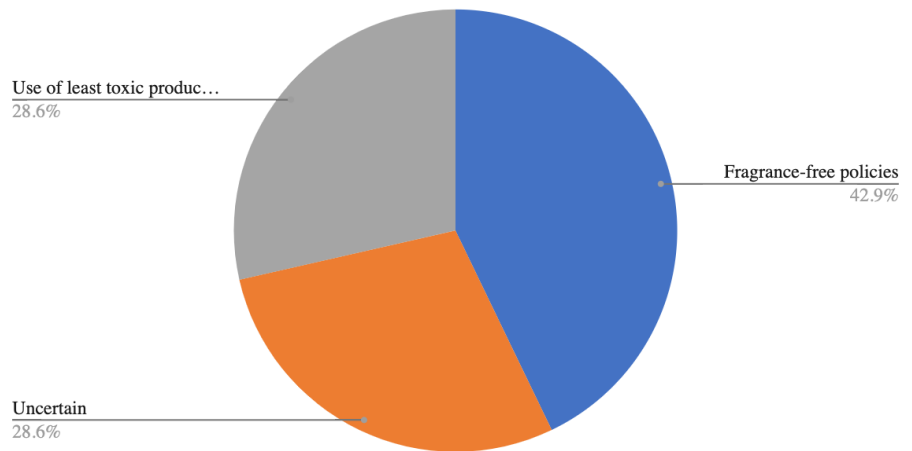


Do you know anyone with MCS?



by a quick count of what practices people may have already been using. It was found that 42.9% used fragrance-free policies, 28.6% used least-toxic and environmentally friendly products, and another 28.6% were uncertain of whether these practices were implemented in their lives or spaces already.

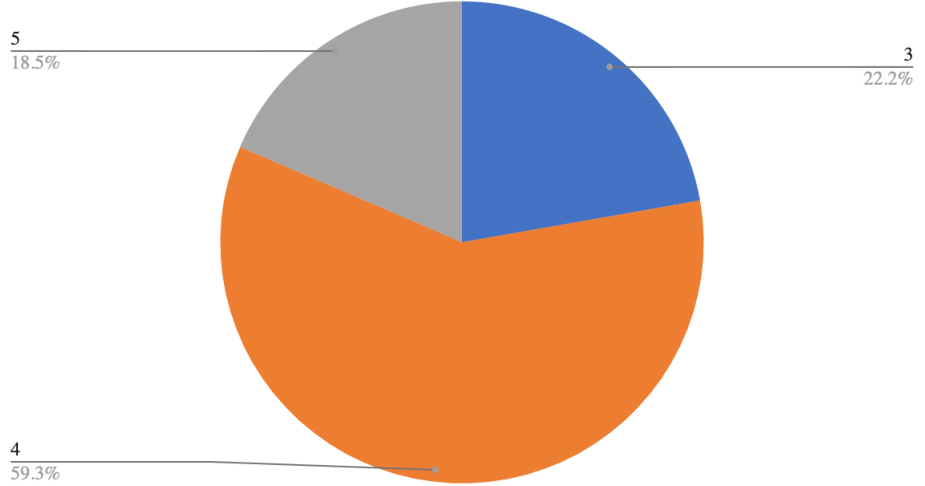
Do you know if you are already using indoor air quality best practices?



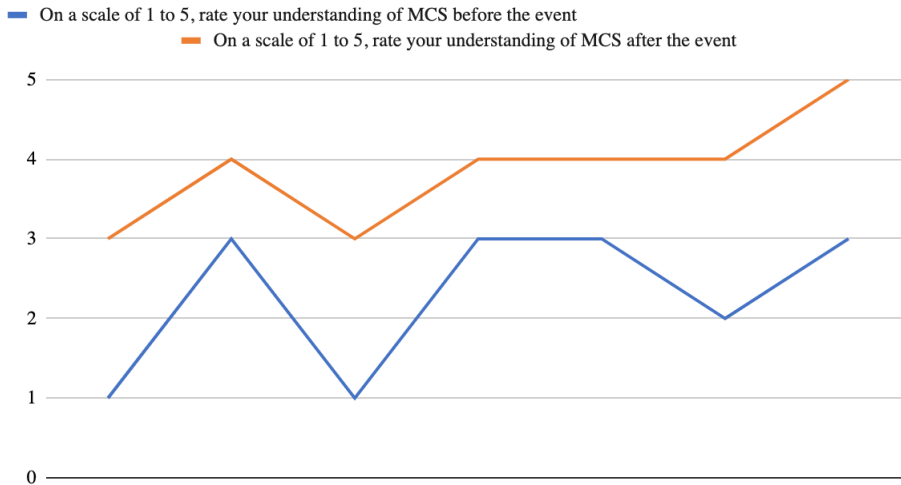
On a scale of 1 to 5, how easy was it to understand the content?

**2.7.2. Post-event Questionnaire**

Post-event, the survey was intended to draw on understanding so that future workshops could make any necessary changes. It began by asking participants to rate how easy it was to understand the content, to which 22.2% said it was somewhat easy by rating a 3, 59.3% rated a 4, easy to understand, and 18.5% rated the content very easy to understand at a 5.



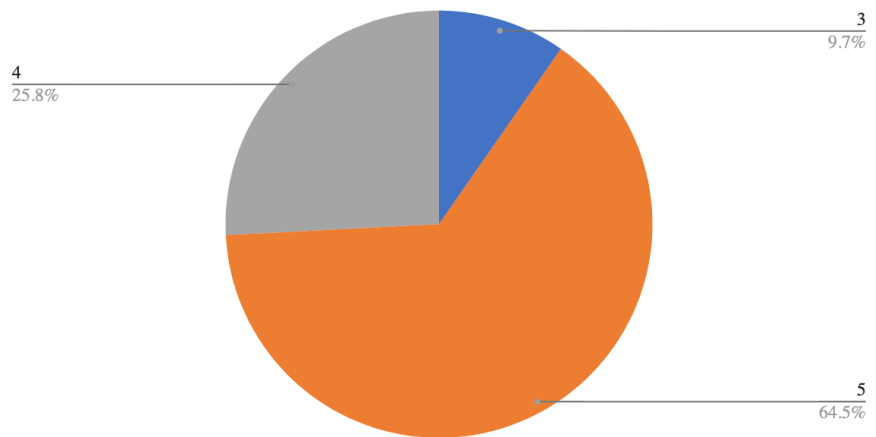
**Understanding of MCS Pre- and Post-Event**



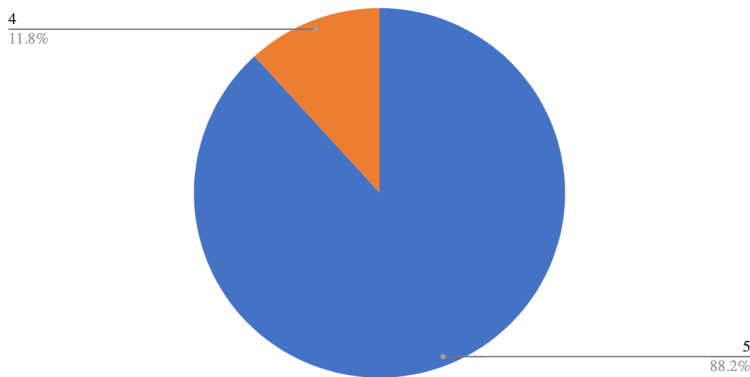
Next, we compared pre- and post-event, where the blue line is before the event and the orange line is after. At first glance, it is clear that the pre-event trend is significantly lower than the post-event trend but they both have a similar shape, leading us to believe that the increase in understanding of the condition was relatively steady.

When asked to rate post-event understanding of indoor air quality and its importance, 9.7% responded that they somewhat understood, 25.8% understood and 64.5% had a strong understanding of this importance.

On a scale of 1 to 5, rate your current understanding of the importance of indoor air quality



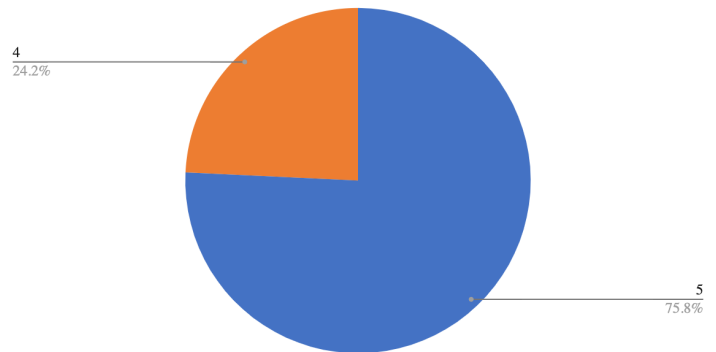
Post-event, rate your level of importance for immediate action regarding this condition on a scale of 1 to 5



When followed by the question of rating the importance for immediate action regarding this condition and accessibility, 11.8% understood the importance and 88.2% rated themselves at a 5, meaning they felt there was extreme importance in immediate action.

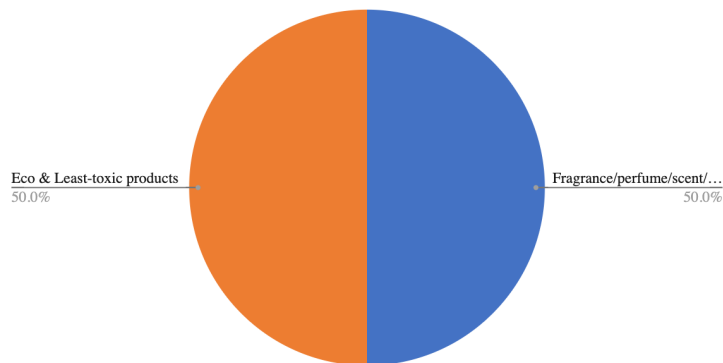
On a scale of 1 to 5, 1 being low and 5 being high, it appeared that the attendees felt it important to provide accessibility to people with MCS. 24.2% responded with a 4, rating it important, and the remaining 75.8% rated a 5, extreme importance to the end of providing people with MCS accessibility.

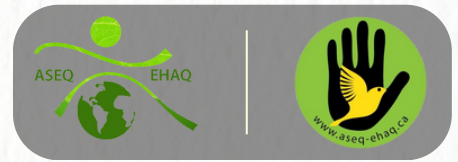
On a scale of 1 to 5, please indicate how important it is to provide accessibility for people with MCS



Lastly, we wanted to see if any changes would be made after learning about MCS and best practices for accommodation to make spaces more accessible for people with MCS. When asked if they would commit to making changes in their lifestyles, everyone agreed to both make efforts to be fragrance-free, and choose least-toxic and eco-friendly products. Each of these commitments received accounted for 50% of total choices.

After learning about MCS, do you commit to making changes in your use of these products?





# ANNEX 5

## MARKETING AND SOCIAL MEDIA (SURVEY/POLL REPORTING) REPORT

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Funded in part by the Government of Canada's Social  
Development Partnerships Program - Disability Component

**EMPOWERING  
COMMUNITY  
AND REMOVAL  
OF BARRIERS**



## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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**Annex 5**

### **Marketing and Social Media (Survey/Poll Reporting) Report**

ASEQ-EHAQ

November 2022 - July 2023





## **SUMMARY**

### **GOALS vs RESULTS**

*All data in this report has been gathered from November 2022 to July 9<sup>th</sup> 2023.*

### **Social Media & Google Ads**

Platform	Impression Goals	Impression Results	Click Goals	Click Results
Facebook/Instagram*	205,314	419,809	9,511	16,149
TikTok	66,253	419,991	3,068	5,660
Google	756,600	542,000	48,600	44,500
YouTube	120,000	132,400	6,000	604



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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LinkedIn	11,102	59,085	200	66
<b>Total</b>	<b>1,159,269</b>	<b>1,573,285</b>	<b>67,379</b>	<b>66,979</b>

*\*Facebook and Instagram ad statistics shown combined, as Meta owns both platforms and combines the statistics for ads on 1 platform*

### Social Media Content (Excluding ads)

Platform	Posts	Impression Results
Facebook	289	30,063
Instagram	142	770
TikTok	16	6,349
YouTube	27	11,095
LinkedIn	264	4,932
<b>Total</b>	<b>738</b>	<b>53,209</b>



## **Social Media & Google Posts & Ads Total Statistics**

Platform	Posts	Ads	Impression Results	Click Results
Facebook/Instagram	431	25	450,642	16,149
TikTok	142	12	426,340	5,660
Google	N/A	40	542,000	44,500
YouTube	27	12	132,400	604
LinkedIn	264	1	59,085	66



**INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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<b>Grand Total</b>	<b>738</b>	<b>90</b>	<b>1,610,467</b>	<b>66,979</b>
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## Polls

*Paid Polls (Combined data from March to July 2023)*

<b>Question</b>	<b>Yes</b>	<b>No</b>	<b>Participants</b>
Have you ever experienced symptoms after using a cosmetic product?	96 (26%)	276 (74%)	372
Would you prefer to use eco products instead of regular products?	373 (54%)	319 (46%)	692
Have you heard of Multiple Chemical Sensitivities (MCS) ?	1016 (26%)	2926 (74%)	3942
Have you experienced symptoms after using perfumes ?	1375 (39%)	2123 (61%)	3498



**INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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Do you know anyone that has Multiple Chemical Sensitivities (MCS) ?	352 (40%)	526 (60%)	878
Exposure to chemicals leads to symptoms of MCS. Do you experience MCS?	75 (30%)	178 (70%)	253

<b>Poll</b>	<b>Goals</b>	<b>Results</b>
1	Increased awareness	Increased awareness by 9%
2	Increased awareness	Awareness at same level
3	Increased awareness	Increased awareness by 1%
4	Increased awareness	Increased awareness by 1%



**INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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5	Increased awareness	Increased awareness by 1%
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Number of polls published: 36 across Facebook, Instagram and TikTok

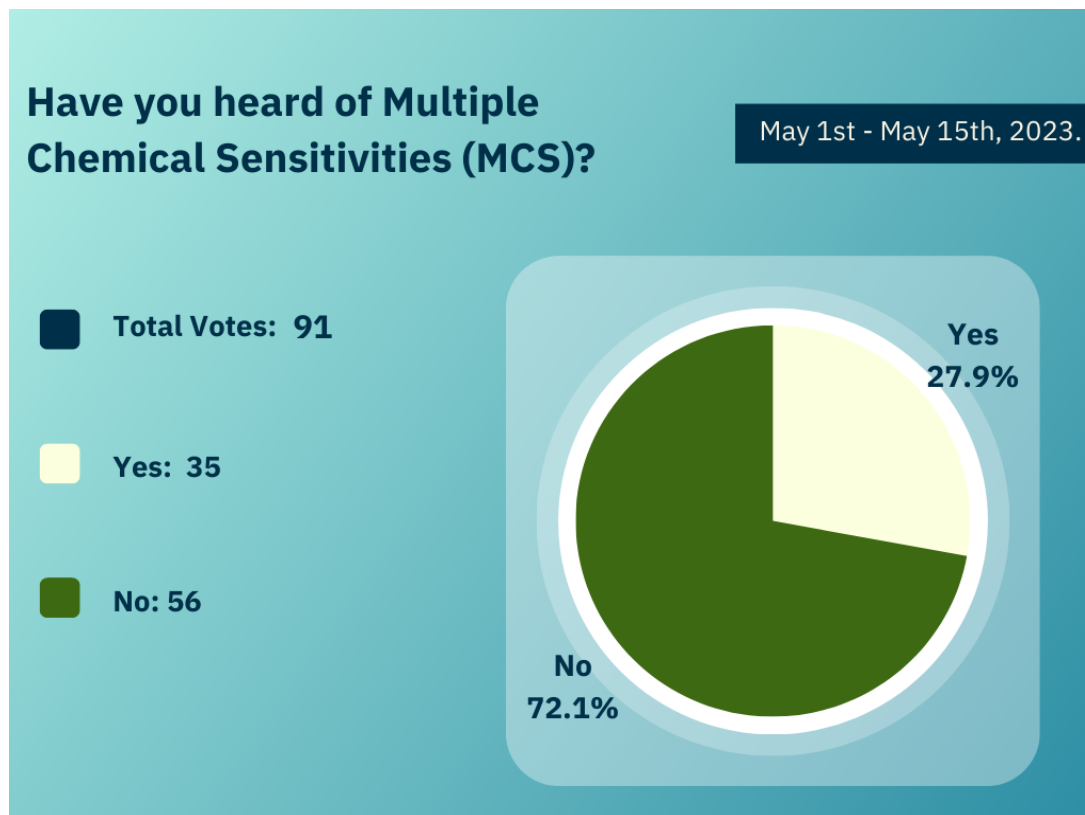
Number of people who answered: 9,635 answers across Facebook, Instagram and TikTok



## *Non-paid Polls*

### **Question 1:**

Have you heard of Multiple Chemical Sensitivities (MCS)?

