

EXECUTIVE SUMMARY

**WHERE ARE PARENTS
TODAY?**

**HOW CAN WE SUPPORT
PARENTS AND CHILDREN?**

ABACUS DATA

DETAILED RESULTS

OMNIBUS SURVEY RESULTS

CONDUCTED FOR CHILDREN'S HEALTHCARE CANADA

**RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS
AND MARKET RESEARCH EXPERTS**

METHODOLOGY

The background image shows the lower legs and feet of four children standing on a paved surface. They are wearing winter clothing: jackets, pants, and various styles of boots and socks. The child on the far left wears a dark jacket and blue pants. The second child from the left wears a bright pink jacket, white and black striped socks, and blue boots. The third child wears a dark blue jacket, dark pants, and green boots with yellow tops. The child on the far right wears a grey jacket, dark pants, and red socks with black boots.

The survey was conducted with n=2,002 Canadian residents aged 18 and over from April 14 to 18, 2022. 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 +/- 2.19%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, and region. Totals may not add up to 100 due to rounding.

A photograph of four children standing in a line, wearing various styles of raincoats and boots. The child on the far left wears a dark jacket and blue pants. The second child wears a bright pink puffer jacket, striped socks, and blue boots. The third child wears a dark blue jacket and pants, with yellow and green boots. The child on the far right wears a grey jacket and dark pants, with red socks and dark boots. The background is a blurred outdoor setting.

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WHERE ARE PARENTS AT TODAY?

- **Parents are dealing with far more challenges when it comes to their children's health and well-being compared to pre-pandemic.**
 - **68% of Canadians say the pandemic has had a negative impact on the mental health and well-being of children and youth. 63% say there's been a net negative impact on their physical health as well.**
 - **68% of Canadians say the pandemic has had a negative impact on their social and emotional development.**
- **Over a third of parents (38%) are spending more time online looking for children's health information, but they are most likely using conversations with family/friends and public health websites to find information on their children's health (rather than information from social media which appears much lower on the list).**
- **In this heightened state of concern- they trust information from those closest to care (children's hospitals, pediatricians) to guide them in this new space, rather than information from governments.**
- **When looking for information online parents want the most accurate information possible (timely, easy to understand, evidence-based, accessible and child-focused are all critical).**

EXECUTIVE SUMMARY

HOW CAN WE SUPPORT PARENTS AND CHILDREN

- **There are a number of solutions that receive widespread support from parents and Canadians alike.**
 - **First and foremost, 92% think children should be a priority as governments develop plans and policies to help the country recover.**
 - **82% of Canadians believe a national child and youth health recovery strategy would be helpful for themselves (if they are parents) or helpful for children and youth in Canada overall (among non-parents).**
 - **91% of Canadians support the federal government providing more public health information specific to children and youth.**
 - **91% of Canadians support the federal government providing additional investments to improve timely access to child and youth mental health services.**
 - **90% of Canadians support the federal government investing in more research specific to children and youth health.**
 - **88% of Canadians support the federal government providing additional investment for child and youth organizations to communicate child and youth health information.**

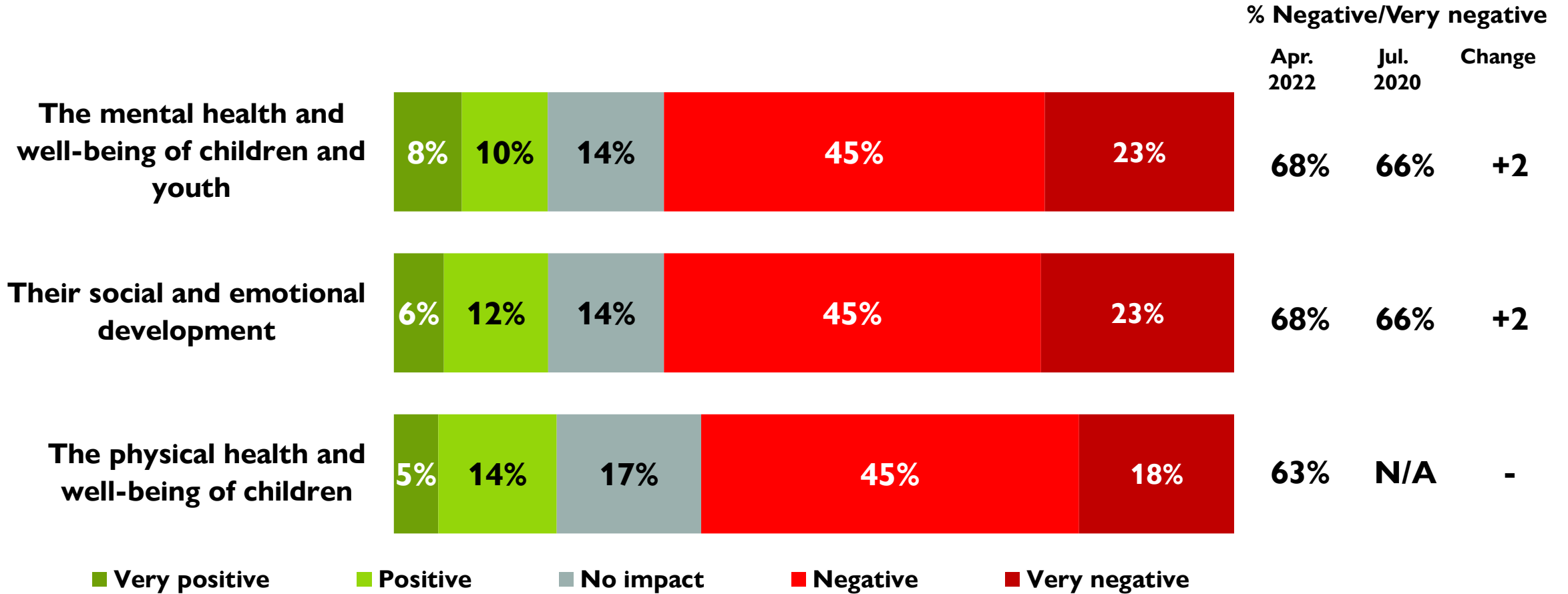
A photograph of four children standing in a line, wearing various styles of rain boots and jackets. The child on the far left wears a dark jacket and black boots. The second child wears a bright pink puffer jacket and blue boots. The third child wears a dark blue jacket and green boots with yellow accents. The child on the far right wears a grey jacket and red boots. The background is a blurred outdoor setting.

