



**PUBLIC ATTITUDES TOWARDS PARAMEDICS
AND PARAMEDICINE IN CANADA**
A SURVEY OF 2,900 CANADIAN RESIDENTS

ABACUS DATA



METHODOLOGY

The survey was conducted online with 2,900 Canadians aged 18 and over, from October 31st to November 7th, 2018. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.2%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada & provincial (where applicable) populations according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

EXECUTIVE SUMMARY

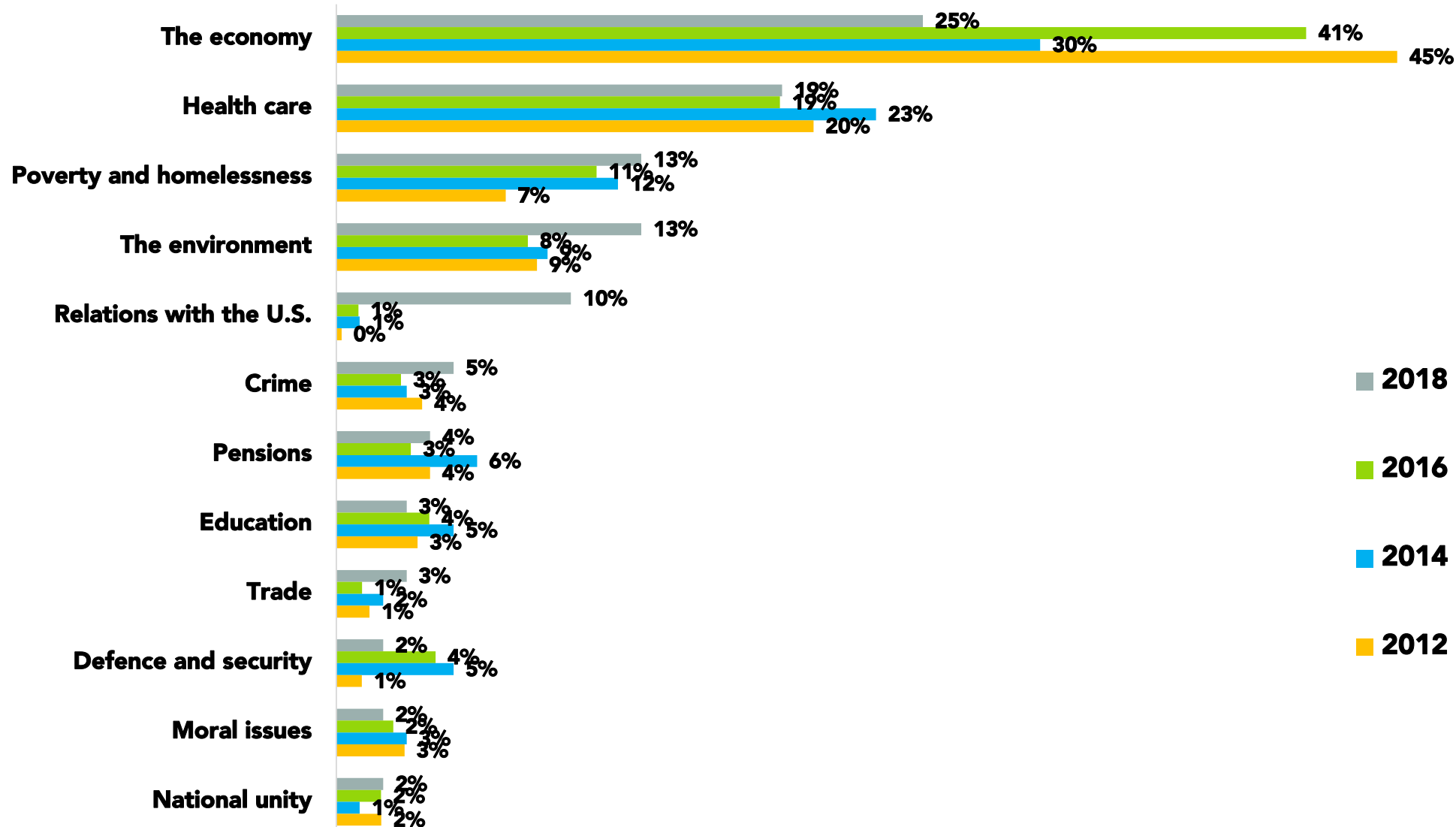
1. Healthcare continues to rank as the second most important issue facing Canada today. Most Canadians are specifically concerned about emergency and surgery wait times, capacity, and hospital overcrowding. Few believe the emergency response times of paramedics rank as a major problem.
2. Paramedics continue to be highly respected, a sentiment that has been relatively unchanged since 2012.
3. The profession is considered less central to providing healthcare than nurses or doctors are, but the vast majority of Canadians continue to believe paramedics are either central or important to the healthcare system. Most likewise believe they are either central or important to public safety.
4. Paramedics tend to be seen more as emergency responders than health care providers, though the perception that they are more health care providers has increased by 14 pts over the last two years.
5. Canadians support the idea that paramedics play a greater role in healthcare delivery. Though most have not heard of Community Paramedicine, once they know about it they tend to be strongly supportive. They are likewise supportive of paramedics playing a larger role in delivering health services in indigenous reserves, as well as playing a greater role in providing health services to seniors.

SECTION 1: TOP ISSUES



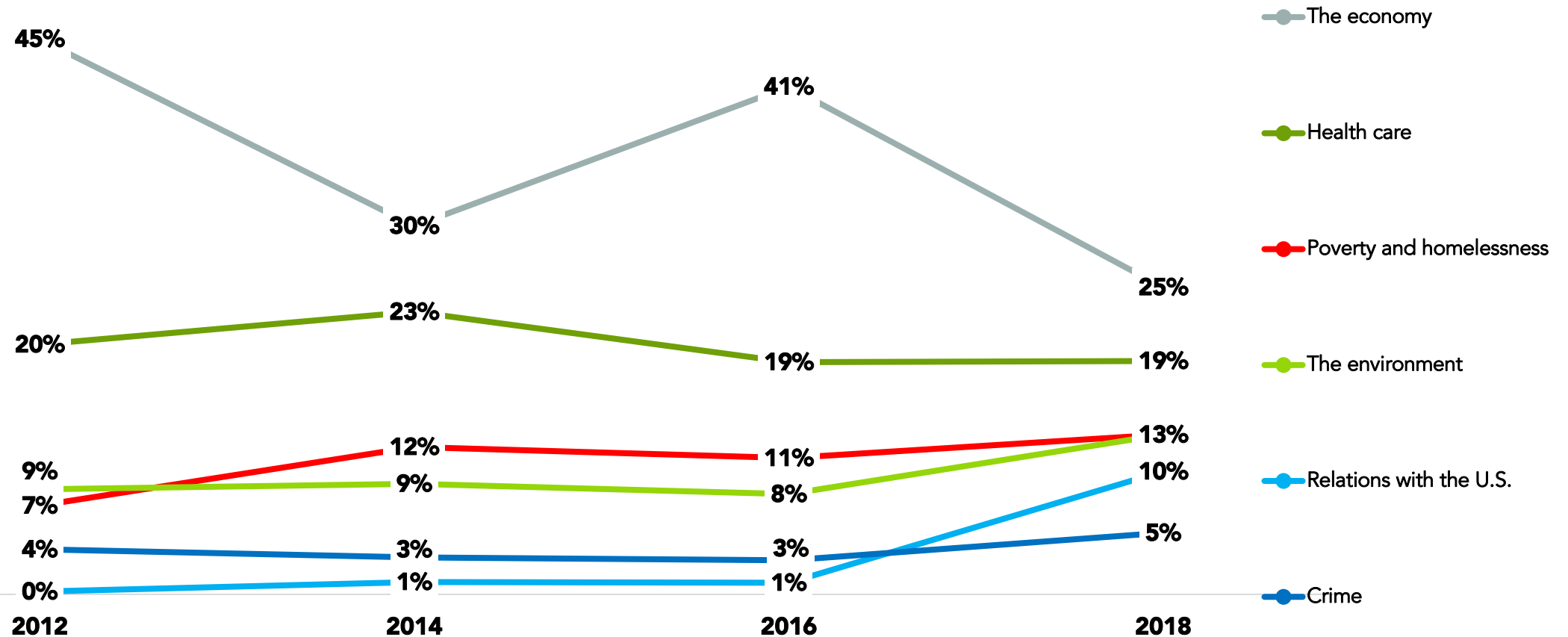
1. Healthcare continues to be ranked by one in five Canadians as the most important issue facing Canada today, second only to the economy.
2. The gap between prioritization of the economy as the top issue and prioritization of healthcare in Canada has been narrowing in recent years.
3. Within healthcare, emergency room wait times and capacity are seen as the largest problem, followed by hospital overcrowding, surgery wait times, and increasingly, homecare and seniors' care.

MOST IMPORTANT ISSUE FACING CANADA



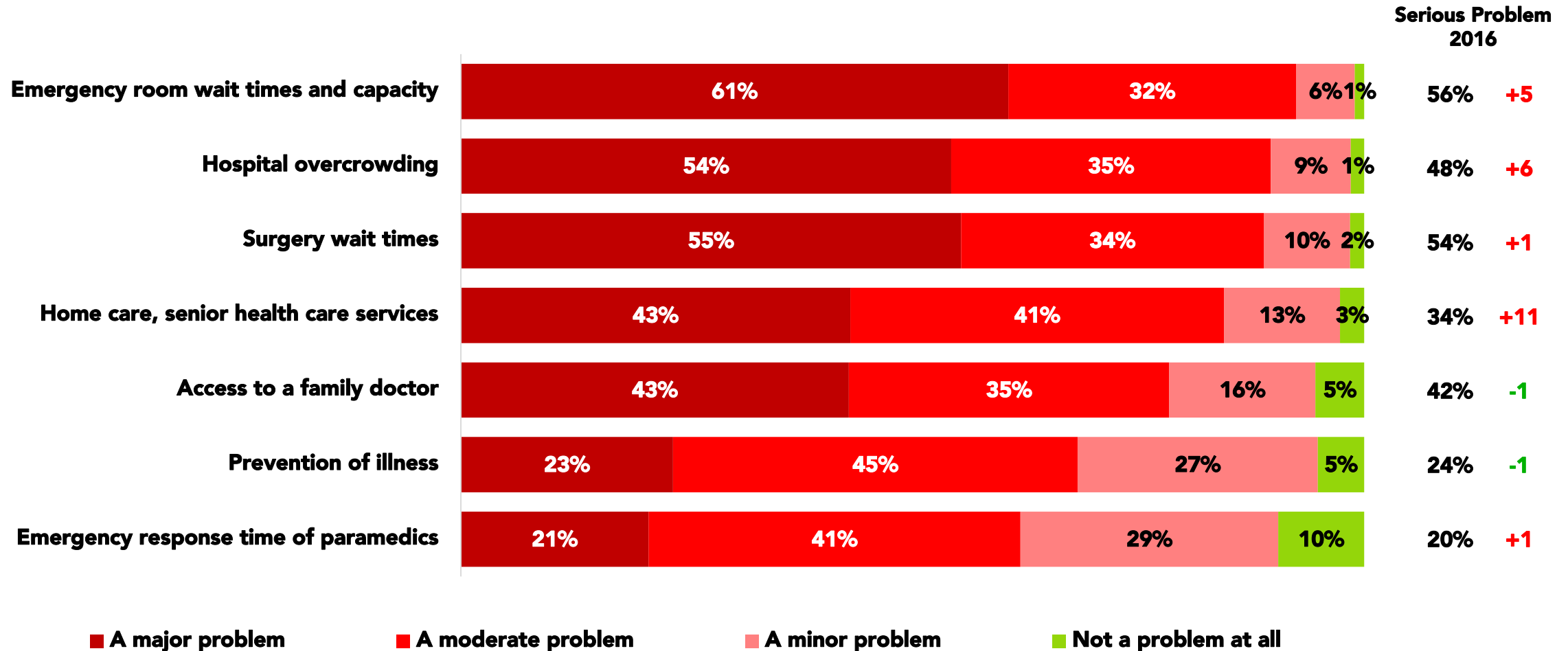
What is the most important issue facing Canada today?

MOST IMPORTANT ISSUE FACING CANADA



What is the most important issue facing Canada today?

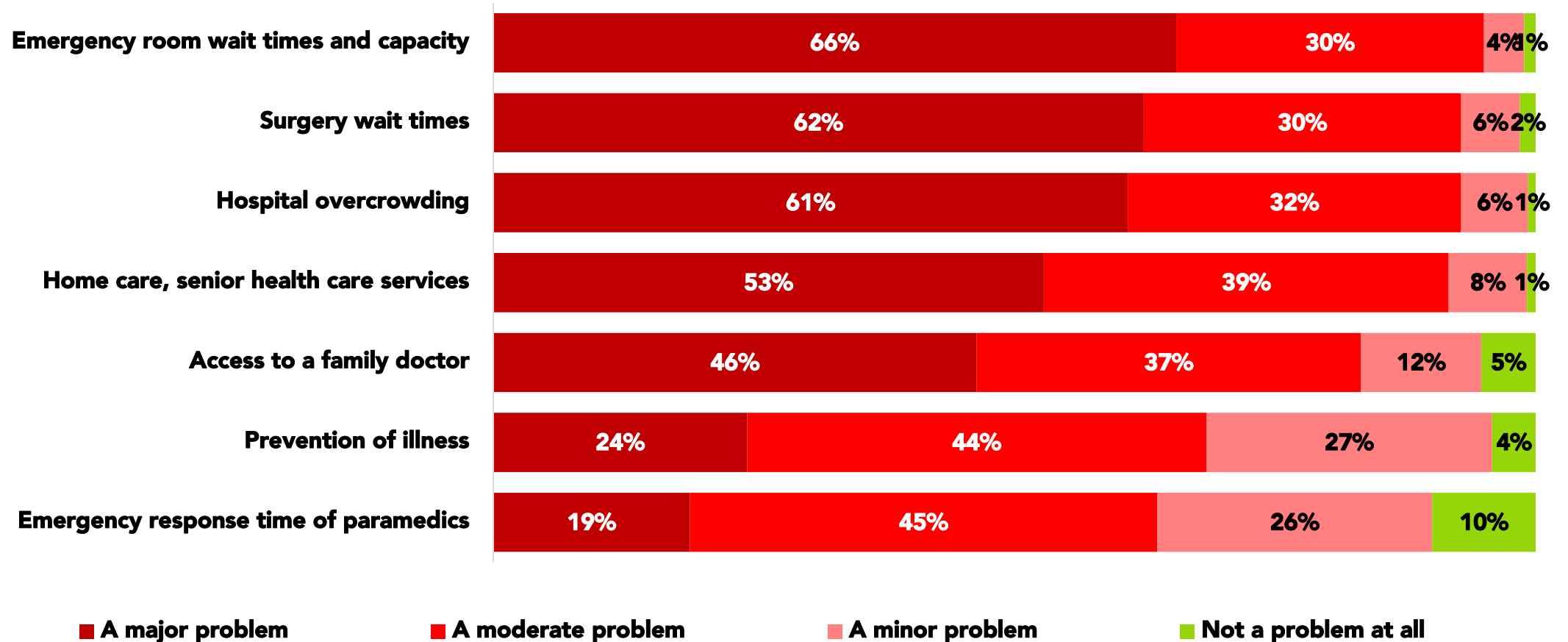
ISSUES WITH HEALTH CARE IN CANADA



Thinking specifically about health care. Below are a number of problems some have raised about health care in Canada. For each one, please tell us whether you think it is a major problem, a moderate problem, a minor problem, or not a problem at all.

ISSUES WITH HEALTH CARE IN CANADA

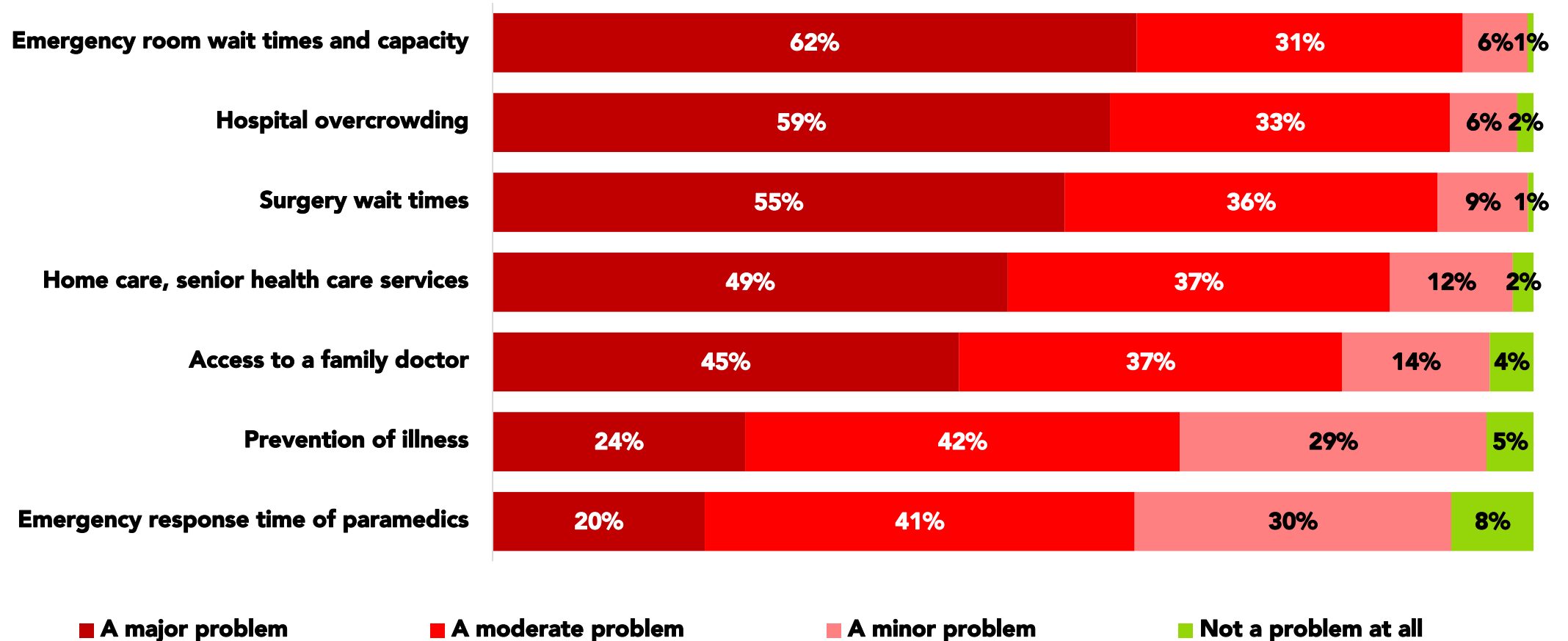
AGED 55+



Thinking specifically about health care. Below are a number of problems some have raised about health care in Canada. For each one, please tell us whether you think it is a major problem, a moderate problem, a minor problem, or not a problem at all.