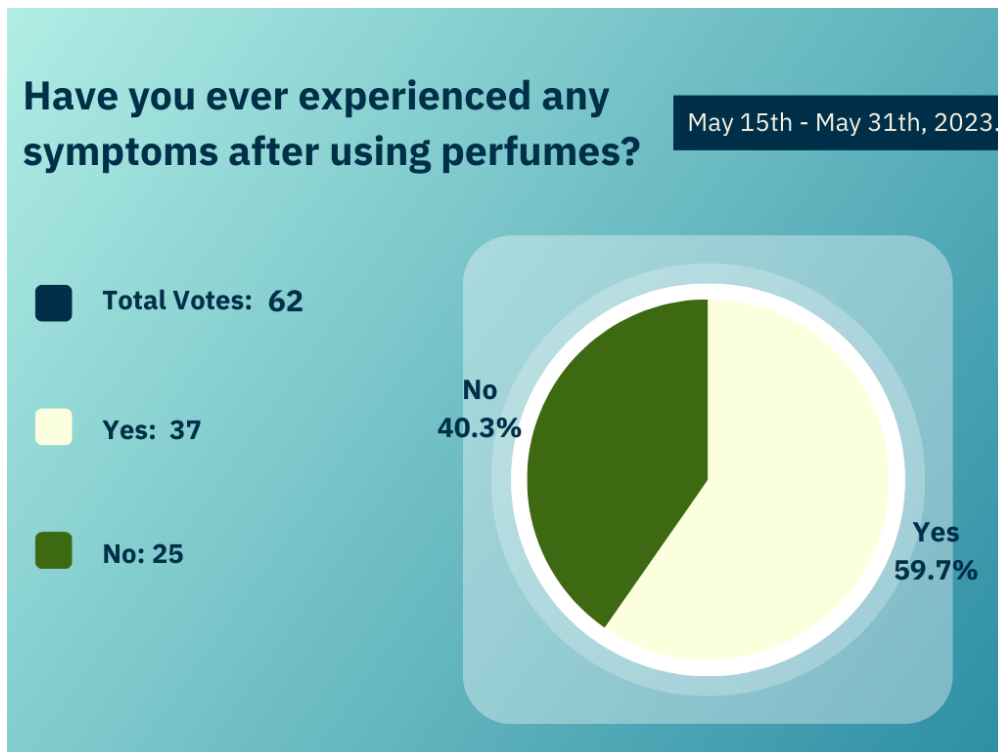






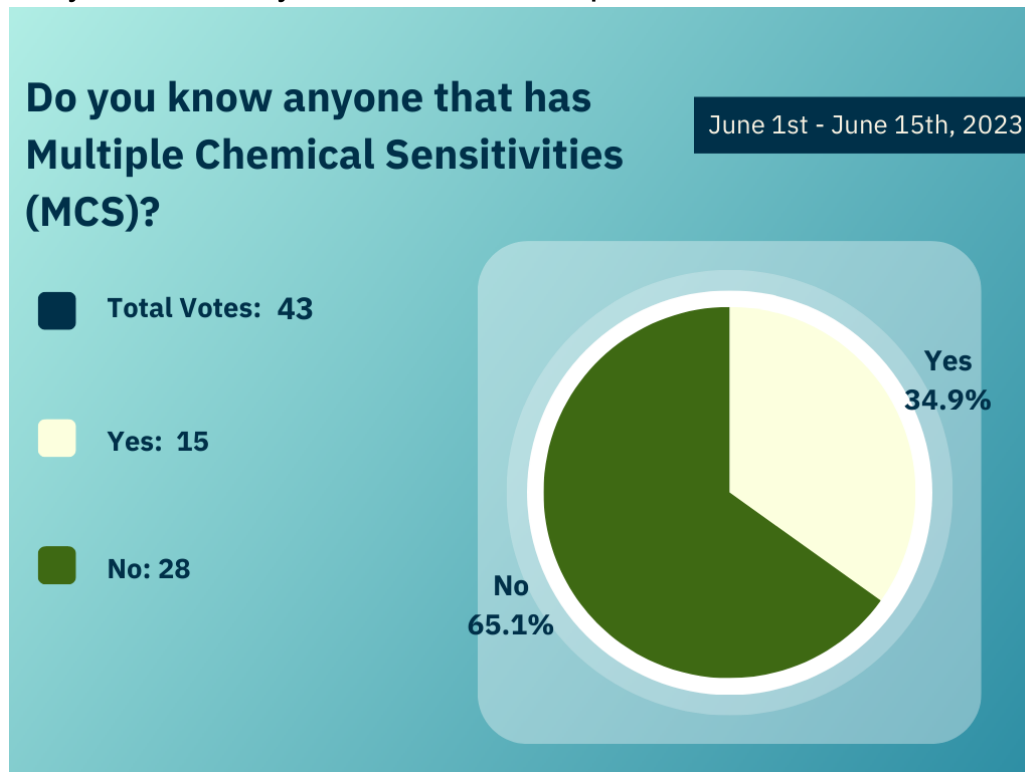
**Question 2:**

Have you ever experienced any symptoms after using perfumes



**Question 3:**

Do you know anyone that has Multiple Chemical Sensitivities (MCS)?



**The non-paid polls gathered 196 votes in total**

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## Websites

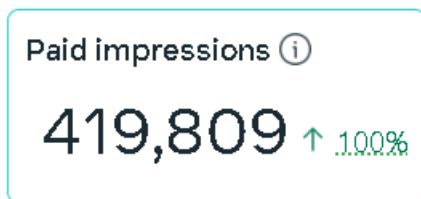
Total: 327,382 new visitors for all websites

## INTERPRETATION OF DATA

### Social Media & Google

#### Facebook & Instagram

During the period from November to July 9<sup>th</sup> 2023, we launched 25 advertising campaigns on Facebook and Instagram, which have generated 419,809 impressions. This has surpassed our goal of generating 205,314 impressions. Impressions represent the number of times the ads were shown on the screen.



Our Facebook reach has also increased to 212,743 during the period between November and July 9<sup>th</sup> 2023. This metric counts the reach of individual accounts from the organic and/or paid distribution of the Facebook/Instagram content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. Since the start of the ECROB project, there has been a 413.7% increase in reach when compared with the previous 8-month period (which spans from February 21<sup>st</sup> until the end of October 2022).



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated. Out of the 212,743 accounts reached, 197,261 of those accounts have been reached thanks to ads (paid reach). The paid reach has increased by 100% when compared with the previous 8-month period.

Facebook reach ⓘ

212,743 ↑ 413.7%

Paid reach ⓘ

197,261 ↑ 100%

The ads have also resulted in 16,578 clicks to the association's website (<https://aseq-ehaq.ca/>), which has surpassed our goal of generating 9,511 clicks by July 9<sup>th</sup> 2023.

In total, \$2400.55 have been spent on ads for this period, which is superior to our initial budget of \$1621.76. The reason for that is due to a change in the budget since the beginning of 2023, which allowed for greater spending on ads. For that reason, more funds were sometimes spent in order to increase the positive results received from the ads. The average Cost-Per-Click (CPC) has been \$0.14 during this period, which is under the target of \$0.16.

There have also been 2,045 visits to our Facebook page coming from our ads. This represents a 43.6% increase in visits compared to the previous 6 months.

2,045 ↑ 43.6%



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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When it comes to the videos, over 596 minutes of content have been viewed throughout this period. This represents an increase of 1204% when compared to the previous 252 days. When we analyse the source of the views, we notice that 23.5% of the views are coming from Recommendations, 34.5% from our followers, 27.8% from shares of the video and 14.2% from ads. The average video view is 9 seconds, which is above the average of 4.57 seconds<sup>1</sup> seen on Facebook. Such a low number is normal as users are rapidly scrolling past videos on social media websites, leading to low watch time for videos.

596

Minutes viewed

▲ 1204% from previous 252 days

### TikTok

Since the start of the ECROB project, the ads published on TikTok gathered a total of 419,991 impressions, which is far superior to the goal of 66,253 initially set. The ads were published on TikTok’s online ad platform (first image below) and using the mobile app (second image below). In the second image, “video views” is the term used to describe the impressions. Total impressions: 309,691 + 110,300 = 419,991

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1

[https://financesonline.com/facebook-video-statistics/#:~:text=Facebook%20Video%20Viewing%20Statistics&text=Viewers%2C%20on%20average%2C%20spend%2026,from%20shared%20videos%20\(Facebook\).](https://financesonline.com/facebook-video-statistics/#:~:text=Facebook%20Video%20Viewing%20Statistics&text=Viewers%2C%20on%20average%2C%20spend%2026,from%20shared%20videos%20(Facebook).)

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## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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Cost ▾ <b>581.34</b> CAD	Impressions ▾ 309,691	Clicks ▾ <b>1,695</b>
Amount spent <b>\$ 837.73</b>	Video views <b>110.3K</b>	Likes <b>11.3K</b>

The goal was to get 3,068 clicks during this period, we surpassed this goal by getting 5,660 clicks.

Total clicks to polls answer: 3,965

Total clicks to website: 1,695

Total clicks:  $3,965 + 1,695 = 5,660$

In total, \$1,419.07 were spent on the TikTok ads, whereas the original plan was to spend \$1,060.36. Once more, thanks to the increased budget, we were able to invest an extra \$358.71 into the ads.

Total Cost:  $\$581.34 + \$837.73 = \$1419.07$

Average Cost-Per-Click (CPC): 0.25\$

## Google

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## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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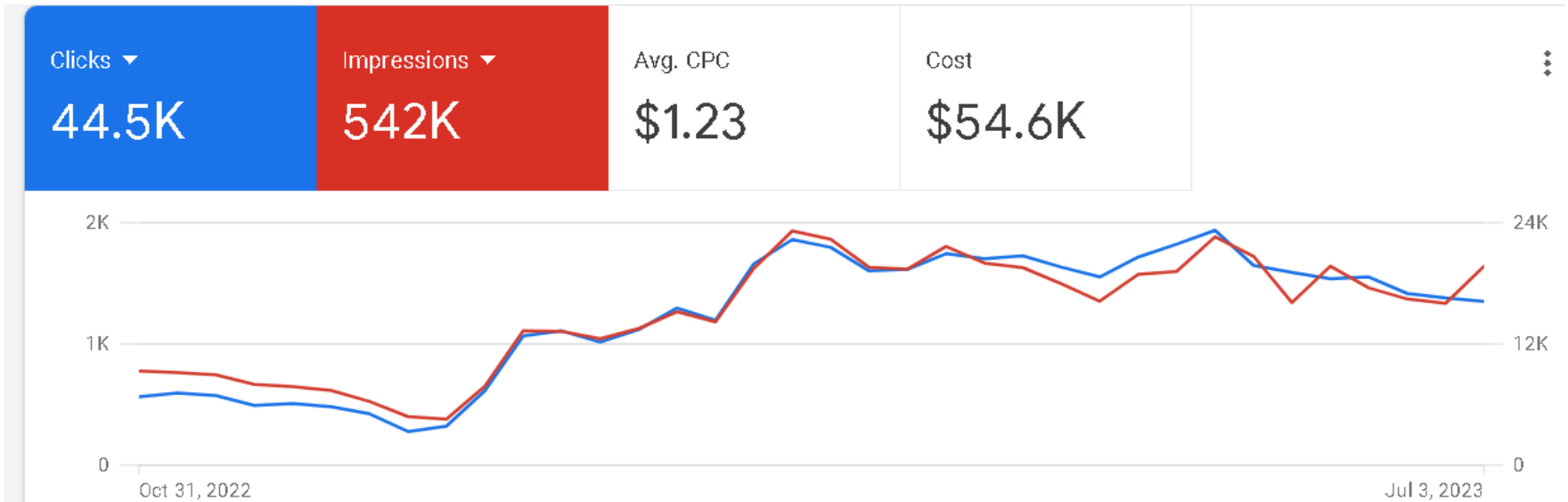
Since the start of the ECROB project, the ads published gathered a total of 542,000 impressions whereas the goal was 756,600 impressions. The difference can be explained by the fact that the ads were not fully optimized at the beginning of the year and we assumed that 100% of the monthly ad grant budget would be used every month. The ad grants are given to us by Google as we are a charity organisation and allow us to run ads on Google for free. However, despite lots of ads being published, Google would not spend more than 95% of the allowed budget, which can be explained as Google needs to have a margin of error and not give too much of their free space away.

As the ads were not fully optimised until later on, the lower number of impressions lead to a lower number of clicks. To be exact, the ads lead to 44,500 clicks instead of the planned 48,600.



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

As for the Cost-per-click (CPC), we had it at \$1.23 and the goal was \$1.24 or less.







## YouTube

Since the start of the ECROB project, the ads published on YouTube gathered a total of 132,400 impressions, which is superior to the goal of 120,000 initially set. The ads were published on a couple different YouTube accounts, as technical issues with the initial credit card caused our payment profile to be suspended multiple times. However, we have multiple payment methods available, and this technical issue will not be a problem as we continue with the Project. Initially, YouTube ads were not a part of the marketing strategy and they only started being deployed in March 2023. Here is the overview month by month:

March:

Clicks ▾	Impressions ▾	Avg. CPC	Cost
245	64.3K	\$1.35	\$330

April: Ads not active

May:

Clicks ▾	Impressions ▾	Avg. CPC	Cost
215	52.1K	\$1.52	\$327



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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June:

Clicks ▼ 144	Impressions ▼ 16K	Avg. CPC ▼ \$1.84	Cost ▼ \$265
-----------------	----------------------	----------------------	-----------------

The total number of clicks obtained from these ads was 604 instead of the 6,000 originally planned. We did not anticipate for the Cost-per-click to be so high, and that ended up spending more money than expected, with results below our expectations. To fix this, we shall change our strategy by expanding the target audience to bring more people clicking on our ads, which will bring the cost down.



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

As for the average Cost-per-click, our target was \$0.10 but our real CPC ended up being \$1.53.

### LinkedIn

The total number of clicks obtained from these ads was 66 instead of the 600 originally planned.

Ad Name	Spent	Key Results	Cost Per Result	Impressions	Clicks
1 ad	CA\$100.00	-	-	2,112	66
<a href="#">National AccessAbility Week program - Register Now</a> As the Environmental Health Associations of Quebec & Canada, we're excited to be part of this year's National Creative name: ad duplicate Campaign: Website visits - May 19, 2023 ID: 216555624 · Sponsored Content · Single Image	CA\$100.00	66 Website Visits	CA\$1.52	2,112	66

Total impressions: 2,112

Total clicks: 66

Average Cost-Per-Click (CPC): 1.52\$

Total Cost: 1863



## **Polls**

*Paid Polls*

*Comparison*

<b>Polls</b>	<b>Question</b>	<b>Yes Change %</b>	<b>No Change %</b>
1	Have you ever experienced symptoms after using a cosmetic product?	+9%	-9%
2	Would you prefer to use eco products instead of regular products?	-1%	+1%
3	Have you heard of Multiple Chemical Sensitivities (MCS) ?	0%	0%
4	Have you ever experienced symptoms after using perfumes ?	+1%	-1%
5	Do you know anyone that has Multiple Chemical Sensitivities (MCS) ?	N/A	N/A
6	Exposure to chemicals leads to symptoms of MCS. Do you experience MCS?	N/A	N/A



### *Interpretation*

Poll 1: This shows that there has been an increase in awareness of symptoms of MCS by 9%

Poll 2: The percentages are relatively the same, indicating that the preference for eco products is about the same

Poll 3: There has been no change in awareness for this poll

Poll 4: This shows that there has been an increase in awareness of symptoms of MCS by 1%

Poll 5: This poll has no data for March 22nd to May 12th 2023, no comparison can be made

Poll 6: This poll has no data for March 22nd to May 12th 2023, no comparison can be made



# DETAILED DATA

## FACEBOOK/INSTAGRAM

Period: From November 2022 to July 9th 2023

### Reach

Compare your reach from this period to the previous one.

