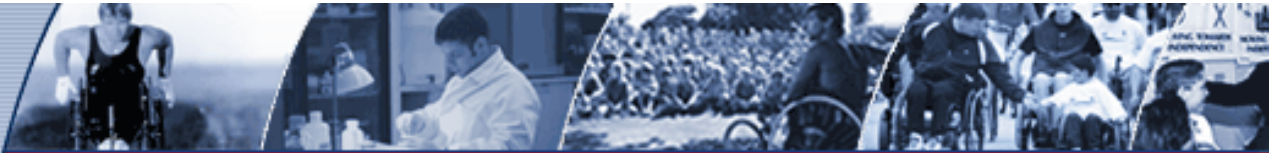




# Ipsos Reid



*If you believe in a dream and have the courage to try, great things can be accomplished.*

Rick Hansen,  
President & CEO

## Rick Hansen Man in Motion Foundation: SCI Forum

Alberta

November 2005



# Ipsos Reid



**Identifying Priority Needs**



## Top Priority Needs

- ◆ Respondents' top priority needs were determined using a series of questions.
  - First, respondents were presented with a broad list of categories and asked – on a top-of-mind basis – to identify the areas in which they have the most immediate needs.
  - Second, respondents were presented with a detailed description of what is included in each of these categories, and asked to identify the specific priority needs they have in each area.
  - Third, respondents were presented with the same broad list of categories used earlier and again asked to identify their most urgent priority needs now that they have had time to consider their specific needs in each area.
- ◆ Overall, accessible infrastructure rises to the top of Alberta respondents' list of urgent priority needs.
  - Accessible infrastructure is the most commonly mentioned priority need on a top-of-mind basis (75%). Furthermore, accessible infrastructure remains a top priority (63%) once Alberta respondents are presented with a detailed description of each priority area.
  - Here the main issue is inadequate enforcement of disabled parking (63%).
  - Inaccessible public buildings (50%), insufficient disabled parking spaces (50%), and lack of curb cuts in streets and sidewalks (50%) also play a role.



## Top Priority Needs (cont'd)

- ◆ **Other important priority needs among Alberta respondents include wheelchairs/ equipment/medical supplies, research, education/training, and employment.**
  - **Wheelchairs, equipment, and medical supplies ties with accessible infrastructure (63%) as the area most in need of attention. On a top-of-mind basis, wheelchairs, equipment, and medical supplies ranks second (63%).**
    - **Overall, the main issue related to wheelchairs, equipment, and medical supplies is inadequate government funding to cover maintenance costs (38%).**
  - **In all, 38% of Alberta participants point to research as an urgent priority need, and 38% mention this as a top-of-mind issue (tied for fifth overall).**
    - **Here the main mention is a lack of knowledge around how to participate in clinical trials (38%).**
  - **A total of 38% identify education and training as an urgent priority need, and 38% mention this as a top-of-mind issue (tied for fifth overall).**
    - **The main priority needs here are a lack adequate education and/or re-training (50%) and cannot afford to pay for education/re-training (50%).**
  - **Employment is another important priority need, mentioned by 38% of respondents, and by 50% on a top-of-mind basis (tied for third overall).**
    - **The main issues related to employment are loss of disability supports if start working (25%), unable to find a job (25%), and a lack of knowledge around how/where to access employment services (25%).**





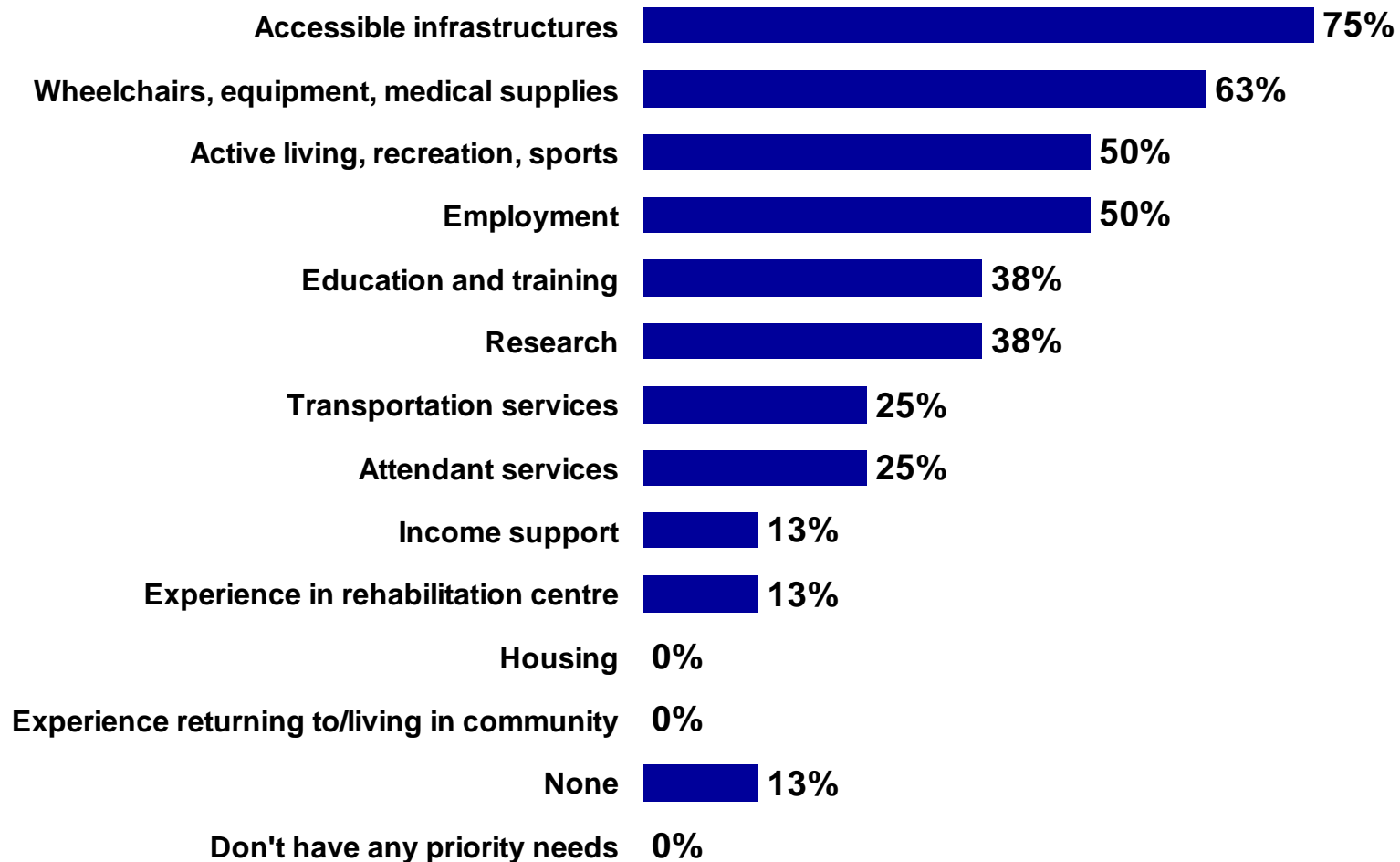
## Top Priority Needs (cont'd)

- ◆ In comparison to the preceding areas, Alberta respondents are less likely to mention the following as urgent priority needs. In fact, a relatively large proportion of Alberta respondents say they “do not have any priority needs” in these areas.
  - Attendant services (75% no priority needs);
  - Housing (75% no priority needs);
  - Experience in rehabilitation centre (63% no priority needs);
  - Transportation services (63% no priority needs);
  - Income support (63% no priority needs);
  - Active living, recreation, and sports (50% no priority needs); and,
  - Experience returning to/living in the community (50% no priority needs).



## Top-of-Mind Priority Needs

*"Thinking about your personal situation and your most important needs as a person with SCI, please select those categories in which you have the most immediate needs. Please select as many as apply to you personally."*