ISSUES WITH HEALTH CARE IN CANADA

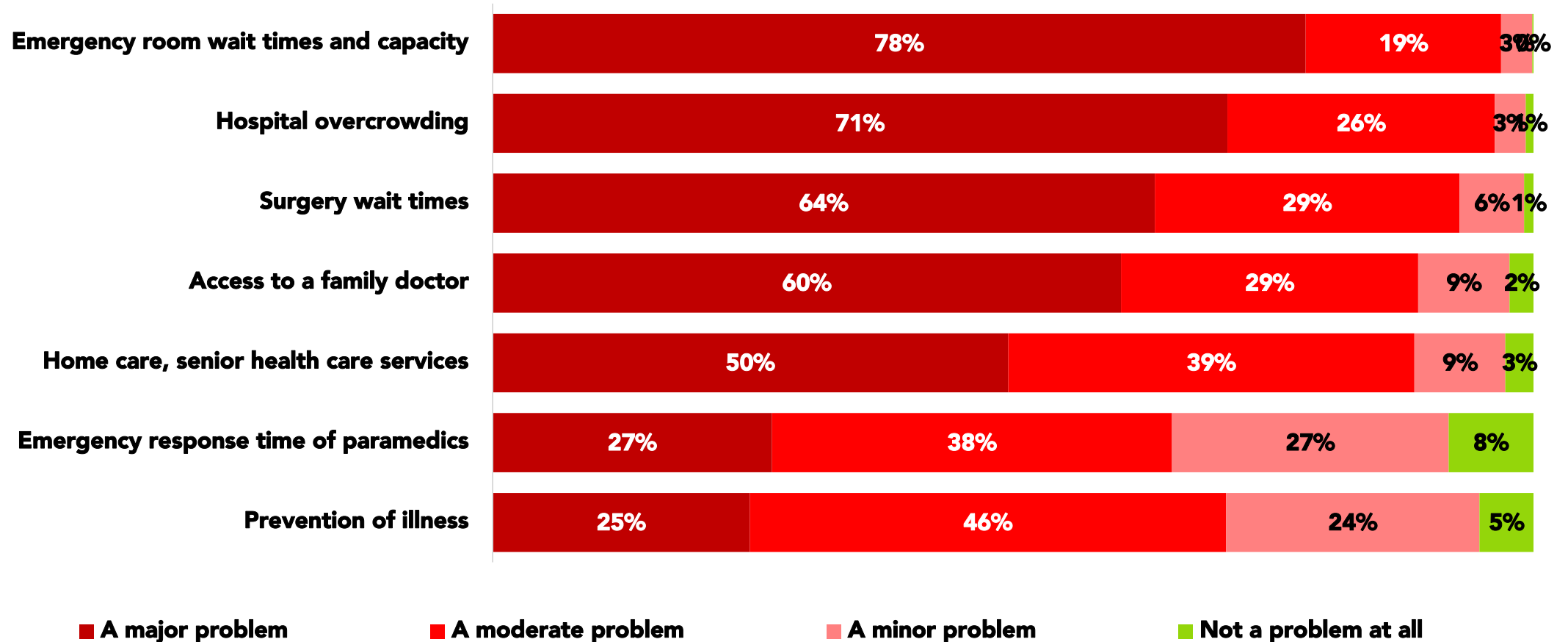
VOTED LIBERAL 2015



Thinking specifically about health care. Below are a number of problems some have raised about health care in Canada. For each one, please tell us whether you think it is a major problem, a moderate problem, a minor problem, or not a problem at all.

ISSUES WITH HEALTH CARE IN CANADA

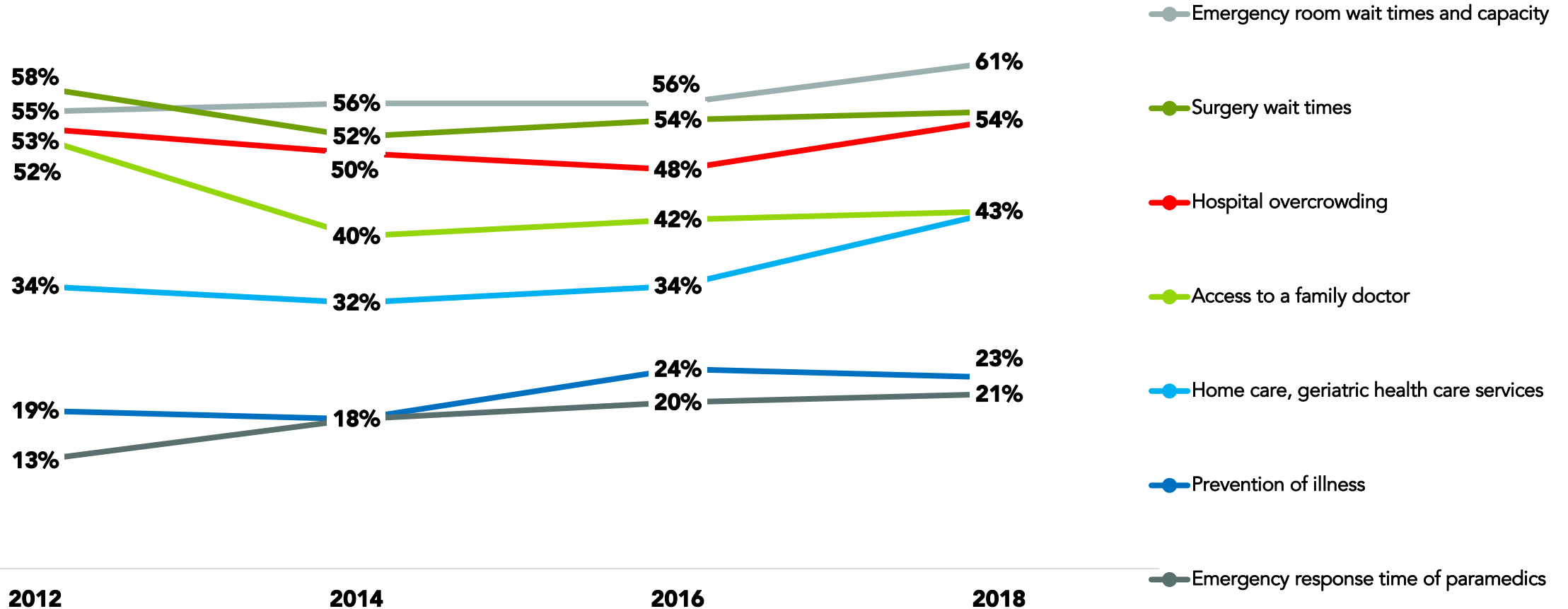
MOST IMPORTANT ISSUE IN CANADA IS HEALTHCARE



Thinking specifically about health care. Below are a number of problems some have raised about health care in Canada. For each one, please tell us whether you think it is a major problem, a moderate problem, a minor problem, or not a problem at all.

ISSUES WITH HEALTH CARE IN CANADA

SERIOUS PROBLEM



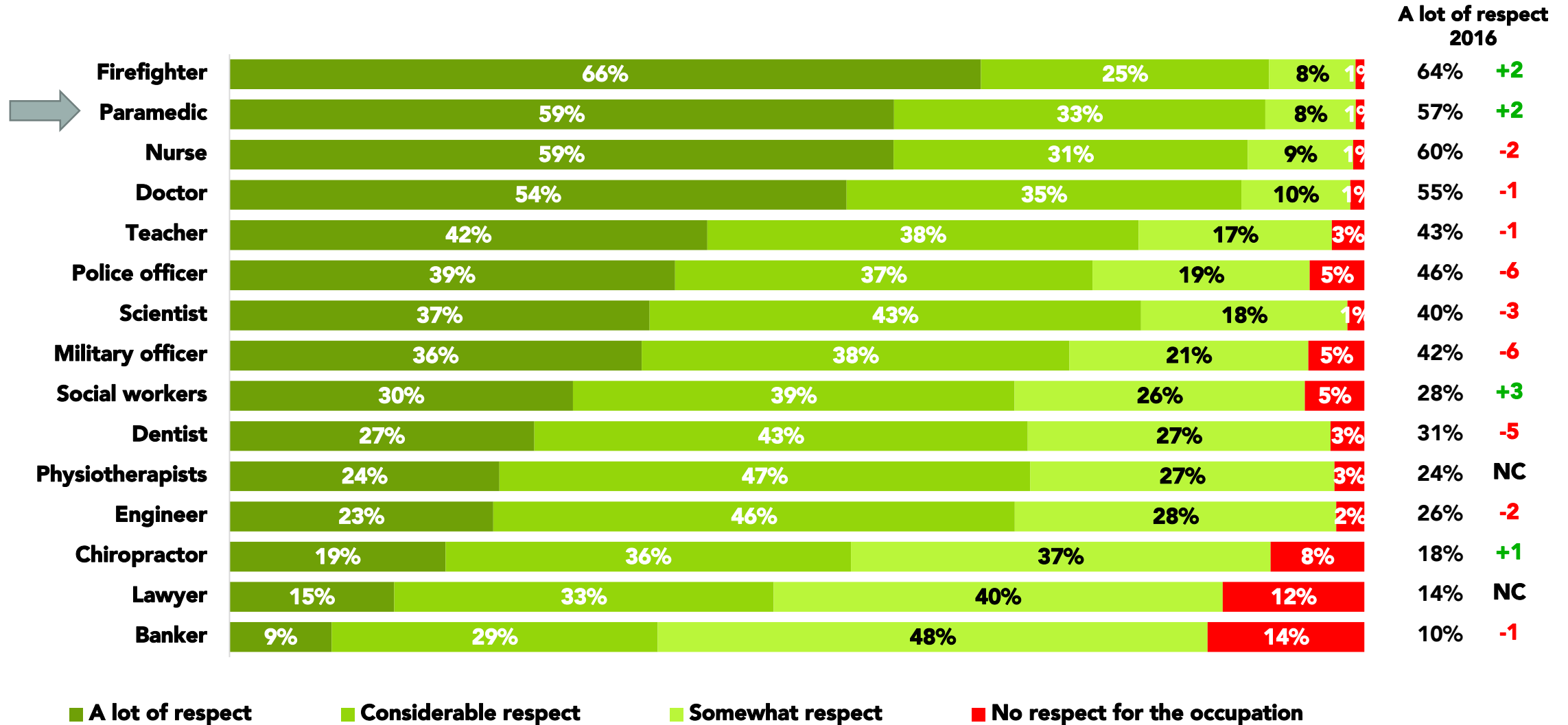
Thinking specifically about health care. Below are a number of problems some have raised about health care in Canada. For each one, please tell us whether you think it is a major problem, a moderate problem, a minor problem, or not a problem at all.

SECTION 2: RESPECT FOR PROFESSIONS



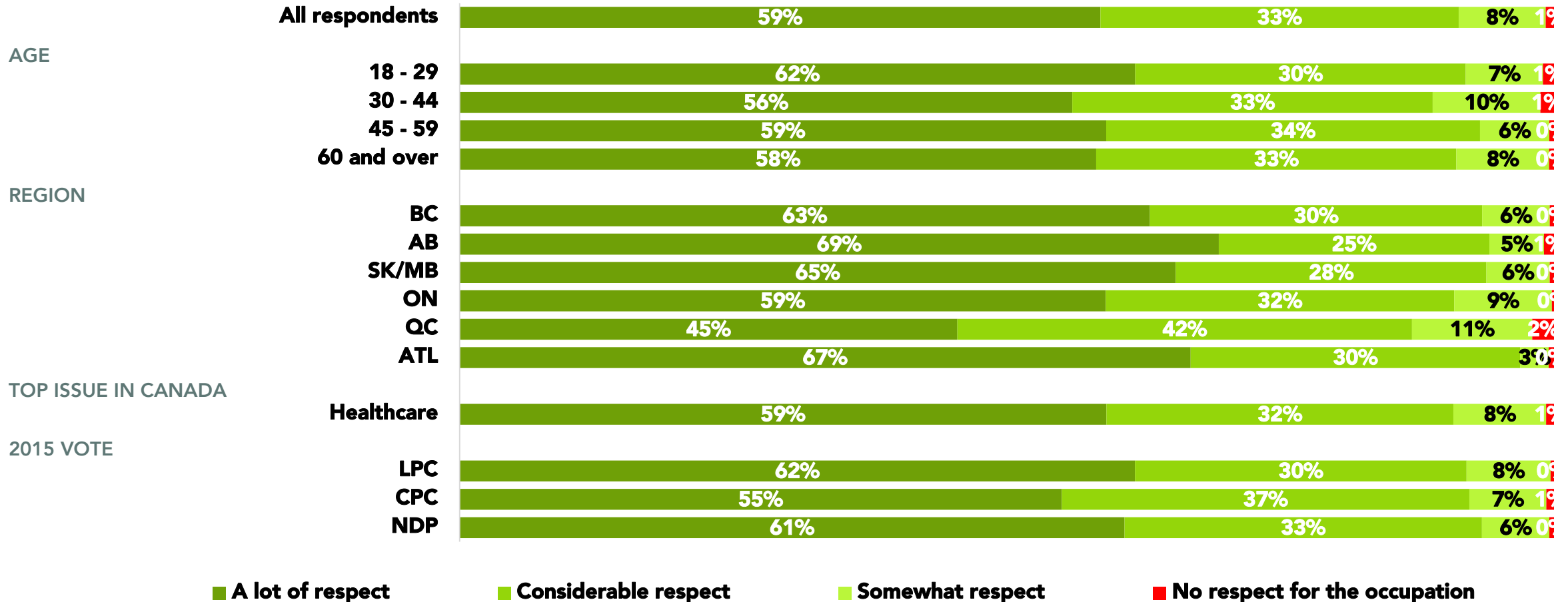
1. The profession of paramedic continues to be highly respected, up 2 points from 2016 and beat only by respect Canadians feel for firefighters.
2. It has the same appreciation from the public as many other healthcare professionals, including nurses and doctors.
3. Respect for paramedics has not shifted substantially since 2012.

RESPECT FOR PROFESSIONS



Below is a list of different professions. For each, please tell me if you have a lot of respect, considerable respect, somewhat respect, or no respect for the occupation.

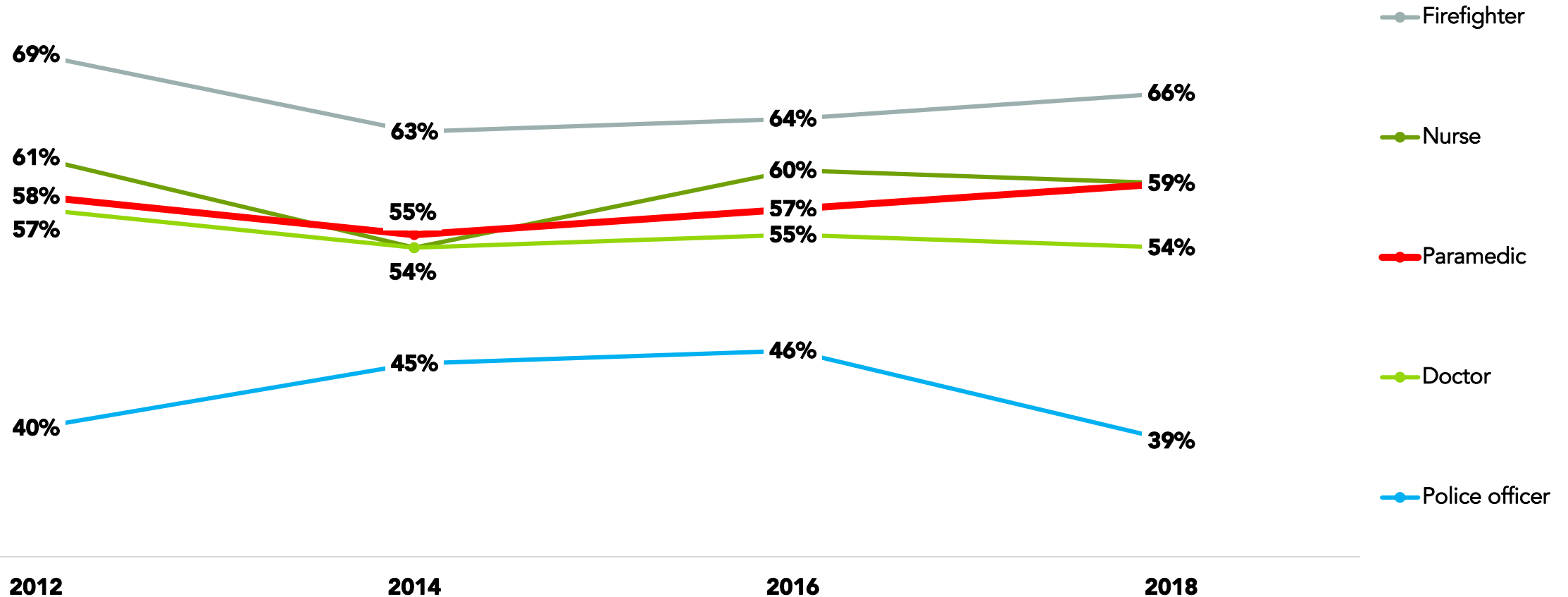
RESPECT FOR PROFESSIONS



Below is a list of different professions. For each, please tell me if you have a lot of respect, considerable respect, somewhat respect, or no respect for the occupation.

RESPECT FOR PROFESSIONS

A LOT OF RESPECT



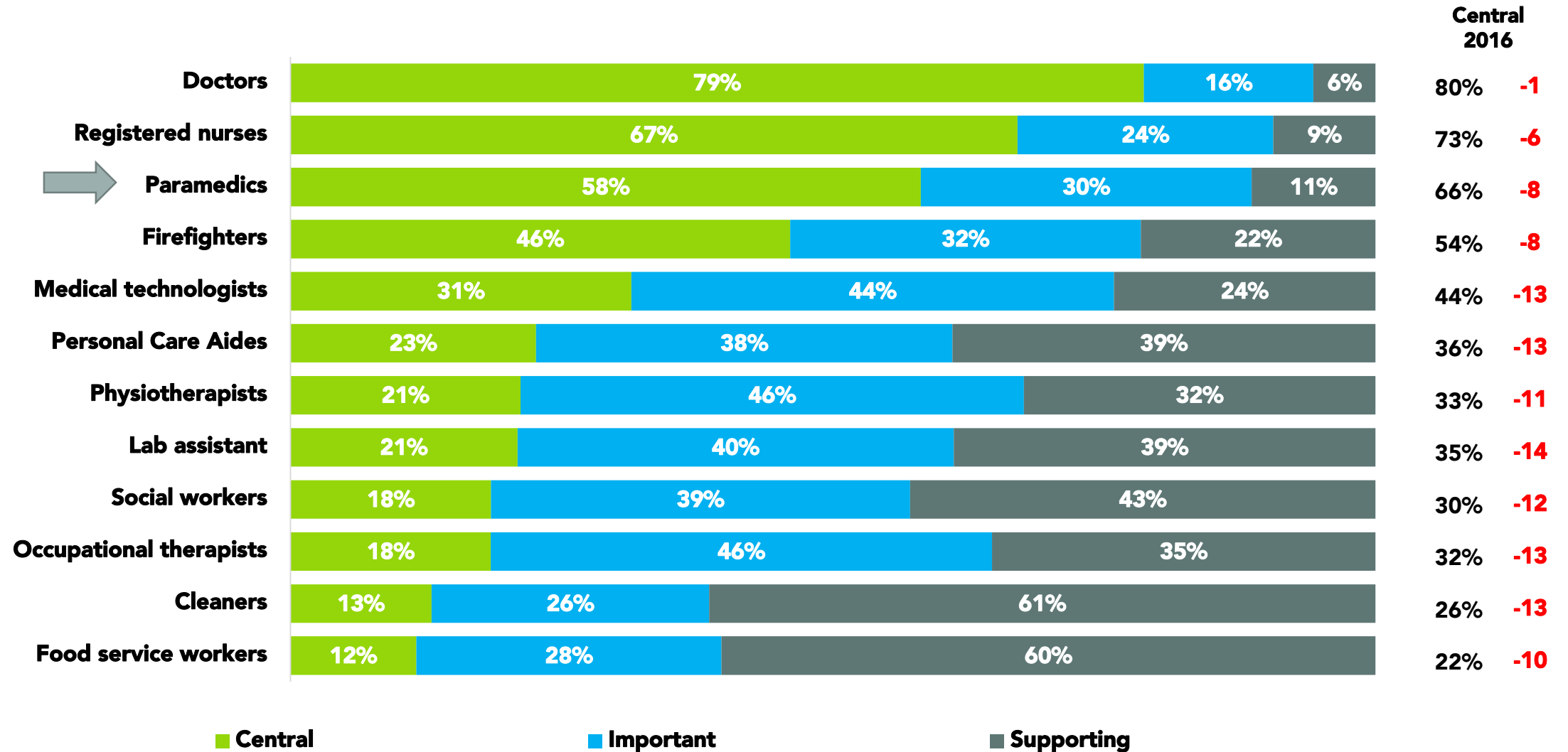
Below is a list of different professions. For each, please tell me if you have a lot of respect, considerable respect, somewhat respect, or no respect for the occupation.