WHERE ARE PARENTS AT TODAY?

ABACUS DATA

HOW HAS THE PANDEMIC IMPACTED CHILDREN'S HEALTH?

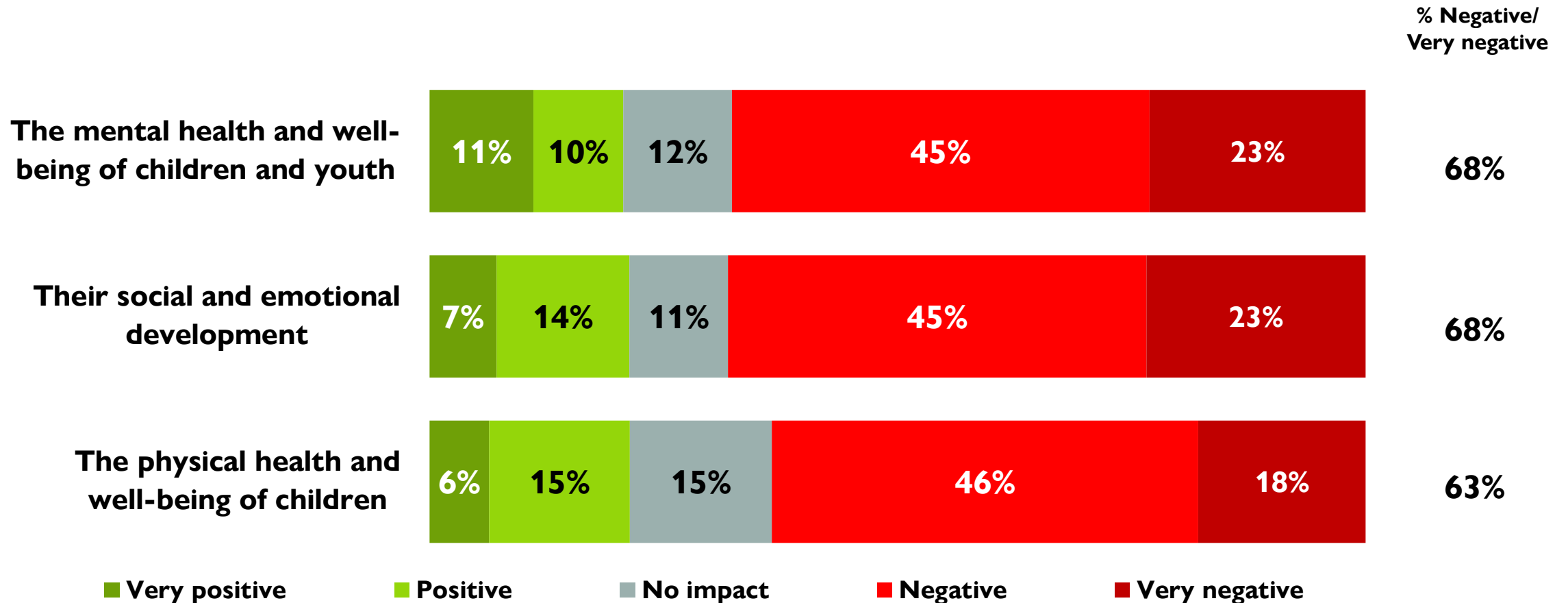
A MAJORITY OF CANADIANS BELIEVE THE PANDEMIC HAS HAD A DETRIMENTAL EFFECT ON CHILDRENS PHYSICAL AND MENTAL HEALTH, SOCIAL AND EMOTIONAL DEVELOPMENT



[OMNI July 2020 AND OMNI April 2022] Do you think the pandemic has had a positive impact, a negative impact, or no real impact on the following when it comes to children and youth in Canada?

HOW HAS THE PANDEMIC IMPACTED CHILDREN'S HEALTH?

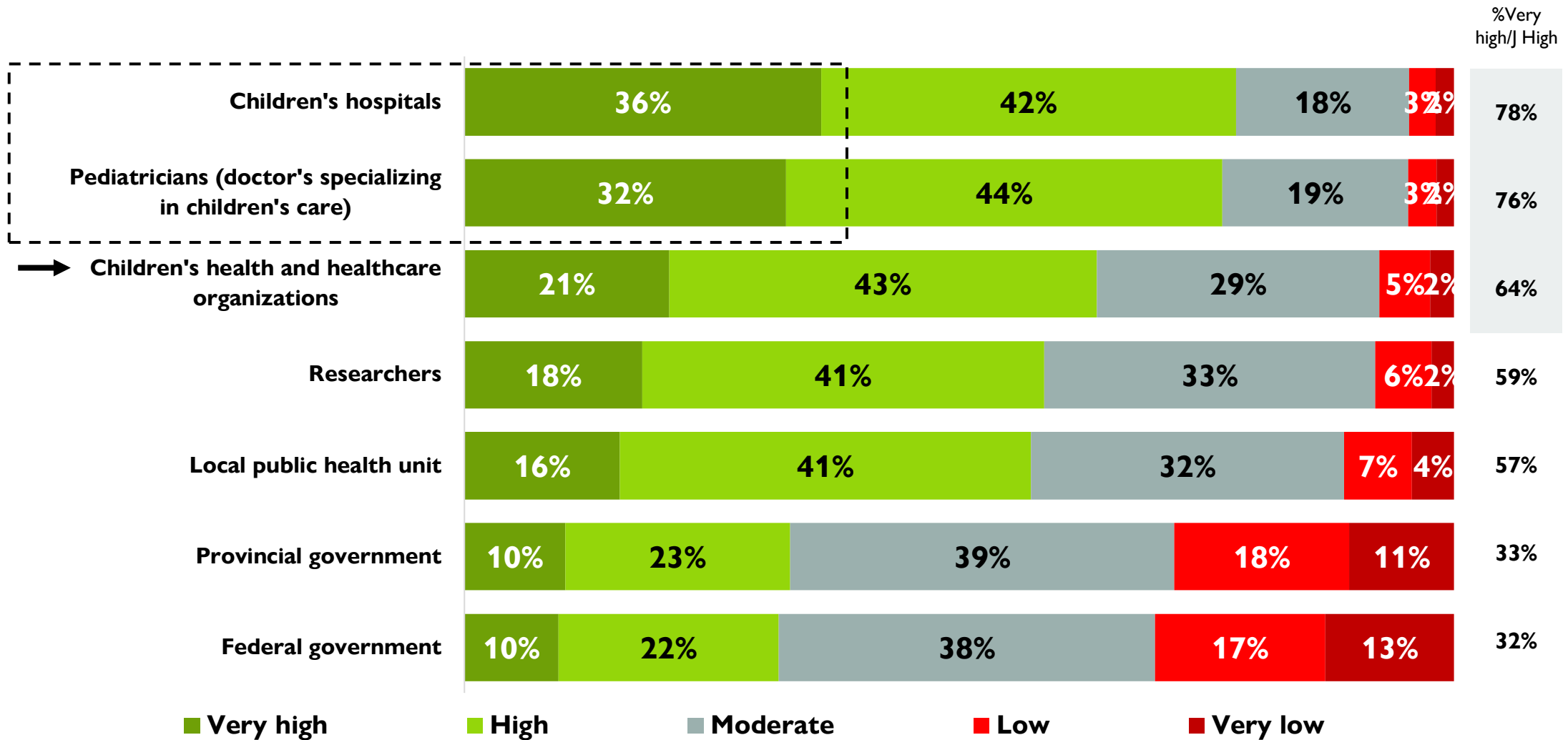
A MAJORITY OF CANADIANS BELIEVE THE PANDEMIC HAS HAD A DETRIMENTAL EFFECT ON CHILDRENS PHYSICAL AND MENTAL HEALTH, SOCIAL AND EMOTIONAL DEVELOPMENT