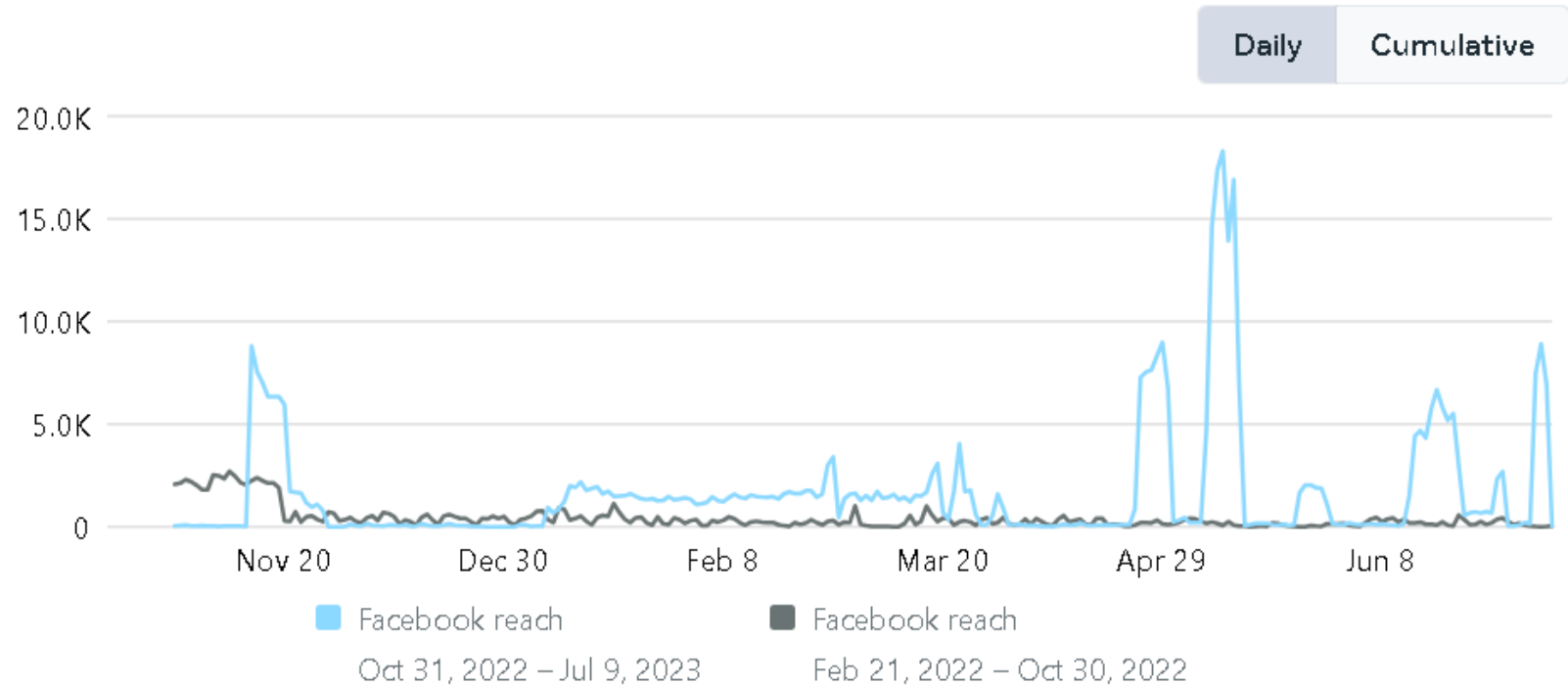
[See more about your content performance](#)

Facebook reach ⓘ

212,743 ↑ 413.7%

Paid reach ⓘ

197,261 ↑ 100%





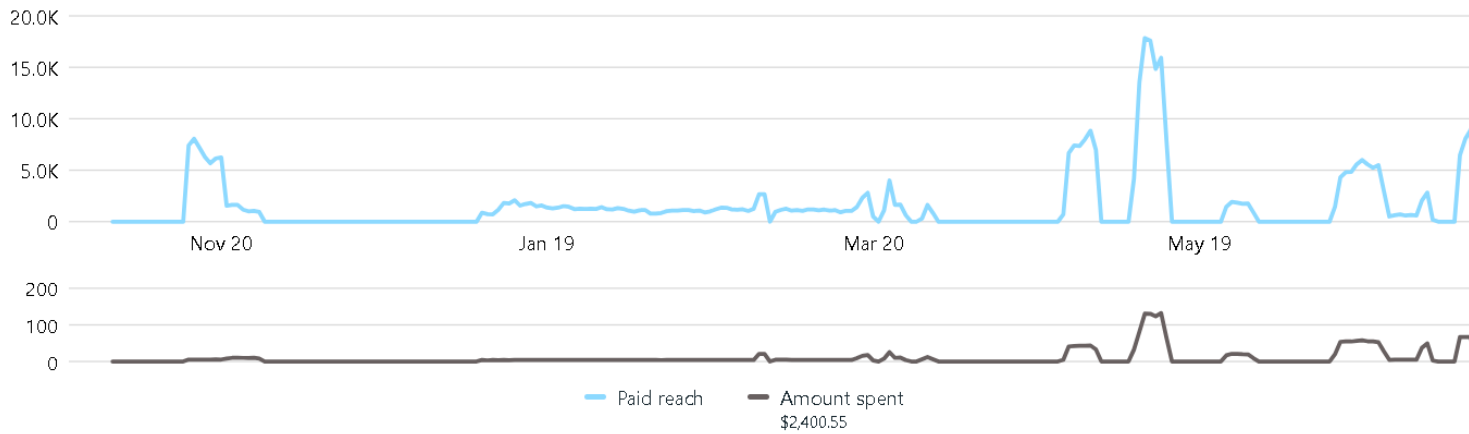
## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Paid reach ⓘ

197,261 ↑ .100%

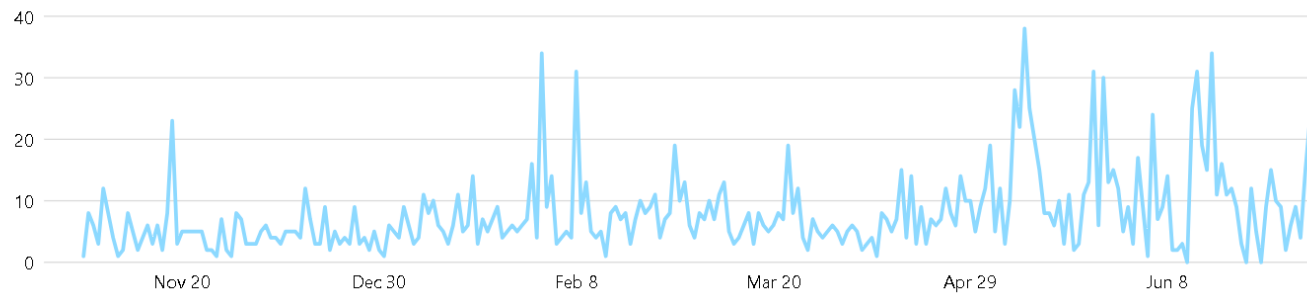
Paid impressions ⓘ

419,809 ↑ .100%



### Facebook visits

2,045 ↑ 43.6%





## Minutes viewed



Oct 31, 2022 - Jul 9, 2023

**596 Minutes viewed**    45 Previous period

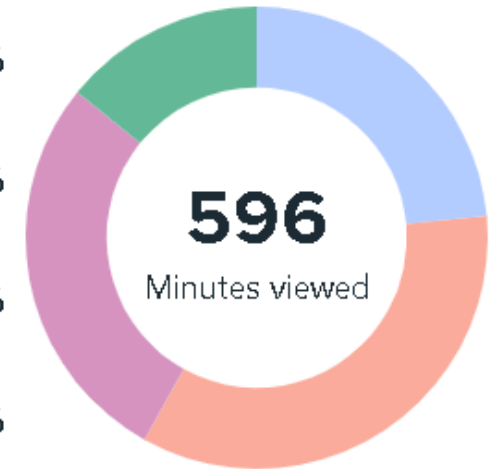
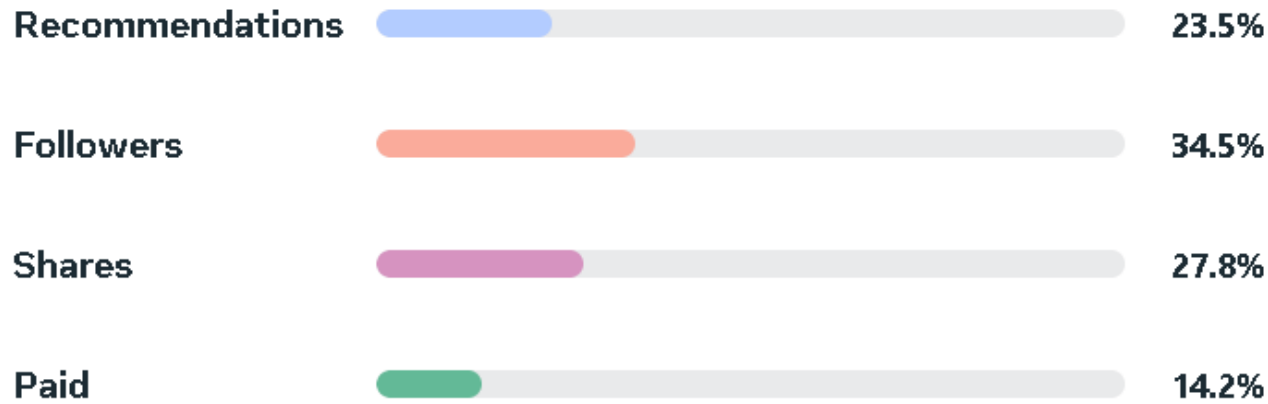






## Where your views are coming from

Traffic sources from Oct 31, 2022 - Jul 9, 2023





## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Campaign	Bid strategy	Budget	At set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Survey ad 1 - ENG - Copy	Using ad set b...	Using ad set b...	7..	193 Link clicks	2,830	4,050	\$0.19 Per Link Click	\$35.73	Ongoing
Survey ad 5 FRA	Using ad set b...	Using ad set b...	7..	168 Link clicks	2,533	3,423	\$0.26 Per Link Click	\$43.66	Jul 1, 2023
Survey ad 5 - ENG	Using ad set b...	Using ad set b...	7..	177 Link clicks	1,874	3,138	\$0.25 Per Link Click	\$45.05	Jul 1, 2023
Survey ad 4 part 2 FRA	Using ad set b...	Using ad set b...	7..	312 Link clicks	4,204	5,850	\$0.15 Per Link Click	\$47.50	Jun 22, 2023
Survey ad 4 part 2 - ENG	Using ad set b...	Using ad set b...	7..	297 Link clicks	3,413	4,981	\$0.16 Per Link Click	\$47.50	Jun 22, 2023
Survey ad 6 CA WIDE FRA	Using ad set b...	Using ad set b...	7..	404 Link clicks	7,772	11,609	\$0.26 Per Link Click	\$103.09	Jun 22, 2023
Survey ad 6 - CA WIDE ENG	Using ad set b...	Using ad set b...	7..	371 Link clicks	5,671	9,474	\$0.28 Per Link Click	\$102.89	Jun 22, 2023
Survey ad 4 - ENG	Using ad set b...	Using ad set b...	7..	996 Link clicks	16,562	28,378	\$0.21 Per Link Click	\$214.10	Jun 22, 2023
Survey ad 4 FRA	Using ad set b...	Using ad set b...	7..	1,141 Link clicks	20,700	33,788	\$0.19 Per Link Click	\$213.59	Jun 22, 2023
Survey ad 3 - ENG	Using ad set b...	Using ad set b...	7..	1,605 Link clicks	24,924	38,526	\$0.18 Per Link Click	\$293.18	Ongoing
Survey ad 3 FRA	Using ad set b...	Using ad set b...	7..	1,854 Link clicks	26,403	42,191	\$0.16 Per Link Click	\$295.82	Ongoing



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Survey ad 3 FRA	Using ad set b...	Using ad set b...	7..	1,854 Link clicks	26,403	42,191	\$0.16 Per Link Click	\$295.82	Ongoing
Survey ad 2 FRA	Using ad set b...	Using ad set b...	7..	651 Link clicks	10,981	18,080	\$0.18 Per Link Click	\$114.11	Jun 22, 2023
Survey ad 2 - ENG	Using ad set b...	Using ad set b...	7..	689 Link clicks	10,846	17,617	\$0.17 Per Link Click	\$118.32	Jun 22, 2023
What Is MCS? FR	Using ad set b...	Using ad set b...	7..	1,790 Link clicks	16,708	23,988	\$0.06 Per Link Click	\$102.19	May 17, 2023
Survey ad 1 - FRA	Using ad set b...	Using ad set b...	7..	842 Link clicks	7,996	15,123	\$0.14 Per Link Click	\$115.72	Ongoing
Survey ad 1 - ENG	Using ad set b...	Using ad set b...	7..	129 Link clicks	2,709	3,746	\$0.19 Per Link Click	\$23.90	Ongoing
ENG Webinar march 23	Using ad set b...	Using ad set b...	7..	38 Link clicks	4,281	5,672	\$0.85 Per Link Click	\$32.26	Mar 23, 2023
FR Webinar march 23	Using ad set b...	Using ad set b...	7..	47 Link clicks	4,054	5,306	\$0.70 Per Link Click	\$32.67	Mar 23, 2023
What is MCS Video fr	Using ad set b...	Using ad set b...	7..	71 Link clicks	2,833	3,456	\$0.29 Per Link Click	\$20.74	Mar 1, 2023
What is MCS Video Eng	Using ad set b...	Using ad set b...	7..	58 Link clicks	1,988	2,497	\$0.36 Per Link Click	\$20.95	Mar 1, 2023
What Is MCS? ENG	Using ad set b...	Using ad set b...	7..	4,302 Link clicks	32,658	80,233	\$0.06 Per Link Click	\$268.39	Ongoing
What Is Aseq? ENG	Using ad set b...	Using ad set b...	7..	14 Link clicks	1,406	1,759	\$0.53 Per Link Click	\$7.48	Ongoing
Gofundme campaign fren...	Using ad set b...	Using ad set b...	7..	223 Link clicks	4,121	5,936	\$0.15 Per Link Click	\$33.19	Ongoing
Gofundme campaign engl...	Using ad set b...	Using ad set b...	7..	207 Link clicks	2,491	3,384	\$0.15 Per Link Click	\$32.01	Ongoing
warmup campaign 1	Using ad set b...	Using ad set b...	7..	47,065 Reach	47,065	47,604	\$0.78 Per 1,000 People ...	\$36.51	Ongoing
<b>Results from 25 campaign...€</b>			<b>7..</b>	— Multiple conversio...	<b>197,261</b> Accounts Center a...	<b>419,809</b> Total	— Multiple conversio...	<b>\$2,400.55</b> Total Spent	



## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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Total Clicks to Website: 16,578

Average Cost-Per-Click (CPC): 0.14\$

Amount spent: \$2,400.55



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

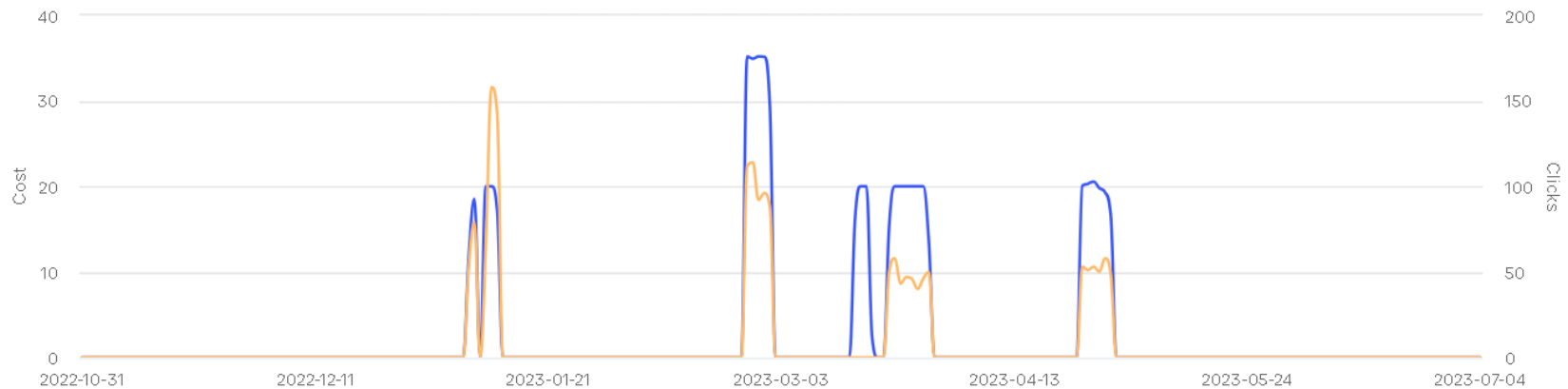
### TIKTOK

Period: From November 2022 to July 9th 2023

#### Trends



Cost <input type="text" value="581.34 CAD"/>	Impressions <input type="text" value="309,691"/>	Clicks <input type="text" value="1,695"/>	Conversions <input type="text" value="0"/>
----------------------------------------------	--------------------------------------------------	-------------------------------------------	--------------------------------------------



INCLUDE TIKTOK MOBILE CHARTS HERE

Total impressions: 309,691 + 110,300 = 419,991

Total clicks to poll answer: 3965

Total clicks to website: 1695



## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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Total clicks: 5,660

Average Cost-Per-Click (CPC): 0.25\$

Total Cost: \$1419.07



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

### LinkedIn

Ad Name	Spent	Key Results	Cost Per Result	Impressions	Clicks
1 ad	CA\$100.00	-	-	2,112	66
<a href="#">National AccessAbility Week program - Register Now</a> As the Environmental Health Associations of Quebec & Canada, we're excited to be part of this year's National Creative name: ad duplicate Campaign: Website visits - May 19, 2023 ID: 216555624 · Sponsored Content · Single Image	CA\$100.00	66 Website Visits	CA\$1.52	2,112	66