Base: All Alberta respondents (n=8)\*\*

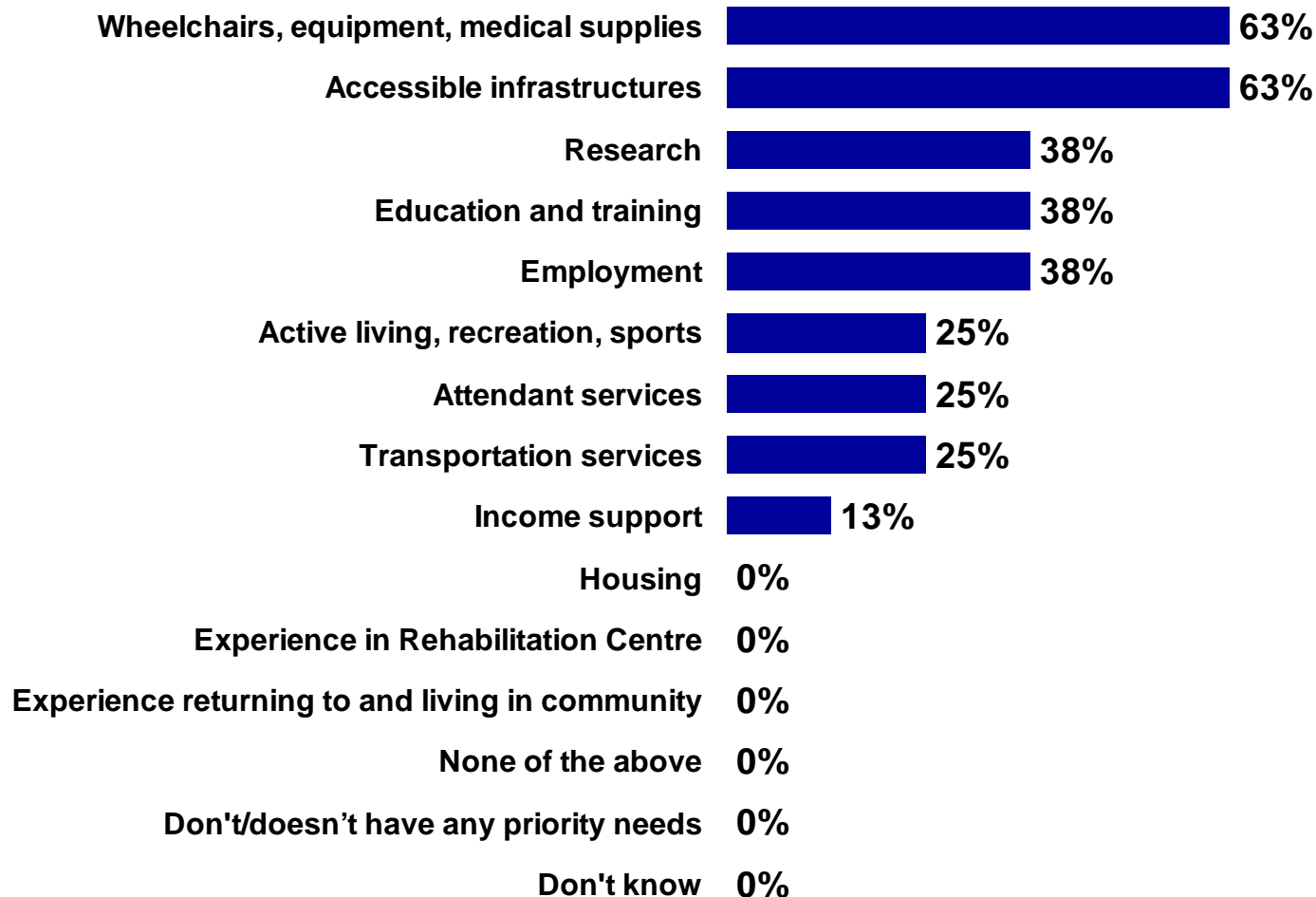


\*\* Very small base size, interpret with extreme caution



## Summary of “Aided” Priority Needs

*“Now that you have had an opportunity to consider your specific priority needs in each of the broad categories, we’d like you to identify from the list below the categories in which you have the most urgent priority needs.”*



Base: All Alberta respondents (n=8)\*\*

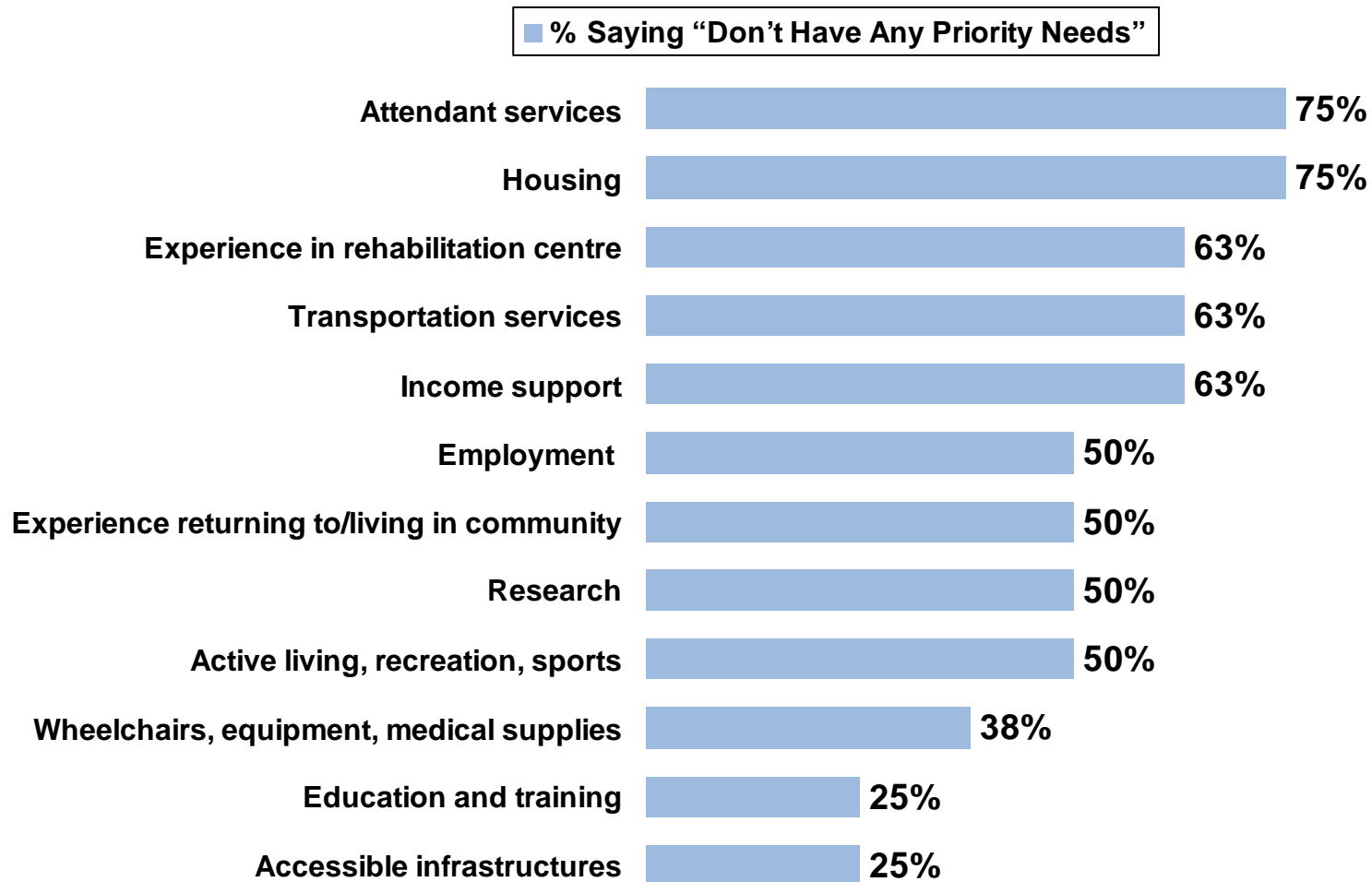


\*\* Very small base size, interpret with extreme caution

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## Summary of Those Saying ‘Don’t Have Priority Needs’ in Each Area



Base: All Alberta respondents (n=8)\*\*



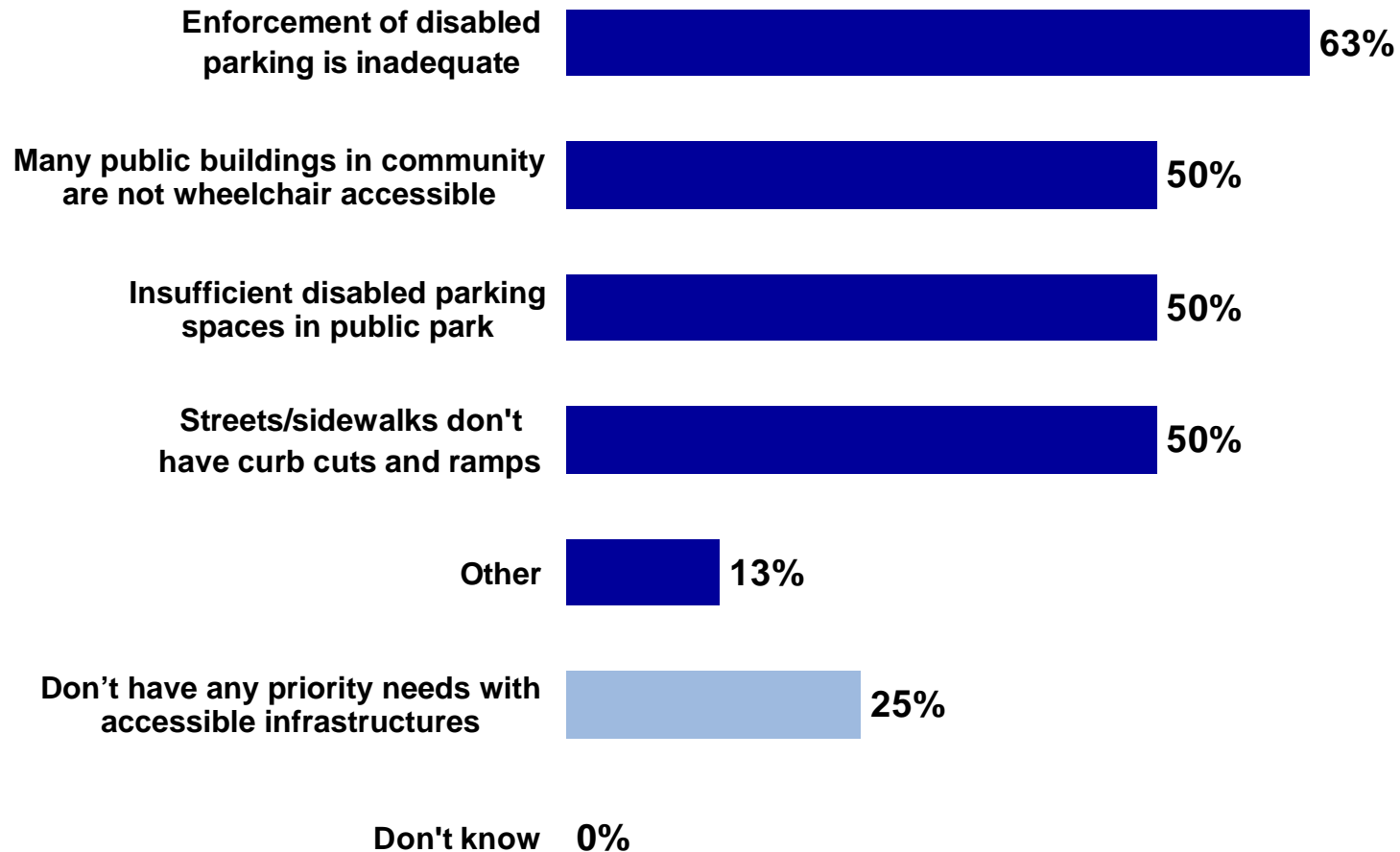
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## Top Priority Needs: Accessible Infrastructures

*“What priority needs, if any, do you personally have in the area of accessible infrastructures?”*