[OMNI July 2020 AND OMNI April 2022-PARENTS ONLY] Do you think the pandemic has had a positive impact, a negative impact, or no real impact on the following when it comes to children and youth in Canada?

WHERE ARE PARENTS SEEKING OUT CHILD HEALTH INFORMATION?

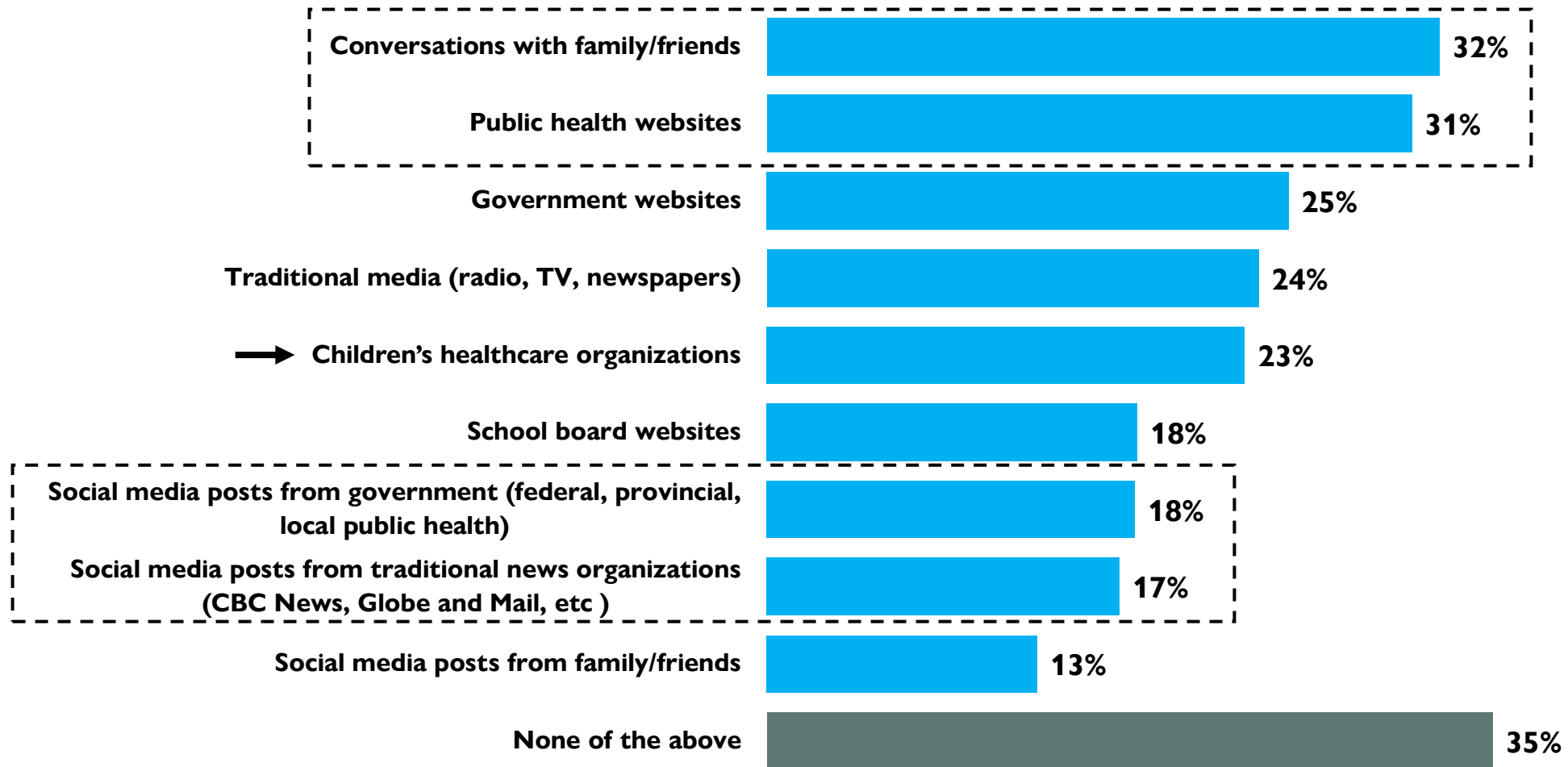
PARENTS TRUST CHILDREN'S HOSPITALS, PEDIATRICIANS THE MOST, GOV'T THE LEAST



[OMNI January 2022-Parents only] When it comes to information about your children's health please rate your level of trust in the following.

WHERE ARE PARENTS SEEKING OUT CHILD HEALTH INFORMATION?

