

DETAILED RESULTS

SPRING OMNIBUS SURVEY RESULTS

CONDUCTED FOR CHILDREN'S HEALTHCARE CANADA

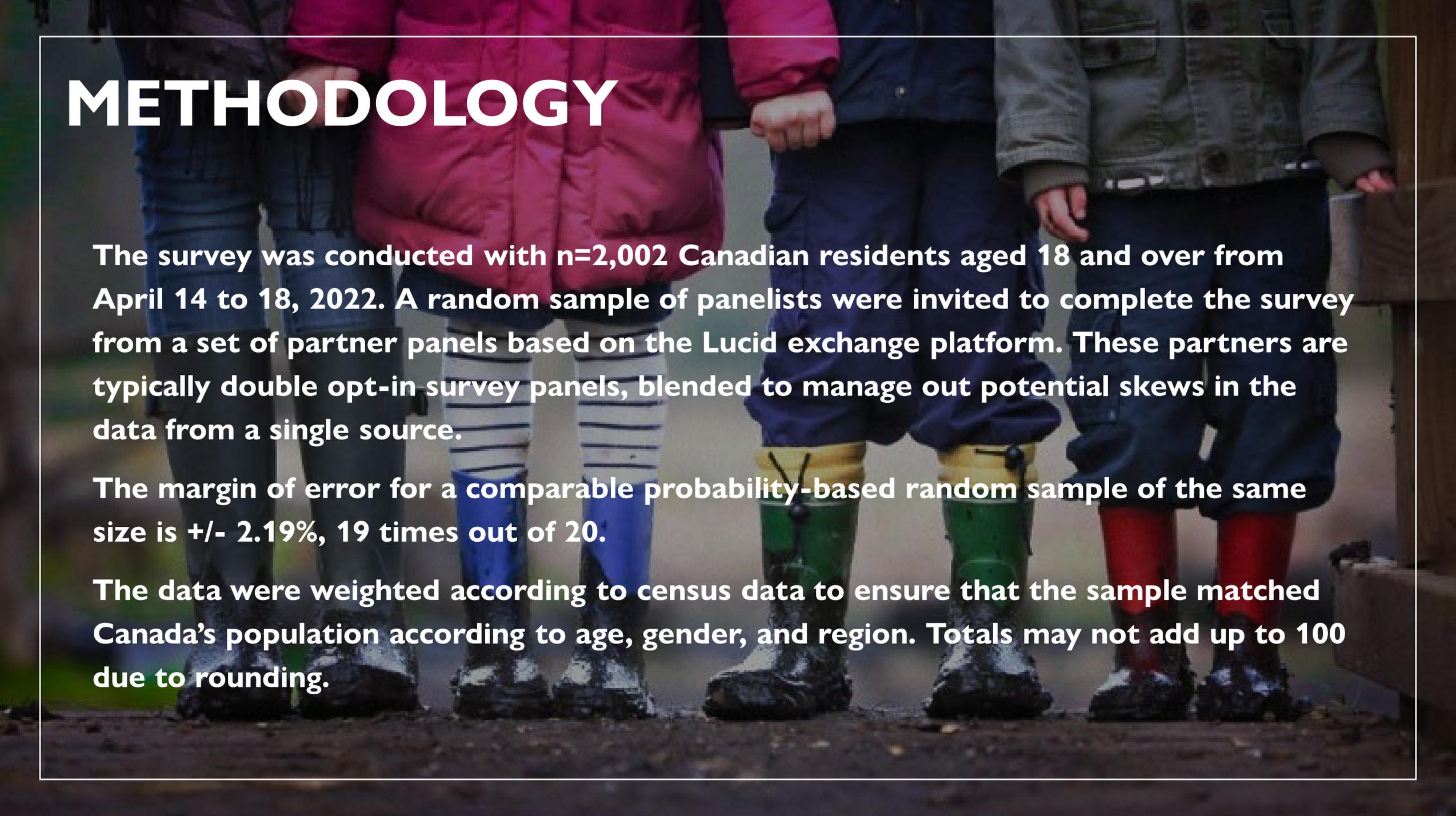
RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS
AND MARKET RESEARCH EXPERTS

A photograph of three children standing in a row, wearing various styles of rain boots and jackets. The child on the left wears a dark jacket and blue pants. The middle child wears a bright pink jacket and blue boots. The child on the right wears a grey jacket and dark pants. The boots are mostly black with some colorful accents like yellow, green, and red. The background is a blurred outdoor setting.