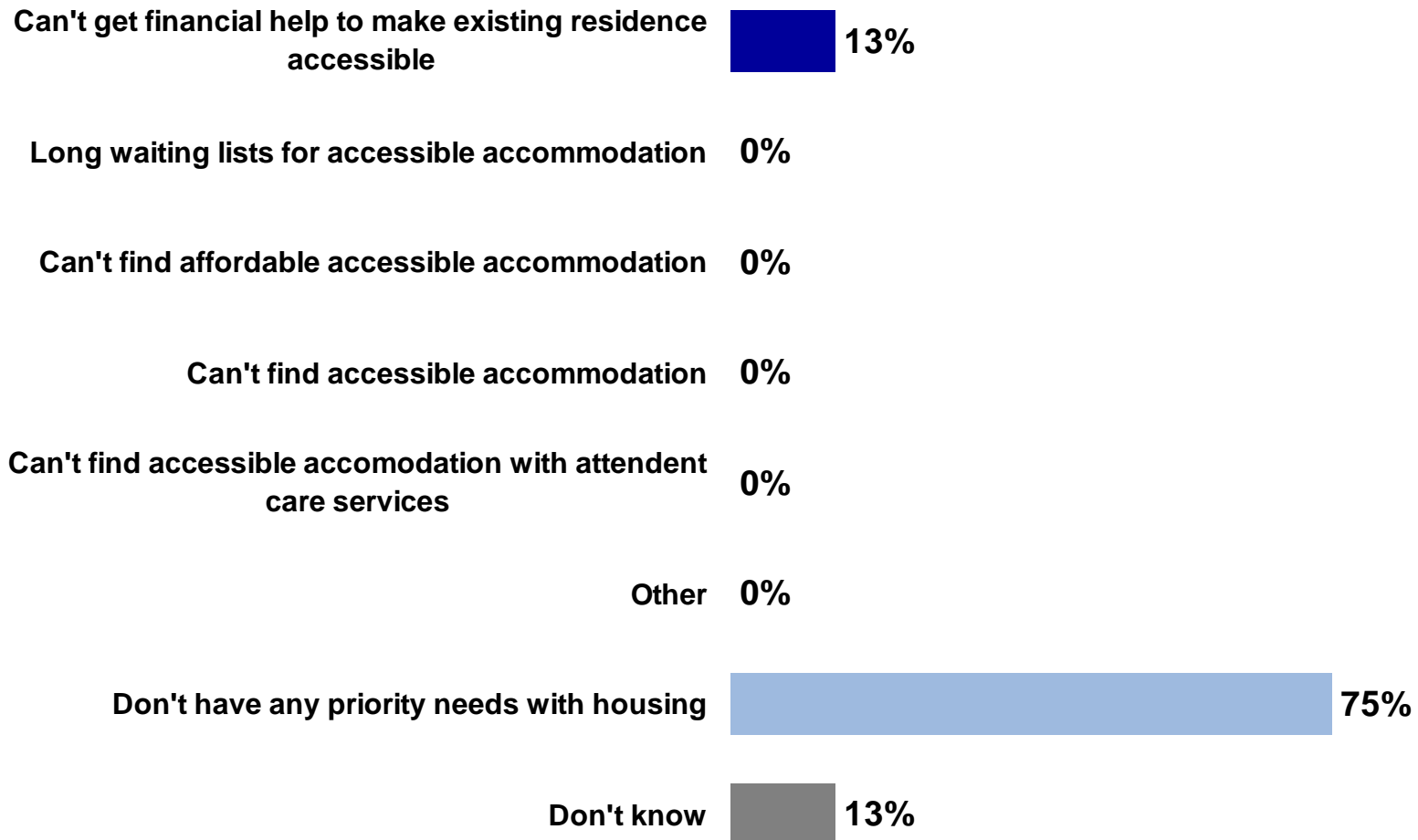
Base: All Alberta respondents (n=8)\*\*

\*\* Very small base size, interpret with extreme caution



## Top Priority Needs: Housing

*“What priority needs, if any, do you personally have in the area of housing?”*



Base: All Alberta respondents (n=8)\*\*

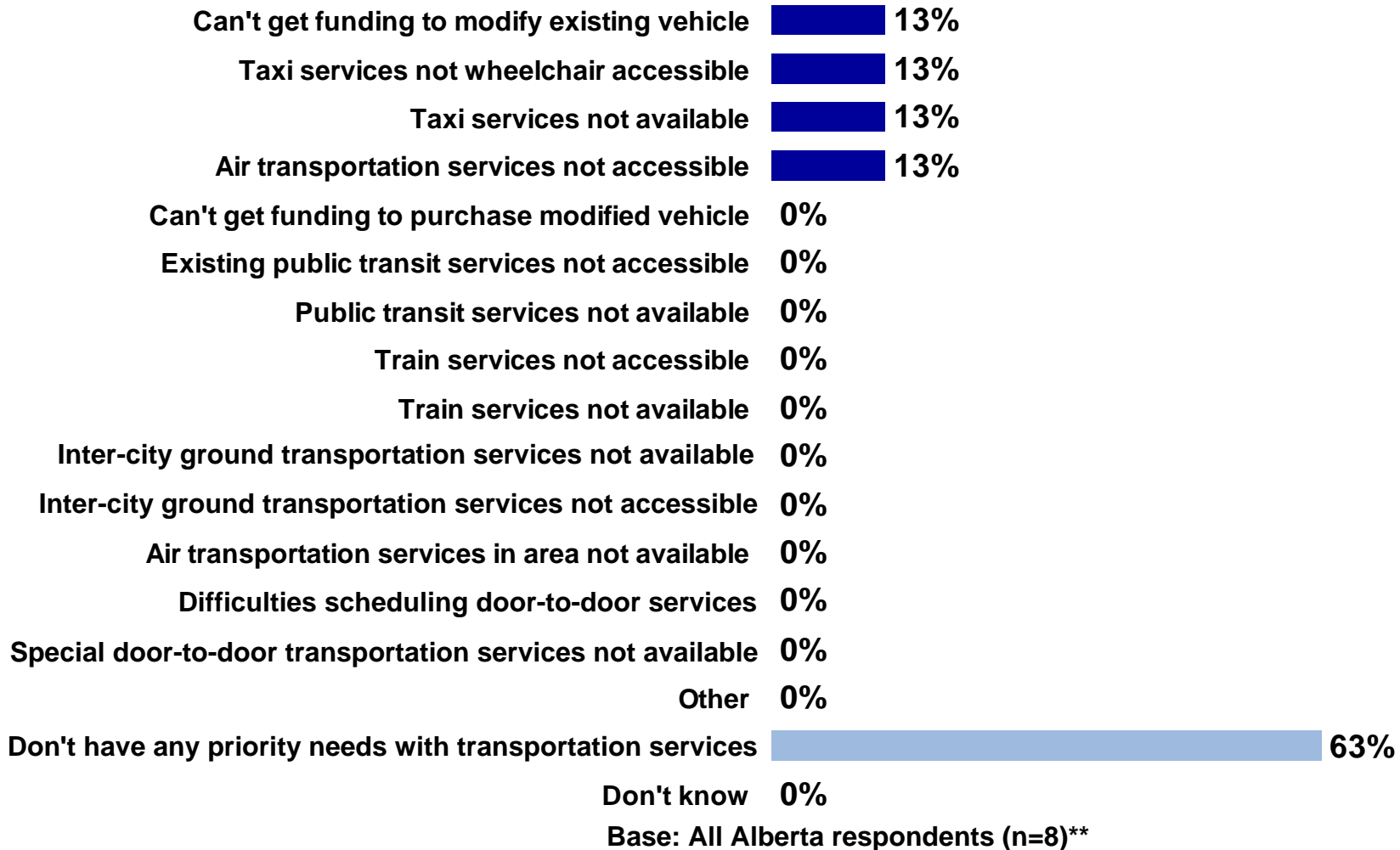


\*\* Very small base size, interpret with extreme caution



## Top Priority Needs: Transportation

*“What priority needs, if any, do you personally have in the area of transportation services?”*