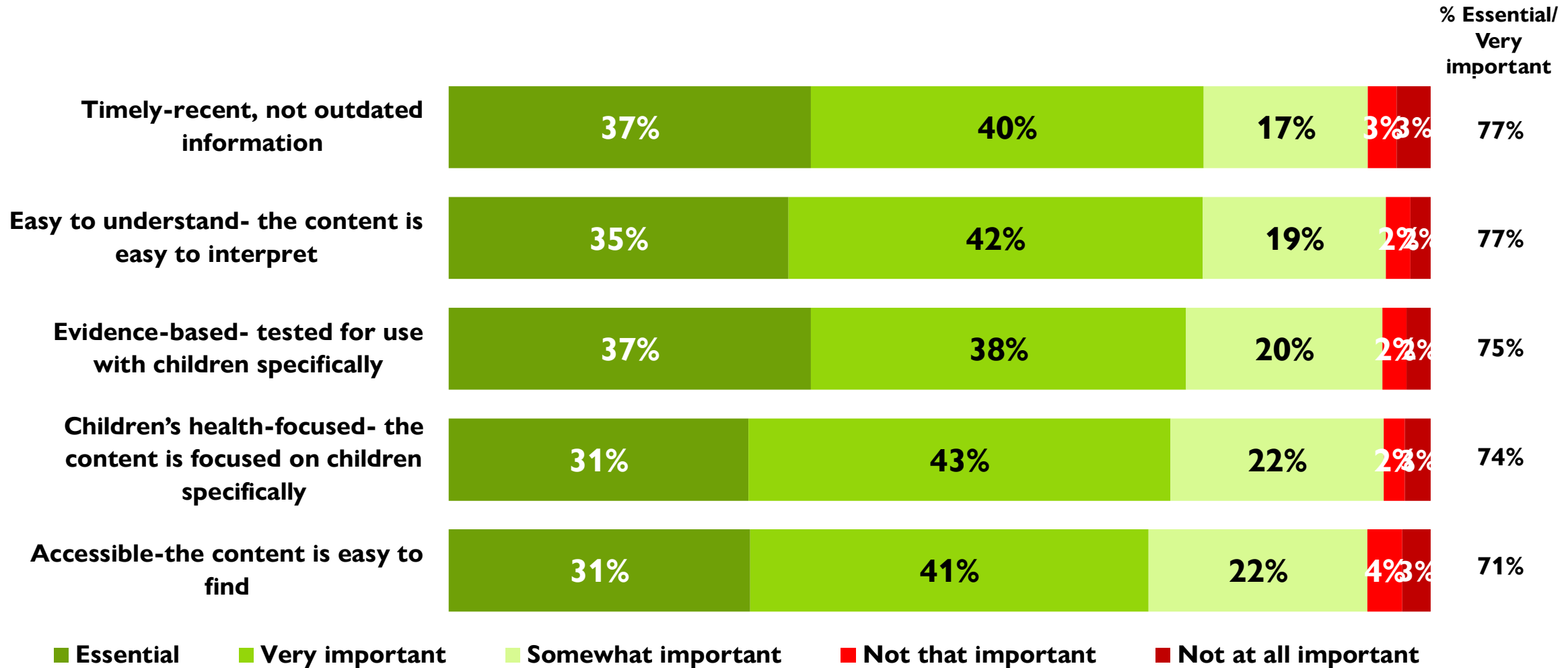
PARENTS ARE MOST LIKELY TO USE PEERS, PUBLIC HEALTH, NOT SOCIAL MEDIA FOR CHILDREN'S HEALTH INFORMATION



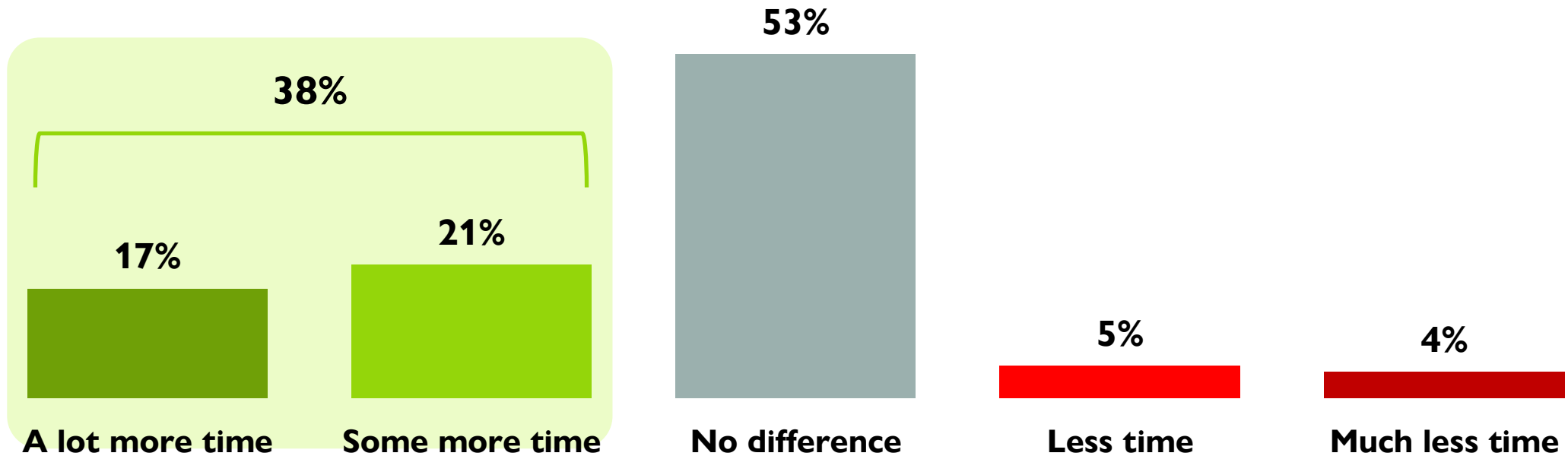
[OMNI April 2022-Parents only] Do you use any of the following to find information regarding your child's health? Please select all that apply?

WHERE ARE PARENTS SEEKING OUT CHILD HEALTH INFORMATION?

