



A national survey of Canadians

Report prepared for the Canadian Nurses Association by
Hill+Knowlton Strategies

July 23, 2018

KEY FINDINGS

A top-down view of a medical desk with various tools and supplies. The items include surgical instruments (forceps, tweezers, scalpel), a syringe in a tray, a stethoscope, a smartphone showing 08:15, a hand holding a pen over a clipboard with a 'DAILY REPORT SCHEDULE' form, and several pill containers. The entire scene is overlaid with a semi-transparent teal color.

Key findings

Canadians are in favour of changes to how nurses interact with patients, both in terms of dispensing medication as well as providing information on the use of medication.

- 63% support allowing qualified registered nurses to dispense drug samples.
- 69% support allowing qualified nurse practitioners to dispense drug samples.
- 80% support the creation of a federal public awareness campaign featuring nurses to educate the public on the threats of counterfeit medication.
- 85% support a new federal initiative to provide nurses with more tools to educate patients on the benefits of deprescribing.

When it comes to the prospect of Pharmacare, Canadians clearly favour a universal program that would replace existing government and private insurance plans (49%) over a needs-based program that would only cover those not currently under a government or private plan (31%). Notably, one in five are unsure of which they would prefer (20%).

Support for initiatives

63%

Support **allowing Registered Nurses** who already have the ability to prescribe some medications to **dispense drug samples** to their patients.

69%

Support **allowing Nurse Practitioners** who already have the ability to prescribe medications to **dispense drug samples**.

80%

Support the creation of a federal public awareness campaign that features nurses and other health professionals **educating the public on the threats associated with counterfeit medications**.

85%

Support a new federal initiative that would provide nurses with **more tools to educate patients on the benefits of deprescribing**.

METHODOLOGY



Methodology

Hill+Knowlton Strategies conducted an online survey of 1,014 adults from across Canada to support ongoing advocacy efforts by the Canadian Nurses Association (CNA).

The survey was conducted from July 13th to July 20th, 2018. The data was weighted based on Census measures for age, gender and region in order to achieve a representative sample of the Canadian population. For comparative purposes, a random sample of 1,014 would yield a margin of error of +/- 3.1%, 19 times out of 20.

Question preamble:

“ Approximately 3 million Canadians turn to a **Nurse Practitioner (NP)** as their primary health care provider. By law, NPs can prescribe medications to their patients, but they're not allowed to dispense prescription drug samples like doctors can.

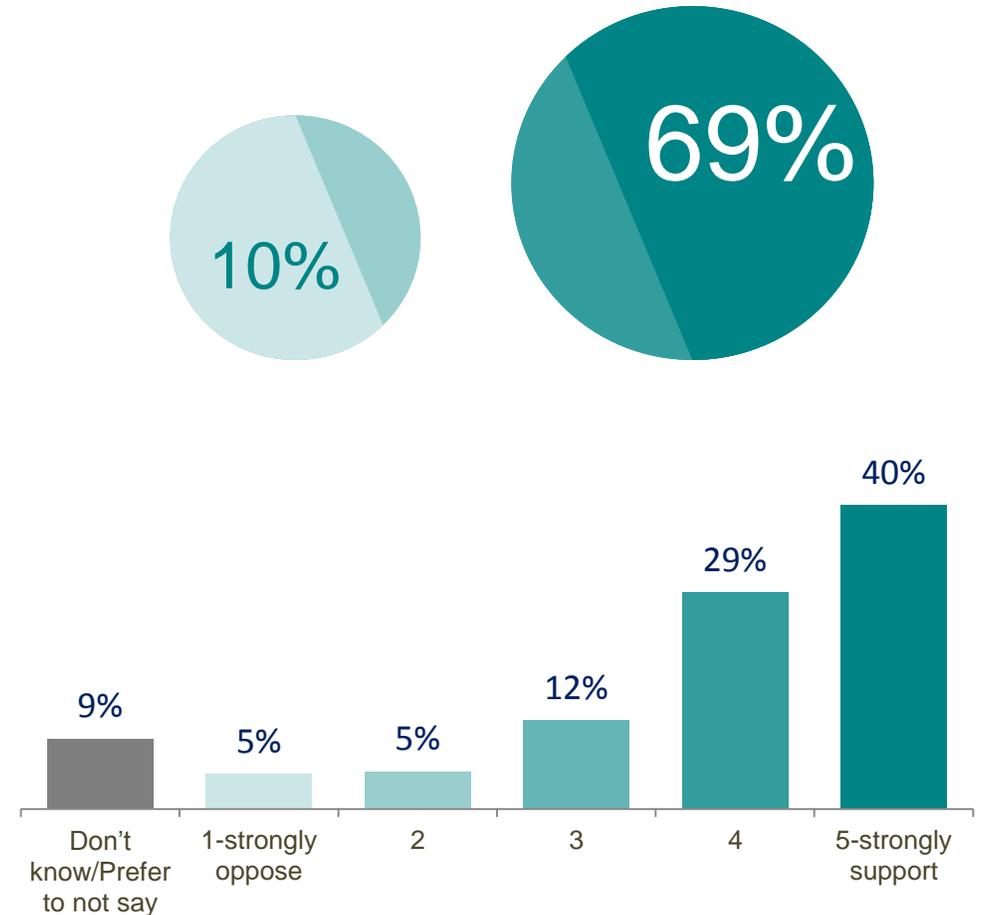
Q Do you support or oppose allowing those Nurse Practitioners who already have the ability to prescribe medications to dispense drug samples, which are provided free of charge by pharmaceutical companies?