Total impressions: 2,112

Total clicks: 66

Average Cost-Per-Click (CPC): 1.52\$

Total Cost: 1863.63\$



## YouTube

Period: From March 1<sup>st</sup> to July 9<sup>th</sup> 2023

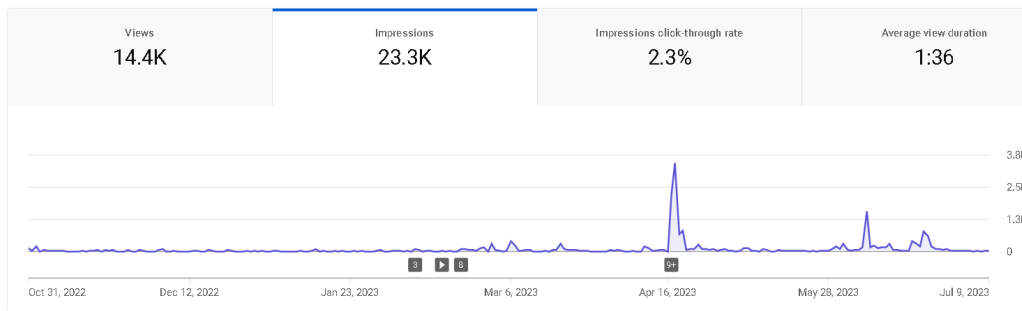
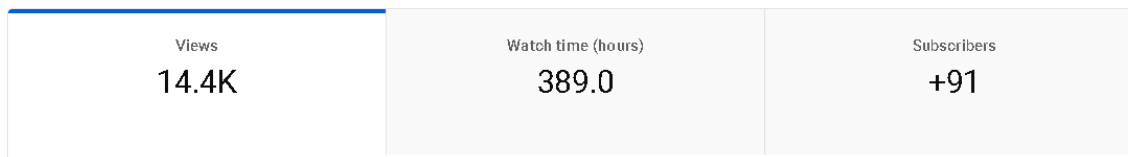
Total impressions: 132,400

Total clicks to website: 604

Average Cost-Per-Click (CPC): 1.52\$

Total Cost: 922\$

**In the selected period, your channel got 14,414 views**



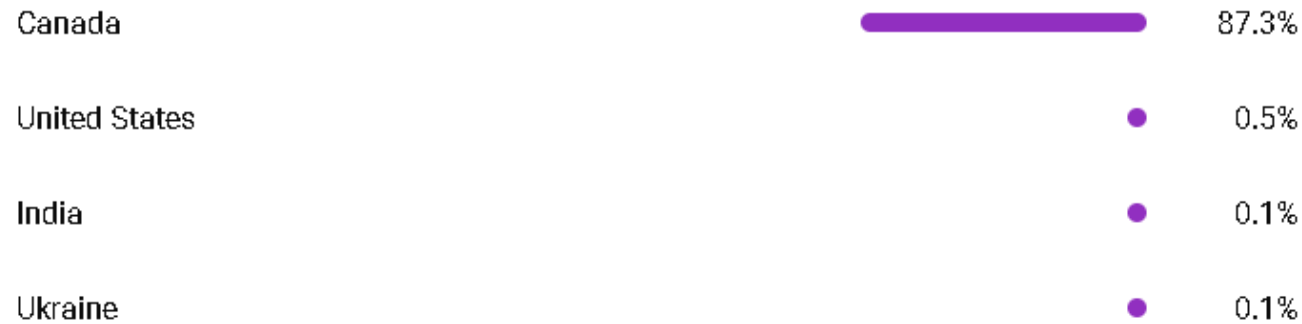




Top countries


## Top geographies

Views · Oct 31, 2022 – Jul 9, 2023






## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Geography	 Views ↓	Average view duration	Watch time (hours)
<input type="checkbox"/> <b>Total</b>	<b>14,414</b>	<b>1:37</b>	<b>389.0</b>
<input checked="" type="checkbox"/> <b>Canada</b>	12,588 87.3%	1:23	291.2 74.9%
<input type="checkbox"/> <b>United States</b>	68 0.5%	3:55	4.5 1.1%
<input type="checkbox"/> <b>India</b>	20 0.1%	0:41	0.2 0.1%
<input type="checkbox"/> <b>Ukraine</b>	12 0.1%	0:23	0.1 0.0%

### Top Citie

Cities	 Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> <b>Total</b>	<b>14,414</b>	<b>389.0</b>	<b>1:37</b>
<input checked="" type="checkbox"/> Montreal, CA-QC	3,015 20.9%	74.3 19.1%	1:28
<input type="checkbox"/> Toronto, CA-ON	783 5.4%	16.0 4.1%	1:13
<input type="checkbox"/> Québec City, CA-QC	305 2.1%	7.5 1.9%	1:28
<input type="checkbox"/> Laval, CA-QC	283 2.0%	7.4 1.9%	1:33
<input type="checkbox"/> Calgary, CA-AB	234 1.6%	4.2 1.1%	1:03
<input type="checkbox"/> Vancouver, CA-BC	194 1.4%	3.3 0.8%	1:00
<input type="checkbox"/> Gatineau, CA-QC	156 1.1%	4.0 1.0%	1:32
<input type="checkbox"/> Edmonton, CA-AB	144 1.0%	2.7 0.7%	1:07
<input type="checkbox"/> Ottawa, CA-ON	141 1.0%	3.2 0.8%	1:20
<input type="checkbox"/> Longueuil, CA-QC	117 0.8%	3.2 0.8%	1:39
<input type="checkbox"/> Winnipeg, CA-MB	82 0.6%	1.7 0.4%	1:15
<input type="checkbox"/> Surrey, CA-BC	70 0.5%	1.0 0.3%	0:51
<input type="checkbox"/> Mississauga, CA-ON	48 0.3%	1.0 0.3%	1:14
<input type="checkbox"/> Brampton, CA-ON	42 0.3%	0.7 0.2%	0:59
<input type="checkbox"/> Sherbrooke, CA-QC	33 0.2%	1.0 0.3%	1:53
<input type="checkbox"/> Coaldale, CA-AB	23 0.2%	0.5 0.1%	1:12
<input type="checkbox"/> Richmond, CA-BC	21 0.2%	0.3 0.1%	0:51













## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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### Most-viewed videos

#### Top videos













Views · Oct 31, 2022 – Jul 9, 2023

	Qu'est ce que le SCM/MCS? (ECOASIS)		3.3K
	ECOASIS, un projet de logement pour les pe...		2.9K
	Sophia (EN)		1.0K
	Laundry - Eco Living Guide		1.0K
	Windows - Eco Living Guide		819



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

### Most-viewed videos

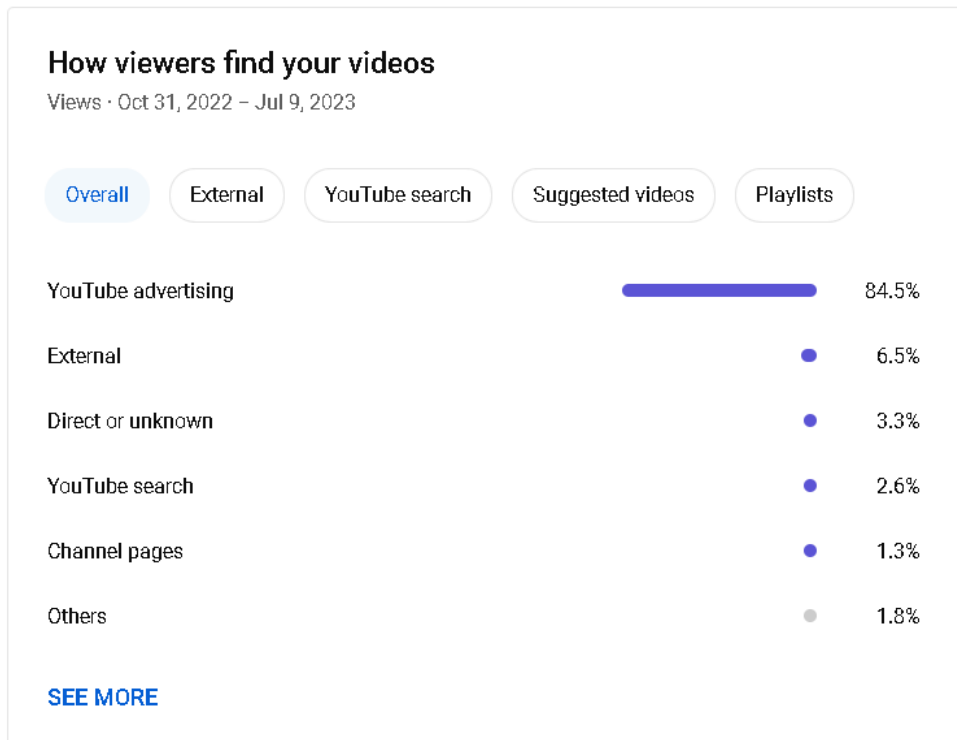
Content	Views ↓	Watch time (hours)	Subscribers	Average view duration	Impressions	Impressions click-through rate
<input type="checkbox"/> <b>Total</b>	<b>14,415</b>	<b>389.8</b>	<b>91</b>	<b>1:37</b>	<b>23,369</b>	<b>2.4%</b>
<input type="checkbox"/>  2:09 <a href="#">Qu'est ce que le SCM/MCS? (ECOASIS)</a>	3,268 22.7%	76.7 19.7%	0 0.0%	1:24	589	1.2%
<input type="checkbox"/>  4:06 <a href="#">ECOASIS, un projet de logement pour les personnes atte...</a>	2,851 19.8%	85.5 21.9%	1 1.1%	1:47	854	0.9%
<input type="checkbox"/>  1:13 <a href="#">Sophia (EN)</a>	1,005 7.0%	13.8 3.5%	1 1.1%	0:49	176	5.7%
<input type="checkbox"/>  1:04 <a href="#">Laundry - Eco Living Guide</a>	1,005 7.0%	15.1 3.9%	0 0.0%	0:54	250	2.8%
<input type="checkbox"/>  0:45 <a href="#">Windows - Eco Living Guide</a>	819 5.7%	9.4 2.4%	0 0.0%	0:41	155	0.7%
<input type="checkbox"/>  1:13 <a href="#">Sophia (FR)</a>	804 5.6%	10.6 2.7%	1 1.1%	0:47	263	2.7%
<input type="checkbox"/>  1:55 <a href="#">What are Multiple Chemical Sensitivities (MCS)?</a>	603 4.2%	13.0 3.3%	1 1.1%	1:17	460	4.8%
<input type="checkbox"/>  2:09 <a href="#">What is MCS? (ECOASIS)</a>	544 3.8%	12.0 3.1%	0 0.0%	1:19	274	4.0%
<input type="checkbox"/>  4:33 <a href="#">A Healthy Housing Project: ECOASIS</a>	487 3.4%	17.3 4.4%	0 0.0%	2:07	263	1.5%
<input type="checkbox"/>  2:08 <a href="#">Que sont les Sensibilités Chimiques Multiples? (SCM)</a>	426 3.0%	9.6 2.5%	0 0.0%	1:20	623	0.5%
<input type="checkbox"/>  1:18 <a href="#">Lessive - La Vie Écolo</a>	403 2.8%	6.8 1.7%	0 0.0%	1:00	213	1.4%
<input type="checkbox"/>  1:52 <a href="#">Un projet de logement sain: ECOASIS</a>	336 2.3%	10.5 2.7%	0 0.0%	1:52	709	0.3%



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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### Traffic source





## How viewers find your videos

Views · Oct 31, 2022 – Jul 9, 2023

Overall

External

YouTube search

Suggested videos

Playlists

Proportion of your total traffic:

6.5%





## How viewers find your videos

Views · Oct 31, 2022 – Jul 9, 2023

- Overall
- External
- YouTube search**
- Suggested videos
- Playlists

Proportion of your total traffic: **2.6%**





## How viewers find your videos

Views · Oct 31, 2022 – Jul 9, 2023

- Overall
- External
- YouTube search
- Suggested videos**
- Playlists

Proportion of your total traffic: 0.5%

What is MCS? (ECOASIS)		4.6%
Les métiers après un BTS Management opérationnel de...		4.6%
Sophia (EN)		3.1%
ECOASIS, un projet de logement pour les personnes atte...		3.1%
VCA Groupe présentation des services d'études à l'étran...		1.5%





## How viewers find your videos

Views · Oct 31, 2022 – Jul 9, 2023

- Overall
- External
- YouTube search
- Suggested videos
- Playlists**

Proportion of your total traffic: 0.1%

2022		58.8%
ECO LIVING GUIDE - Make healthy choices for health an...		17.7%
Mold Illness and Avoidance		5.9%
Improving Indoor Air Quality, Seminar, March 23 2023		5.9%
LA VIE ÉCOLO - Faites des choix sains pour la santé et l'...		5.9%



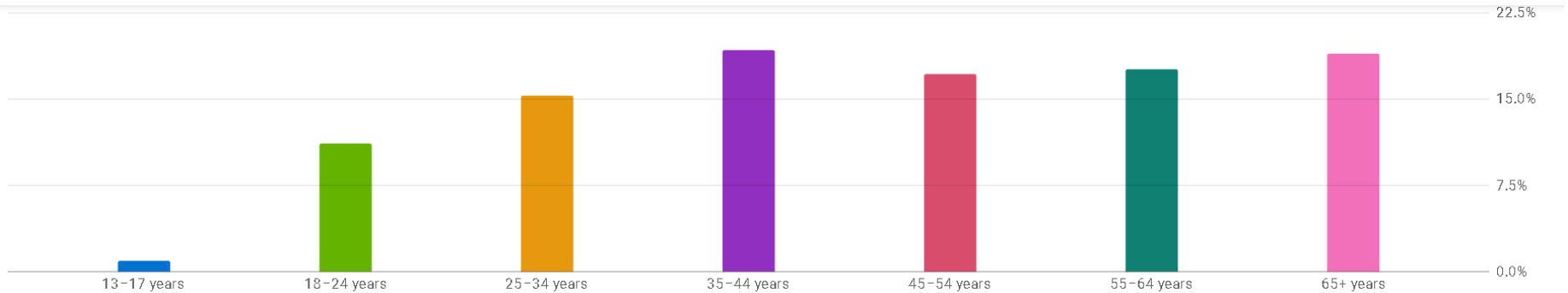
## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Traffic source	Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate
<input type="checkbox"/> <b>Total</b>	<b>14,414</b>	<b>389.0</b>	<b>1:37</b>	<b>23,369</b>	<b>2.4%</b>
<input type="checkbox"/> YouTube advertising	12,144 84.3%	273.0 70.2%	1:20	–	–
<input type="checkbox"/> External	953 6.6%	62.2 16.0%	3:54	–	–
<input type="checkbox"/> Direct or unknown	480 3.3%	17.0 4.4%	2:07	–	–
<input type="checkbox"/> YouTube search	377 2.6%	18.4 4.7%	2:55	6,838	4.9%
<input type="checkbox"/> Channel pages	191 1.3%	3.8 1.0%	1:11	4,808	2.4%
<input type="checkbox"/> Browse features	120 0.8%	9.6 2.5%	4:46	1,689	1.8%
<input type="checkbox"/> Suggested videos	69 0.5%	3.4 0.9%	2:56	9,182	0.5%
<input type="checkbox"/> Other YouTube features	23 0.2%	0.3 0.1%	0:52	–	–
<input type="checkbox"/> Playlist page	22 0.2%	0.5 0.1%	1:16	441	3.2%
<input type="checkbox"/> Playlists	17 0.1%	0.5 0.1%	1:49	411	2.4%
<input type="checkbox"/> Notifications	15 0.1%	0.2 0.1%	0:49	–	–
<input type="checkbox"/> End screens	3 0.0%	0.2 0.1%	4:50	–	–



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

### Viewer age



Viewer age ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
13-17 years	0.9%	1:10	47.8%	0.7%
18-24 years	11.1%	1:17	49.3%	9.9%
25-34 years	15.2%	1:20	37.7%	14.0%
35-44 years	19.2%	1:27	51.0%	19.4%
45-54 years	17.2%	1:32	54.5%	18.3%
55-64 years	17.5%	1:32	56.7%	18.7%
65+ years	18.9%	1:27	56.0%	19.0%



## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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Viewer gender

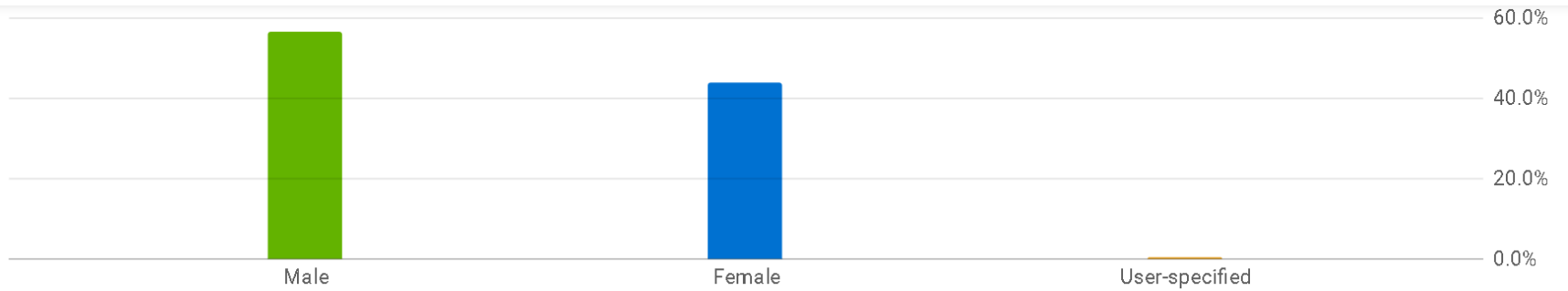
Views · Oct 31, 2022 – Jul 9, 2023





## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

### Viewer gender



Viewer gender	Views	Average view duration	Average percentage viewed	Watch time (hours)
Female	43.6%	1:24	52.5%	43.8%
Male	56.3%	1:23	48.6%	56.1%
User-specified	0.2%	1:20	45.8%	0.2%