SECTION 3: **ROLE OF PARAMEDICS IN HEALTH CARE AND PUBLIC SAFETY**



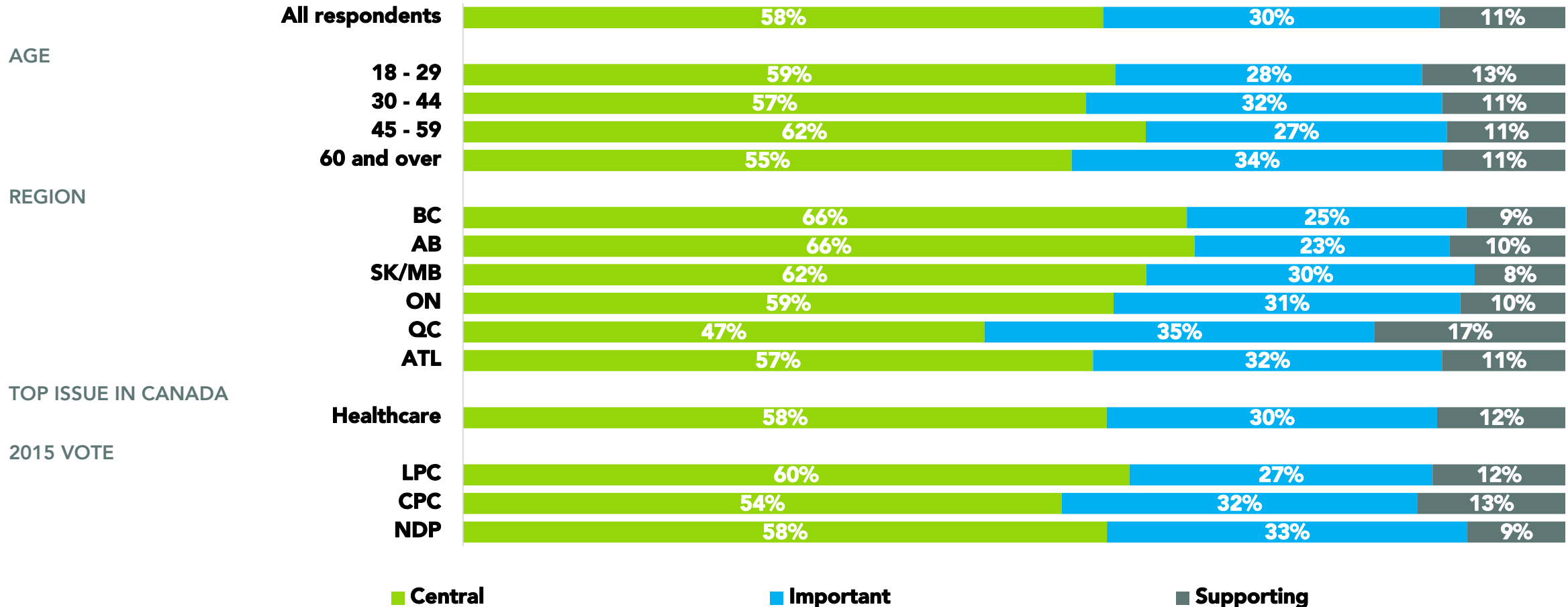
1. Though Canadians have a high degree of respect for paramedics, they are thought of as less central to providing healthcare than registered nurses or doctors. The sense that paramedics are central to health care has declined by 8 points from 2016. That said, nearly all Canadians believe paramedics to be central or important, with only one in five suggesting they play a “supporting” role.
2. When it comes to their perceived role in public safety, paramedics are ranked in the top tier, equal to firefighters and police officers in being seen as central to the public safety system.

IMPORTANCE OF ROLES IN HEALTHCARE



We are going to show you a number of different professions within the health care system and ask you to classify their role into one of three groups.

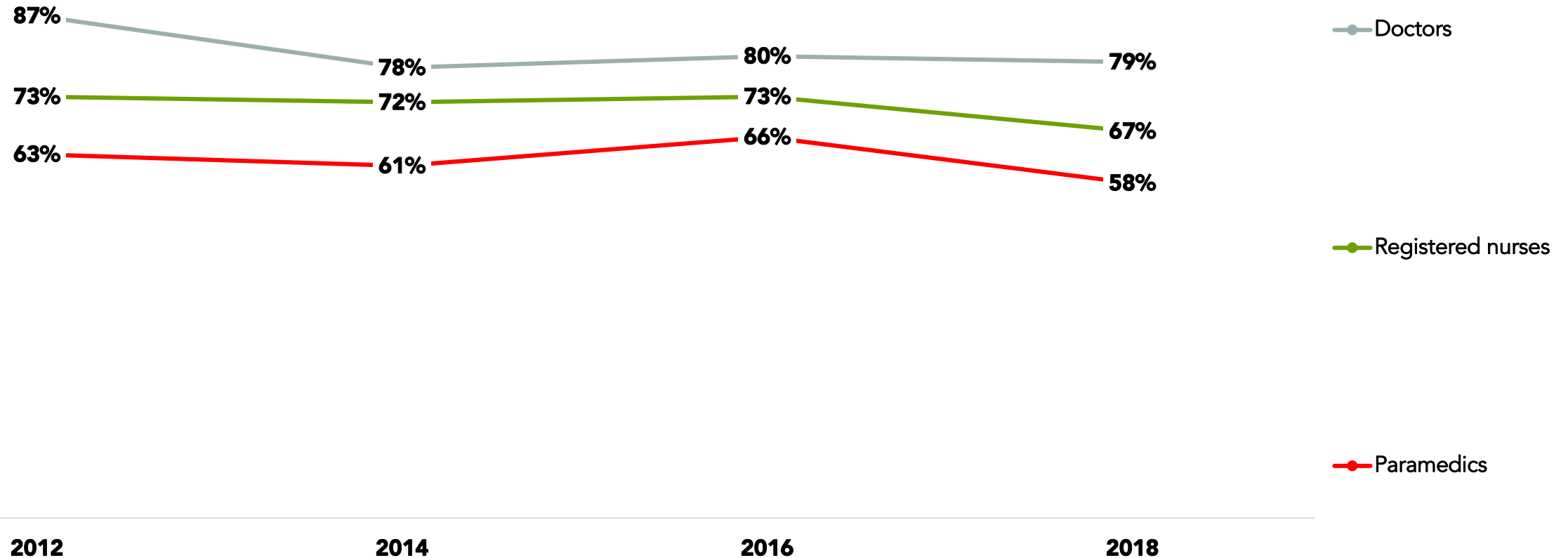
IMPORTANCE OF ROLES IN HEALTHCARE



We are going to show you a number of different professions within the health care system and ask you to classify their role into one of three groups.

IMPORTANCE OF ROLES IN HEALTHCARE

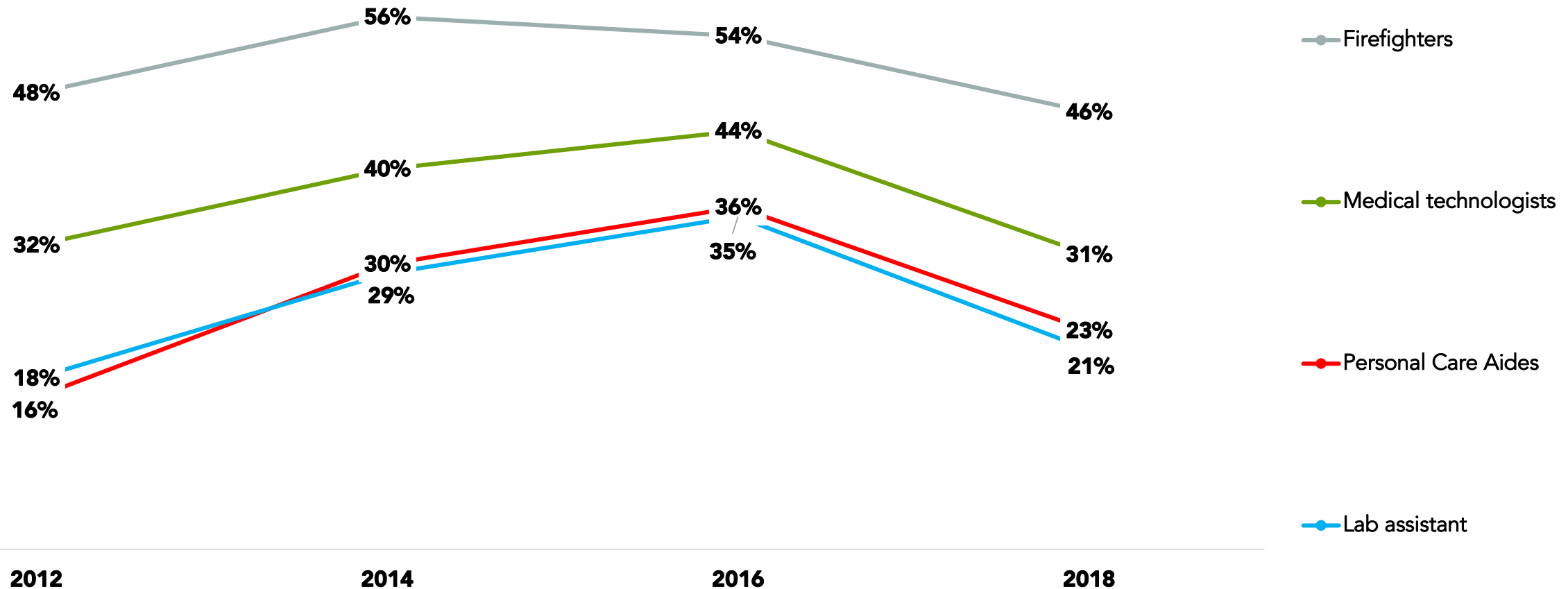
CENTRAL



We are going to show you a number of different professions within the health care system and ask you to classify their role into one of three groups.

IMPORTANCE OF ROLES IN HEALTHCARE

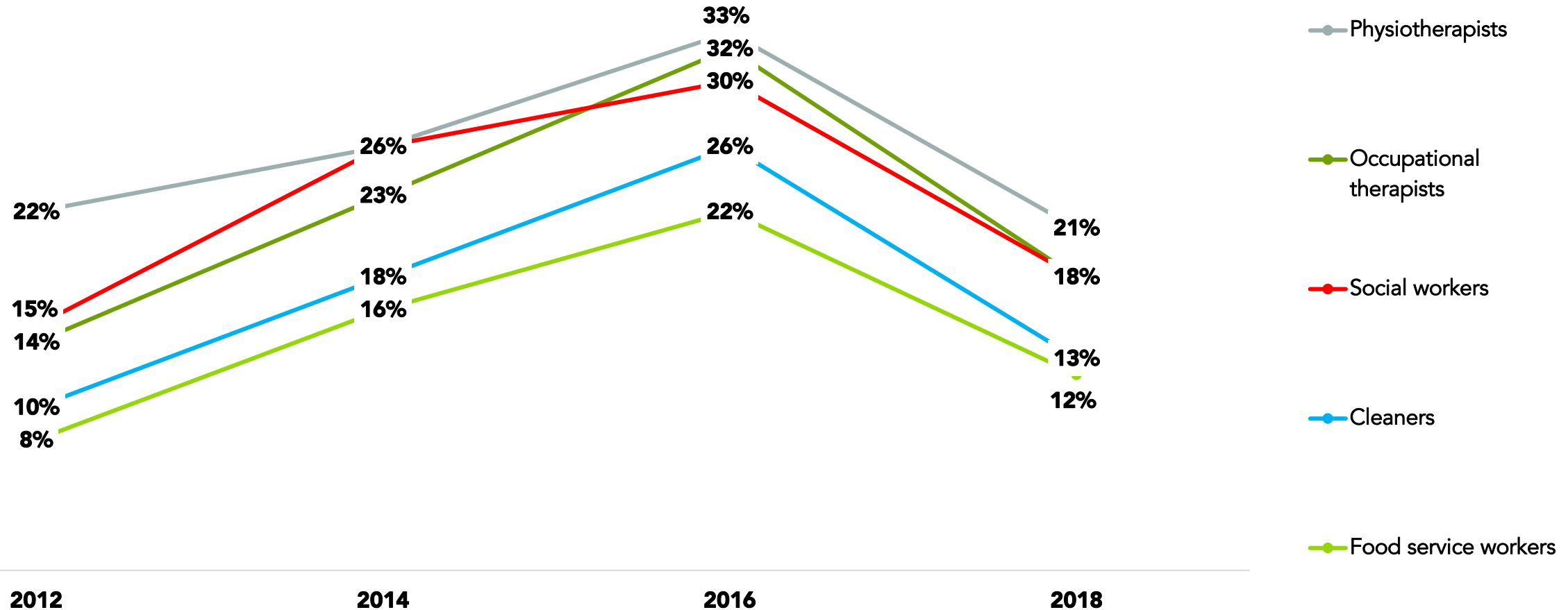
CENTRAL



We are going to show you a number of different professions within the health care system and ask you to classify their role into one of three groups.

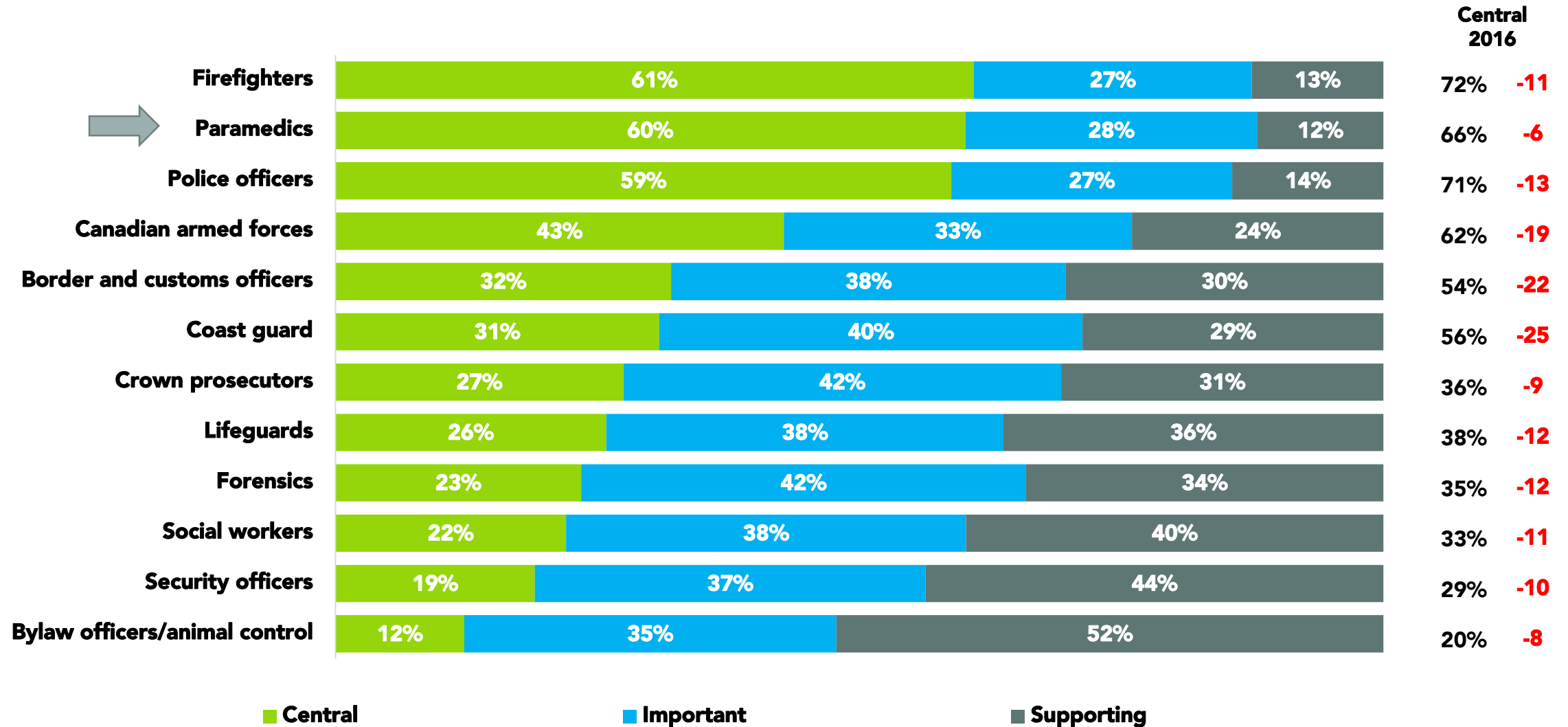
IMPORTANCE OF ROLES IN HEALTHCARE

CENTRAL



We are going to show you a number of different professions within the health care system and ask you to classify their role into one of three groups.