TIMELY, EVIDENCE-BASED, ACCESSIBLE, EASY TO UNDERSTAND AND CHILDREN'S HEALTH FOCUSED ARE ALL CRITICAL WHEN SEEKING OUT INFORMATION



WHERE ARE PARENTS SEEKING OUT CHILD HEALTH INFORMATION? A THIRD OF PARENTS ARE SPENDING MORE TIME ONLINE SEEKING INFORMATION ABOUT THEIR CHILDREN'S HEALTH



[OMNI April 2022-Parents only] Since the pandemic started would you say you have spent more time online looking for information about your children's health?

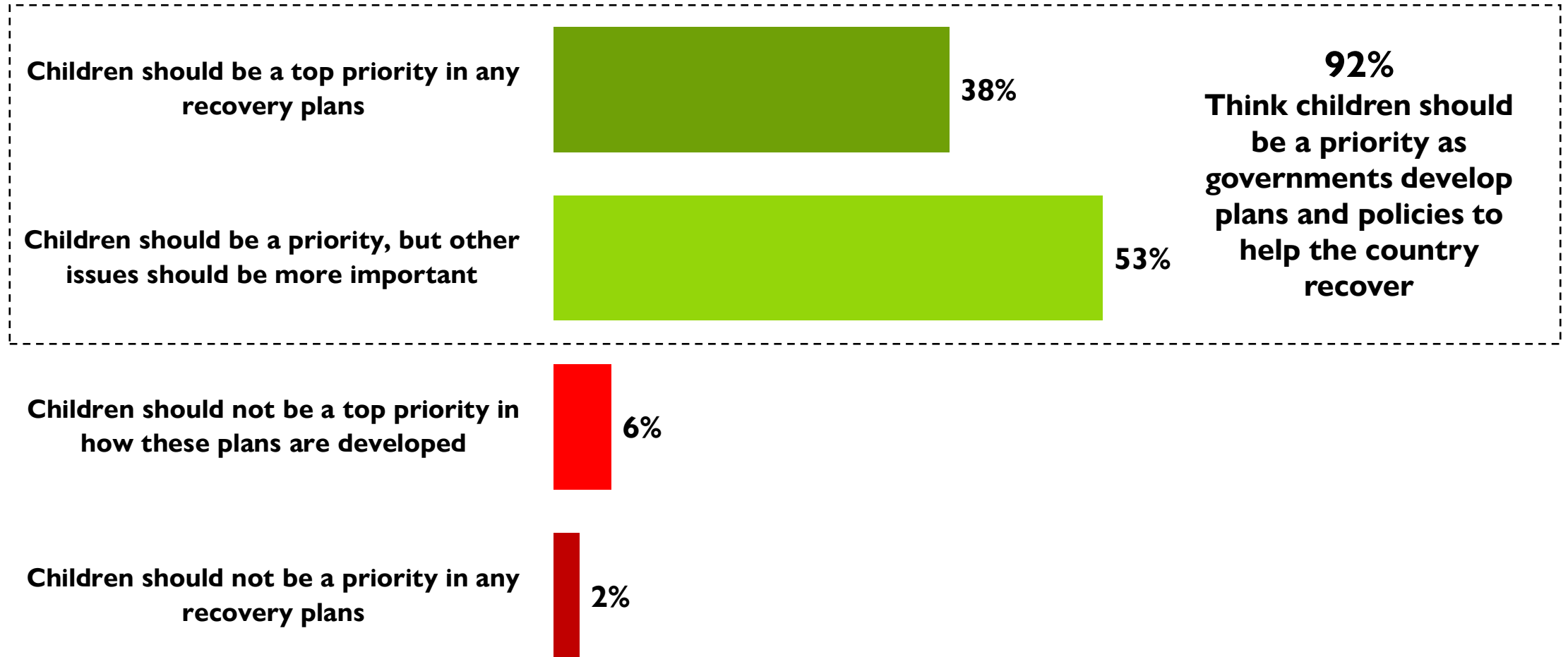
A photograph of the lower legs and feet of four children standing on a dirt path. They are wearing various winter boots and clothing. From left to right: a child in dark boots, a child in blue boots and a red jacket, a child in green boots with yellow socks, and a child in red boots and a grey jacket. The background is blurred, suggesting an outdoor setting.

HOW CAN WE SUPPORT PARENTS AND CHILDREN?

ABACUS DATA

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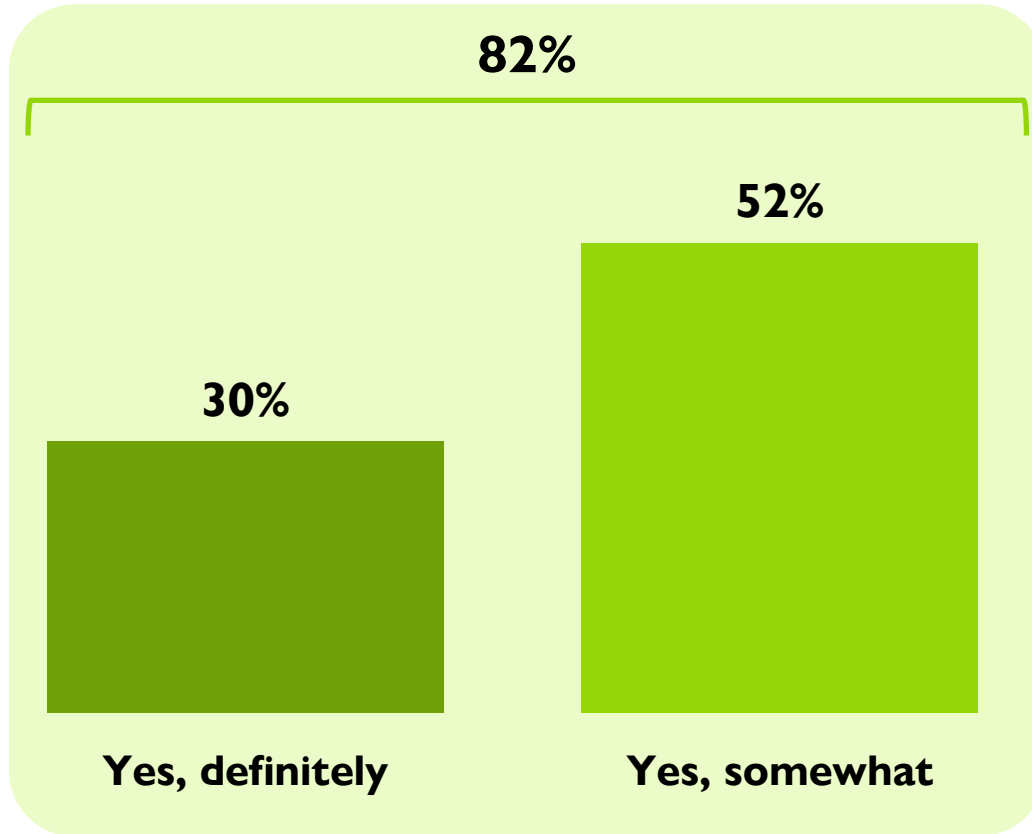
CANADIANS WANT TO SEE GOVERNMENTS PRIORITIZE CHILDREN DURING RECOVERY PLANNING