APRIL 2022 RESULTS

ABACUS DATA

METHODOLOGY

The background of the slide features a photograph of the lower legs and feet of several children standing in a row. They are wearing various styles of winter boots, including blue, green, and red rubber boots, and dark winter pants. The children are also wearing colorful winter jackets in shades of pink, blue, and grey. The overall scene suggests a cold, outdoor environment.

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.

EXECUTIVE SUMMARY

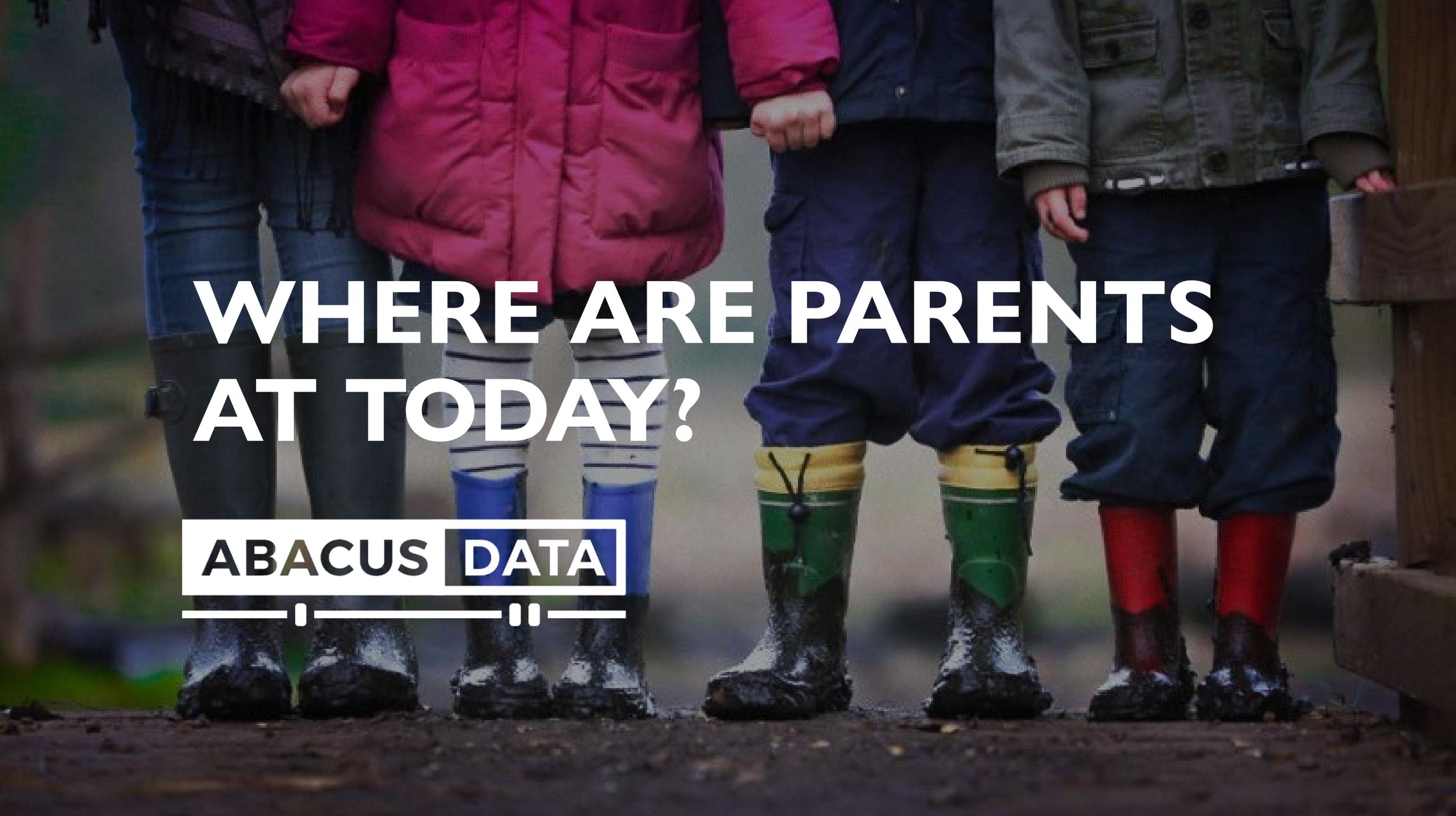
WHERE ARE PARENTS AT TODAY?