IMPORTANCE OF ROLES IN PUBLIC SAFETY



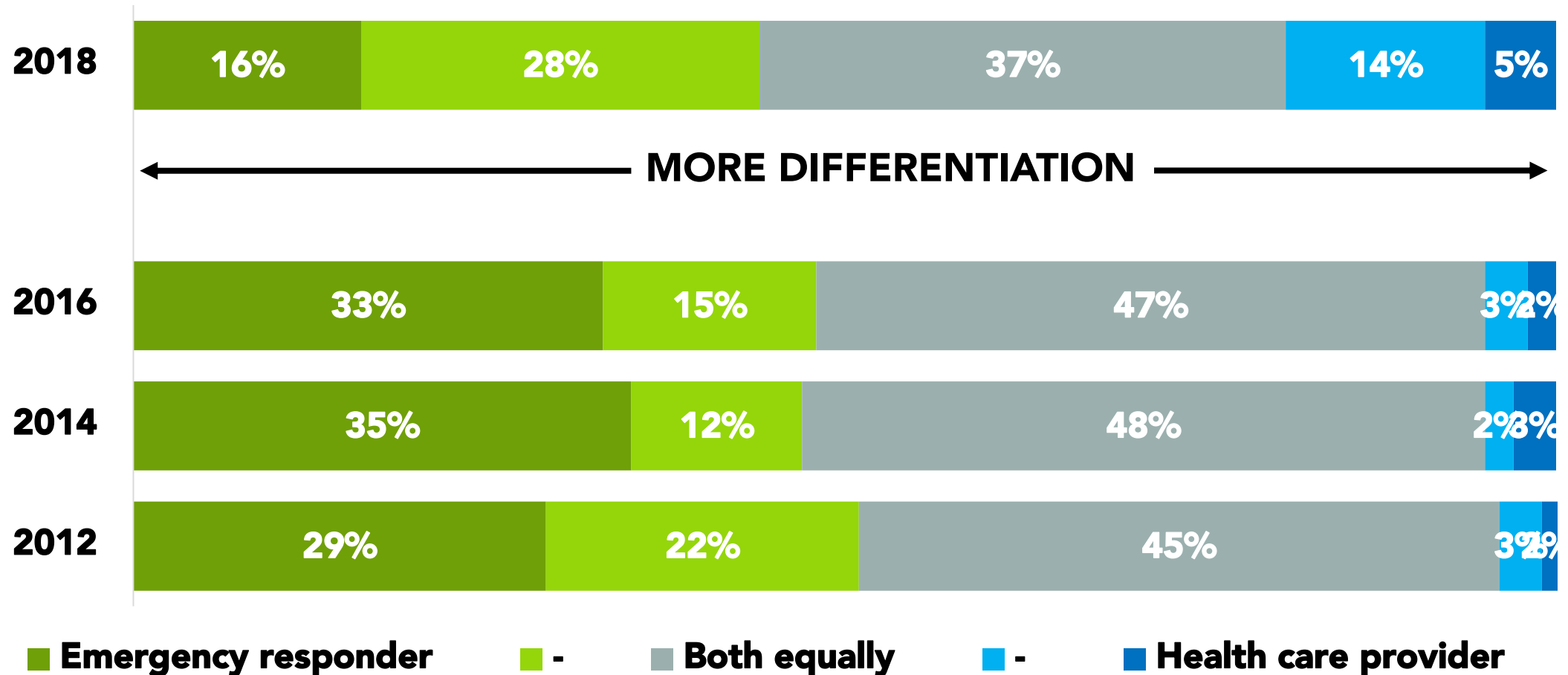
We are going to show you a number of different professions within the public safety system and ask you to classify their role into one of three groups.

SECTION 4: HOW PARAMEDICS ARE VIEWED BY CANADIANS



1. Unsurprisingly, paramedics are seen more as emergency responders than health care providers, though this perception has been softening since 2016, with now fully 19% of Canadians seeing emergency responders as more health care providers, up from 5% in 2016.
2. The profession is viewed as highly educated and a profession that should self regulate. Relatedly, most Canadians believe paramedics could play a larger role in delivering health care to Canadians.
3. Most believe that paramedics would have a major impact on improving outcomes should one have a heart attack, stroke, or severe allergic reaction. There is less consensus that paramedics might have a big impact on a seriously broken bone.

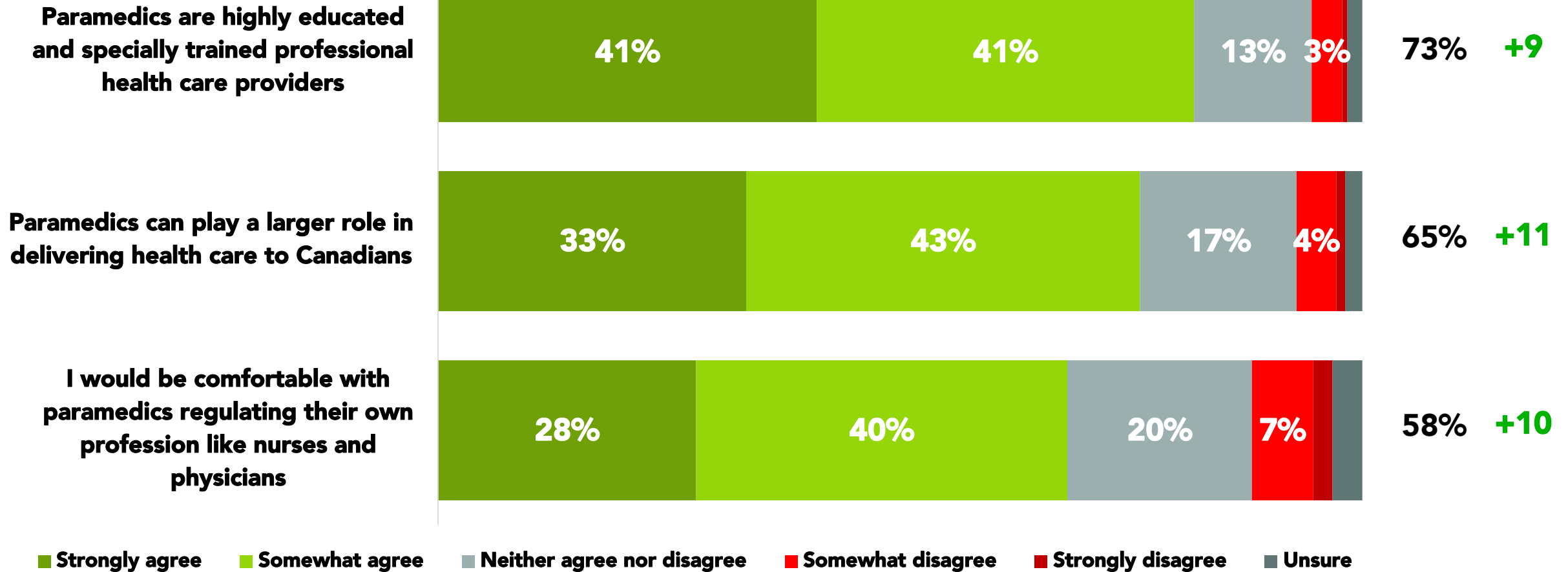
PARAMEDIC EMERGENCY RESPONDER OR HEALTH CARE PROVIDER?



Some people consider paramedics to be emergency responders while others consider them to be health care providers. Using the scale below, please tell us where you think paramedics fit on a scale between the two descriptions.

PARAMEDICS IN YOUR COMMUNITY

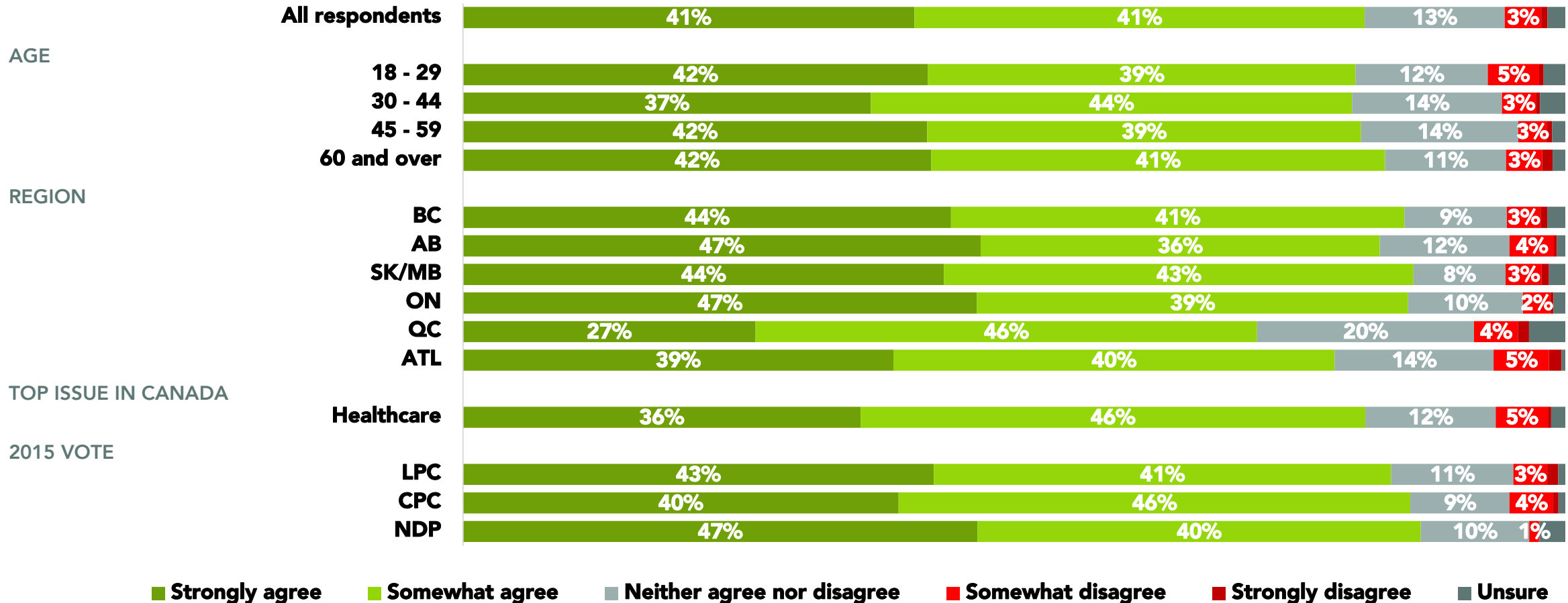
**Agree
2016**



Below are a number of statements that could be used to describe paramedics in your community. Please tell us whether you agree or disagree with each statement.

PARAMEDICS IN YOUR COMMUNITY

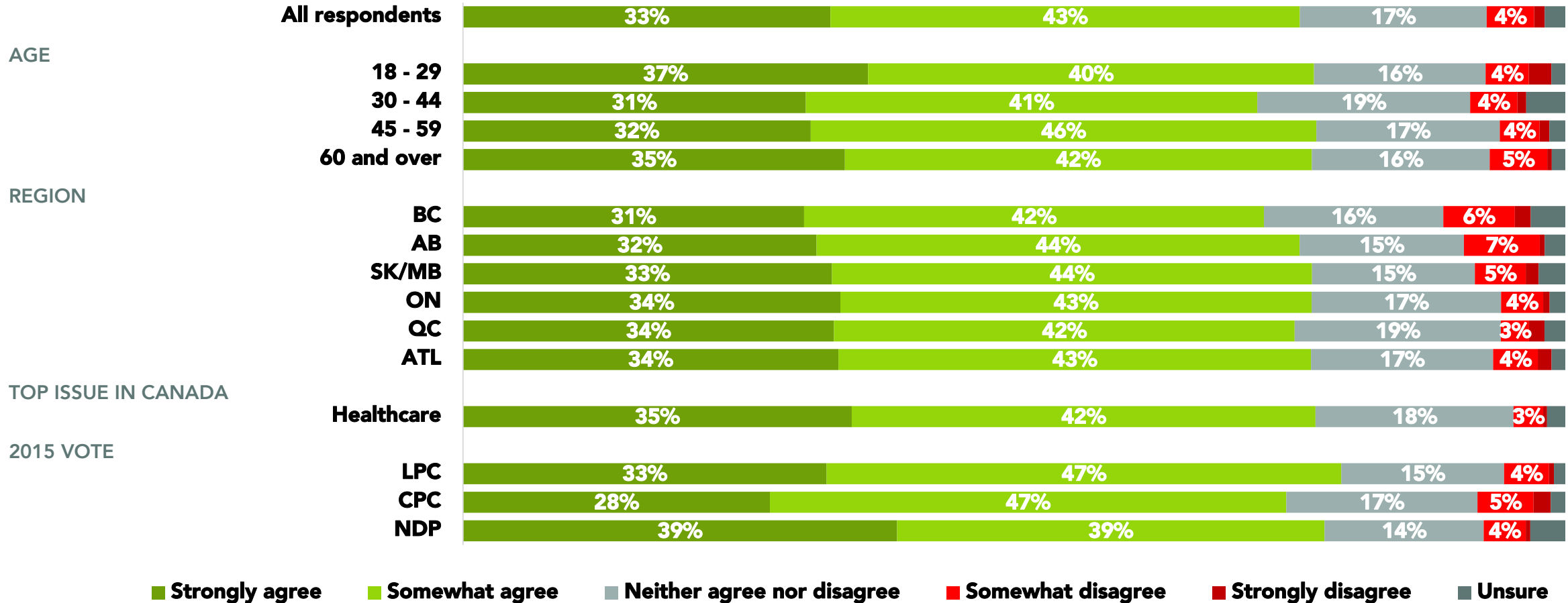
PARAMEDICS ARE HIGHLY EDUCATED AND SPECIALLY TRAINED PROFESSIONAL HEALTH CARE PROVIDERS



Below are a number of statements that could be used to describe paramedics in your community. Please tell us whether you agree or disagree with each statement.

PARAMEDICS IN YOUR COMMUNITY

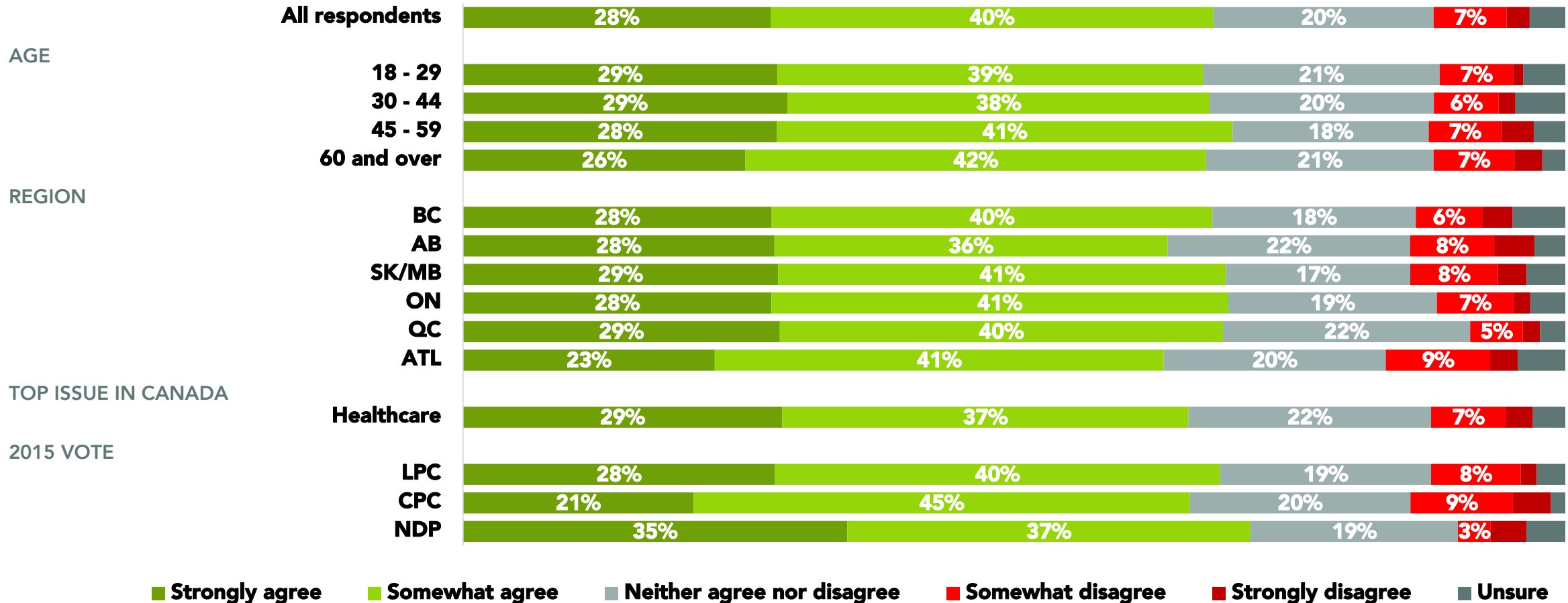
PARAMEDICS CAN PLAY A LARGER ROLE IN DELIVERING HEALTH CARE TO CANADIANS



Below are a number of statements that could be used to describe paramedics in your community. Please tell us whether you agree or disagree with each statement.