Do you support or oppose allowing those Nurse Practitioners who already have the ability to prescribe medications to dispense drug samples, which are provided free of charge by pharmaceutical companies?

A plurality of Canadians *strongly* support allowing nurse practitioners who already prescribe medications to dispense drug samples (40%), a further 29% somewhat support it (4 out of 5 on a 5-point scale).

Interestingly, Canadian women are more likely (47%) than men (34%) to *strongly* support allowing nurse practitioners to dispense drug samples.



Question preamble:

“ Similarly, many **Registered Nurses (RNs)** can prescribe some medications, but they're not allowed to dispense prescription drug samples like doctors can.

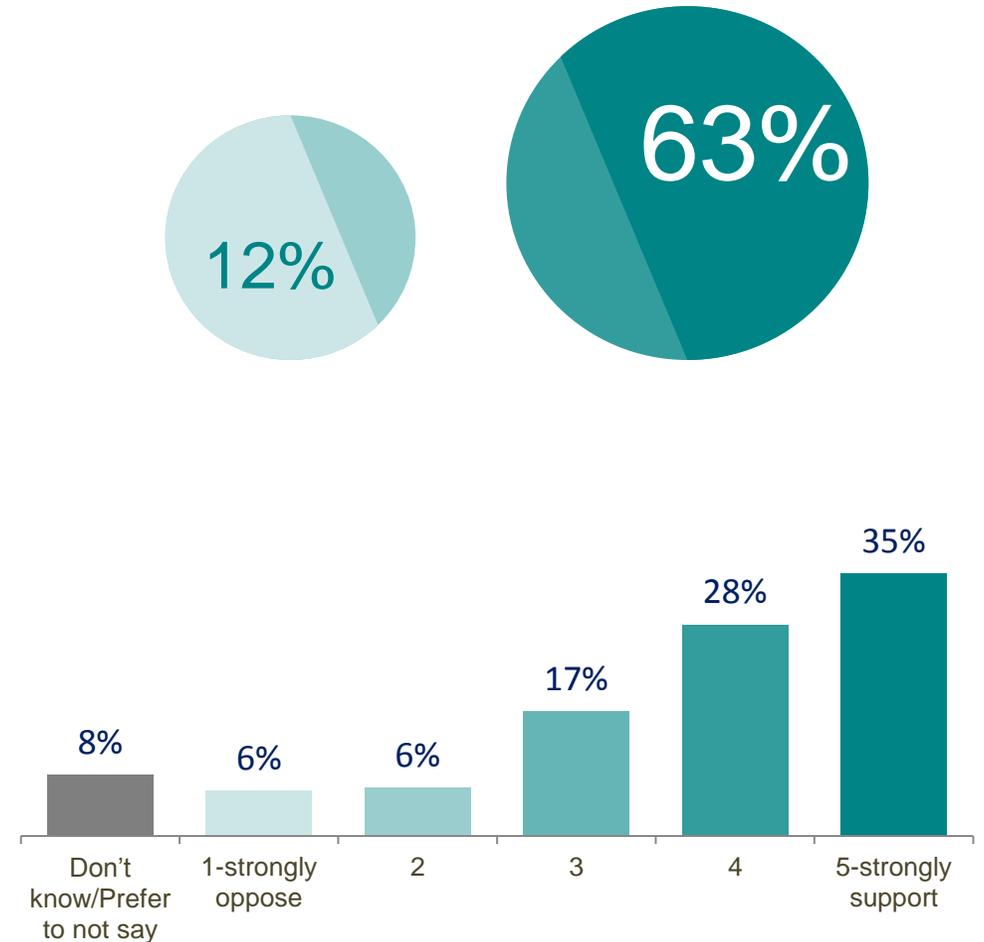
Q Do you support or oppose allowing those Registered Nurses who already have the ability to prescribe some medications to dispense drug samples, which are provided free of charge by pharmaceutical companies, to their patients?