- **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.**

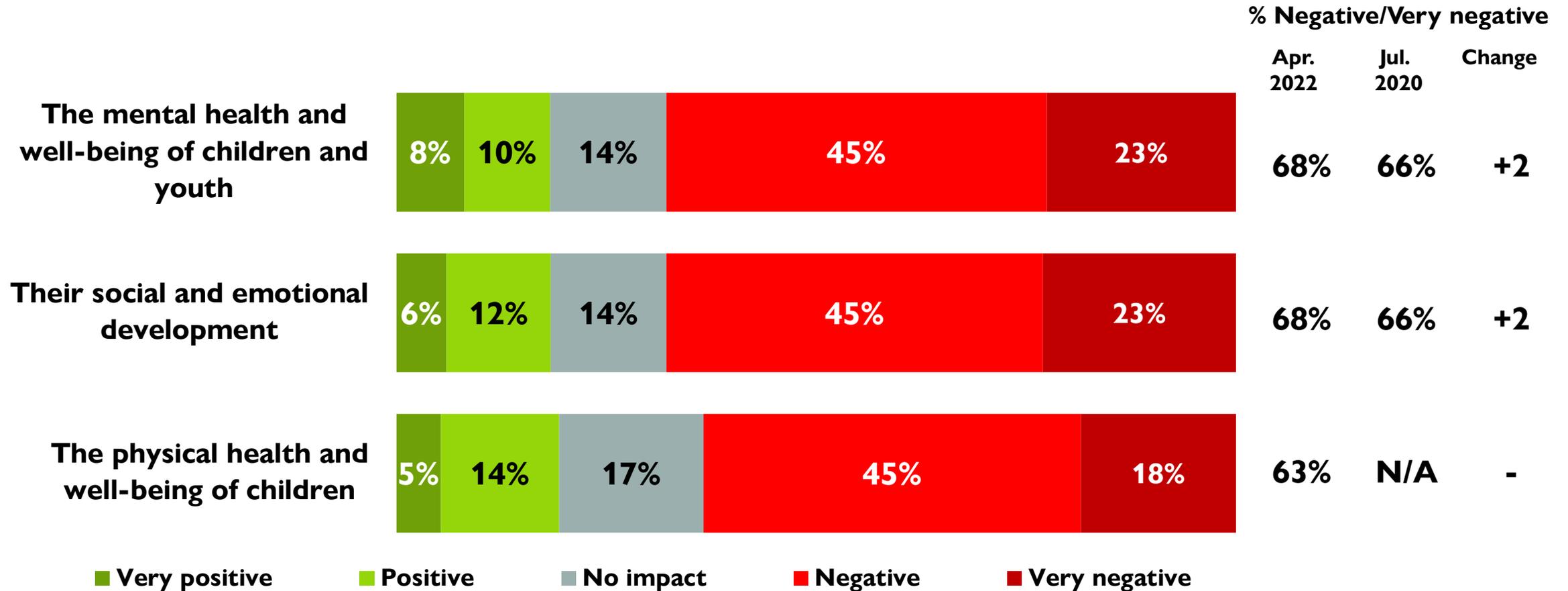
A photograph of the lower legs and feet of four children standing in a row. They are wearing various winter boots and socks. The child on the far left has black boots with a green patch. The second child has blue boots with white and blue striped socks. The third child has green boots with yellow and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

WHERE ARE PARENTS AT TODAY?