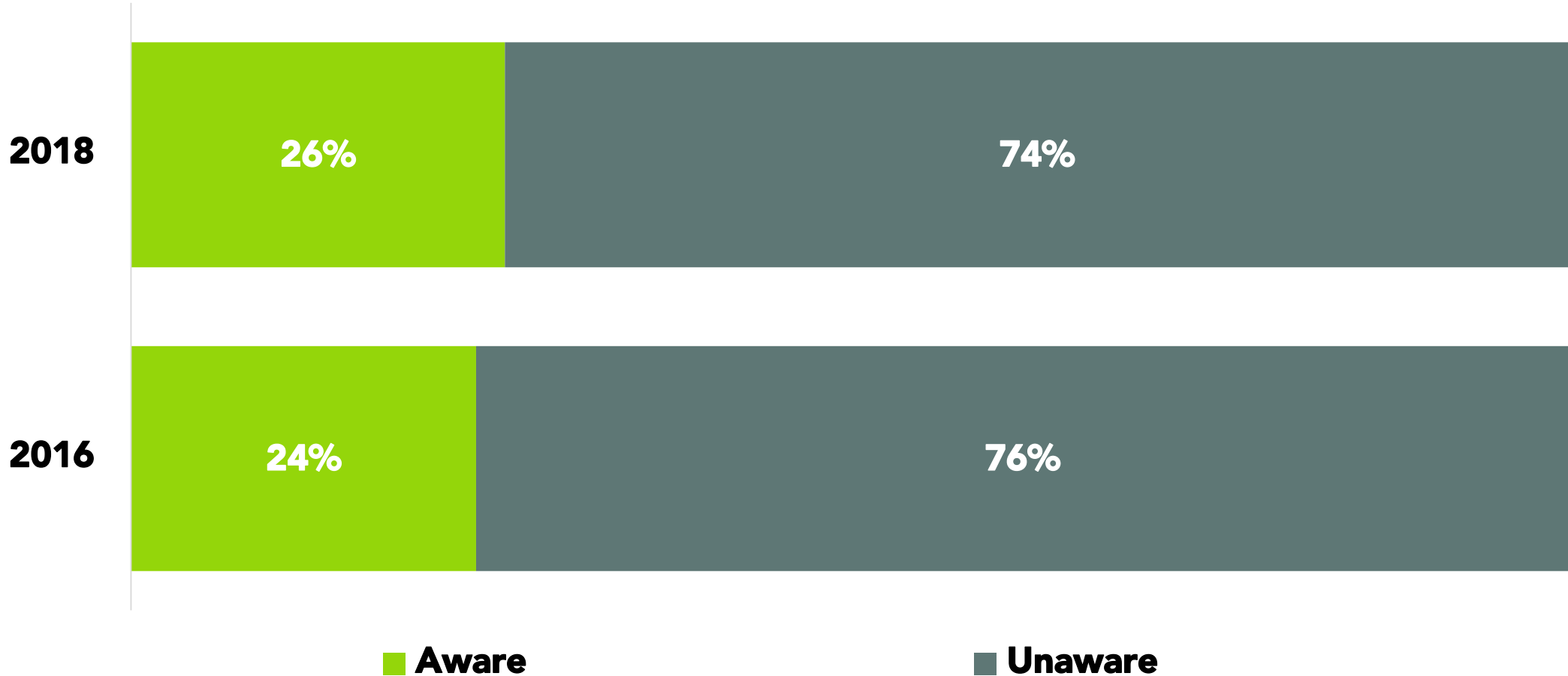
PARAMEDICS IN YOUR COMMUNITY

I WOULD BE COMFORTABLE WITH PARAMEDICS REGULATING THEIR OWN PROFESSION LIKE NURSES AND PHYSICIANS



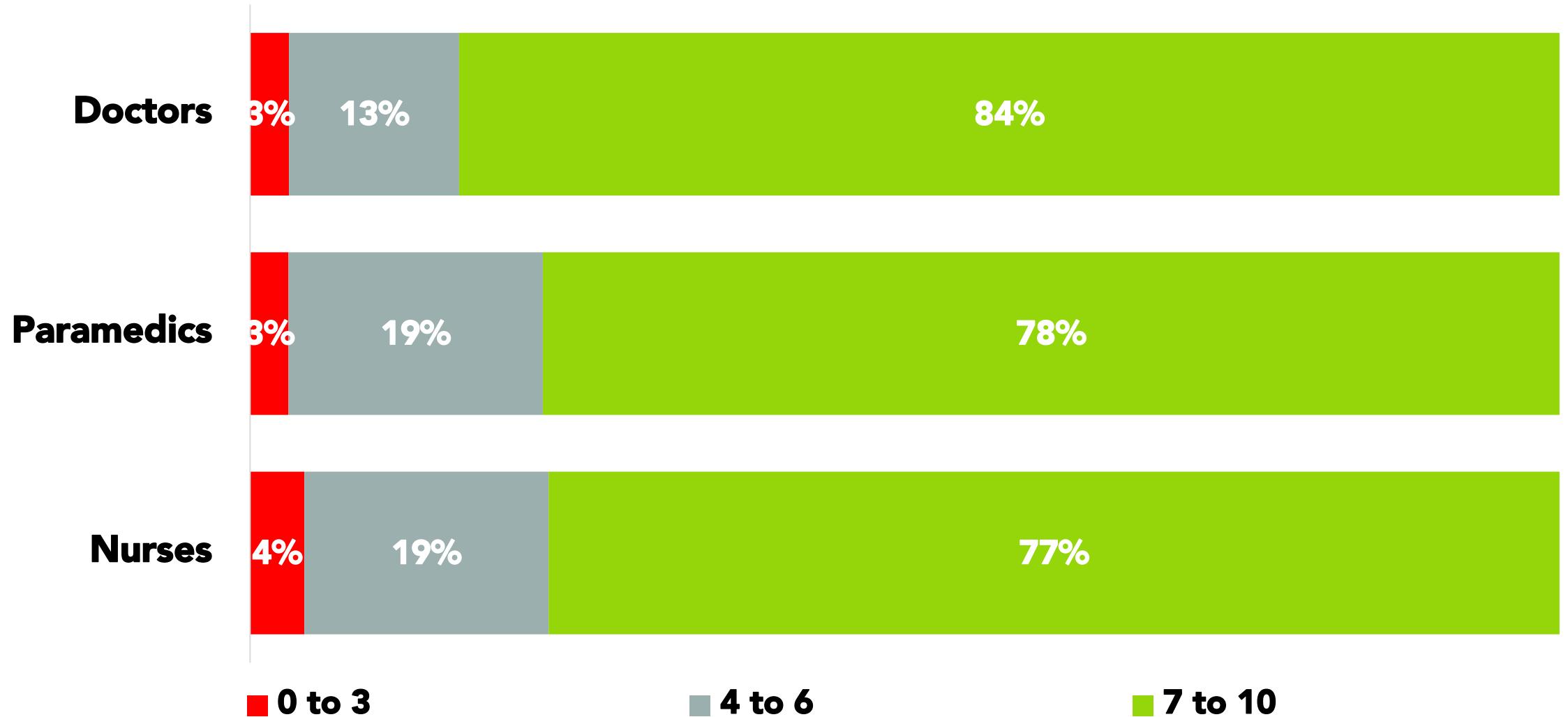
Below are a number of statements that could be used to describe paramedics in your community. Please tell us whether you agree or disagree with each statement.

AWARE OF DIFFERENT LEVELS OF CARE



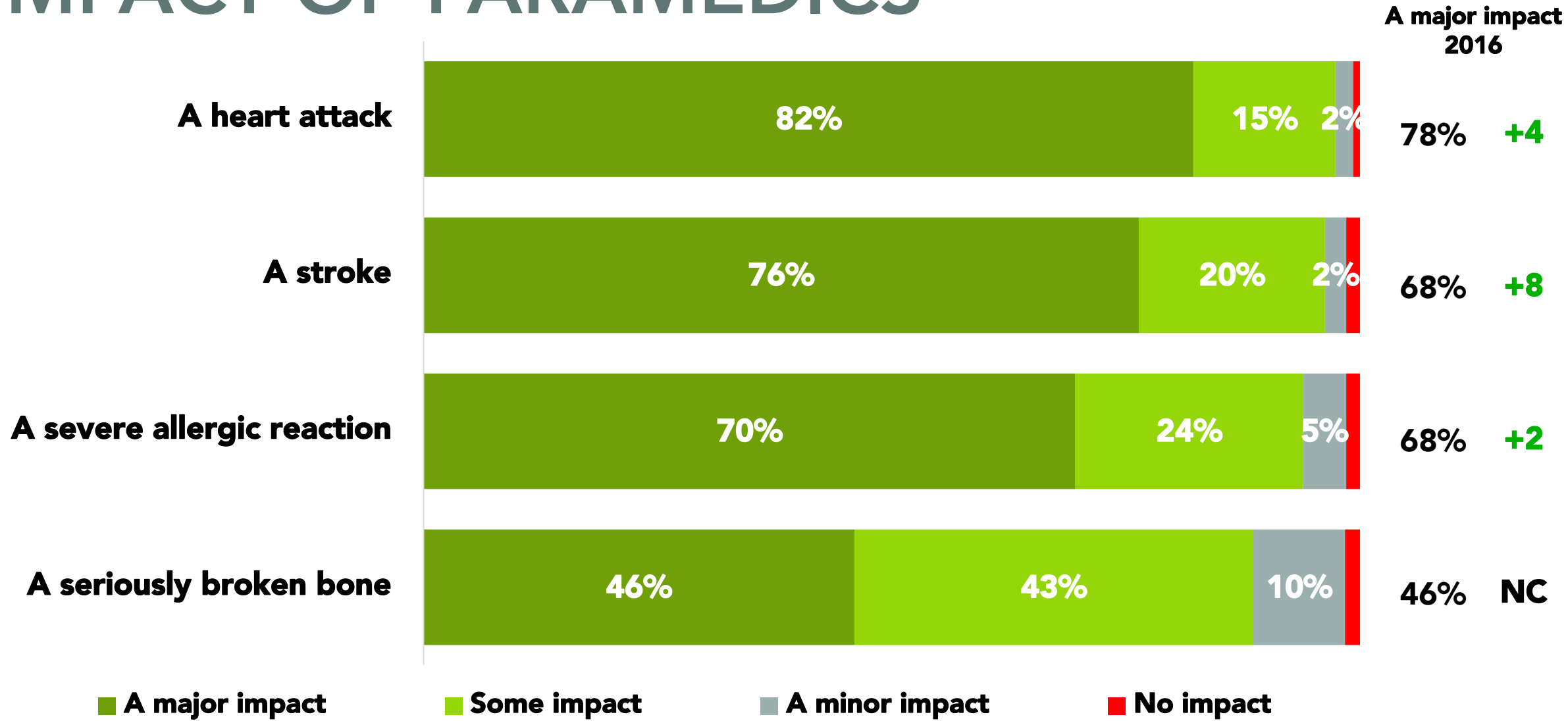
Before today, were you aware that there are four levels of paramedics with each providing a different level of care to parents? The levels are emergency medical responder, primary care paramedic, advanced care paramedic, and critical care paramedic.

COMPARATIVE TRUST FOR ON-THE-SPOT MEDICAL DECISIONS



To what extent do you trust each of the following health professionals to make on-the-spot medical decisions about your personal health?

IMPACT OF PARAMEDICS



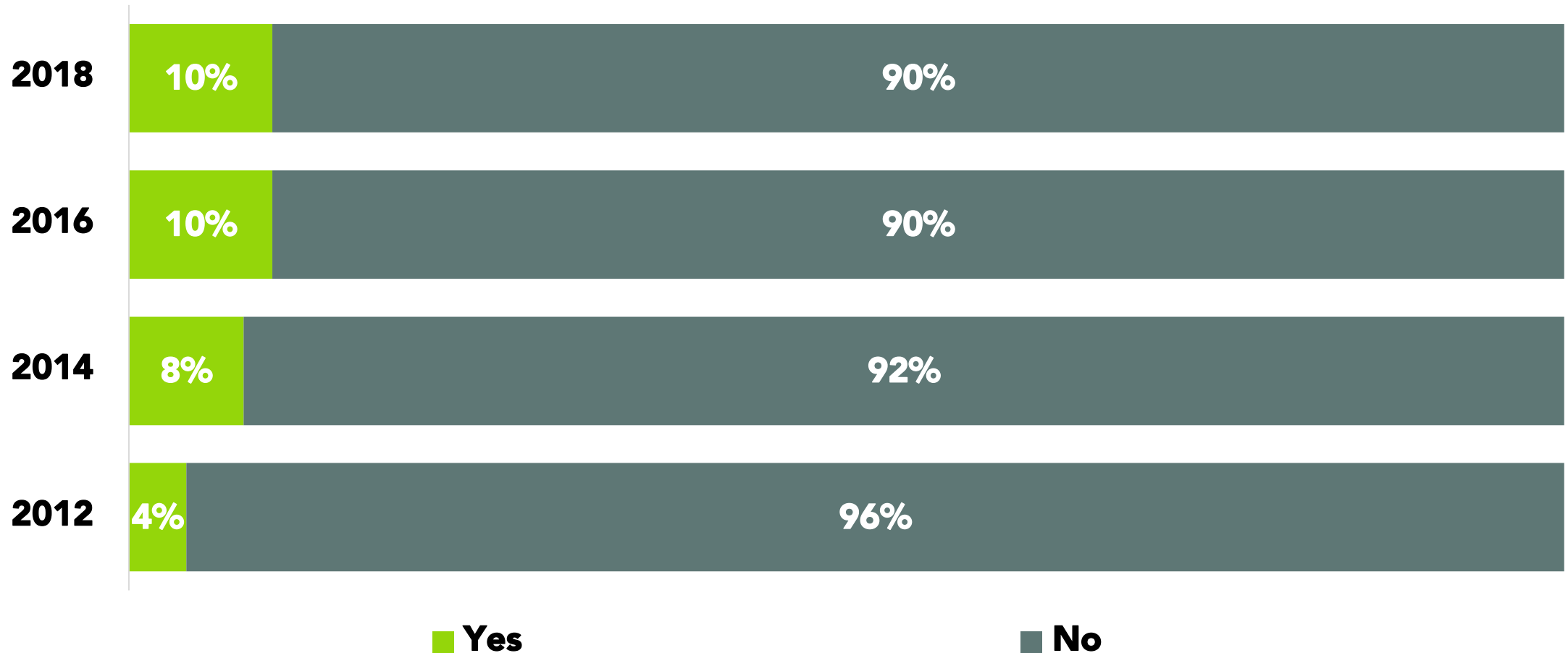
Based on what you think, for each of the following types of medical incidents, how much of a difference can a paramedic make in improving the likelihood of a positive outcome for the patient? Will a paramedic have a major impact, some impact, a minor impact, or no impact on a person affected by...

SECTION 5: COMMUNITY PARAMEDICINE



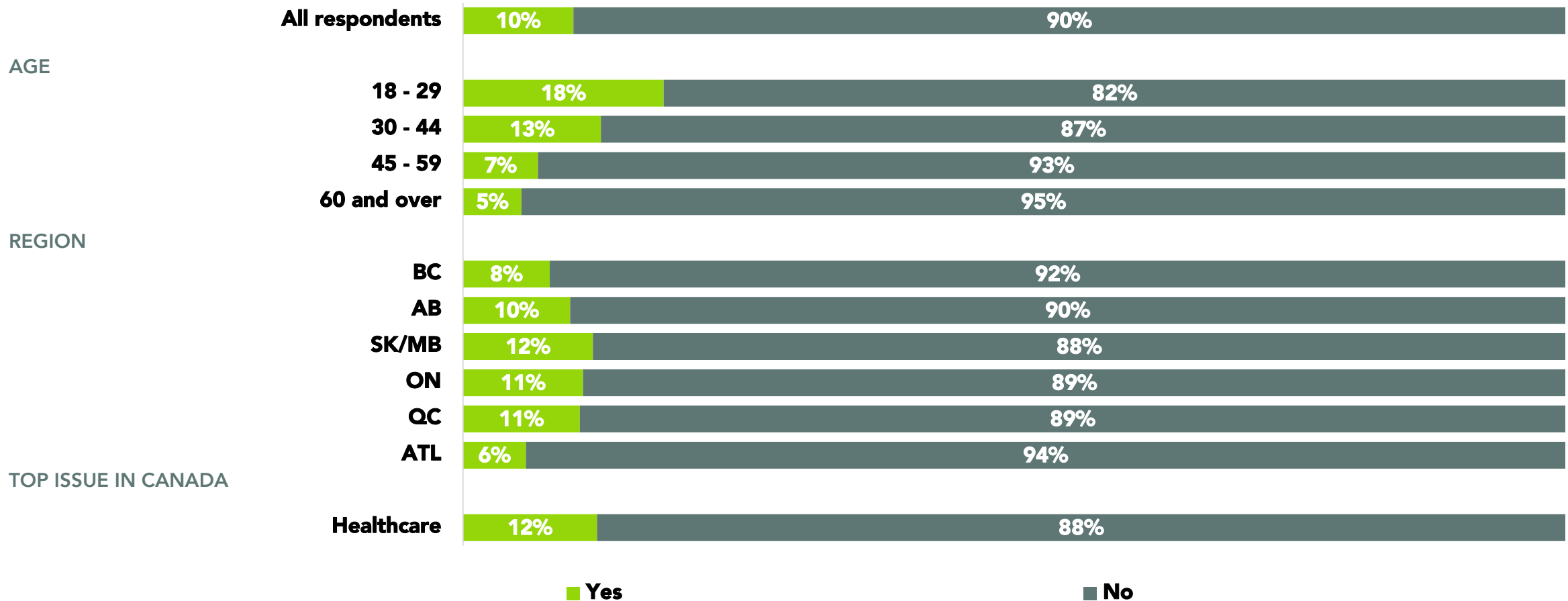
1. In 2018, fully 10% of Canadians had heard of Community Paramedicine, a 6 point increase from 2012. Awareness is particularly high under 30-year-olds, where almost double have heard of Community Paramedicine.
2. Most Canadians continue to support the idea of Community Paramedicine once they know about it, with Canadians over 45 and especially seniors driving this support.

COMMUNITY PARAMEDICINE



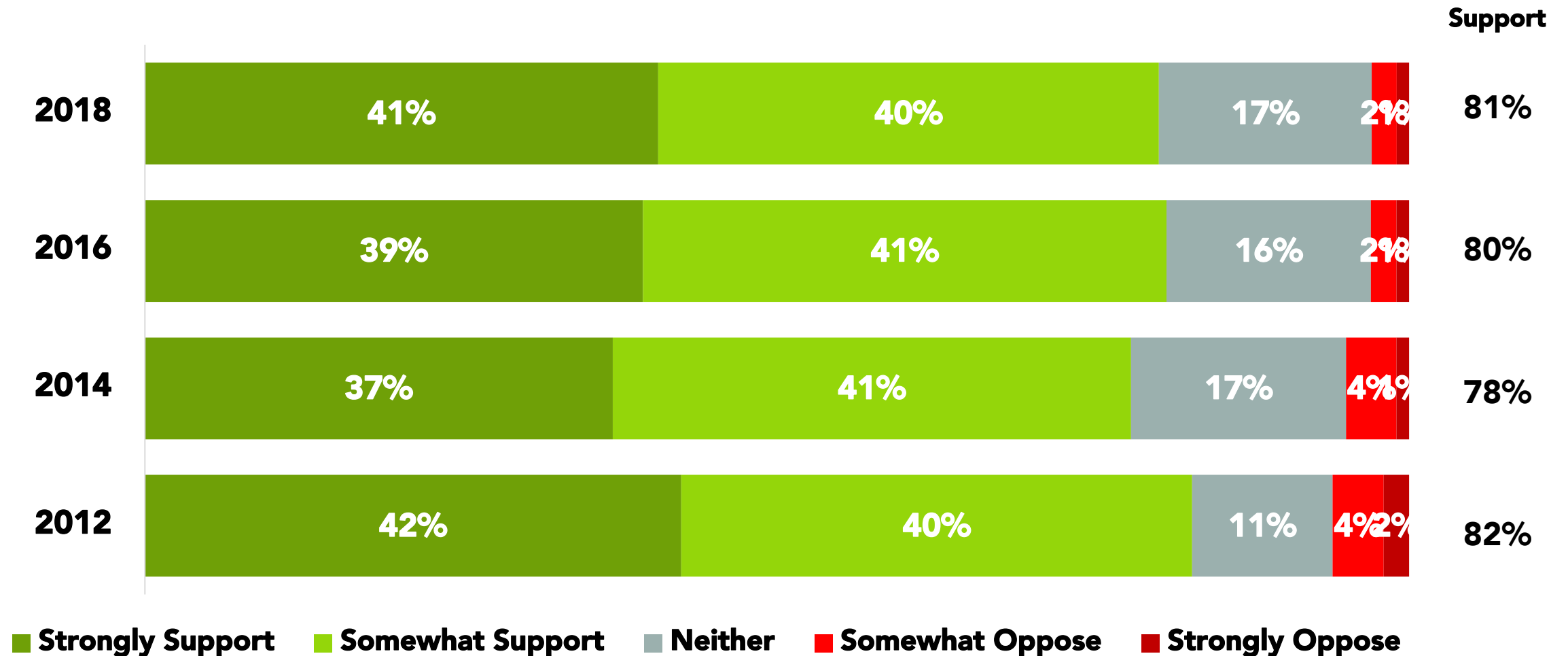
Before today, had you heard of a concept for health care delivery called Community Paramedicine?