Subscription status

## Watch time from subscribers

Watch time · Oct 31, 2022 – Jul 9, 2023








## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Subscription status	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> <b>Total</b>	<b>14,414</b>	<b>389.0</b>	<b>1:37</b>
<input type="checkbox"/> Not subscribed	14,205 98.6%	377.3 97.0%	1:35
<input type="checkbox"/> Subscribed	209 1.5%	11.8 3.0%	3:22

Subscription source



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

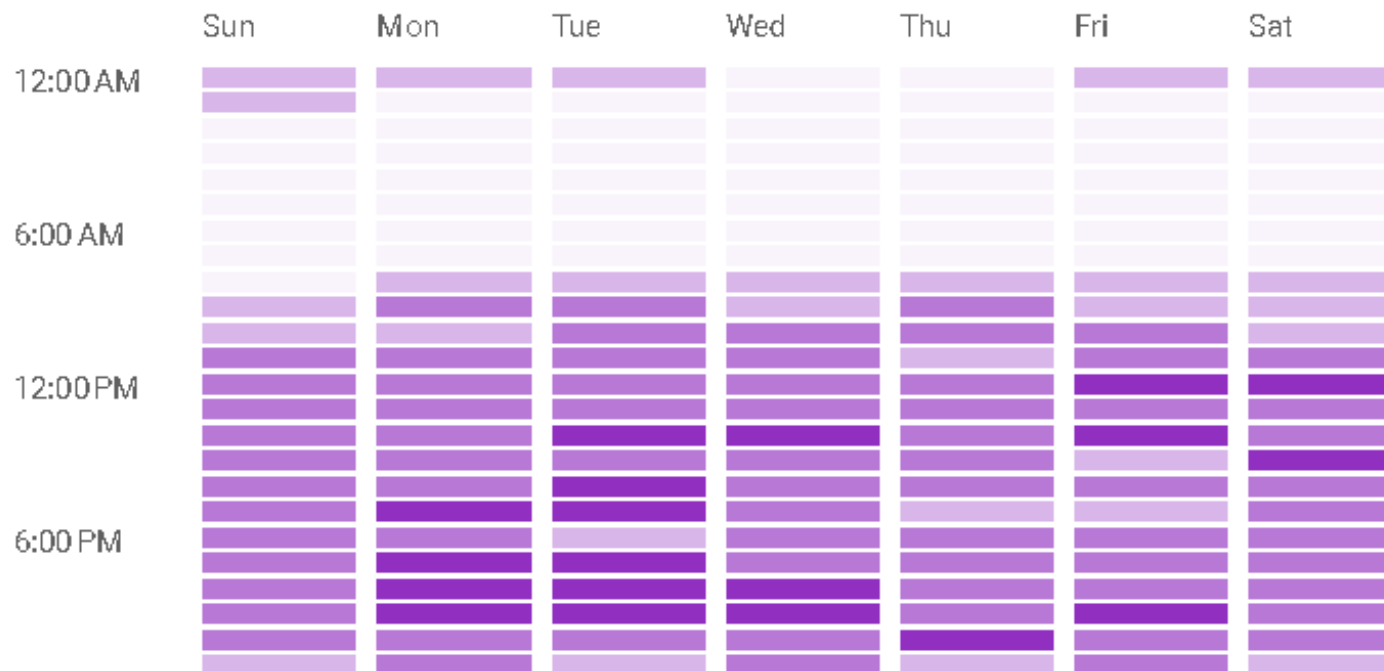
Subscription source	 Subscribers ↓	Subscribers gained	Subscribers lost
<input type="checkbox"/> <b>Total</b>	<b>91</b>	<b>100</b>	<b>9</b>
<input type="checkbox"/> YouTube advertising	61 67.0%	64 64%	3 33.3%
<input type="checkbox"/> YouTube watch page	19 20.9%	20 20%	1 11.1%
<input type="checkbox"/> Your YouTube channel	6 6.6%	9 9%	3 33.3%
<input type="checkbox"/> Other	3 3.3%	3 3%	0 0.0%
<input type="checkbox"/> YouTube search	3 3.3%	3 3%	0 0.0%
<input type="checkbox"/> Interactive features	1 1.1%	1 1%	0 0.0%
<input type="checkbox"/> Subscriptions channel list	-2 -2.2%	0 0%	2 22.2%



Hours when viewers are watching

## When your viewers are on YouTube

Your local time (GMT -0400) · Last 28 days





## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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Subtitles and closed captions

## Top subtitle/CC languages

Views · Oct 31, 2022 – Jul 9, 2023





## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Subtitles and CC <span style="float: right;">+</span>	Views ↓	Average view duration	Average percentage viewed	Watch time (hours)
<input type="checkbox"/> <b>Total</b>	<b>14,414</b>	<b>1:37</b>	<b>26.4%</b>	<b>389.0</b>
No subtitles/CC	14,321 99.4%	1:36	26.9%	385.1 99.0%
<input type="checkbox"/> English	50 0.4%	1:36	9.0%	1.3 0.3%
<input type="checkbox"/> French	14 0.1%	1:52	3.5%	0.4 0.1%
<input type="checkbox"/> English (Canada)	13 0.1%	4:47	49.3%	1.0 0.3%
<input type="checkbox"/> French (Canada)	10 0.1%	1:08	3.6%	0.2 0.1%
<input type="checkbox"/> German (auto-translated)	2 0.0%	8:14	18.0%	0.3 0.1%
<input type="checkbox"/> English (auto-translated)	2 0.0%	19:19	18.2%	0.6 0.2%
<input type="checkbox"/> Korean	1 0.0%	1:03	98.9%	0.0 0.0%
<input type="checkbox"/> Chinese (Simplified) (auto-translated)	1 0.0%	2:08	4.1%	0.0 0.0%
<input type="checkbox"/> French (auto-translated)	0 0.0%	–	–	0.0 0.0%
<input type="checkbox"/> Italian (auto-translated)	0 0.0%	–	–	0.0 0.0%



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

March:

# YOUTUBE ADS



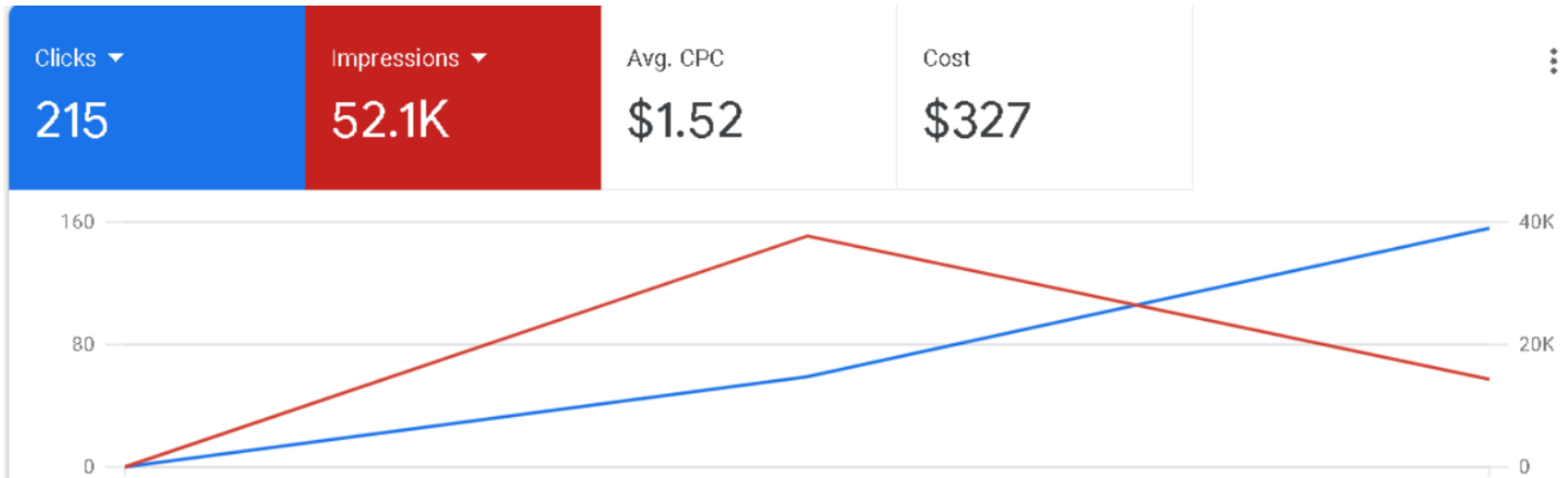
Association pour la santé environnementale du Québec / Environmental Health Association of Québec (ASEQ-EHAQ)



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

April: Ads not active

May:

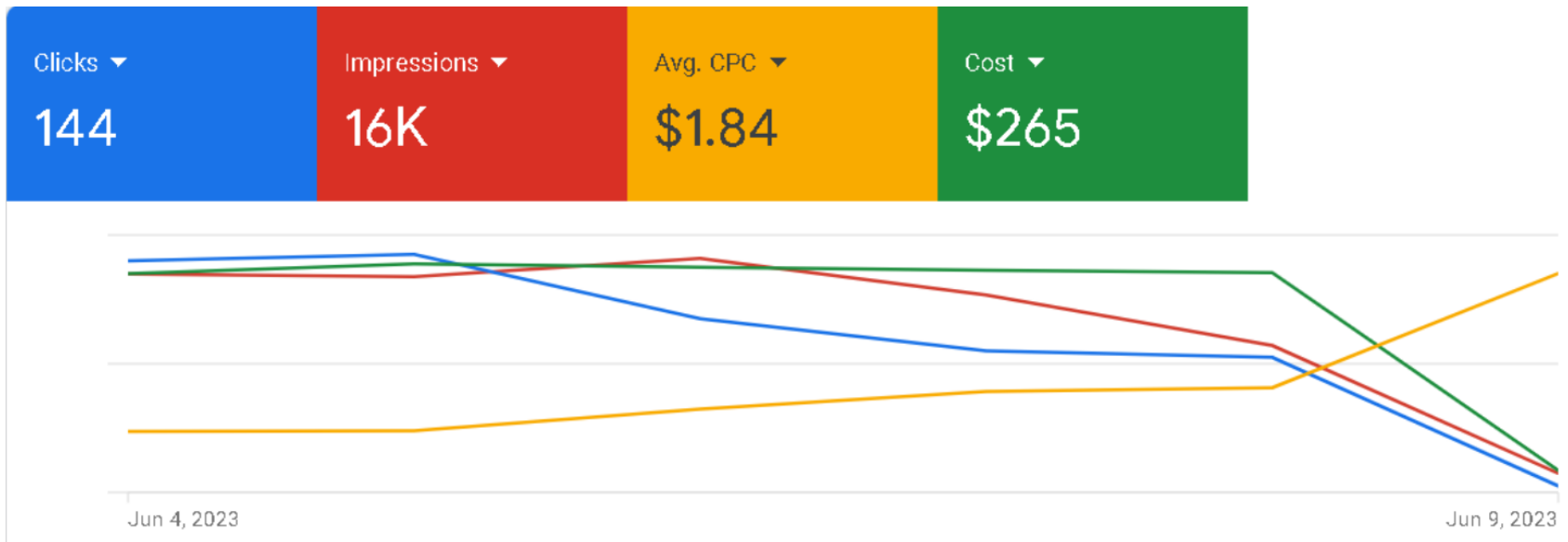






## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

June:





## **POLLS**

### *PAID Polls*

#### **Facebook/Instagram**

First round of polls

#### Poll 1

Have you ever experienced symptoms after using a cosmetic product?	Participants	Yes	No
English	21	3 (14%)	18 (86%)
French	30	6 (20%)	24 (80%)
Total	51	9 (18%)	42 (82%)

Date: March 22<sup>nd</sup> to March 31<sup>st</sup> 2023

This poll had 51 participants, out of which 21 were English-speaking and 30 were French-speaking. For the English respondents, 14% responded by reporting they had experienced symptoms to cosmetic products whereas 86% reported they had not. As for the French respondents, 20% reported they experienced symptoms whereas 80% reported the opposite. In summary, all languages combined, 18% of respondents experienced symptoms and 82% did not.



Poll 2

Would you prefer to use eco products instead of regular products?	Participants	Yes	No
English	146	77 (53%)	69 (47%)
French	143	81 (57%)	62 (43%)
Total	289	158 (55%)	131 (45%)

Date: April 25<sup>th</sup> to April 30<sup>th</sup> 2023

The poll above had 289 participants, out of which 146 were English-speaking and 143 were French-speaking. For the English respondents, 53% responded by reporting they would prefer to use eco products instead of regular products and 47% reported they would not. As for the French respondents, 57% reported they would prefer those products and 45% reported the opposite. In summary, all languages combined, a considerable 55% reported to prefer the eco products over regular products and 45% preferred using regular products.

Poll 3

Have you heard of Multiple Chemical Sensitivities (MCS) ?	Participants	Yes	No
English	718	146 (20%)	572 (80%)



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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French	708	78 (11%)	630 (89%)
Total	1426	224 (16%)	1202 (84%)

Date: May 7th to May 13th 2023

The poll above had 1426 participants, which included 718 English respondents and 708 French respondents. For the English respondents, 20% responded by reporting they heard of Multiple Chemical Sensitivities and 80% reported they did not. As for the French respondents, 11% reported they heard of MCS and 89% reported the opposite. In summary, all languages combined, 16% of all participants have heard of Multiple Chemical Sensitivities and 84% did not.

### Poll 4

Have you ever experienced symptoms after using perfumes?	Participants	Yes	No
English	552	192 (35%)	360 (65%)
French	611	219 (36%)	392 (64%)
Total	1163	411 (35%)	752 (65%)

Date: May 7<sup>th</sup> to May 12<sup>th</sup> 2023



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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This poll had a total of 1163 participants, out of which 552 were English-speaking and 611 were French-speaking. For the English respondents, 35% responded by reporting they experienced symptoms after using perfumes as opposed to the 65% that reported they had not. As for the French respondents, 36% reported they experienced symptoms after using perfumes and 64% reported the opposite. In summary, all languages combined, 35% of all participants experienced symptoms after using perfumes and 65% did not.

### Second set of polls

#### Poll 1

Have you ever experienced symptoms after using a cosmetic product?	Participants	Yes	No
English	131	47 (36%)	84 (64%)
French	191	40 (21%)	151 (79%)
Total	322	87 (27%)	235 (73%)

Date: June 14th to July 8th 2023

The poll above had 322 participants, which included 131 English respondents and 191 French respondents. For the English respondents, 36% responded by reporting they experienced symptoms after using a cosmetic product and 64%



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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reported they did not. When comparing this data with the data from the previous testing period (March 22<sup>nd</sup> to March 31<sup>st</sup> 2023), we notice there has been an increase of 22% in respondents reporting to experience symptoms after cosmetic usage. This can be explained by an increase in awareness of MCS symptoms, an increase in the number of people affected or both. However, we believe this result is most likely due to an increase in awareness from the general public thanks to our marketing, as MCS is a complex condition and would take more time to have a similar substantial increase of people affected.

As for the French respondents, 21% reported that they had symptoms and 79% reported the opposite. When comparing this data with the data from the previous testing period, we notice there has been an increase of 1% in respondents reporting to experience symptoms after using cosmetics. Once again, this is likely due to our promotional content across social media. In summary, all languages combined, 27% reported that they experienced symptoms after using a cosmetic product and 73% affirmed that they had no symptoms after such usage. Compared to the previous data, there has been an overall increase of 9% in respondents reporting to have experienced symptoms after the usage of cosmetics.

### Poll 2

Would you prefer to use eco products instead of regular products?	Participants	Yes	No
English	231	120 (52%)	111 (48%)
French	172	95 (56%)	75 (44%)
Total	403	215 (54%)	186 (46%)

Date: June 13<sup>th</sup> to June 22<sup>nd</sup> 2023



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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This poll had a total of 403 participants, out of which 231 were English-speaking and 172 were French-speaking. For the English respondents, an impressive 52% responded by reporting they would prefer to use ecological products instead of regular products as opposed to the 48% that reported they would not. When comparing this data with the data from the previous testing period (April 25<sup>th</sup> to April 30<sup>th</sup> 2023), we notice that the percentages for the responses is about the same (53% Yes and 47% No).

As for the French respondents, 56% reported they would prefer the eco products and 44% reported the opposite. Once again, the responses are about the same when compared with the previous period (57% Yes and 43% No).

In summary, for all participants, 54% would prefer to use eco products instead of regular products and 46% would not.

### Poll 3

Have you heard of Multiple Chemical Sensitivities (MCS) ?	Participants	Yes	No
English	363	72 (20%)	291 (80%)
French	343	41 (12%)	302 (88%)
Total	706	113 (16%)	593 (84%)

Date: June 14<sup>th</sup> to July 8<sup>th</sup> 2023



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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The poll above had 706 participants, which included 363 English respondents and 343 French respondents. For the English respondents, 20% responded by reporting they heard of Multiple Chemical Sensitivities and 80% reported they did not. When we compare the data from the previous period (May 7th to May 13th 2023), we noticed that the percentages of responses are the same (20% Yes, 80% No).