Do you support or oppose allowing those Registered Nurses who already have the ability to prescribe some medications to dispense drug samples, which are provided free of charge by pharmaceutical companies, to their patients?

A sizeable proportion of Canadians support allowing registered nurses who today prescribe medications to dispense drug samples. Over a third of Canadians strongly support this option (35%) and in total over six in ten Canadians support it (63%).

Support is consistent among different demographic groups with no discernable differences between age, gender and regional segments.



Question preamble:

“ A recent study has found that counterfeit medications are increasingly making their way into the legitimate drug supply chain – especially through online pharmacies. Such counterfeit medications put patients at risk. The report said that as much as 2.5 per cent of medications could be counterfeit.

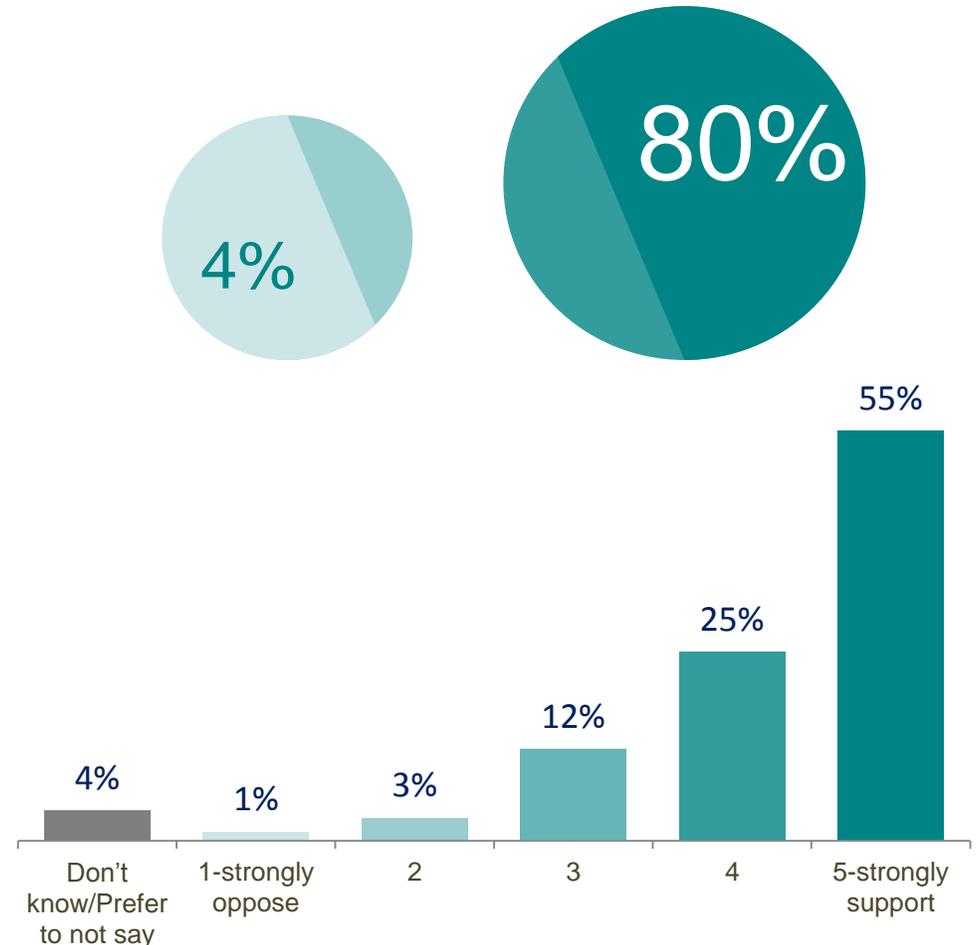
Q Do you support or oppose the creation of a federal public awareness campaign that features nurses and other health professionals educating the public on the threats associated with counterfeit medications?