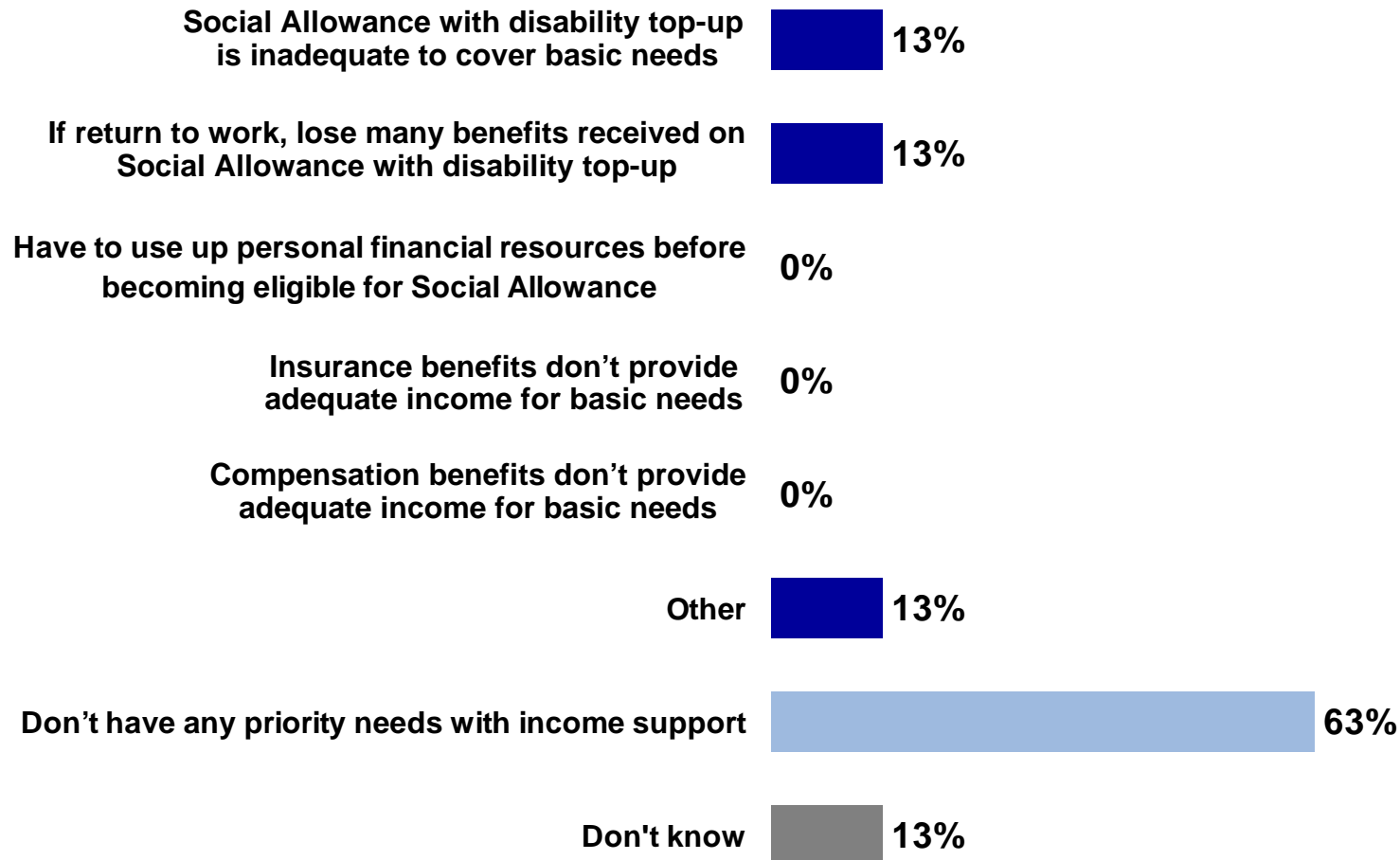


\*\* Very small base size, interpret with extreme caution



## Top Priority Needs: Income Support

*“What priority needs, if any, do you personally have in the area of income support?”*



Base: All Alberta respondents (n=8)\*\*



\*\* Very small base size, interpret with extreme caution

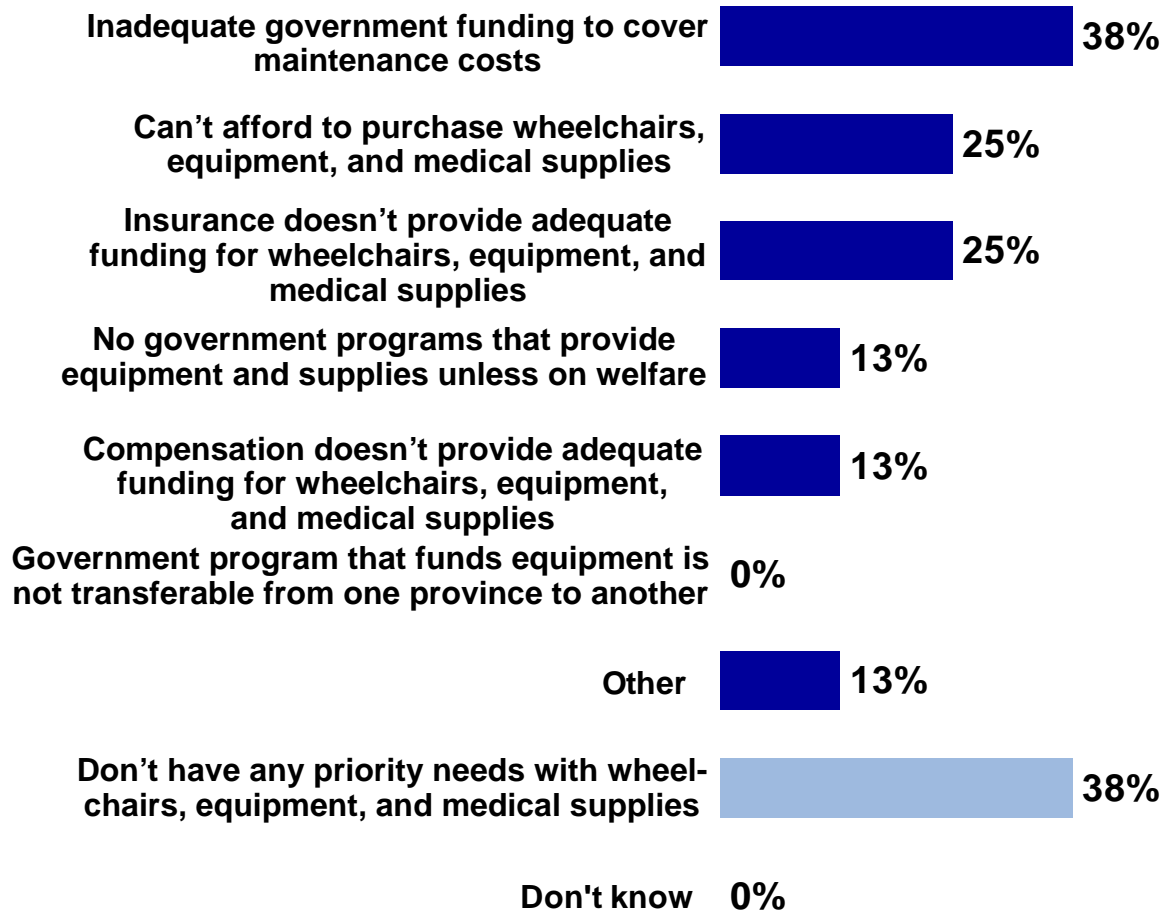
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12



## Top Priority Needs: Wheelchairs, Equipment, and Medical Supplies

*“What priority needs, if any, do you personally have in the area of wheelchairs, equipment, and medical supplies?”*



Base: All Alberta respondents (n=8)\*\*

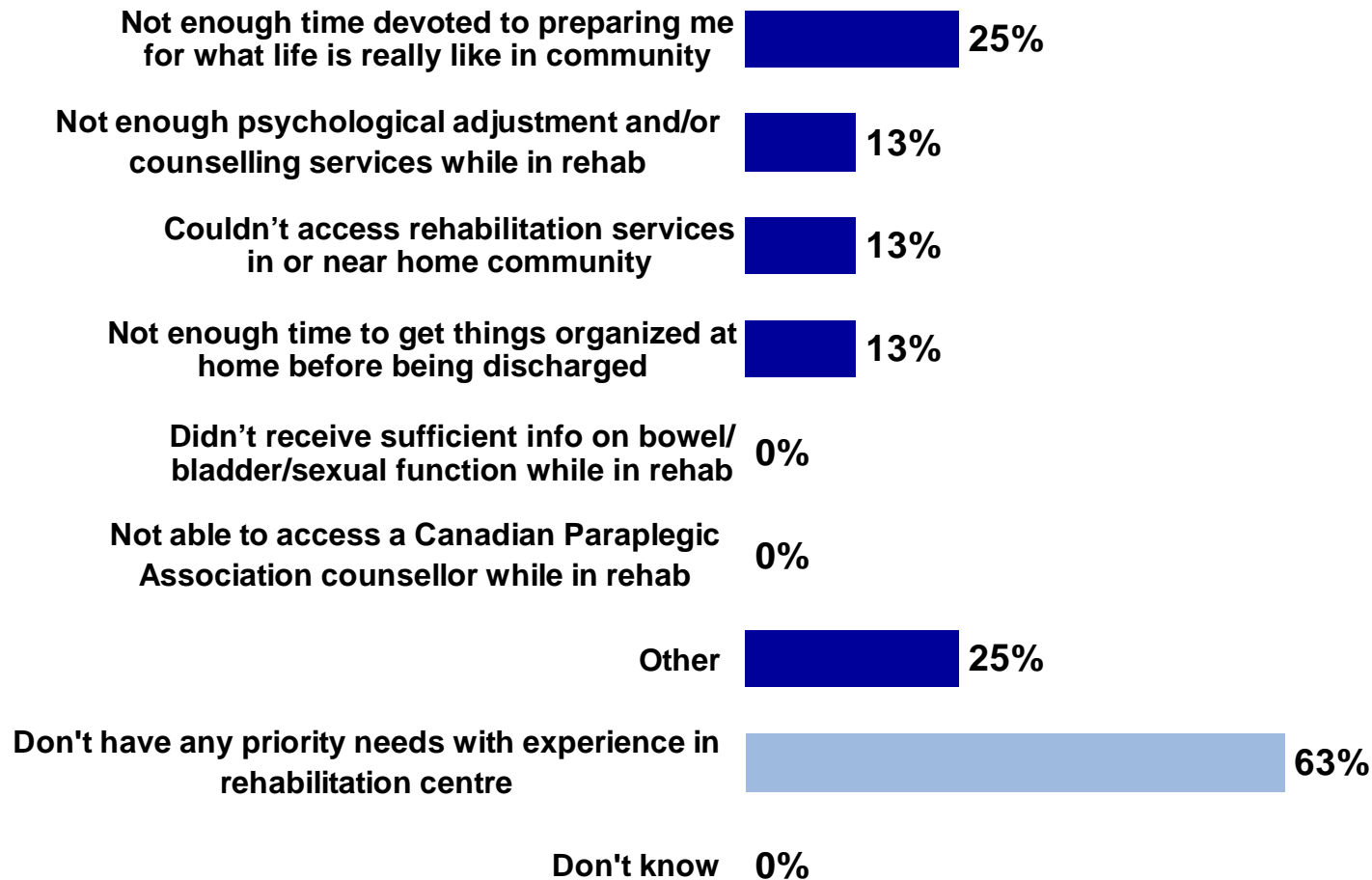


\*\* Very small base size, interpret with extreme caution



## Top Priority Needs: Rehabilitation Centre

*"Thinking back to your experience in the rehabilitation centre, what needs, if any, did you personally have?"*