As for the French respondents, 12% reported they heard of MCS and 88% reported the opposite. When we compare the data from the previous period, we noticed that the percentage of people reporting to have heard of MCS has gone up by 1%. Our marketing has therefore increased the awareness of MCS for the French-speaking population in Canada.

In summary, all participants considered, 16% reported to have heard of MCS and 84% have not. When comparing the data from the previous period, we notice that the percentages of responses are the same (16% Yes, 84% No).

### Poll 4

Have you ever experienced symptoms after using perfumes ?	Participants	Yes	No
English	400	141 (35%)	259 (65%)
French	380	136 (36%)	244 (64%)
Total	780	277 (36%)	503 (64%)

Date: June 13<sup>th</sup> to June 22<sup>nd</sup> 2023





## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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The poll above had 780 participants, which included 400 English respondents and 380 French respondents. For the English respondents, 35% responded by reporting they experienced symptoms after using perfumes as opposed to the 65% that reported they had not. When we compare the data from the previous period (May 7th to May 12th 2023), we noticed that the percentages of responses are the same (35% Yes, 65% No). This can be explained by the short amount of time between the two polls. In fact, for this pool, there was only a space of a month between the first set of data and the second set. As our objective is to measure the increase of awareness throughout the year, it will take some more time to notice the difference.

As for the French respondents, 36% reported they experienced symptoms after using perfumes and 64% reported the opposite. When we compare the data from the previous period, we noticed that the percentages for the answers are the same (36% Yes, 64% No). Once again, the space of time between the 2 data sets is not long enough to measure a difference in awareness. As time goes on, more people will become aware of our content and the percentages on the polls will change.

In summary, all participants considered, 36% reported they experienced symptoms after using perfumes and 64% have not. When comparing the data from the previous period, we notice that the percentages of responses are the same (16% Yes, 84% No), for the reasons mentioned above.

### Poll 5

Do you know anyone that has Multiple Chemical Sensitivities (MCS) ?	Participants	Yes	No
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## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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English	153	44 (29%)	109 (71%)
French	126	23 (18%)	102 (82%)
Total	279	67 (24%)	211 (76%)

Date: June 29<sup>th</sup> to July 1<sup>st</sup> 2023

The poll above had 279 participants, which included 153 English respondents and 126 French respondents. For the English respondents, 29% responded by reporting they know someone that suffered from Multiple Chemical Sensitivities as opposed to the 71% that reported they did not.

As for the French respondents, 18% reported they know someone with MCS and 82% reported the opposite.

In summary, all participants considered, 24% reported they know someone suffering from Multiple Chemical Sensitivities and 76% do not. This poll was only conducted once on Facebook and Instagram so there is not other data set to compare it to on those platforms. However, this poll was conducted twice on TikTok (more information in the following pages).

### Poll 6

Exposure to chemicals leads to symptoms of MCS. Do you experience MCS?	Participants	Yes	No
English	151	47 (31%)	104 (69%)



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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French	102	28 (27%)	74 (73%)
Total	253	75 (30%)	178 (70%)

Date: June 29<sup>th</sup> to July 1<sup>st</sup> 2023

The poll above had 253 participants, which included 151 English respondents and 102 French respondents. For the English respondents, 31% responded by reporting they experience Multiple Chemical Sensitivities as opposed to the 69% that reported they did not.

As for the French respondents, 27% reported they experienced MCS and 73% reported the opposite. In summary, all participants considered, 30% reported they experienced Multiple Chemical Sensitivities and 70% do not.

Poll 6 (Rouyn-Noranda only)

Exposure to chemicals leads to symptoms of MCS. Do you experience MCS?	Participants	Yes	No
English	18	6 (33%)	12 (67%)
French	32	9 (28%)	23 (72%)
Total	50	15 (30%)	35 (70%)

Date: July 24<sup>th</sup> to July 26<sup>th</sup> 2023

The poll above has the same question as the previous one except that it was only promoted in the highly-polluted region of Rouyn-Noranda. The purpose of this ad was to see if people in that area with reported pollution were more likely to



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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experience MCS symptoms, due to the pollution. The poll had 50 participants, which included 18 English respondents and 32 French respondents. For the English respondents, 33% responded by reporting they experienced Multiple Chemical Sensitivities as opposed to the 67% that reported they did not.

As for the French respondents, 28% reported they experienced MCS and 72% reported the opposite.

In summary, all participants considered, 30% reported they experience Multiple Chemical Sensitivities and 70% reported they did not. When comparing the data to other poll 6, we notice that the percentages for the answers are the same.

### TikTok

First round of polls (March 22<sup>nd</sup> to May 31<sup>st</sup> 2023)

First round of polls:

### Poll 3

Have you heard of Multiple Chemical Sensitivities (MCS) ?	Participants	Yes	No
English	315	126 (40%)	189 (60%)
French	362	157 (43%)	205 (57%)
Total	677	283 (42%)	394 (58%)

Date: May 7<sup>th</sup> to May 12<sup>th</sup> 2023

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## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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The poll above had 677 participants, which included 315 English respondents and 362 French respondents. For the English respondents, 40% responded by reporting they heard of Multiple Chemical Sensitivities as opposed to the 60% that reported they did not.

As for the French respondents, 43% reported they heard of MCS and 57% reported the opposite. In summary, all participants considered, 42% reported they heard of Multiple Chemical Sensitivities and 58% reported they did not.

### Poll 4

Have you experienced symptoms after using perfumes ?	Participants	Yes	No
English	646	280 (43%)	366 (57%)
French	262	122 (47%)	140 (53%)
Total	908	402 (44%)	506 (56%)

Date: May 7<sup>th</sup> to May 12<sup>th</sup> 2023

This poll had a total of 908 participants, out of which 646 were English-speaking and 262 were French-speaking. For the English respondents, 43% responded by reporting they experienced symptoms after using perfumes as opposed to the 57% that reported they had not. As for the French respondents, 47% reported they experienced symptoms after using perfumes and 53% reported the opposite. In summary, all languages combined, 44% of all participants experienced symptoms after using perfumes and 56% did not.



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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### Poll 5

Do you know anyone that has Multiple Chemical Sensitivities (MCS) ?	Participants	Yes	No
English	132	64 (48%)	68 (52%)
French	120	60 (50%)	60 (50%)
Total	252	124 (49%)	128 (51%)

Date: May 10th to May 12th 2023

The poll above had 252 participants, which included 132 English respondents and 120 French respondents. For the English respondents, 48% responded by reporting they know someone that suffered from Multiple Chemical Sensitivities as opposed to the 52% that reported they did not.

As for the French respondents, 50% reported they know someone with MCS and 50% reported the opposite.

In summary, all participants considered, 49% reported they know someone suffering from Multiple Chemical Sensitivities and 51% do not.

### Second set of polls (June 1<sup>st</sup> to July 9<sup>th</sup>)

#### Poll 3



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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Have you heard of Multiple Chemical Sensitivities (MCS) ?	Participants	Yes	No
English	561	202 (36%)	359 (64%)
French	572	194 (34%)	378 (66%)
Total	1133	396 (35%)	737 (65%)

Date: June 1<sup>st</sup> to July 9<sup>th</sup> 2023

The poll above had 1133 participants, which included 561 English respondents and 572 French respondents. For the English respondents, 36% responded by reporting they heard of Multiple Chemical Sensitivities as opposed to the 64% that reported they did not.

As for the French respondents, 34% reported they heard of MCS and 66% reported the opposite. In summary, all participants considered, 35% reported they heard of Multiple Chemical Sensitivities and 65% reported they did not.

### Poll 4

Have you experienced symptoms after using perfumes ?	Participants	Yes	No
English	403	167 (41%)	236 (59%)
French	244	118 (48%)	126 (52%)
Total	647	285 (44%)	362 (56%)



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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Date: June 1<sup>st</sup> to July 9<sup>th</sup> 2023

This poll had a total of 647 participants, out of which 403 were English-speaking and 244 were French-speaking. For the English respondents, 41% responded by reporting they experienced symptoms after using perfumes as opposed to the 59% that reported they had not. As for the French respondents, 48% reported they experienced symptoms after using perfumes and 52% reported the opposite. In summary, all languages combined, 44% of all participants experienced symptoms after using perfumes and 56% did not.

### Poll 5

Do you know anyone that has Multiple Chemical Sensitivities (MCS) ?	Participants	Yes	No
English	164	71 (43%)	93 (57%)
French	184	90 (49%)	94 (51%)
Total	348	161 (46%)	187 (54%)

Date: May 10th to May 12th 2023

The poll above had 348 participants, which included 164 English respondents and 184 French respondents. For the English respondents, 43% responded by reporting they know someone that suffered from Multiple Chemical Sensitivities as opposed to the 57% that reported they did not.

As for the French respondents, 49% reported they know someone with MCS and 51% reported the opposite.





## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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In summary, all participants considered, 46% reported they know someone suffering from Multiple Chemical Sensitivities and 54% do not.

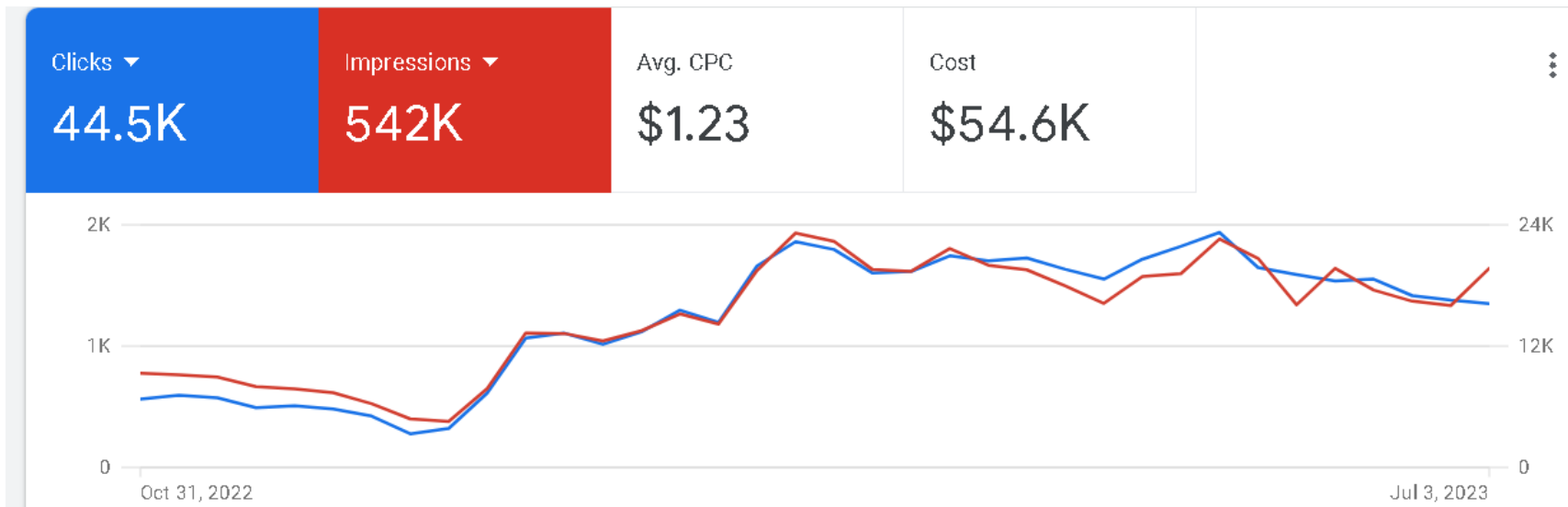


## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

### WEBSITE

From November 2022 to July 9<sup>th</sup> 2023

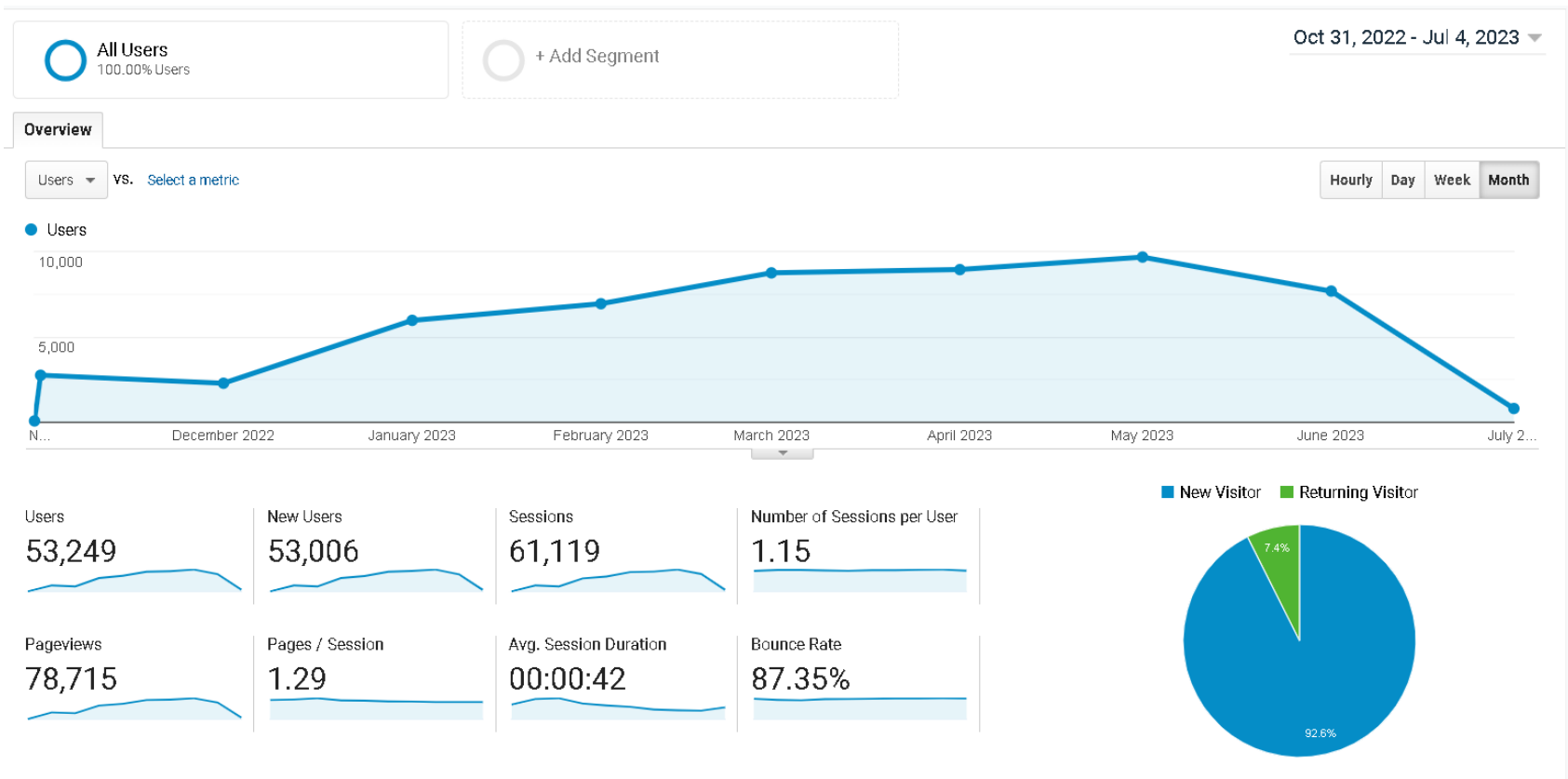
Google ads





# INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

## Google analytics

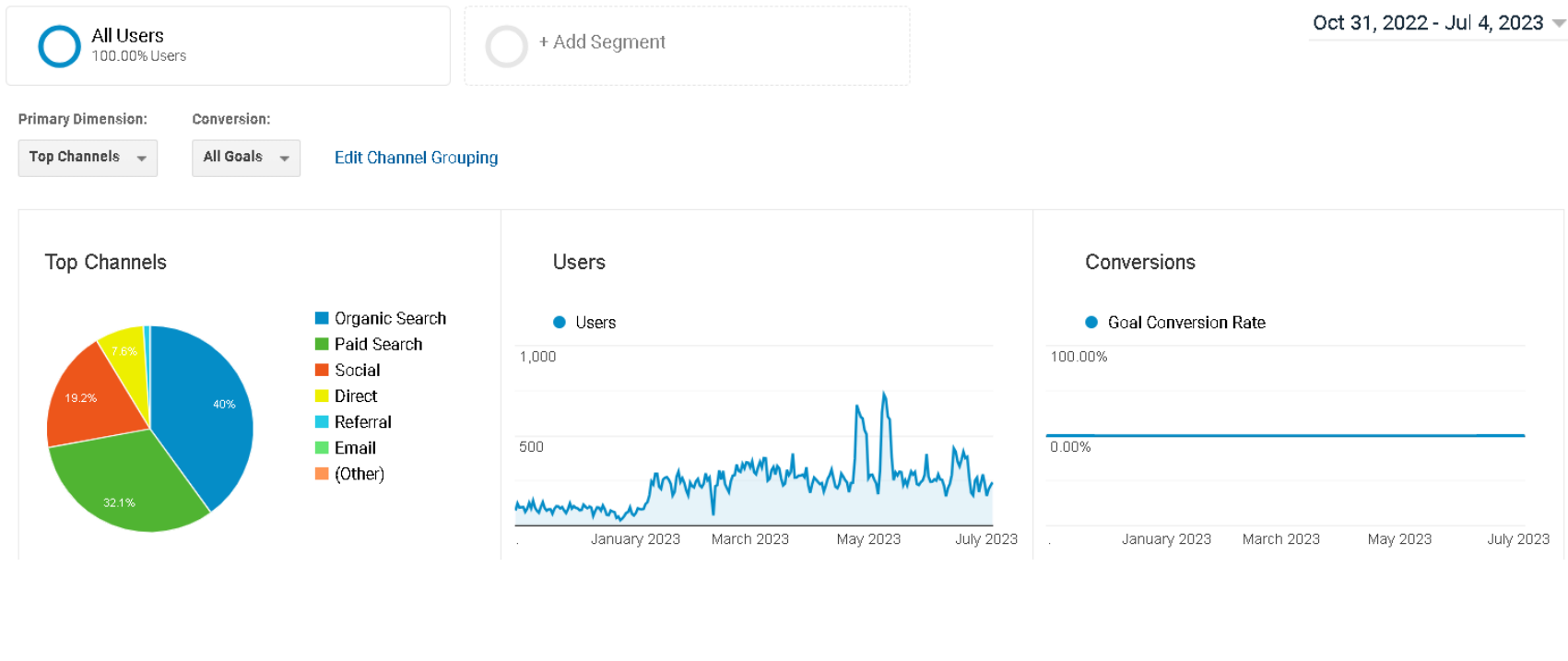




## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Analyze in detail every single number (Users, new users, sessions, etc...)