Do you support or oppose the creation of a federal public awareness campaign that features nurses and other health professionals educating the public on the threats associated with counterfeit medications?

The vast majority of Canadians support the creation of a federal public awareness campaign that features nurses and other health professionals educating the public on the threats associated with counterfeit medications (80%). In fact, over half (55%) are in *strongly* support this.

Support differs, however, when looking at opinions within different demographic segments. Interestingly, *only 68% of Albertans support the initiative*, whereas close to 9 in 10 senior citizens support it (89% of Canadians 65 and over). Among those who are less likely to support this campaign are employed Canadians (47% strongly support compared to 55% of all Canadians) and younger Canadians (43% of those under 35 strongly support compared to 55% of all Canadians).



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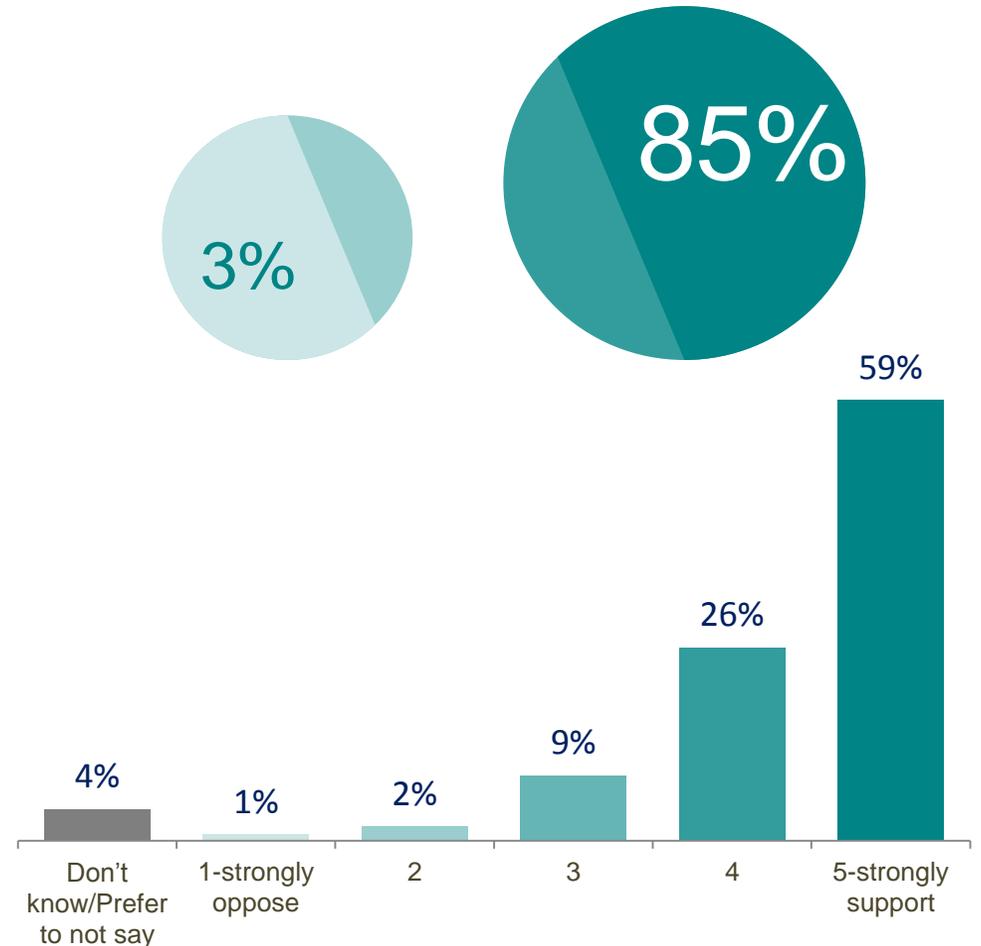
“ Thousands of patients take prescription drugs unnecessarily. Health care providers, including nurses, routinely reduce or eliminate the medications a person is on to lower the risk of side effects. This is called deprescribing.