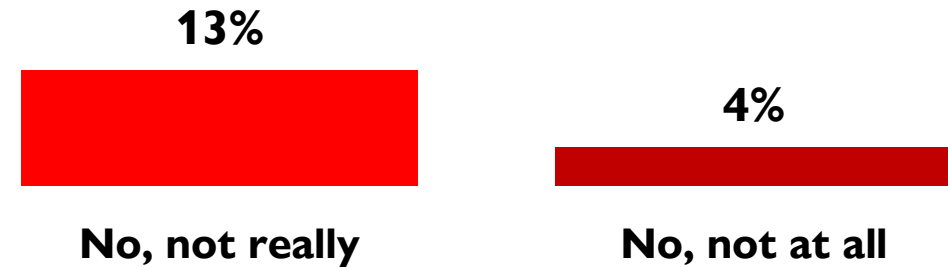
[OMNI July 2020] As governments develop plans and policies to help the country recover from the COVID-19 pandemic, how much of a priority do you think children should be in how those plans and policies are designed?

HOW CAN WE SUPPORT PARENTS AND CHILDREN?

8 IN 10 SUPPORT BELIEVE A SPECIFIC CHILD AND YOUTH RECOVERY STRATEGY WOULD BE HELPFUL



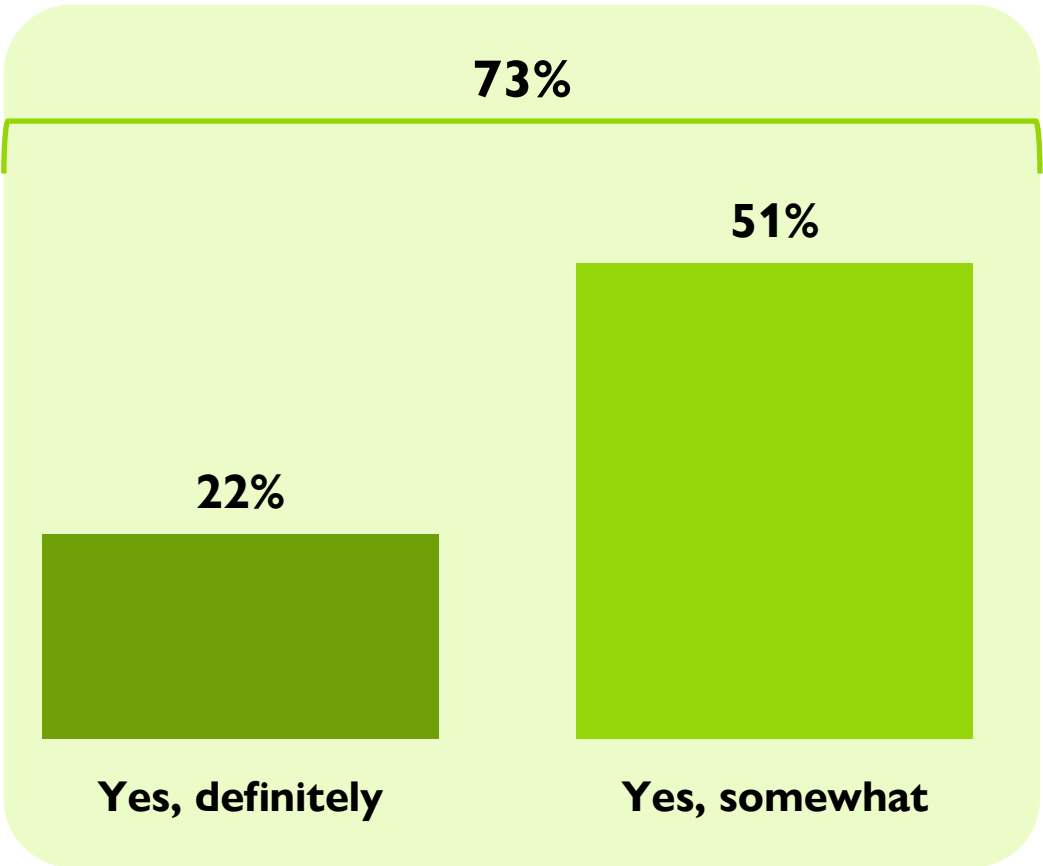
Overall, 82% of Canadians believe a national child and youth health recovery strategy would be helpful for themselves (if they are parents) or helpful for children and youth in Canada overall (among non-parents).



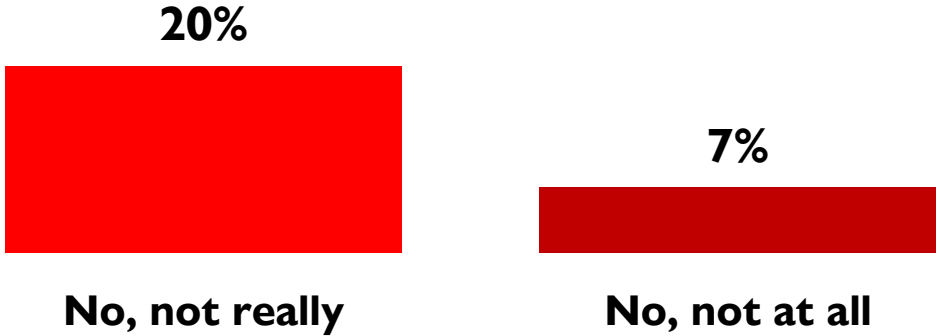
[OMNI August 2021-Parents and Non-parents] One possible way to help children and youth following the COVID-19 pandemic is a national child and youth health recovery strategy. This strategy would build greater capacity for mental health services for children and youth impacted by the pandemic and those who were unable to access services during the pandemic. Based on this description, does this sound like something that... would be helpful for your family/children?/ would be helpful for children and youth in Canada?