Base: All Alberta respondents (n=8)\*\*

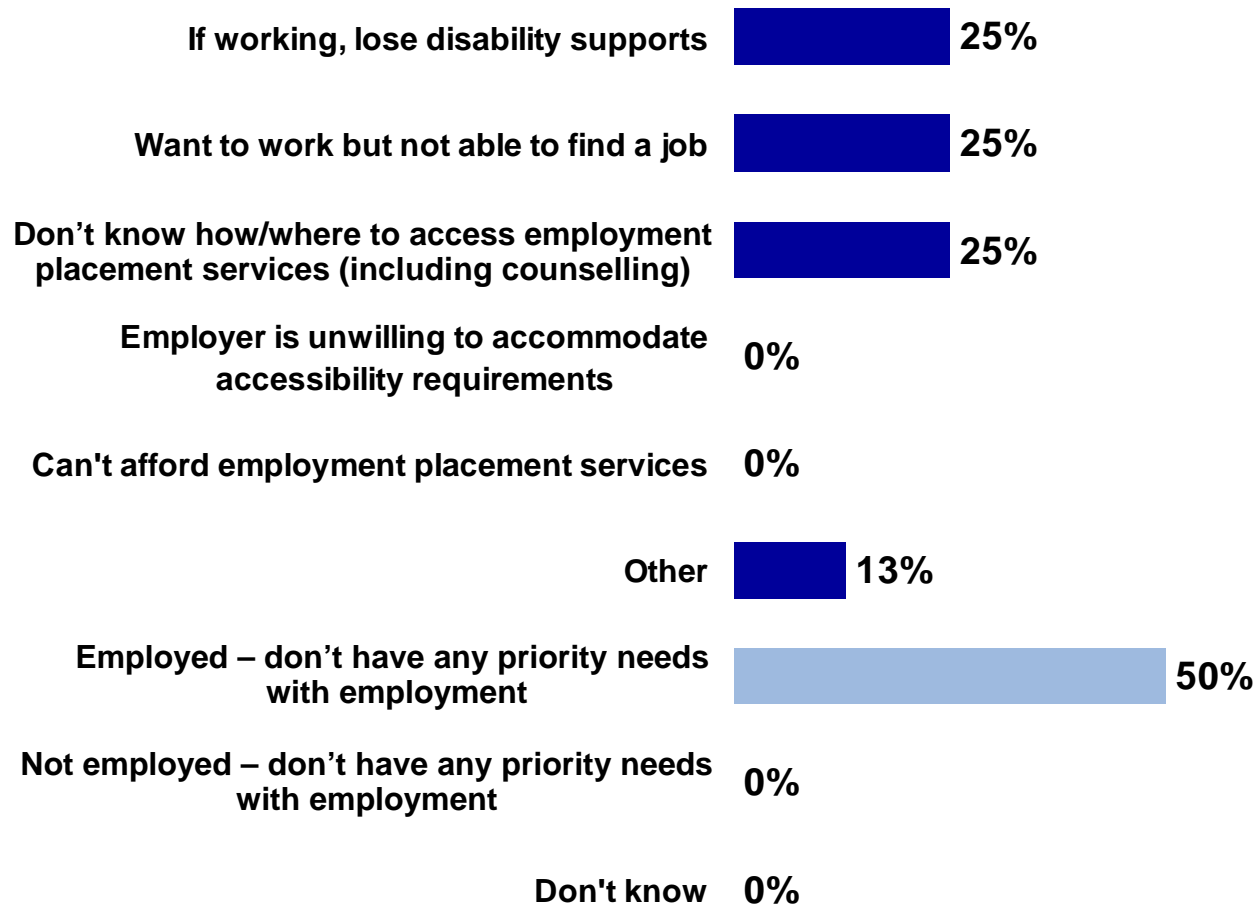


\*\* Very small base size, interpret with extreme caution



## Top Priority Needs: Employment

*“What priority needs, if any, do you personally have with employment?”*



Base: All Alberta respondents (n=8)\*\*

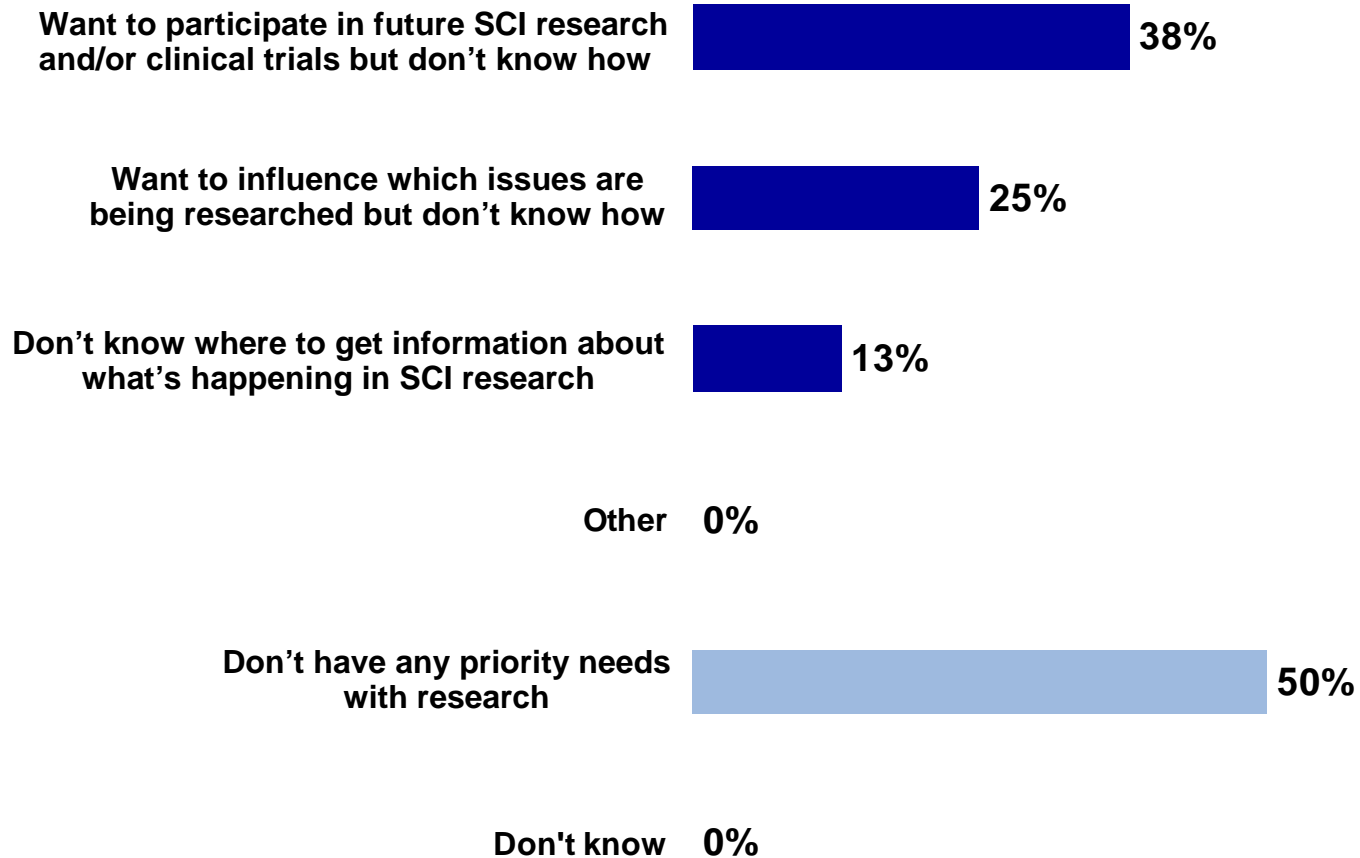


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## Top Priority Needs: Research

*“What priority needs, if any, do you personally have with research?”*



Base: All Alberta respondents (n=8)\*\*

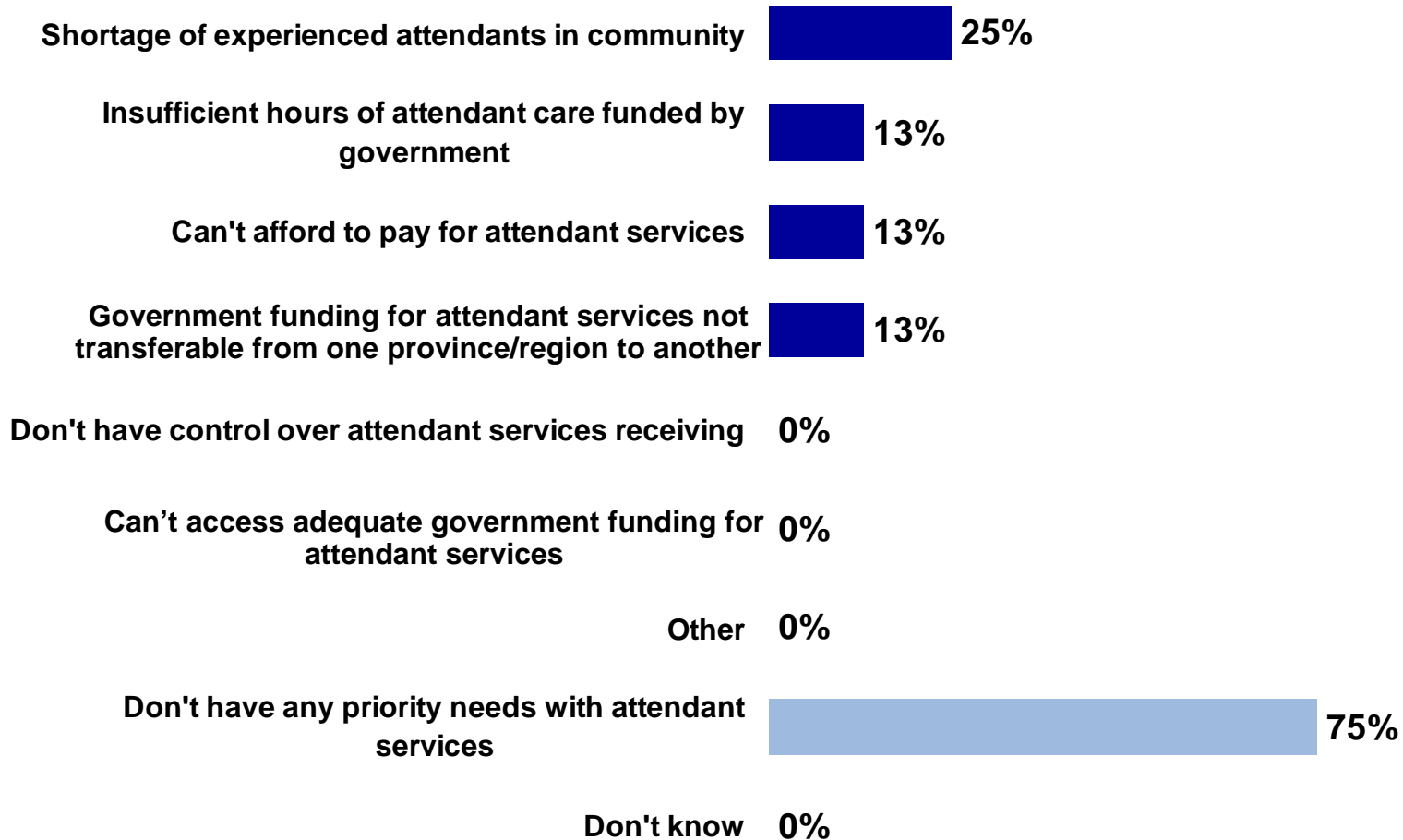


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## Top Priority Needs: Attendant Services