COMMUNITY PARAMEDICINE



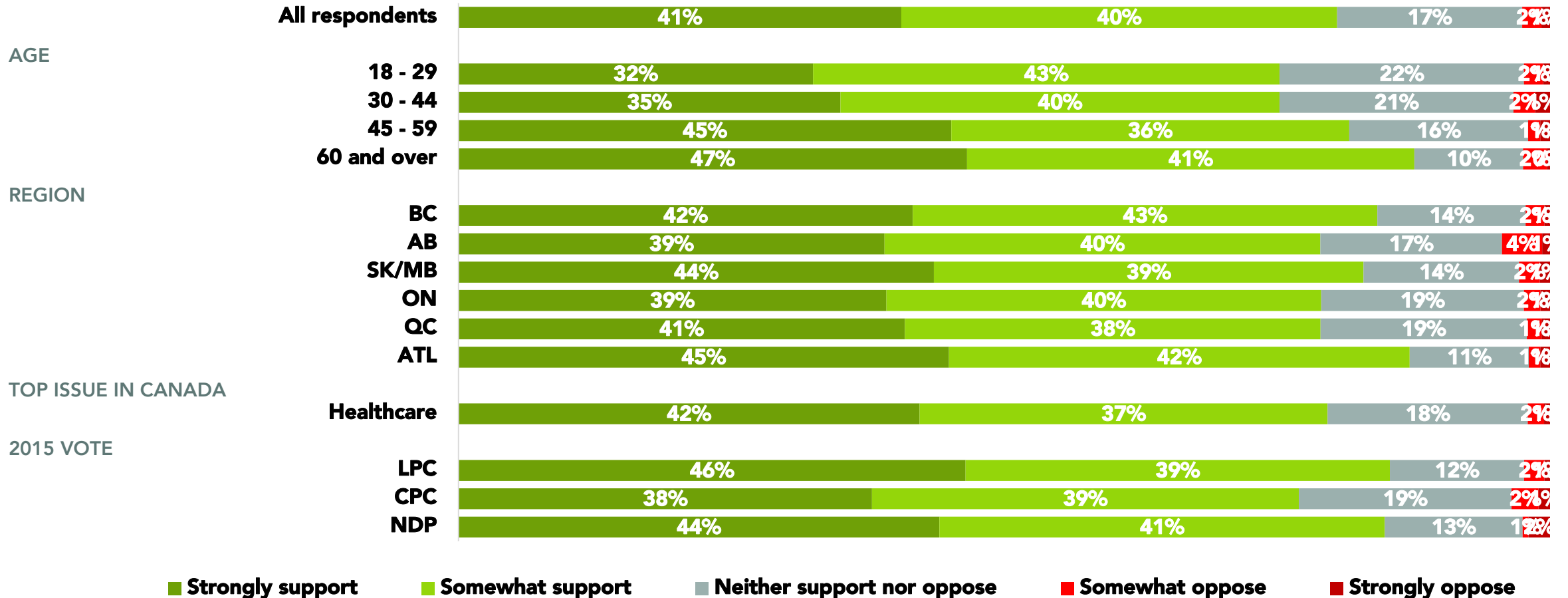
Before today, had you heard of a concept for health care delivery called Community Paramedicine?

SUPPORT COMMUNITY PARAMEDICINE



In principle, do you support or oppose the idea of Community Paramedicine?

SUPPORT COMMUNITY PARAMEDICINE



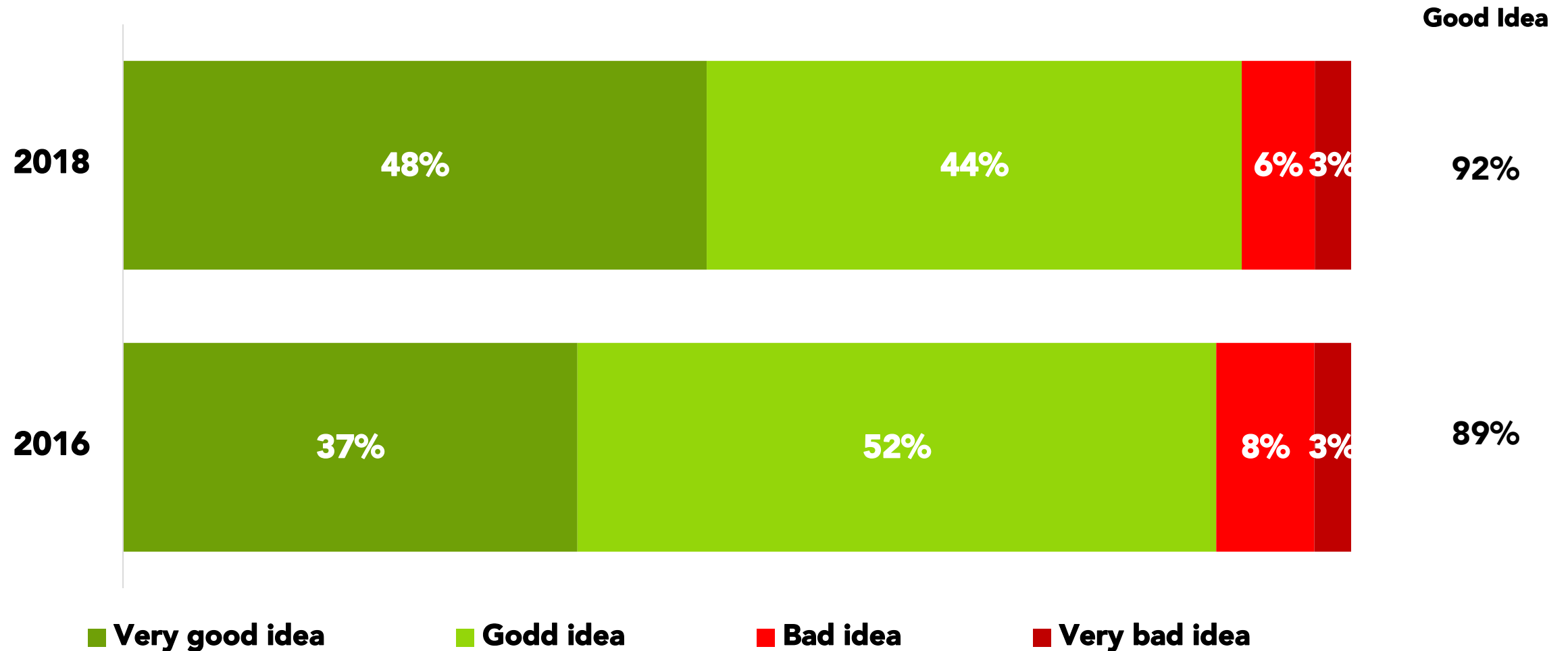
In principle, do you support or oppose the idea of Community Paramedicine?

SECTION 6: PARAMEDICS AND INDIGENOUS CANADIANS



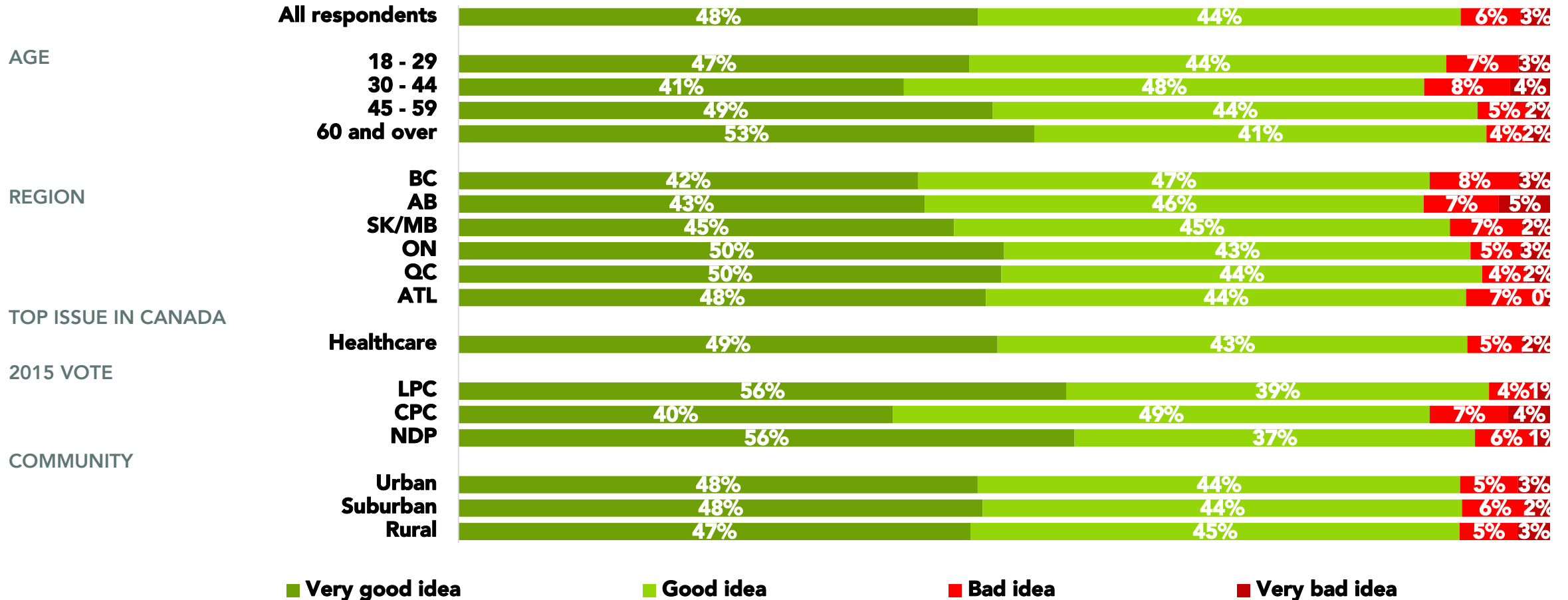
1. As part of this research, we briefed respondents on the idea of paramedics playing a larger role in delivering health services on indigenous reserves, including treatment of minor ailments, encouraging preventative care, monitoring the health of residents. Most Canadians continue to believe this is a good idea, with a 11 point increase in those who think it is a very good idea from 2016.
2. Most Canadians believe that this initiative would vastly improve service delivery to remote communities, improve health outcomes, and give indigenous people a higher standards of care. Many Canadians even feel that this would have a positive impact on the cost of healthcare delivery on indigenous reserves.
3. Unsurprisingly then, were the federal government developing a new program that would implement community paramedicine on reserves across the country, Canadians would be very supportive of the proposition (73%), up 7pts from 2016. This is a proposition that is of particular appeal to Liberal and New Democrat voters, but ultimately support crosses all party lines.

EXPANDING THE ROLE OF PARAMEDICS ON MORE REMOTE INDIGENOUS RESERVES



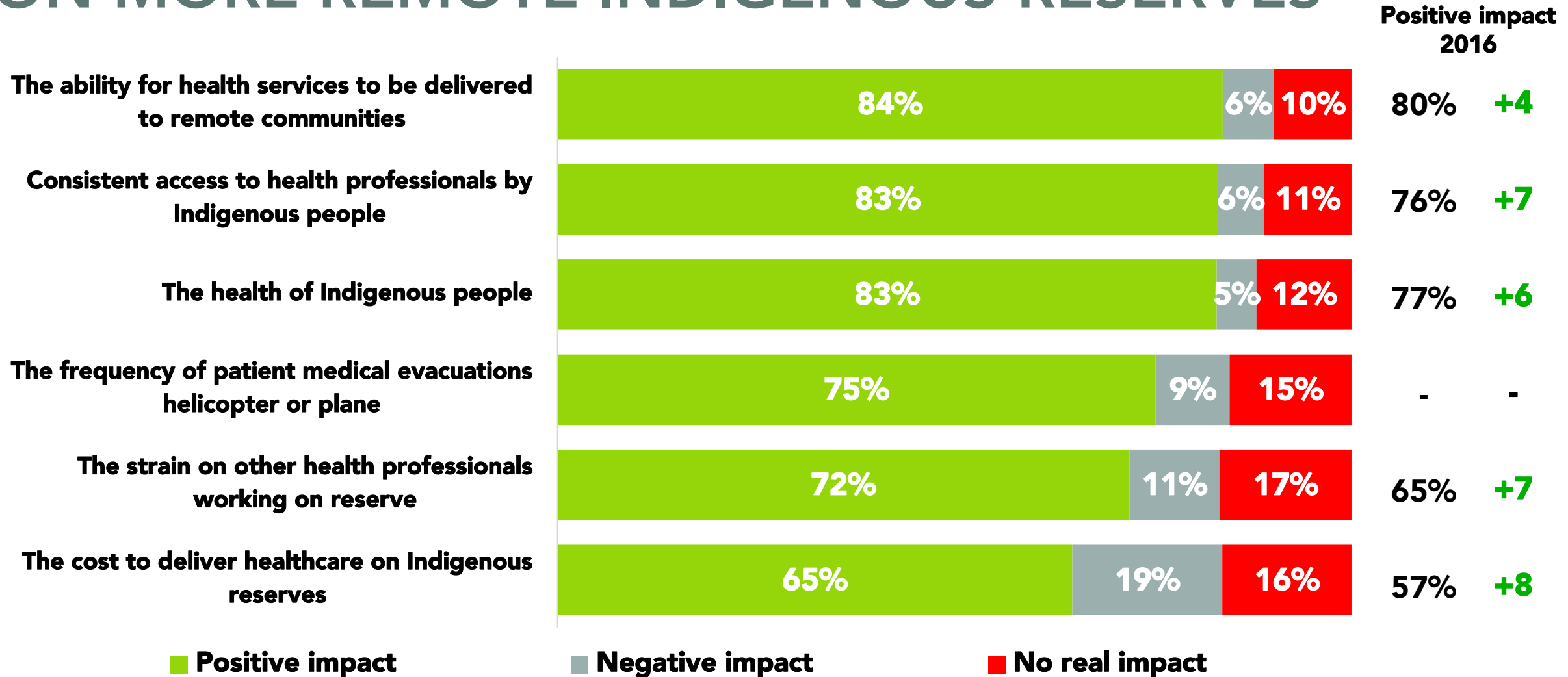
As you may know, the federal government is responsible for providing health services to Indigenous people living on reserves. One idea being proposed is for paramedics to play a larger role in deliver health services on Indigenous reserves that includes treating minor ailments, encouraging preventative care, and monitoring the health of residents. Generally speaking, do you think expanding the role of paramedics on more remote Indigenous reserves is a very good idea, a good idea, a bad idea, or a very bad idea?

EXPANDING THE ROLE OF PARAMEDICS ON MORE REMOTE INDIGENOUS RESERVES



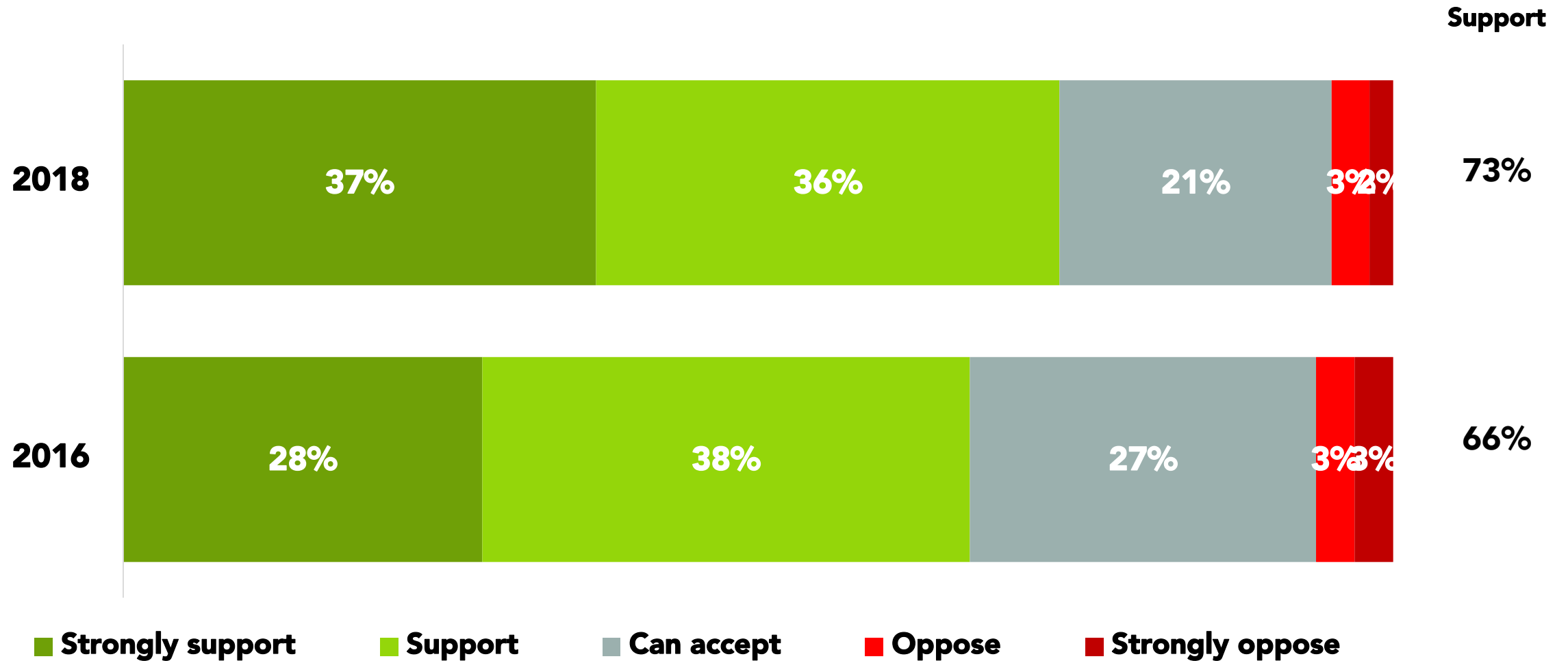
As you may know, the federal government is responsible for providing health services to Indigenous people living on reserves. One idea being proposed is for paramedics to play a larger role in deliver health services on Indigenous reserves that includes treating minor ailments, encouraging preventative care, and monitoring the health of residents. Generally speaking, do you think expanding the role of paramedics on more remote Indigenous reserves is a very good idea, a good idea, a bad idea, or a very bad idea?

IMPACT EXPANDING THE ROLE OF PARAMEDICS ON MORE REMOTE INDIGENOUS RESERVES



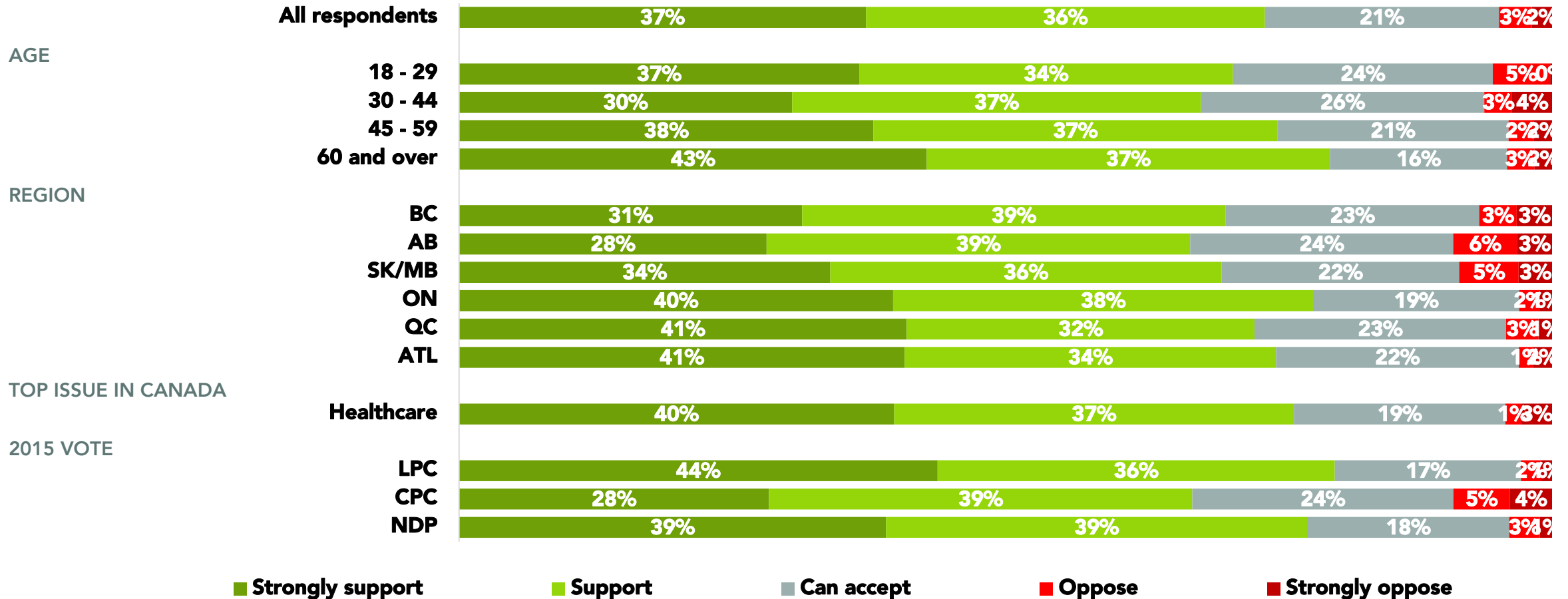
Based on what you think, for each of the following types of medical incidents, how much of a difference can a paramedic make in improving the likelihood of a positive outcome for the patient? Will a paramedic have a major impact, some impact, a minor impact, or no impact on a person affected by...