HOW CAN WE SUPPORT PARENTS AND CHILDREN?

8 IN 10 SUPPORT BELIEVE A SPECIFIC CHILD AND YOUTH RECOVERY STRATEGY WOULD BE HELPFUL



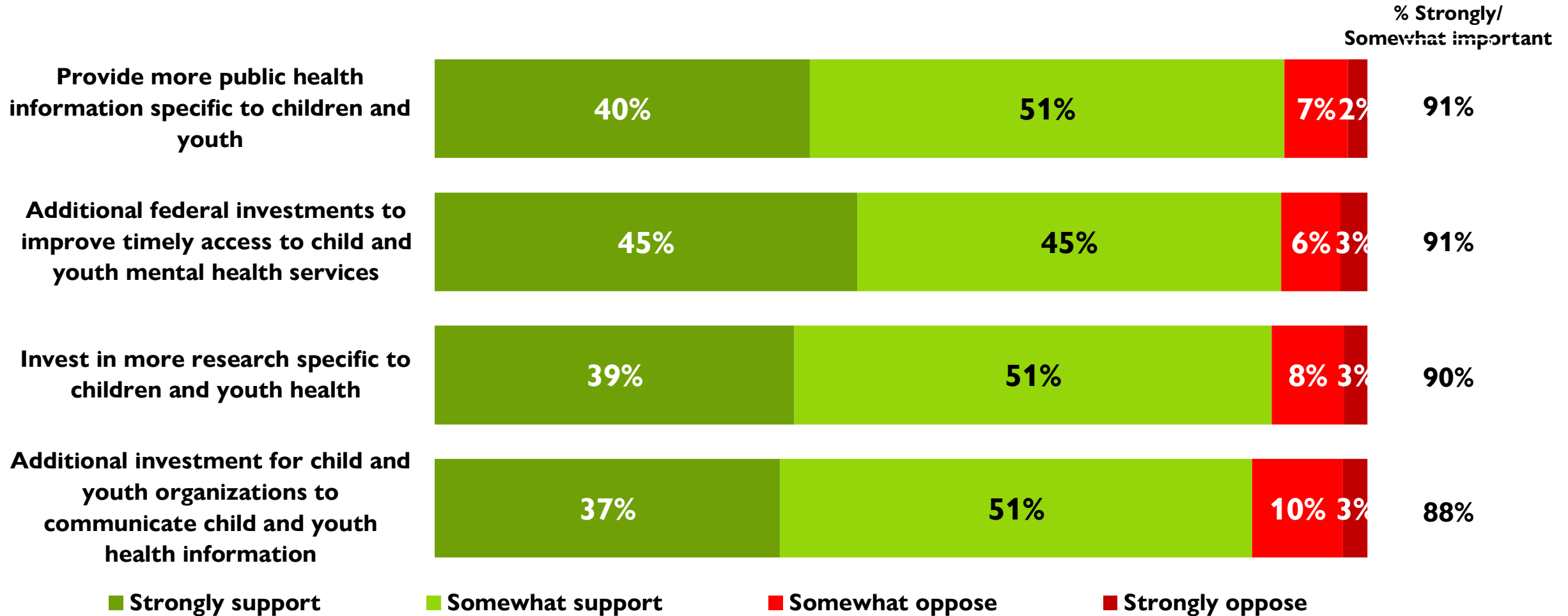
Among parents, three-quarters say this strategy would be helpful for their own situation. The strategy is most helpful for parents with kids under 10 and lower-income families.



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HOW CAN WE SUPPORT PARENTS AND CHILDREN?

BROAD SUPPORT FOR INVESTMENTS TO SERVICES, RESEARCH, CHILD-SPECIFIC INFORMATION AND FINANCIAL SUPPORT FOR CHILD AND YOUTH ORGANIZATIONS



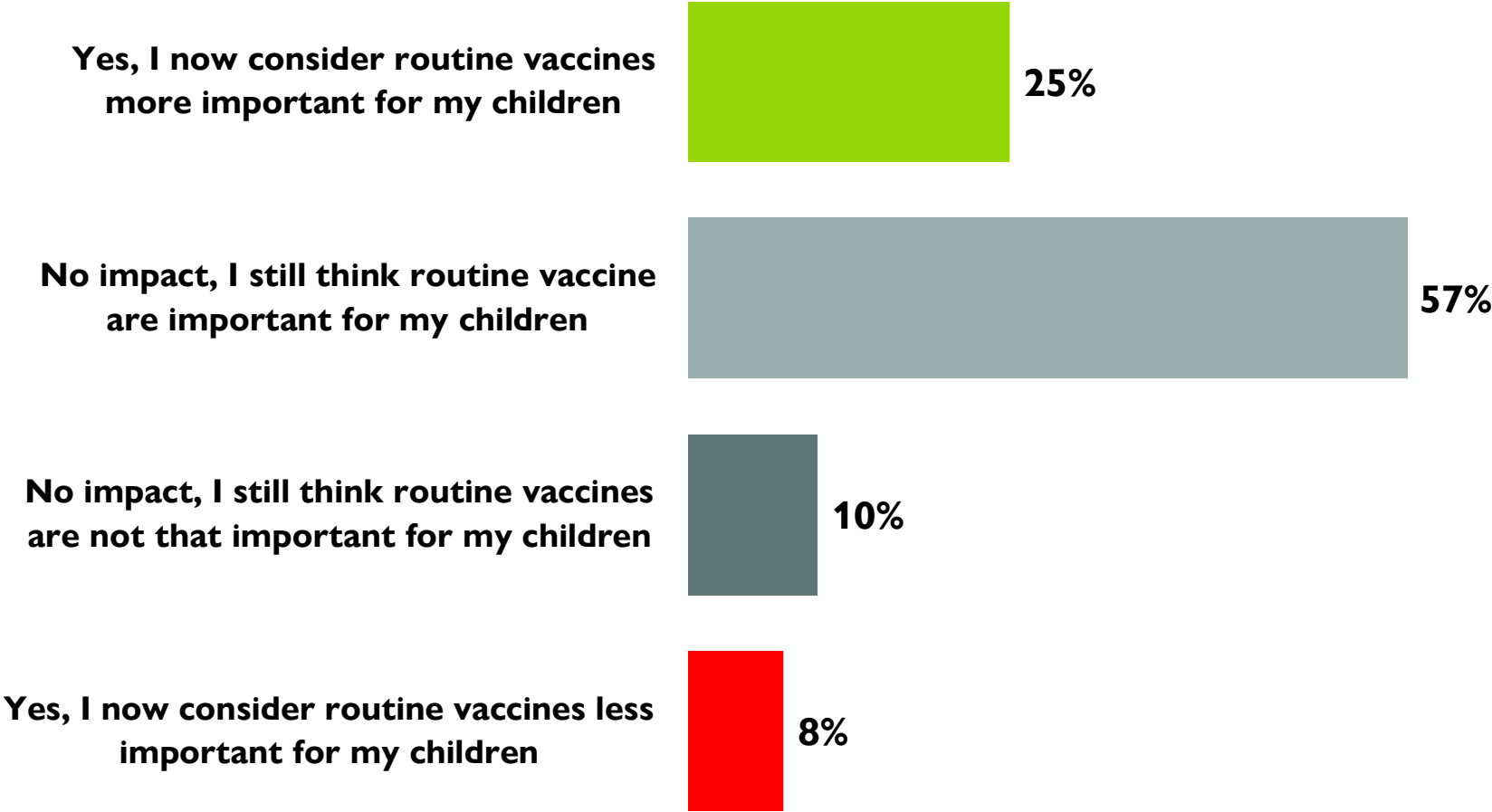
[OMNI April 2022] The following are some actions the federal government could take to support children's health going forward. For each is it something that you: strongly support, somewhat support, somewhat oppose, or strongly oppose?