### Acquisition overview





## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	53,249	53,006	61,119	87.35%	1.29	00:00:42
1 ■ Organic Search	21,389	<div style="width: 40%;"><div style="width: 40%;"></div></div>		84.87%	<div style="width: 85%;"><div style="width: 85%;"></div></div>	
2 ■ Paid Search	17,182	<div style="width: 30%;"><div style="width: 30%;"></div></div>		93.51%	<div style="width: 95%;"><div style="width: 95%;"></div></div>	
3 ■ Social	10,290	<div style="width: 15%;"><div style="width: 15%;"></div></div>		91.71%	<div style="width: 90%;"><div style="width: 90%;"></div></div>	
4 ■ Direct	4,073	<div style="width: 5%;"><div style="width: 5%;"></div></div>		76.57%	<div style="width: 80%;"><div style="width: 80%;"></div></div>	
5 ■ Referral	557	<div style="width: 1%;"><div style="width: 1%;"></div></div>		47.99%	<div style="width: 40%;"><div style="width: 40%;"></div></div>	
6 ■ Email	6	<div style="width: 0%;"><div style="width: 0%;"></div></div>		100.00%	<div style="width: 100%;"><div style="width: 100%;"></div></div>	
7 ■ (Other)	1	<div style="width: 0%;"><div style="width: 0%;"></div></div>		100.00%	<div style="width: 100%;"><div style="width: 100%;"></div></div>	



## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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### 3) Social Networks



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Social Network	Sessions	% Sessions
1. Facebook	11,135	95.97%
2. TikTok	185	1.59%
3. YouTube	123	1.06%
4. Twitter	88	0.76%
5. Instagram	46	0.40%
6. LinkedIn	15	0.13%
7. Yammer	5	0.04%
8. Pinterest	3	0.03%
9. Glassdoor	1	0.01%
10. Instagram Stories	1	0.01%



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

A more detailed breakdown

Social Network ?	Sessions ? ↓	Pageviews ?	Avg. Session Duration ?	Pages / Session ?
1. Facebook	11,135 (95.97%)	12,617 (94.26%)	00:00:18	1.13
2. TikTok	185 (1.59%)	212 (1.58%)	00:00:29	1.15
3. YouTube	123 (1.06%)	210 (1.57%)	00:02:22	1.71
4. Twitter	88 (0.76%)	166 (1.24%)	00:02:04	1.89
5. Instagram	46 (0.40%)	126 (0.94%)	00:02:53	2.74
6. LinkedIn	15 (0.13%)	40 (0.30%)	00:05:28	2.67
7. Yammer	5 (0.04%)	6 (0.04%)	00:00:10	1.20
8. Pinterest	3 (0.03%)	5 (0.04%)	00:00:47	1.67
9. Glassdoor	1 (0.01%)	1 (0.01%)	00:00:00	1.00
10. Instagram Stories	1 (0.01%)	1 (0.01%)	00:00:00	1.00





## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Language	Users	% Users
1. en-us	17,100	32.15%
2. fr-fr	8,045	15.13%
3. en-ca	7,747	14.57%
4. fr-ca	6,698	12.59%
5. en-gb	5,089	9.57%
6. fr	1,951	3.67%
7. vi-vn	735	1.38%
8. en-za	559	1.05%
9. en-au	390	0.73%
10. zh-cn	384	0.72%

Browser	Users	% Users
1. Chrome	29,532	55.50%
2. Safari	6,620	12.44%
3. Safari (in-app)	5,867	11.03%
4. Android Webview	4,489	8.44%
5. Edge	3,119	5.86%
6. Samsung Internet	1,904	3.58%
7. Firefox	922	1.73%
8. Opera	335	0.63%
9. Amazon Silk	105	0.20%
10. Opera Mini	70	0.13%



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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Operating system on Computer:



Operating System	Users	% Users
1. Windows	19,839	 37.34%
2. Android	16,568	 31.18%
3. iOS	11,710	 22.04%
4. Macintosh	4,014	 7.55%
5. Chrome OS	441	0.83%
6. Linux	420	0.79%
7. (not set)	118	0.22%
8. Tizen	13	0.02%
9. OS/2	2	0.00%
10. Windows Phone	2	0.00%



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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Operating system on Mobile phone:

Operating System	Users	% Users
1. Android	16,568	 58.41%
2. iOS	11,710	 41.28%
3. (not set)	64	0.23%
4. Tizen	13	0.05%
5. Windows	4	0.01%
6. Windows Phone	2	0.01%
7. BlackBerry	1	0.00%
8. Firefox OS	1	0.00%
9. Samsung	1	0.00%



## **PARTNERSHIPS**

The primary groups from which data was collected include the following:

Group Name	Number of members	Link	Platform	Actions taken
Disability Without Poverty	1,425 followers	<a href="https://www.instagram.com/disabilitywithoutpoverty/">https://www.instagram.com/disabilitywithoutpoverty/</a>	Instagram	Liked our post
Center for Environmental Health	67,000 followers	<a href="https://www.instagram.com/centerforenvironmentalhealth/">https://www.instagram.com/centerforenvironmentalhealth/</a>	Instagram	-
Accessibility Innovators	8,470 Members.	<a href="https://www.linkedin.com/groups/4512178/">https://www.linkedin.com/groups/4512178/</a>	LinkedIn	Post shared successfully – Liked by members
Global Network for Entrepreneurs with Disabilities	500 Members	<a href="https://www.linkedin.com/groups/2932107/">https://www.linkedin.com/groups/2932107/</a>	LinkedIn	Post under review by group Admin2
Lime Connect	1,000 members	<a href="https://www.linkedin.com/groups/3671515/">https://www.linkedin.com/groups/3671515/</a>	LinkedIn	Post shared successfully
Web Accessibility	11,900 members	<a href="https://www.linkedin.com/groups/41800/">https://www.linkedin.com/groups/41800/</a>	LinkedIn	Post shared successfully



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Web accessibility education	706 members	<a href="https://www.linkedin.com/groups/1796098/">https://www.linkedin.com/groups/1796098/</a>	LinkedIn	Post shared successfully
Online Auction for Accessibility Project	388 members	<a href="https://www.facebook.com/groups/webaccessibilityeducation/">https://www.facebook.com/groups/webaccessibilityeducation/</a>	Facebook	Post under review by group Admin
Accessibility Ontario	120 members	<a href="https://www.facebook.com/groups/1230227237885130/">https://www.facebook.com/groups/1230227237885130/</a>	Facebook	Post shared successfully
The World is Accessible	13,800 members	<a href="https://www.facebook.com/groups/1230227237885130/">https://www.facebook.com/groups/1230227237885130/</a>	Facebook	Post shared successfully
Environmental Awareness	36,700 members	<a href="https://www.facebook.com/groups/138936256805458">https://www.facebook.com/groups/138936256805458</a>	Facebook	Post shared successfully – Liked by members
Environmental Humanities Research Forum		<a href="https://www.facebook.com/groups/102138850392400">https://www.facebook.com/groups/102138850392400</a>	Facebook	Post under review by group Admin
	5,600 members	<a href="https://www.facebook.com/groups/696601870518614/">https://www.facebook.com/groups/696601870518614/</a>	Facebook	Post under review by group Admin
Disability Awareness and Advocacy	13,600 members	<a href="https://www.facebook.com/groups/272906196111225">https://www.facebook.com/groups/272906196111225</a>	Facebook	Post shared successfully
The World is Accessible	22,600	<a href="https://www.facebook.com/groups/theworldisaccessible">https://www.facebook.com/groups/theworldisaccessible</a>	Facebook	Post shared successfully

These groups from LinkedIn, Facebook and Instagram allowed us to collect data for our polls and surveys as well as create partnerships and potential collaborators for future products.



## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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Recognising the great power of social media platforms in forging connections, we reached out to key groups relating to our cause on a proactive basis. We searched LinkedIn for professional networks and industry and niche-specific communities that resonated with our objective, hoping to connect with like-minded people and potential partners who could help us with our projects. Simultaneously, we used Facebook's tremendous popularity to interact with varied communities and convey our message to a larger audience. We used Instagram's visual appeal and engagement options to attract a younger demographic and generate awareness about our organization's efforts.

Contacting these groups is part of our objective to expand our reach and impact by means of expanding our digital network. In total, there are 191,492 people we can potentially reach in these groups, which is why these partnerships are crucial for our growth.



# ANNEX 6

## SOCIAL MEDIA STRATEGY REPORT

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Funded in part by the Government of Canada's Social Development Partnerships Program - Disability Component

**EMPOWERING  
COMMUNITY  
AND REMOVAL  
OF BARRIERS**



**Social Media Strategy Report**

ASEQ-EHAQ

November 2022 - July 2023





### **ASEQ-EHAQ Digital Engagement Series:**

The Digital Engagement Series is an integral part of our comprehensive strategy aimed at enriching public understanding and fostering active participation in crucial environmental health issues.

Our series adopts a balanced approach to content delivery, merging information with engagement and entertainment. We focus on marketing initiatives that promote awareness about environmental health issues and advocate for safer product choices. By highlighting news, sharing powerful narratives, and spotlighting relevant films, we not only keep our audience informed but also stimulate valuable discussions.

### **MCS CHRONICLES: Stories of Strength and Survival.**



MCS Chronicles gives a platform to the often unheard voices in our community. By sharing their stories, we aim to shed light on the trials and triumphs of individuals living with MCS, raising awareness and inspiring empathy along the way.

### **DID YOU KNOW?**



This segment consists of concise, fact-driven video reels aimed to educate the public on environmental health matters. The ultimate objective is to raise awareness about Multiple Chemical Sensitivity (MCS) through relevant and digestible pieces of information.

**Planet Pulse: Quick takes on Environmental Health.**



In this reel series, we keep our followers updated on the latest happenings concerning environmental health. Recently, we spotlighted the wildfires that occurred in Canada, emphasizing their potential impact on indoor air quality and overall environmental health.

**PRODUCT CHOICE:**



Through a carousel-style post, we provide essential guidance to our audience, enabling them to make informed decisions about product selections that could impact their health. Our latest feature spotlighted conscientious clothing and laundry practices. We frequently promote [www.LaVieEcolo.ca](http://www.LaVieEcolo.ca) as a detailed guide for further reading and exploration.

**MOVIE NIGHT:**

We spotlight thought-provoking films that address environmental issues in an attempt to raise awareness and educate our audience. The most recent movies we shared included 'Dark Waters' (2019) and 'The Human Experiment'. What makes this event particularly interactive and engaging is the discussion segment that follows the screening. During this session, we dissect the film's themes, messages, and relevance to current environmental health challenges, fostering a deeper understanding and dialogue among our community members.

## Wellness Hour - Gentle Yoga:



Wellness Hour is a complimentary online Gentle Yoga session on Zoom. It's open to everyone, focusing on aiding individuals with Multiple Chemical Sensitivities. Our initiative encourages health and resilience in a familiar and comfortable setting, aiming to foster physical and mental wellness.

## POWERFUL QUOTES:

A graphic with a light green background. It features a quote in French: "Nous n'héritons pas de la Terre de nos ancêtres, nous l'empruntons à nos enfants." attributed to - Chef Seattle. Below the quote is the text "Agissez maintenant." and "Visitez le Guide de la Vie Écolo ASEQ-EHAQ pour en savoir plus." along with a QR code. The ASEQ-EHAQ logo is in the top right corner of the graphic.

**“**

**"Nous n'héritons pas de la  
Terre de nos ancêtres, nous  
l'empruntons à nos enfants."**

**- Chef Seattle**

**Agissez maintenant.**  
Visitez le Guide de la Vie Écolo ASEQ-EHAQ  
pour en savoir plus.



This series is devoted to sharing powerful and inspirational quotes that motivate our followers and stimulate thought on crucial environmental and health matters.



## EVENTS:



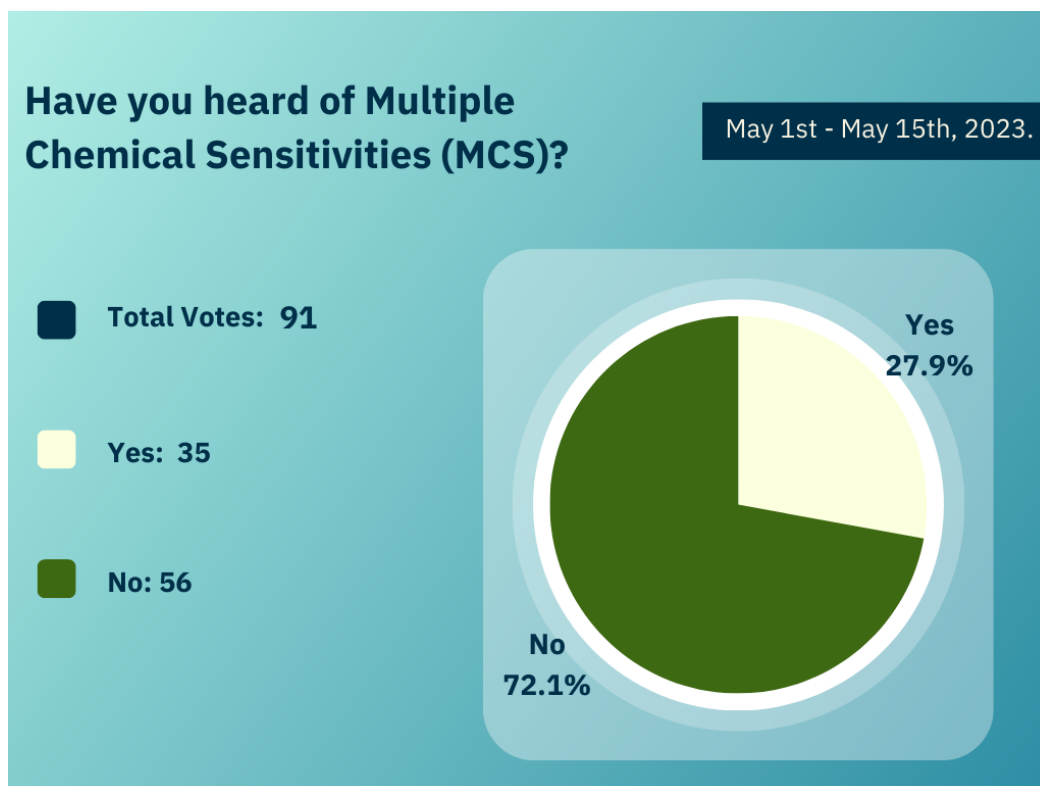
Our social media platforms also serve as an information hub for various webinars and events that we organize. By publicizing these initiatives, we can engage our audience in active participation and learning, further reinforcing our mission.

**Poll questions – Social Media Community Outreach :**

Within the scope of various social media platforms, mainly Facebook and LinkedIn, we actively engage with environmental health groups. Utilizing interactive and compelling poll questions serves as our primary method to stimulate conversation, raise awareness about Multiple Chemical Sensitivities, and gather valuable community insights.