*“What priority needs, if any, do you personally have with attendant services?”*



Base: All Alberta respondents (n=8)\*\*

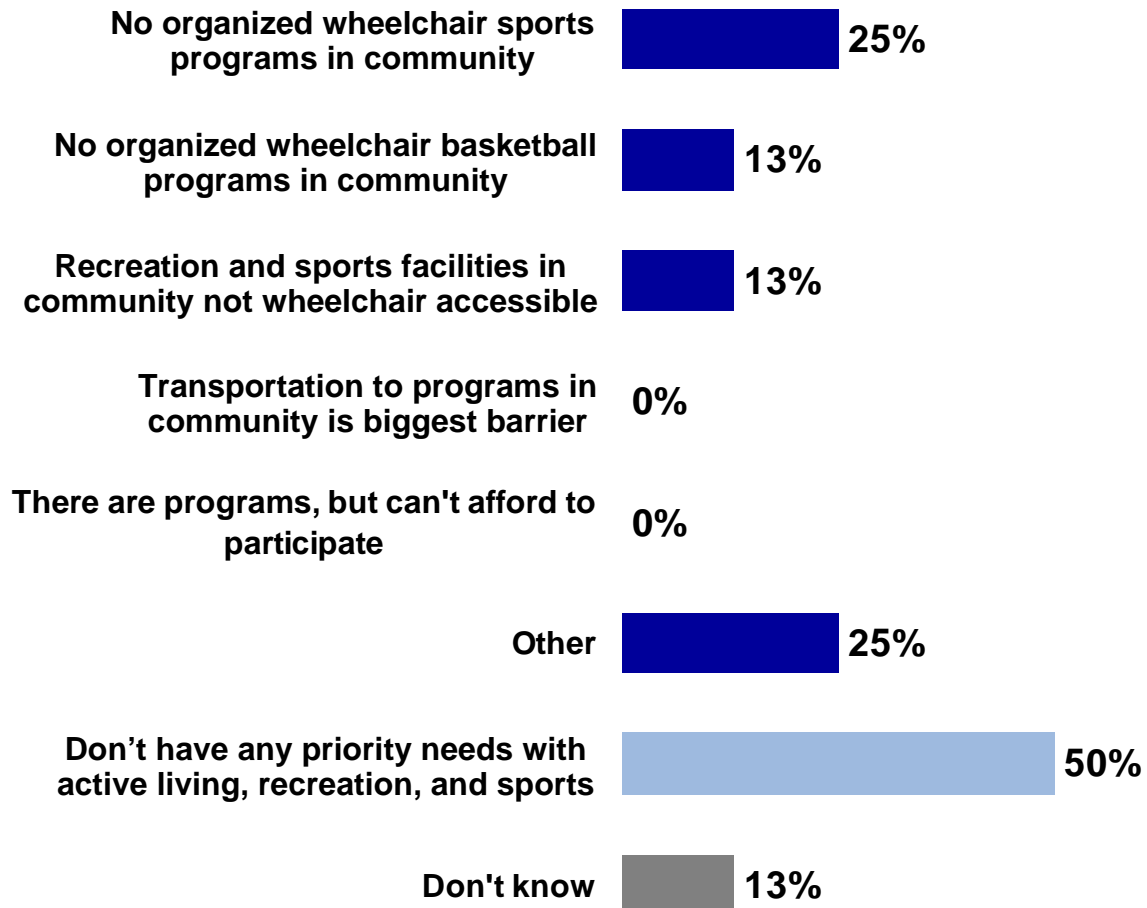


\*\* Very small base size, interpret with extreme caution



## Top Priority Needs: Active Living, Recreation, and Sports

*“What priority needs, if any, do you personally have with active living, recreation, and sports?”*



Base: All Alberta respondents (n=8)\*\*

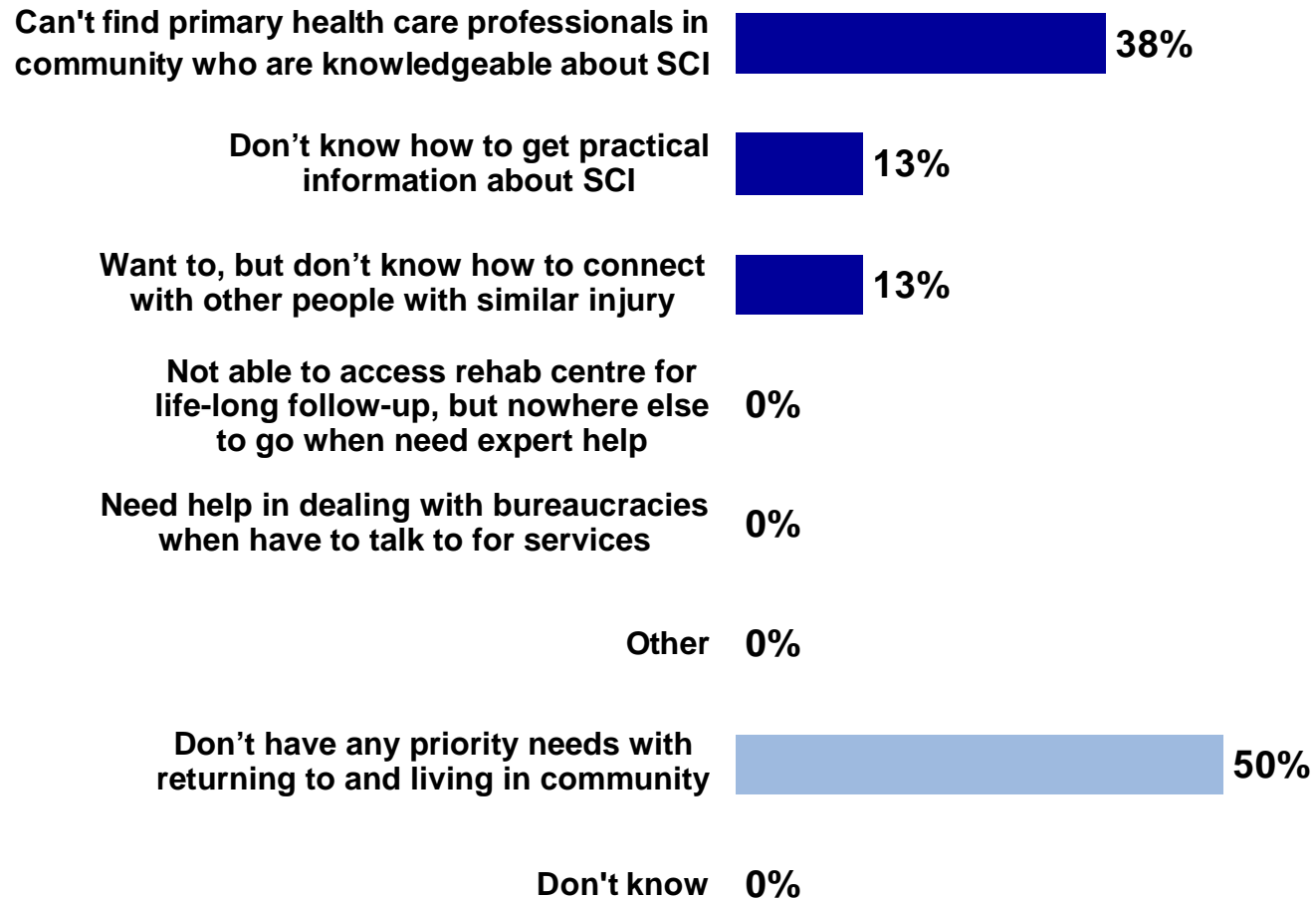


\*\* Very small base size, interpret with extreme caution



## Top Priority Needs: Returning to and Living in Community

*“What priority needs, if any, do you personally have with respect to returning and living in your community?”*