A photograph of the lower legs and feet of four children standing in a row. They are wearing various winter boots and socks. The child on the far left has black boots with white snow on the soles. The second child from the left wears blue boots with white socks. The third child wears green boots with yellow socks. The child on the far right wears red socks and dark boots with white snow on the soles. The background is a blurred outdoor setting.

IMMUNIZATION CANADA QUESTION

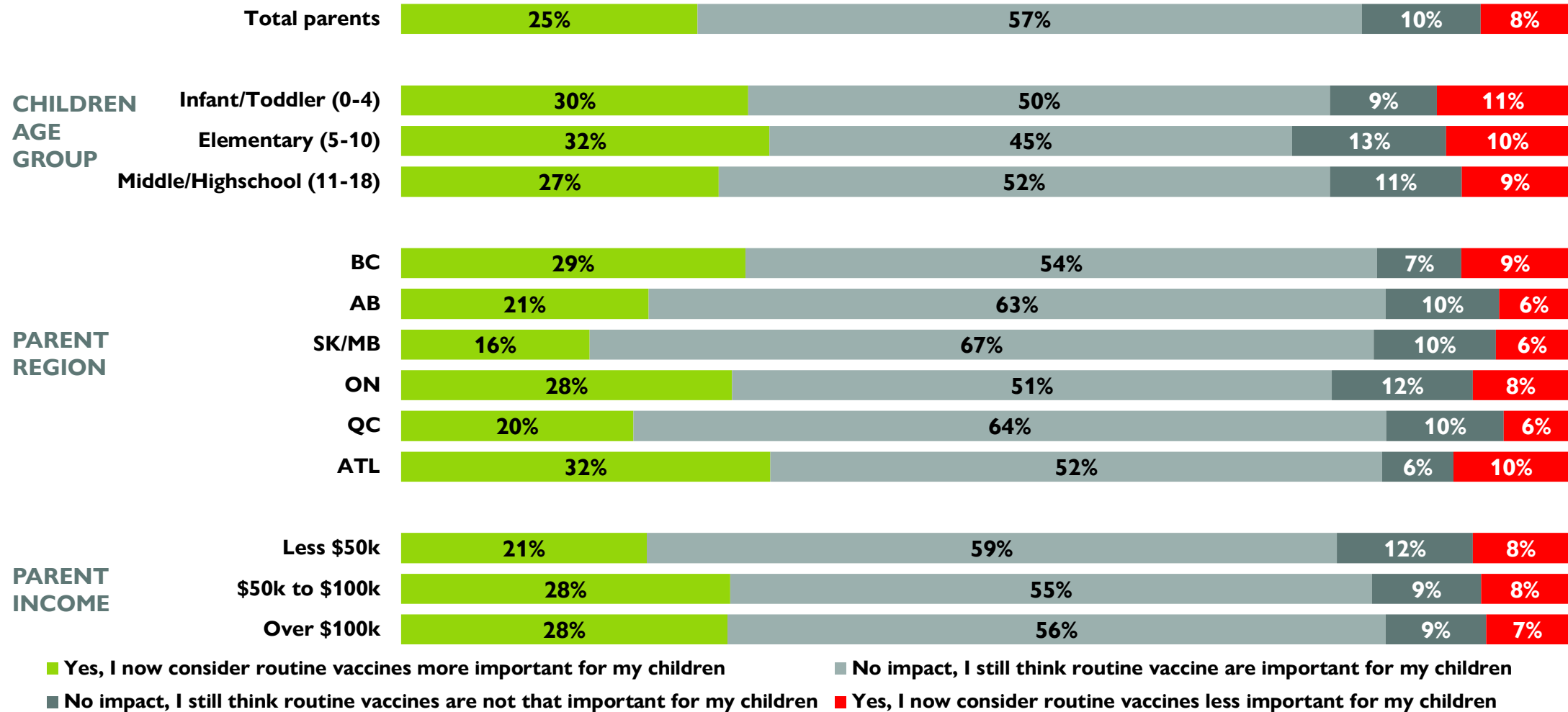
ABACUS DATA

THE PANDEMIC HAS INCREASED PERCEIVED IMPORTANCE OF VACCINATIONS FOR ONE IN FOUR PARENTS



[OMNI April 2022] Has the COVID-19 pandemic changed your perception about routine vaccinations for your children (ex HB, MMR, Var)?

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