SUPPORT COMMUNITY PARAMEDICINE ON RESERVES



Would you support or oppose the federal government developing a new program that would implement community paramedicine on reserves across the country?

SUPPORT COMMUNITY PARAMEDICINE ON RESERVES



Would you support or oppose the federal government developing a new program that would implement community paramedicine on reserves across the country?

SECTION 7: AGING POPULATION



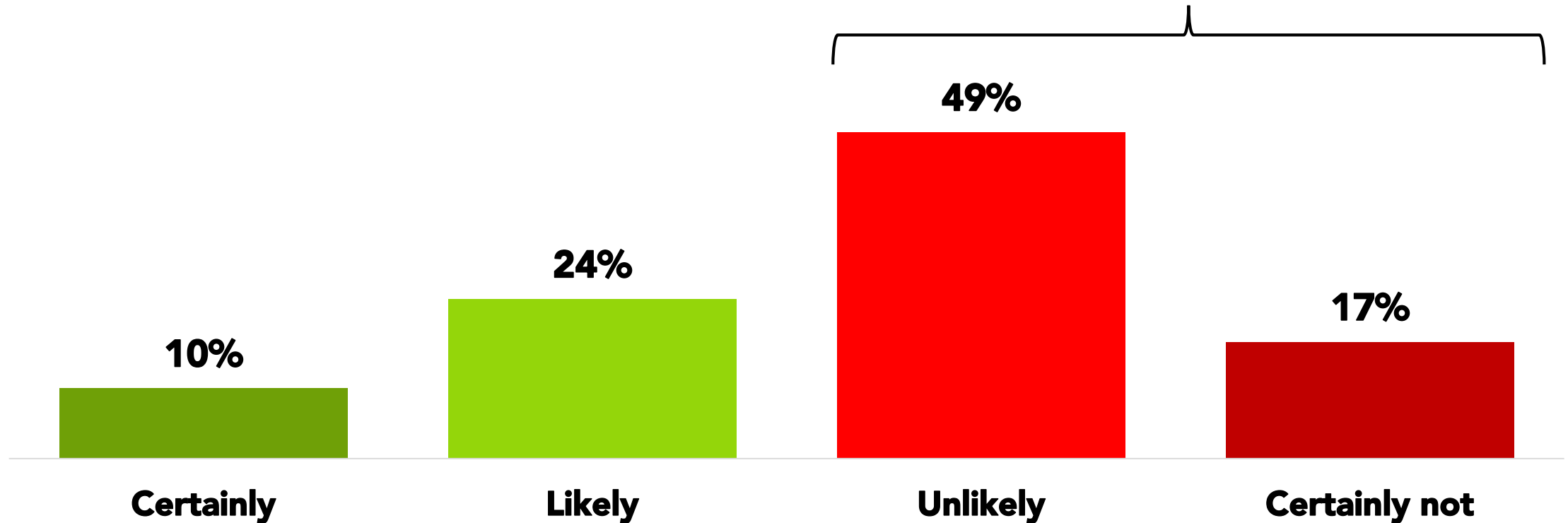
1. A majority of Canadians – 2/3rds of the population – believe the current system won't be able to handle Canada's aging population. This is particularly felt by seniors 60 and over and residents of Atlantic Canada. It is a concern that spans partisan subgroupings.

2. Accordingly, most Canadians think it is a good if not at least acceptable for paramedics to provide various healthcare services for seniors, including:
 - Wound care
 - Health promotion and illness prevention
 - Diabetic care
 - Prescriptions for common ailments
 - Medical diagnostics
 - Palliative/end of life care

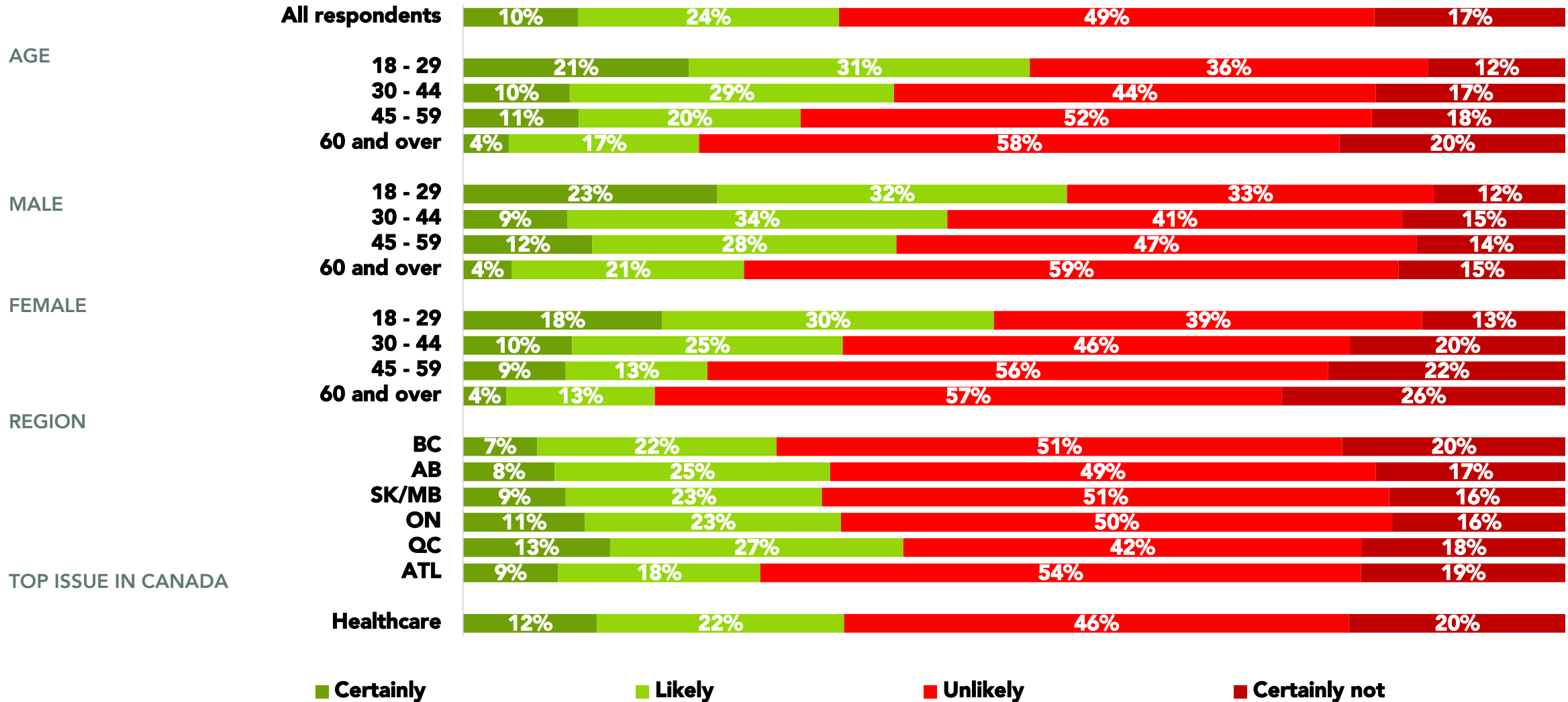
CANADA'S AGING POPULATION

In Canada today, there are approximately 710,000 Canadians aged 85 and over. In 20 years, the number of Canadians aged 85 and over is likely to triple to over 2.1 million. Given this, how likely is it that current health care system, as it is designed, will be able to care for the increase in older Canadians?

66% think the current system won't be able to handle Canada's aging population.

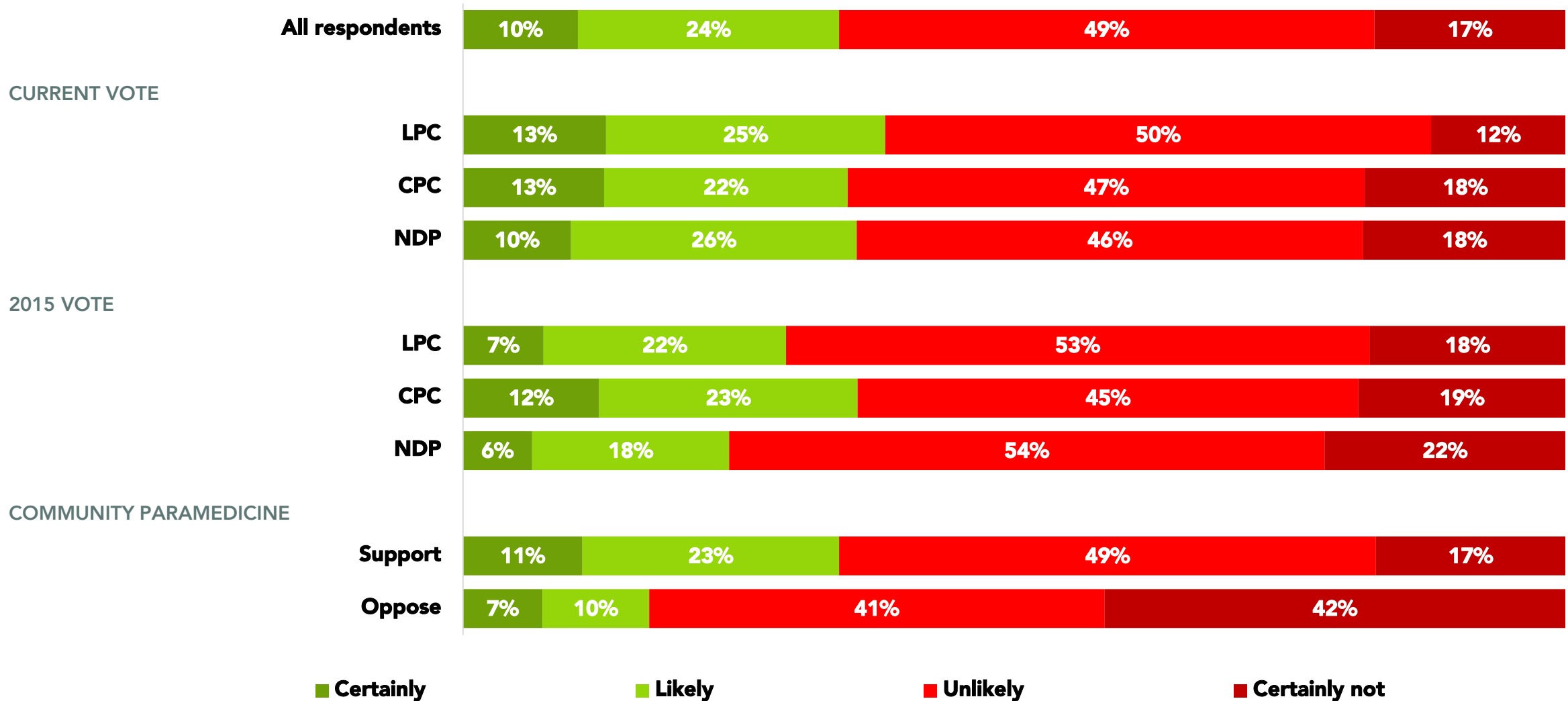


CANADA'S AGING POPULATION



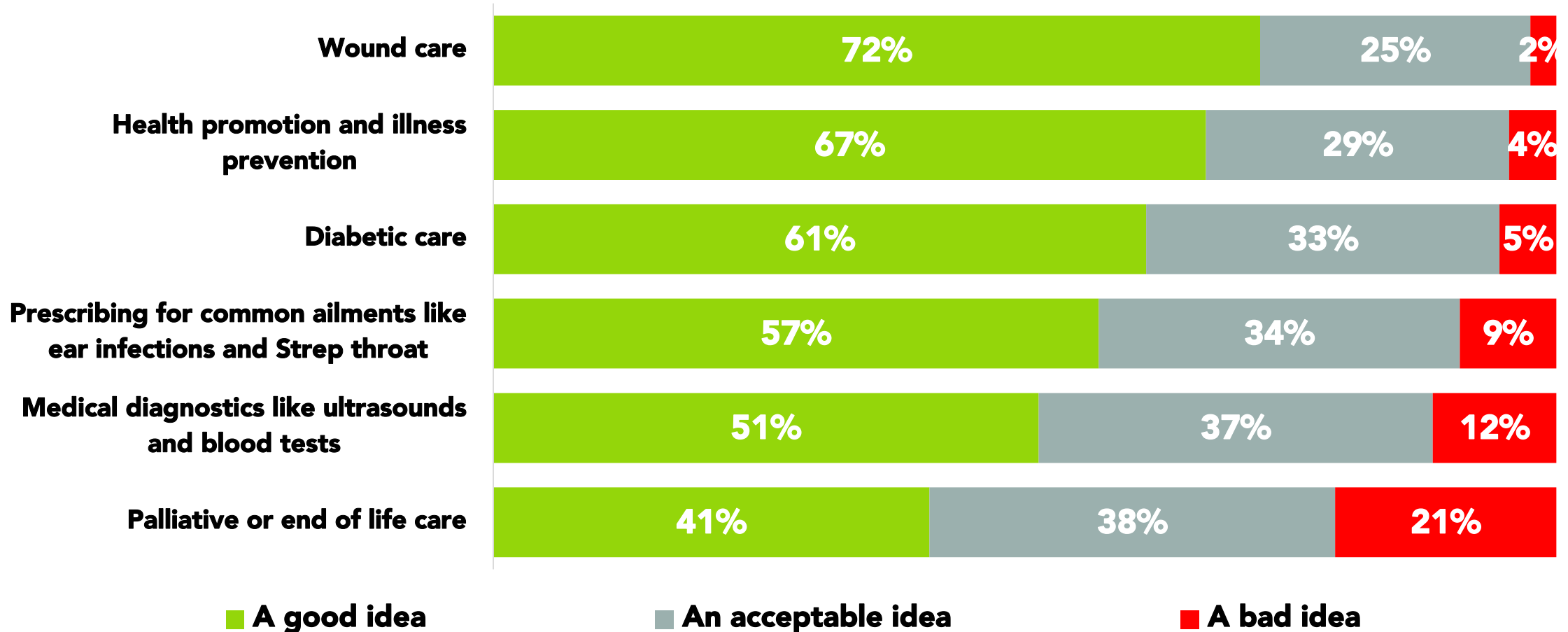
In Canada today, there are approximately 710,000 Canadians aged 85 and over. In 20 years, the number of Canadians aged 85 and over is likely to triple to over 2.1 million. Given this, how likely is it that current health care system, as it is designed, will be able to care for the increase in older Canadians?

CANADA'S AGING POPULATION



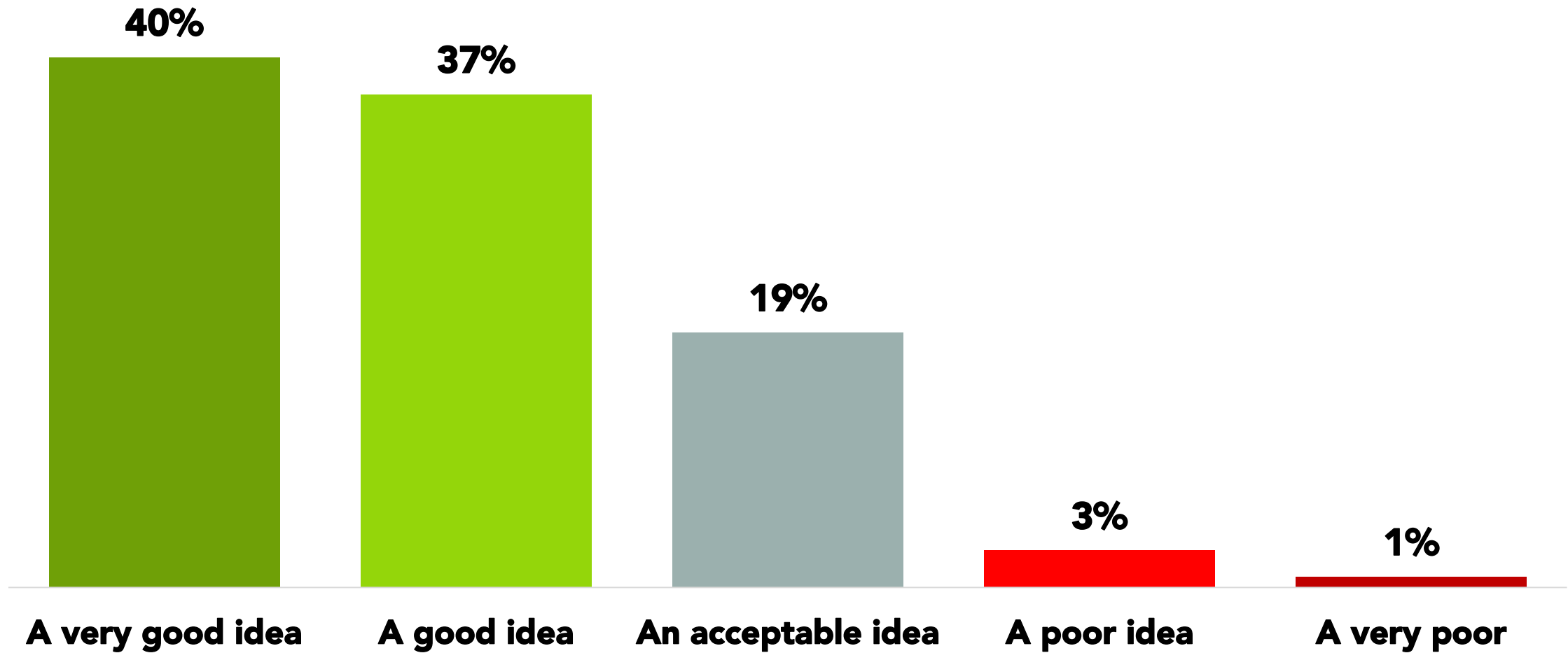
In Canada today, there are approximately 710,000 Canadians aged 85 and over. In 20 years, the number of Canadians aged 85 and over is likely to triple to over 2.1 million. Given this, how likely is it that current health care system, as it is designed, will be able to care for the increase in older Canadians?