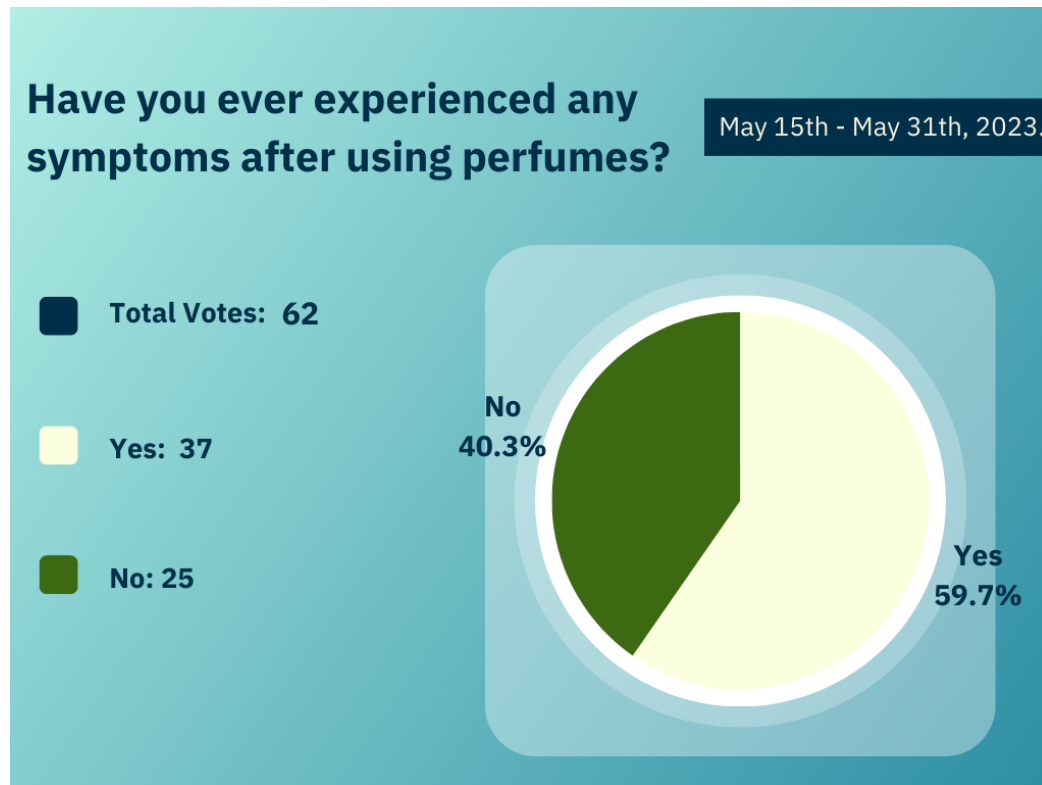
**Question 1:**

Have you heard of Multiple Chemical Sensitivities (MCS)?



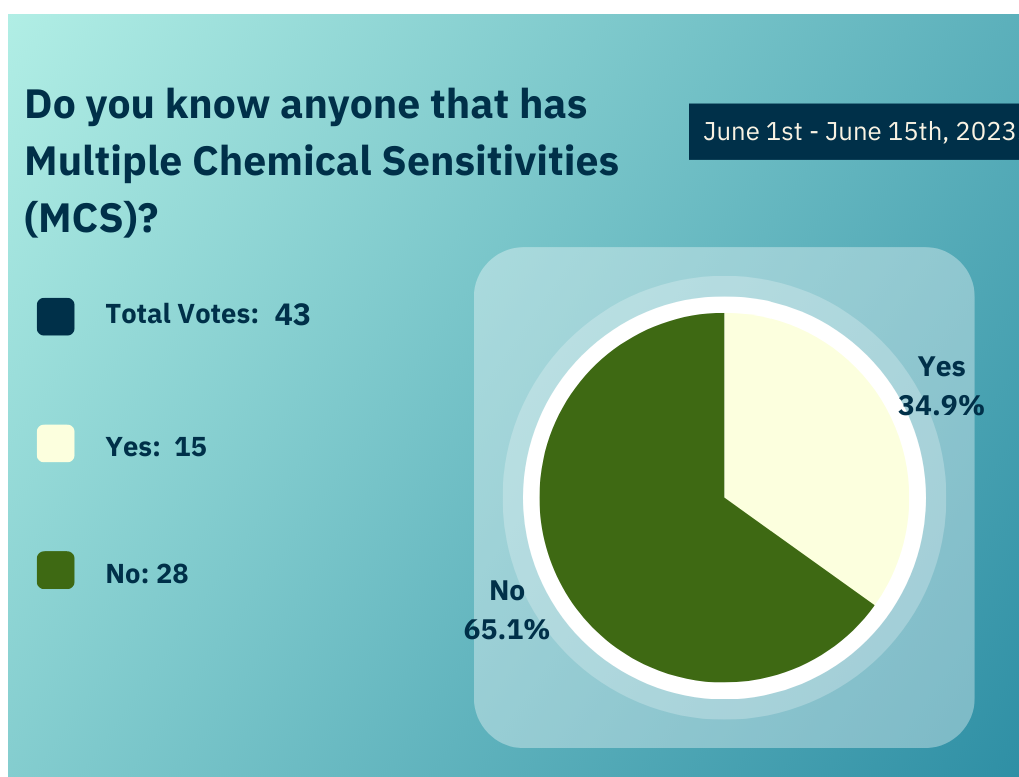
**Question 2:**

Have you ever experienced any symptoms after using perfumes?



**Question 3:**

Do you know anyone that has Multiple Chemical Sensitivities (MCS)?



**Total votes: 196**



The primary groups from which data was collected include the following:

### **Save Canada's Environment!**

Link: <https://www.facebook.com/groups/573193809367404>

Content Shared: MCS Study - Survey.

Result: Post pending.

### **Disability / Special Needs benefits in Canada**

Group Link: <https://www.facebook.com/groups/187847217904852>

Content Shared: MCS Study – Survey.

Result: Post-approved.

### **Mental Health Support In Canada**

Group Link: <https://www.facebook.com/groups/187847217904852>

Content Shared: MCS Study – Survey.

Result: Post-approved.

### **Health and Safety Canada**

Group link: <https://www.facebook.com/groups/healthsafetycanada>

Content Shared: MCS Study – Survey.

Result: Post-approved.



## **Canada Health**

Group Link: <https://www.facebook.com/groups/186467512152064>

Content Shared: MCS Study – Survey.

Result: Post Pending.

## **Health Professionals Testing Canada**

Group Link: <https://www.facebook.com/groups/1902631863189992/>

Content Shared: MCS Study – Survey.

Result: Post declined.

## **The World is Accessible**

Group link: <https://www.facebook.com/groups/theworldisaccessible>

Content Shared: Poll questions.

Result: Post-approved.

## **Accessibility Consulting**

Group link: <https://www.linkedin.com/groups/1796098/>

Content Shared: Poll questions.

Result: Post-approved.

## **Accessibility Innovators**

Group link: <https://www.linkedin.com/groups/4512178/>

Content Shared: Poll questions.



Result: Post-approved.

## **Disability Awareness and Advocacy**

Group link: <https://www.facebook.com/groups/272906196111225/>

Content Shared: Poll questions.

Result: Post-approved.

## **Web Accessibility**

Group link: <https://www.linkedin.com/groups/41800/>

Content Shared: Poll questions.

Result: Post-approved.

## **Lime Connect**

Group link: <https://www.linkedin.com/groups/3671515/>

Content Shared: Poll questions.

Result: Post declined.

## **Accessibility Professionals Association**

Group link: <https://www.linkedin.com/groups/1891892/>

Content Shared: Poll questions.

Result: Post declined.

## **Accessibility & Assistive Technology**

Group link: <https://www.linkedin.com/groups/4130975/>



Content Shared: Poll questions.

Result: Post declined.

### **The World is Accessible**

Group link: <https://www.facebook.com/groups/theworldisaccessible>

Content Shared: disABILITY Workshop.

Result: Post-approved.

### **Health and Safety Canada:**

Group link: <https://www.linkedin.com/groups/12698856/>

Content Shared: Poll question.

Result: Post declined.

### **Accessibility and Technology News**

Group link: <https://www.linkedin.com/groups/4869402/>

Content Shared: Poll questions.

Result: Post declined.



### Social Media Analytics :

During March 2023, our dynamic outreach on social media platforms, including Instagram, Facebook, Twitter, LinkedIn, and TikTok, allowed us to reach an impressive total of more than 124,000 accounts. This notable achievement was largely a result of our dedicated advertising and inbound marketing strategies.



We are sharing a snapshot into our social media analytics, focusing particularly mainly on Facebook outreach, which is one of the largest pages on our Social media channels.

Between April 28 and June 19, 2023, we successfully delivered 71 posts, each designed to inspire, educate, and engage. In the subsequent sections, you will discover detailed engagement metrics recorded over the last 40 days, providing insight into the effectiveness and impact of our digital engagement efforts.



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Page	Reactions/...	Likes and...	Comments	Shares	Link clicks	New followers	Unfollowers
 Association pour la... Nonprofit organization	1,090	751	242	97	7,354	26	22

### Benchmarking:

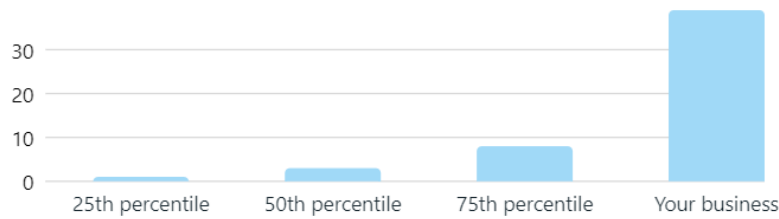
From May 1st to May 31st, our social media engagement strategy saw a notable uptick in activity as we published a significant total of 39 posts. This substantial figure underscores our commitment to providing consistent and engaging content, considerably surpassing the industry's 75th percentile that averages at around 8 posts per month. Complementing our enhanced posting activity, we also observed a significant rise in our Facebook page traffic. Over the past 40 days, we've witnessed an impressive 86% surge in page visits. These encouraging figures not only illustrate the success of our recent endeavors but also indicate a positive trajectory in our social media performance moving forward.

Published content ⓘ

39

Higher than others

How often your business published versus others in this category



Facebook Page followers ⓘ

21.4K

Higher than others

Typically: 1.6K

New Facebook Page followers ⓘ

7

Similar to others

Typically: 10

Content interactions ⓘ

369

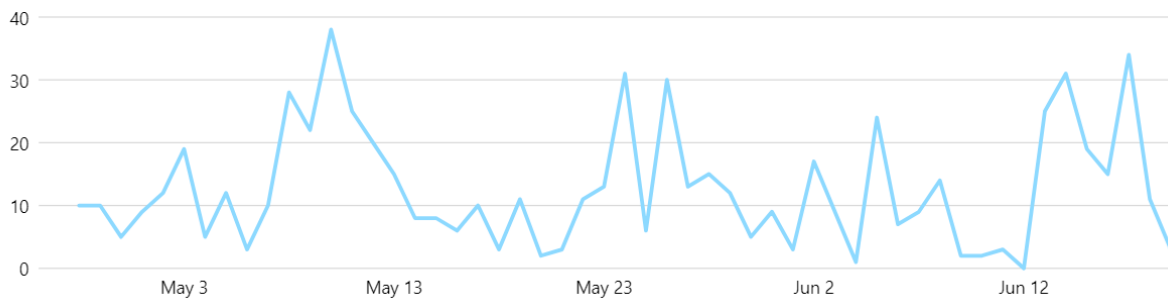
Higher than others

Typically: 105

Facebook Page visits.

Facebook Page visits ⓘ

668 ↑ 86.6%





# ANNEX 7

# OUTREACH REPORT

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Funded in part by the Government of Canada's Social Development Partnerships Program - Disability Component

**EMPOWERING  
COMMUNITY  
AND REMOVAL  
OF BARRIERS**



## **INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1**

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**Annex 7**

### **Outreach Report**

ASEQ-EHAQ

November 2022 - July 2023



Overview of Outreach from Month 1 to 8

<b>Workshops</b>					
<b>Event</b>	<b>Outreach</b>	<b>Type of communication(s)</b>	<b># of communication(s)</b>	<b>Total emails (approx.)</b>	<b>Total phone calls</b>
Train the Trainer	55 groups	4 emails & 1 phone	5	115	53
disABILITY	72 groups	4 emails & 1 phone	5	178	58
<b>TOTAL</b>	<b>127 groups</b>			<b>293</b>	<b>111</b>

<b>Lists for Outreach</b>		
<b>Lists</b>		<b>Contacts</b>
<b>Healthcare groups</b>	General healthcare groups	20
	Nurses Associations	17
	Medical students	14
	Provincial medical associations	25
	Services	7
	Hospitals	73
<b>Alternative medicine</b>	Alternative medicine & healing	30



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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<b>Lists for Outreach</b>		
<b>Lists</b>		<b>Contacts</b>
<b>HRCC Database</b>	Human Rights Commission of Canada	14
<b>Unions</b>	National Affiliates & Independent	31
<b>Ministries</b>	Government & ministries	51
<b>CAPE</b>	Canadian Association of Physicians for the Environment executive contacts	8
<b>Train the Trainer</b>	Disability & environmental groups	55
<b>disABILITY</b>	Disability Groups	72
<b>Mailing list</b>	Organizations EN & FR	120
<b>Committees &amp; Groups</b>	ASEQ committees	27
<b>Total</b>		<b>564</b>

### Method

The primary method of outreach was by **email**, in which an individualized email was sent to each organization's president, executive director or executive assistant. This was then followed up by **phone calls** to all, except those without phone numbers and those working out of office due to COVID-19. Next, two weeks prior to the time to meet, a final request to participate was emailed out to all of those who had not responded. Finally, one week prior to the information session, a reminder email was sent to all who confirmed attendance, as well as those who had not answered yet.



## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

Calls and emails were also made by members of the team, as well as outreach efforts on social media by staff and volunteers.

Lists built during this time covered:

- Disability groups
- Environmental organizations
- Medical contacts (doctors, nurses associations, medical students, hospitals)
- Alternative medicine groups
- Unions
- Contacts we have already built relationships or partnerships with

The planning of our first workshop series began in January. This event, that we named Train the Trainer, drew on other groups as partners and/or allies in spreading MCS awareness.

- Date of first email: January 18th, 2023
- Date of first call & any other calls: February 2nd, 2023
- Date of final reminder email: February 6th, 2023
- Date of event: February 16, 20, 21, and 24, 2023

### Social Media Outreach

Additionally, in our social media outreach efforts we reached out to the following organizations to develop partnerships, collect data, and make posts. The primary groups from which data was collected include the following:

Group Name	Number of members	Link	Platform	Actions taken
Disability Without Poverty	1,425 followers	<a href="https://www.instagram.com/disabilitywithoutpoverty/">https://www.instagram.com/disabilitywithoutpoverty/</a>	Instagram	Liked our post
Center for Environmental Health	67,000 followers	<a href="https://www.instagram.com/centerforenvironmentalhealth/">https://www.instagram.com/centerforenvironmentalhealth/</a>	Instagram	-
Accessibility Innovators	8,470 Members.	<a href="https://www.linkedin.com/groups/4512178/">https://www.linkedin.com/groups/4512178/</a>	LinkedIn	Post shared successfully – Liked by members
Global Network for Entrepreneurs with Disabilities	500 Members	<a href="https://www.linkedin.com/groups/2932107/">https://www.linkedin.com/groups/2932107/</a>	LinkedIn	Post under review by group Admin2





## INTERIM REPORT: PROGRESS AND RESULTS ACHIEVED – PHASE 1

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Lime Connect	1,000 members	<a href="https://www.linkedin.com/groups/3671515/">https://www.linkedin.com/groups/3671515/</a>	LinkedIn	Post shared successfully
Web Accessibility	11,900 members	<a href="https://www.linkedin.com/groups/41800/">https://www.linkedin.com/groups/41800/</a>	LinkedIn	Post shared successfully
Web accessibility education	706 members	<a href="https://www.linkedin.com/groups/1796098/">https://www.linkedin.com/groups/1796098/</a>	LinkedIn	Post shared successfully
Online Auction for Accessibility Project	388 members	<a href="https://www.facebook.com/groups/webaccessibilityeducation/">https://www.facebook.com/groups/webaccessibilityeducation/</a>	Facebook	Post under review by group Admin
Accessibility Ontario	120 members	<a href="https://www.facebook.com/groups/1230227237885130/">https://www.facebook.com/groups/1230227237885130/</a>	Facebook	Post shared successfully
The World is Accessible	13,800 members	<a href="https://www.facebook.com/groups/1230227237885130/">https://www.facebook.com/groups/1230227237885130/</a>	Facebook	Post shared successfully
Environmental Awareness	36,700 members	<a href="https://www.facebook.com/groups/138936256805458">https://www.facebook.com/groups/138936256805458</a>	Facebook	Post shared successfully – Liked by members
Environmental Humanities Research Forum		<a href="https://www.facebook.com/groups/102138850392400">https://www.facebook.com/groups/102138850392400</a>	Facebook	Post under review by group Admin
	5,600 members	<a href="https://www.facebook.com/groups/696601870518614/">https://www.facebook.com/groups/696601870518614/</a>	Facebook	Post under review by group Admin
Disability Awareness and Advocacy	13,600 members	<a href="https://www.facebook.com/groups/272906196111225">https://www.facebook.com/groups/272906196111225</a>	Facebook	Post shared successfully
The World is Accessible	22,600 members	<a href="https://www.facebook.com/groups/the-world-is-accessible">https://www.facebook.com/groups/the-world-is-accessible</a>	Facebook	Post shared successfully

### Volunteer

One of our volunteers made a call for participation - calling for Canadians with MCS to participate in the ECRoB project. She posted in the following 6 Facebook pages:

- MCS/EI Ontario Issues
- MCS Canadian sources
- Multiple Chemical Sensitivity & Multiple Food Intolerance Support Group.
- MCS/TILT Survivors
- MCS Van Life and Car Camping