Base: All Alberta respondents (n=8)\*\*

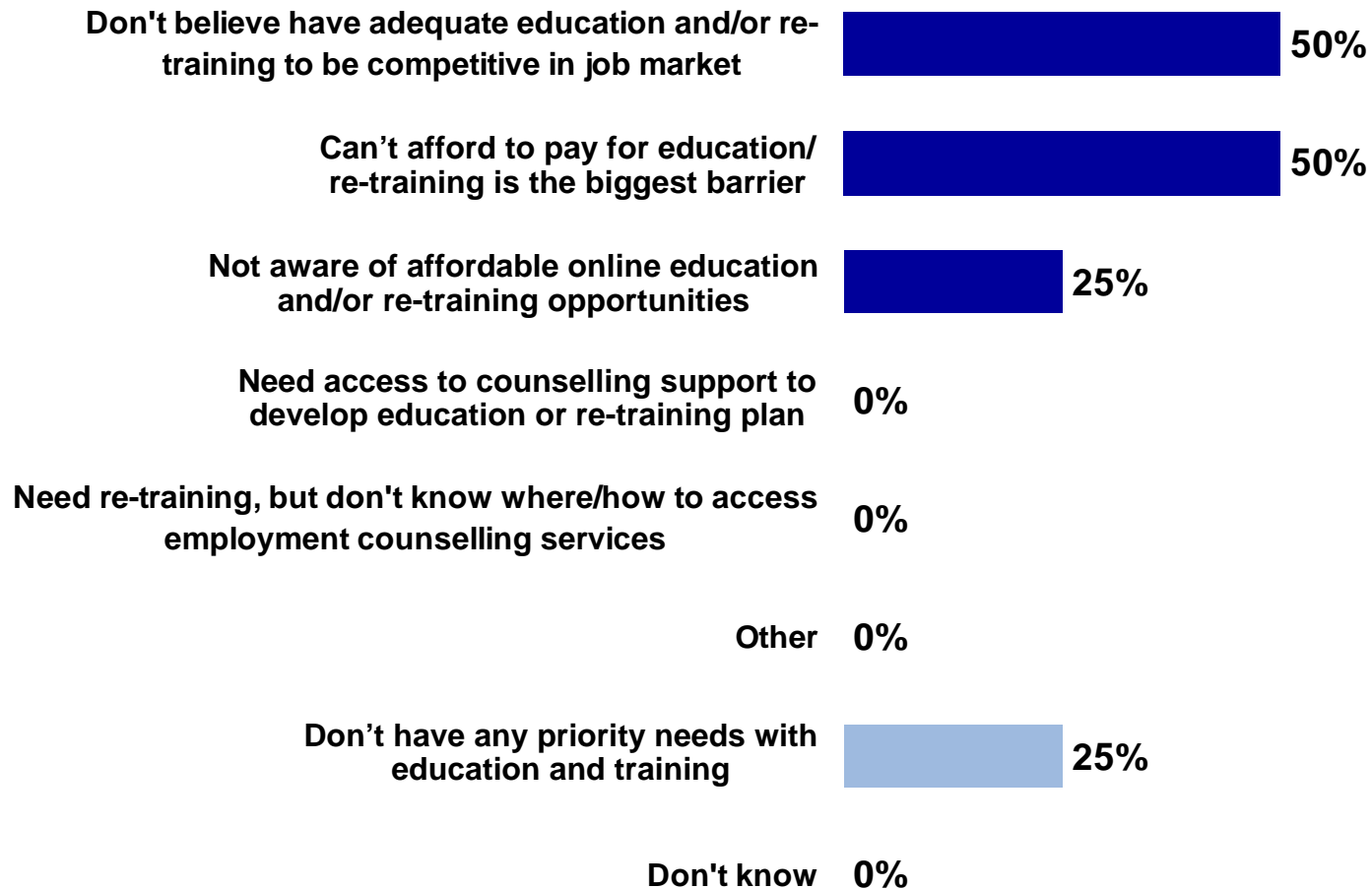


\*\* Very small base size, interpret with extreme caution



## Top Priority Needs: Education and Training

*“What priority needs, if any, do you personally have with education and/or training?”*



Base: All Alberta respondents (n=8)\*\*



\*\* Very small base size, interpret with extreme caution



# Ipsos Reid



**Research Priorities**



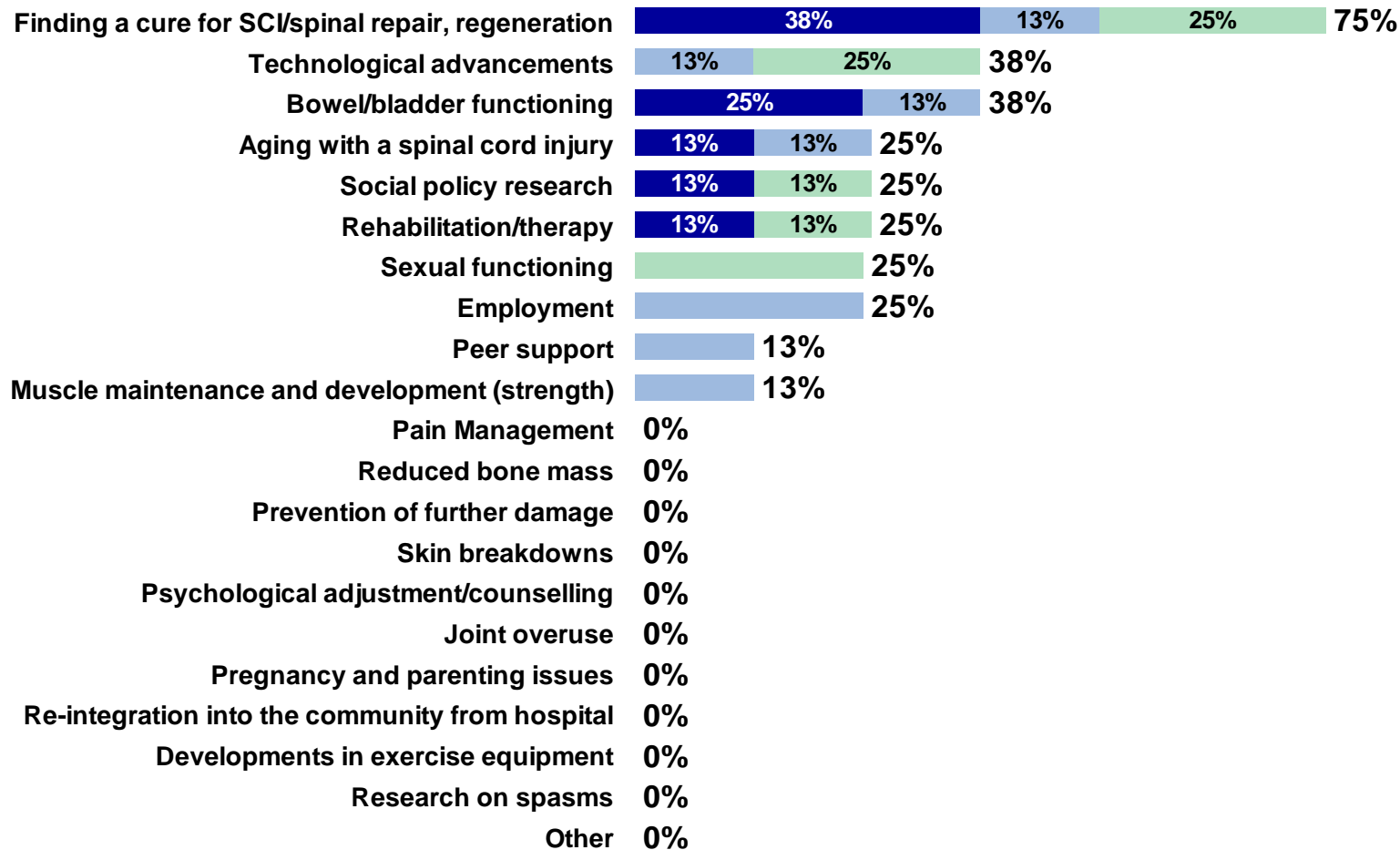
## Research Priorities

- ◆ In total, three-quarters (75%) of Alberta respondents say they would like researchers in the spinal cord community to focus their research efforts on finding a cure for SCI.
- ◆ In comparison to finding a cure, all other research issues rank lower in importance. For example:
  - The issues garnering the next highest levels of interest among Alberta respondents are technological advancements (38%) and bowel and bladder functioning (38%).
  - Another quarter would like to see researchers focus on each of the following: aging with a spinal cord injury (25%), social policy research (25%), rehabilitation/therapy (25%), sexual functioning (25%), and employment (25%).
- ◆ Overall, Alberta respondents would prefer research dollars to be directed towards funding basic scientific research (e.g., regeneration of cells) (63%) rather than translating discoveries to improve quality of life (38%).



## Top Research Priorities

*“If you personally were in a position to tell researchers in the spinal cord community what areas they should focus their research on, what are the top areas or issues you’d like them to explore?”*

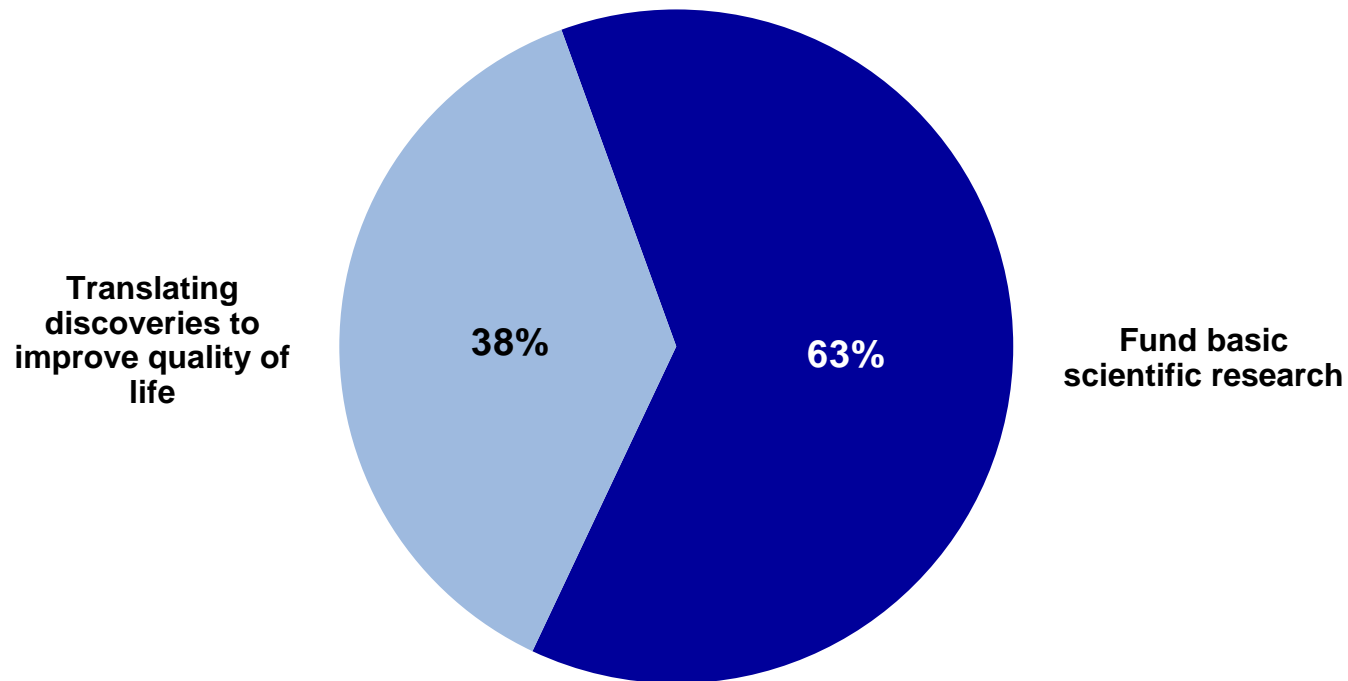


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## Funding of Research Initiatives