PROVIDING HEALTH SERVICES TO SENIORS



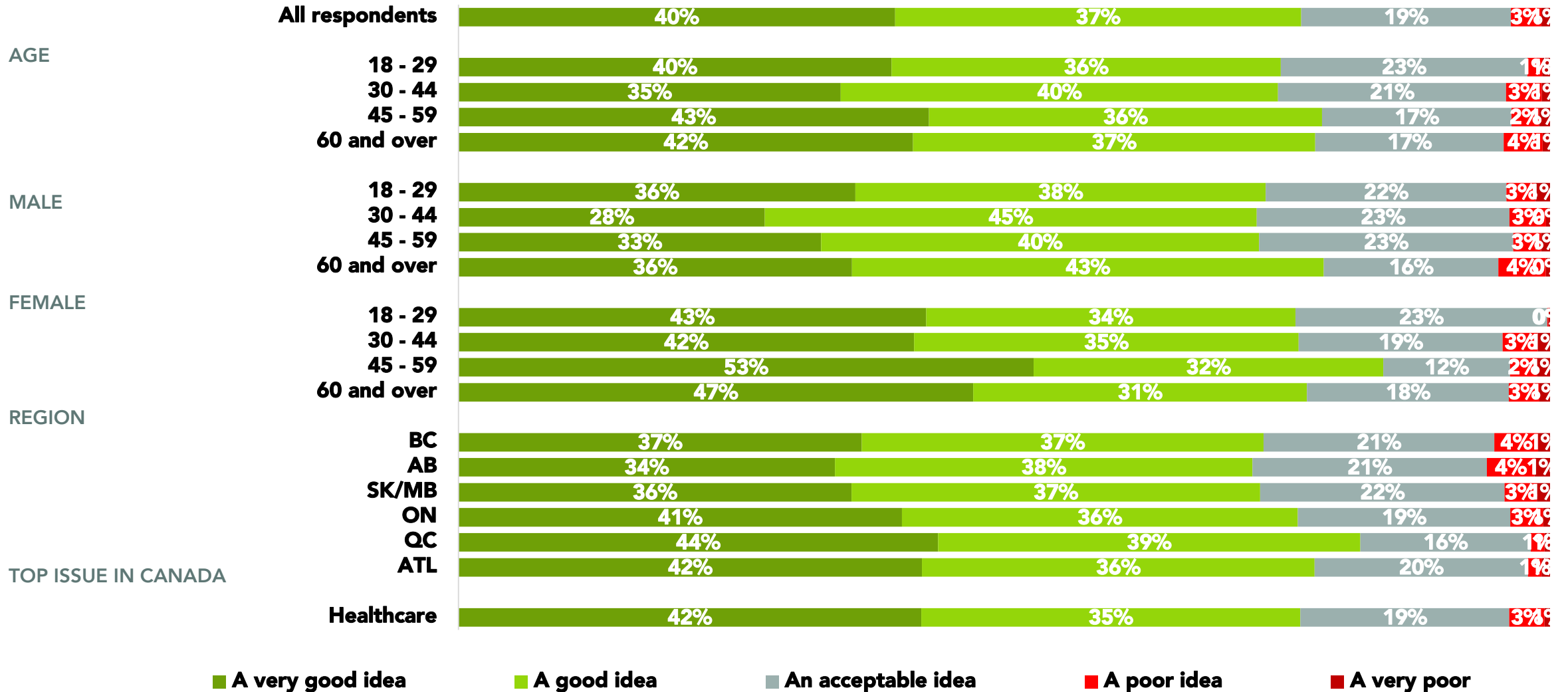
When it comes to providing health services to seniors, do you think it's a good idea, an acceptable idea, or a bad idea for paramedics to do the following for seniors?

PARAMEDICS AND CANADA'S AGING POPULATION



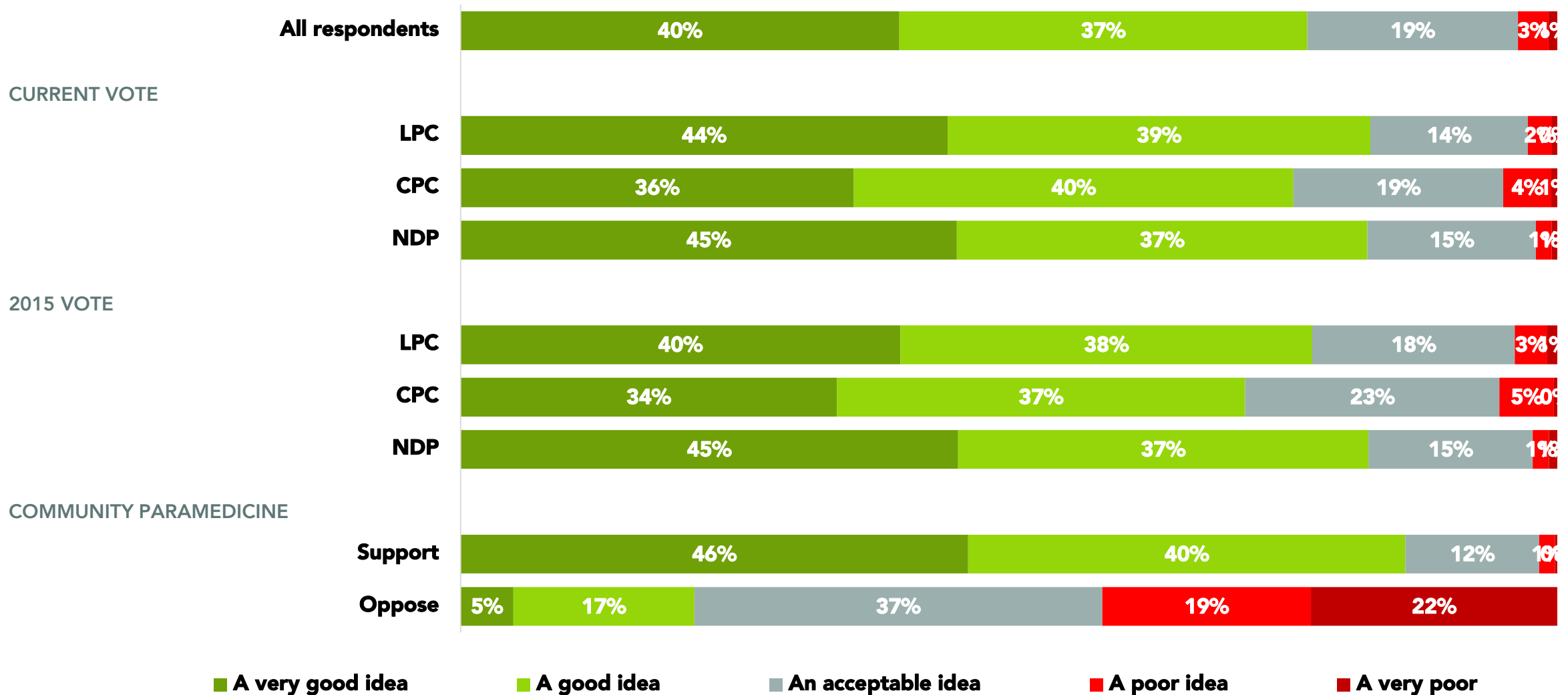
If paramedics could deliver these additional health services, do you think it is a very good idea, a good idea, an acceptable idea, a poor idea, or a very poor idea to help manage the healthcare needs of Canada's aging population?

PARAMEDICS AND CANADA'S AGING POPULATION



If paramedics could deliver these additional health services, do you think it is a very good idea, a good idea, an acceptable idea, a poor idea, or a very poor idea to help manage the healthcare needs of Canada's aging population?

PARAMEDICS AND CANADA'S AGING POPULATION



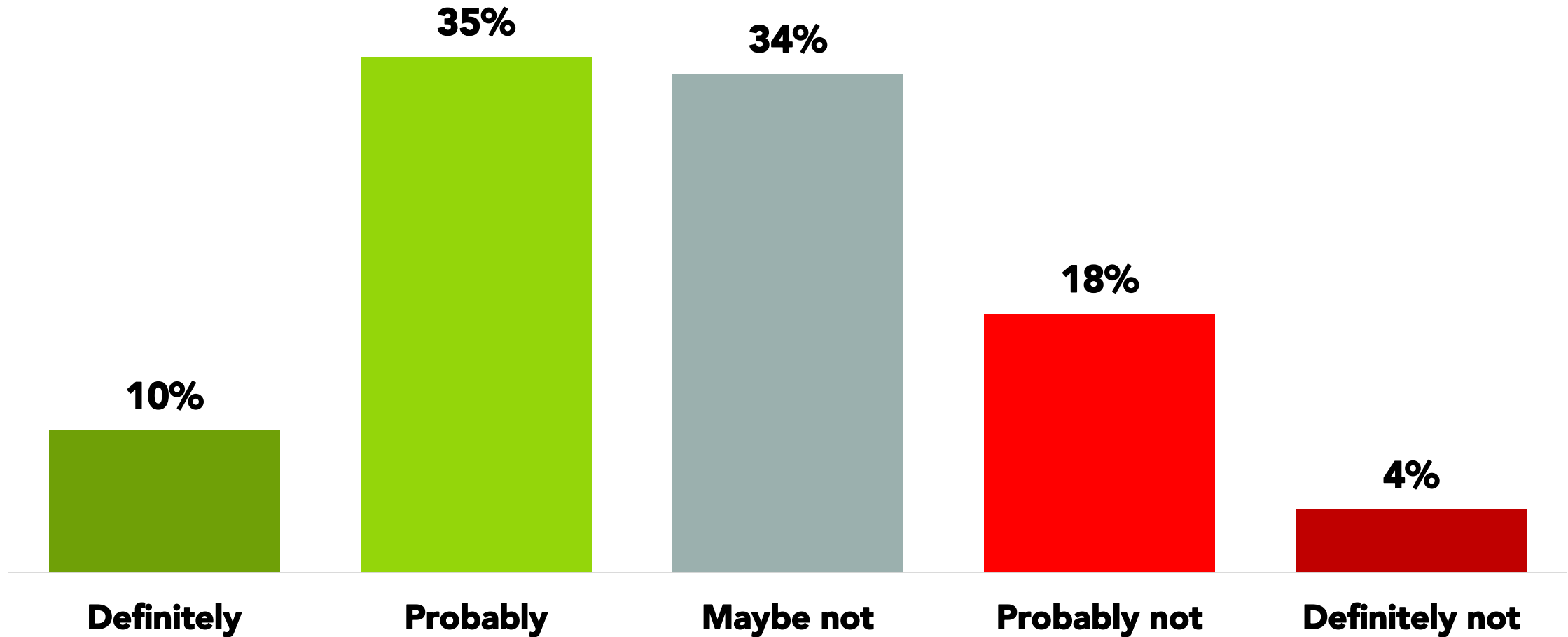
If paramedics could deliver these additional health services, do you think it is a very good idea, a good idea, an acceptable idea, a poor idea, or a very poor idea to help manage the healthcare needs of Canada's aging population?

SECTION 8: PARAMEDIC TRAINING



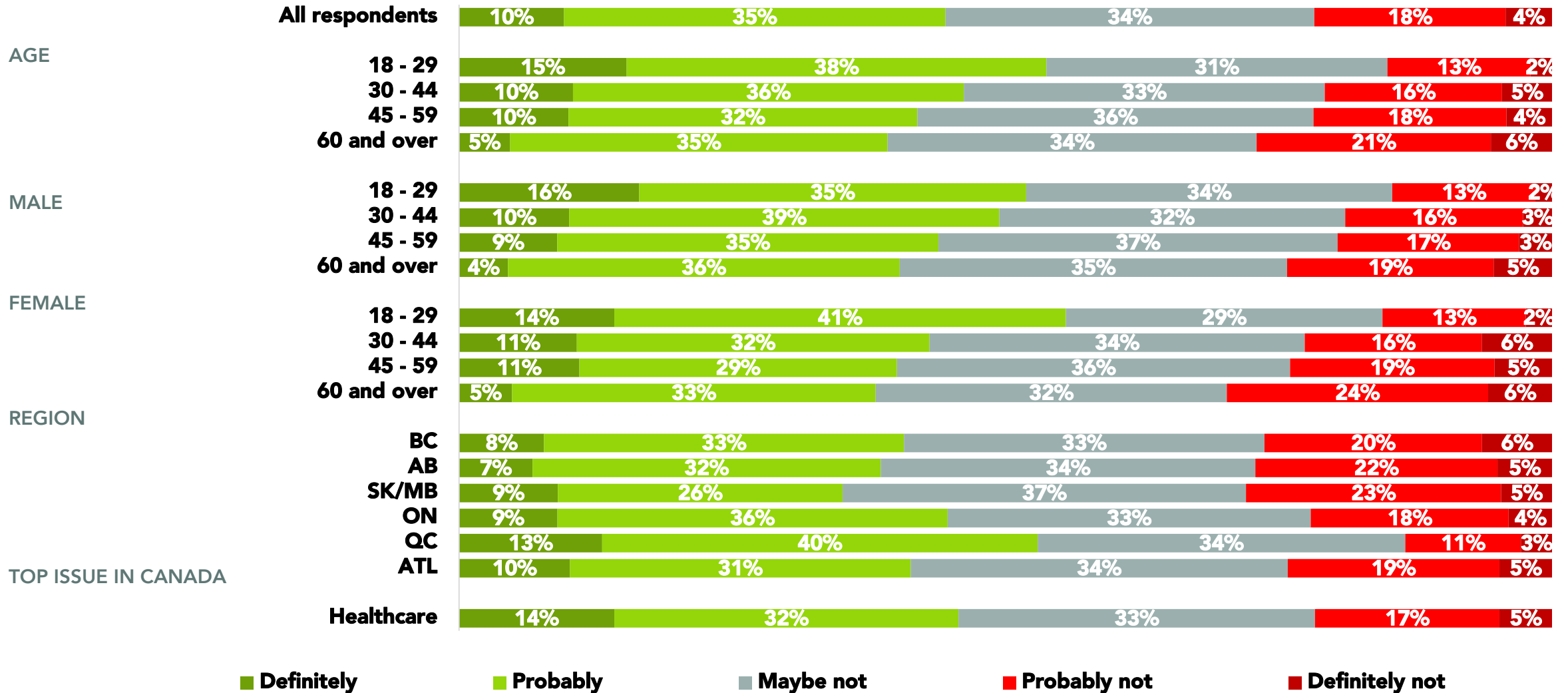
1. In light of this conversation around delivery of more advanced and complex health services, many (45%) Canadians believe the typical paramedic is receiving enough training, though about a third aren't sure (34%). Few think paramedics do not receive enough training to meet new demands (22%).
2. This is a dynamic that ties into the degree to which Canadians support or oppose community paramedicine, as most of those who support the programme believe paramedics are far more likely to believe that paramedics are trained well enough than those who oppose community paramedicine.

DOES A PARAMEDIC GET ENOUGH TRAINING TO MEET NEW DEMANDS?



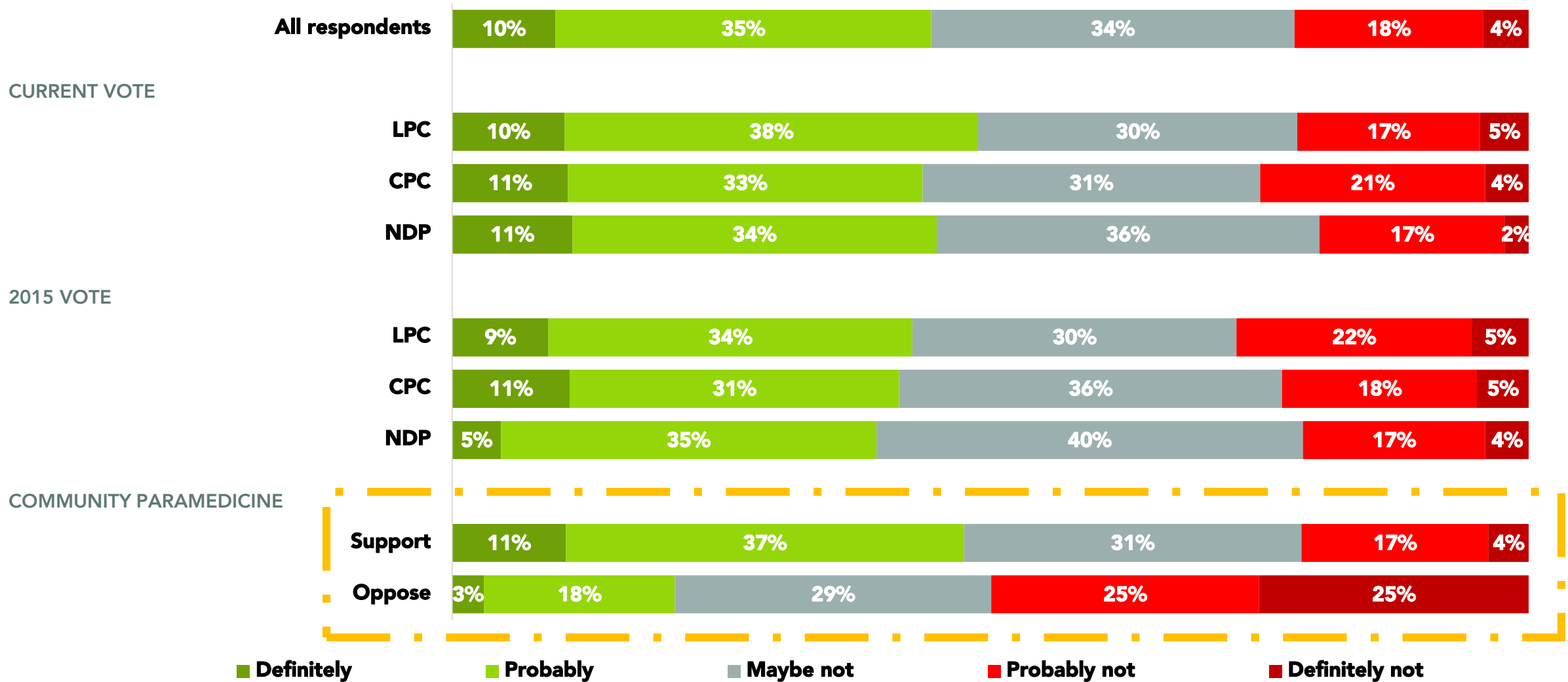
Given that paramedics are increasingly delivering more advanced and complex health services, do you think the typical paramedic is receiving enough training to meet these new demands?

DOES A PARAMEDIC GET ENOUGH TRAINING TO MEET NEW DEMANDS?



Given that paramedics are increasingly delivering more advanced and complex health services, do you think the typical paramedic is receiving enough training to meet these new demands?

DOES A PARAMEDIC GET ENOUGH TRAINING TO MEET NEW DEMANDS?



Given that paramedics are increasingly delivering more advanced and complex health services, do you think the typical paramedic is receiving enough training to meet these new demands?