Q Do you support or oppose a new federal initiative that would provide nurses with more tools to educate patients on the benefits of deprescribing?



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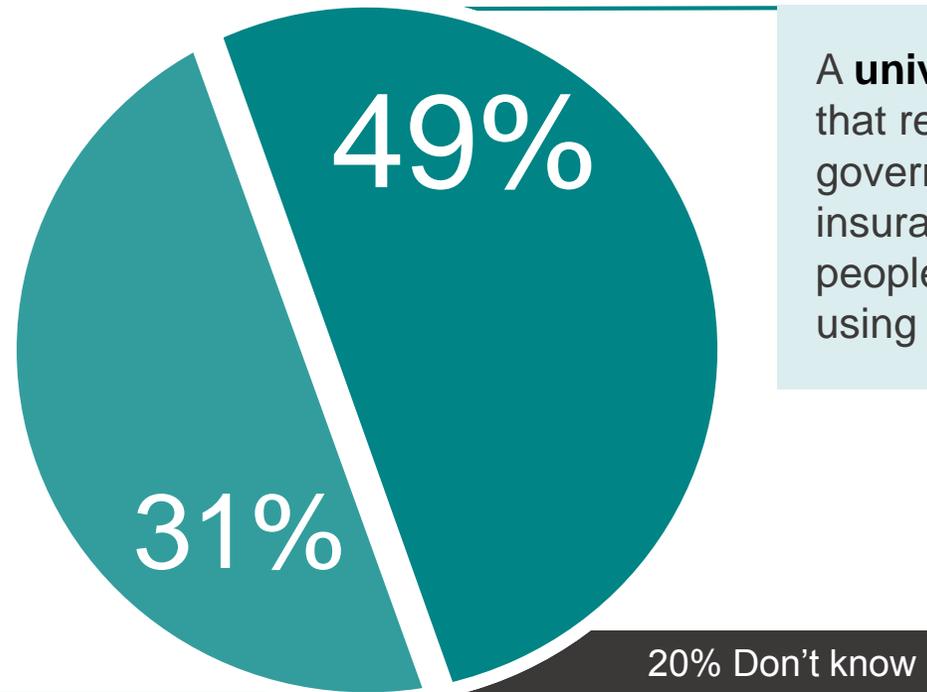
Canadians overwhelmingly support providing nurses with more tools to educate patients on the benefits of deprescribing. 85% support a new federal initiative, and notably 59% strongly support it.





Let's suppose that the federal and provincial governments went ahead with Pharmacare which of the following approaches would you rather see?

Canadians favour a universal Pharmacare program (49%) versus a needs-based one (31%).



A **universal** Pharmacare program that replaces all existing government and private insurance plans and allows people to pay for prescriptions using their provincial health card

A **needs-based** Pharmacare program that covers only people who have fallen through the cracks because they do not have coverage through a private or government insurance plan

For more information

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