*“And, if you could choose where the majority of dollars for research would be directed, into which one of the following two areas would you choose to put the most money?”*



Base: All Alberta respondents (n=8)\*\*

\*\* Very small base size, interpret with extreme caution





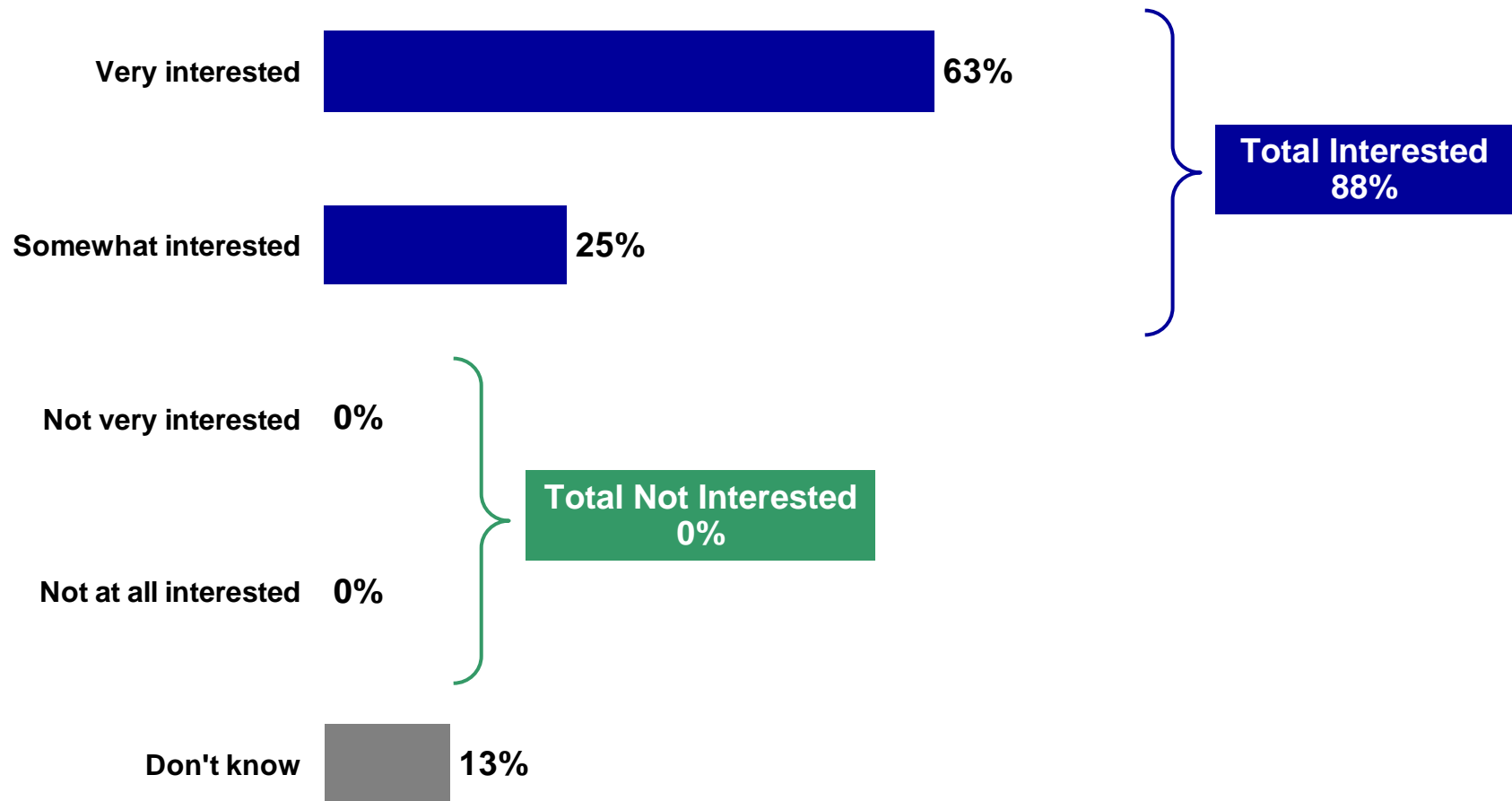
## Clinical Trials

- ◆ **There is considerable interest in participating in future clinical trials to test the effectiveness of new discoveries. In total, 88% of Alberta respondents say this is something they would be interested in, with 63% saying they are ‘very interested’ and 25% saying ‘somewhat interested’.**
- ◆ **Key information to communicate about clinical trials include:**
  - **Suitability for the trial (86%);**
  - **Potential outcomes (e.g., benefits) (71%);**
  - **Risks and liabilities (57%); and,**
  - **Types of available financial support (57%).**
- ◆ **In comparison, while communications about the following cannot hurt, they are less important than those identified above:**
  - **How to access information about clinical trials currently in process (43%); and,**
  - **Availability of housing if it’s necessary to move with family and/or attendant to be part of the trial (43%).**



## Interest in Participating in Future Clinical Trials

*"Would you be interested in participating as a subject in future clinical trials to test the effectiveness of new discoveries?"*



Base: All Alberta respondents (n=8)\*\*

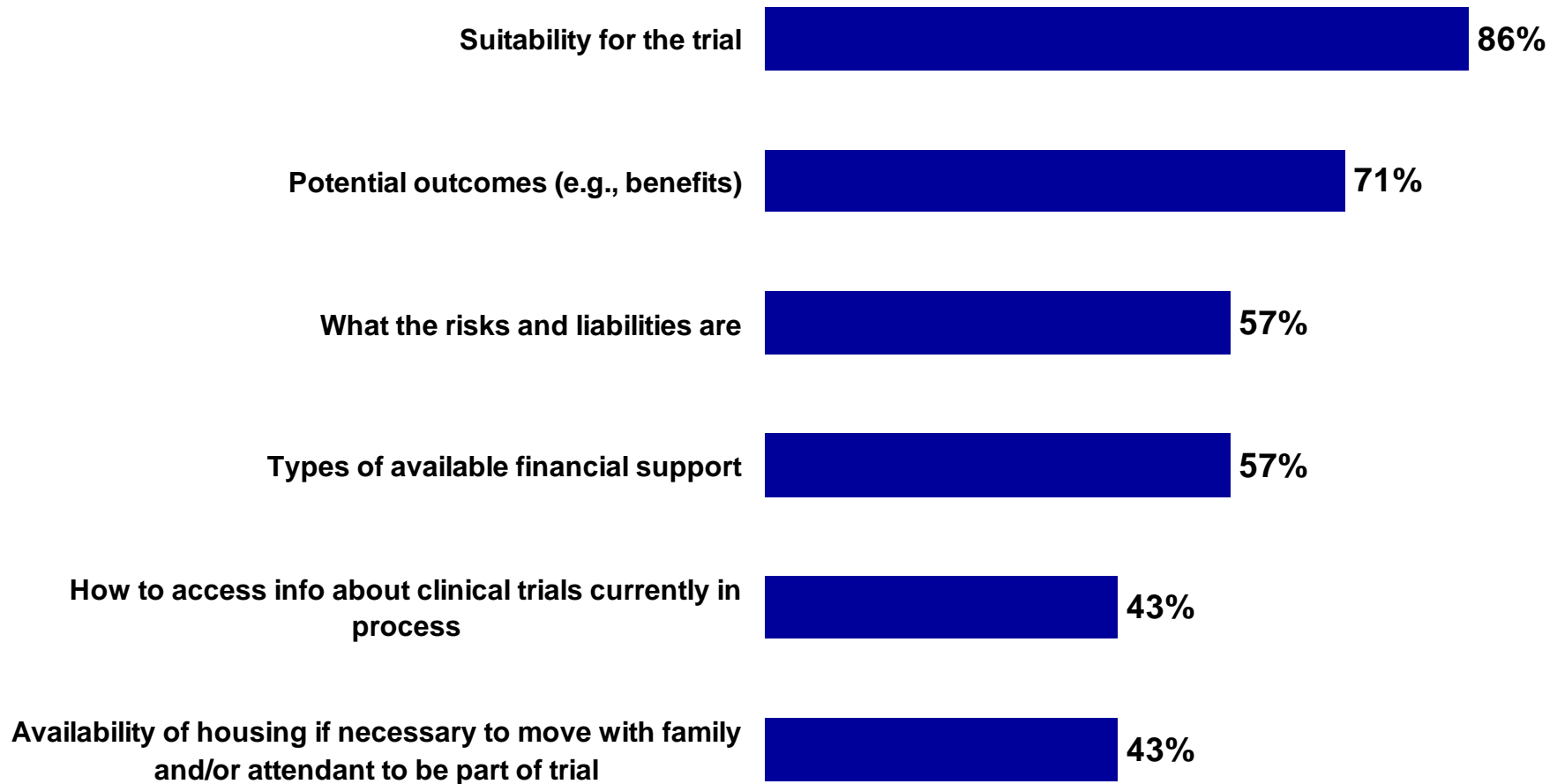


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## Key Information Regarding Clinical Trials

*“What kinds of information would you want to have that would help you decide whether or not you would participate in a particular clinical trial?”*



Base: Alberta respondents interested in participating as a subject (n=7)\*\*

\*\* Very small base size, interpret with extreme caution