ABACUS DATA

HOW HAS THE PANDEMIC IMPACTED CHILDREN'S HEALTH?

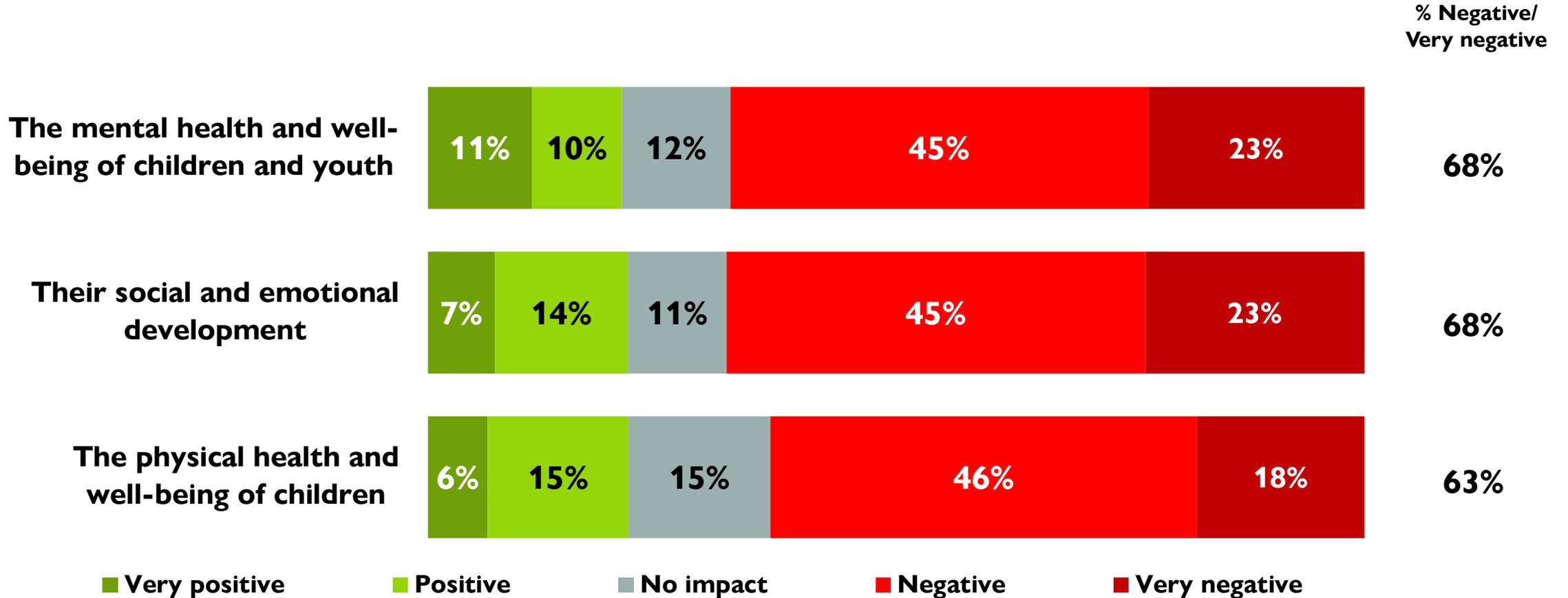
A MAJORITY OF CANADIANS BELIEVE THE PANDEMIC HAS HAD A DETRIMENTAL EFFECT ON CHILDRENS PHYSICAL AND MENTAL HEALTH, SOCIAL AND EMOTIONAL DEVELOPMENT



[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?

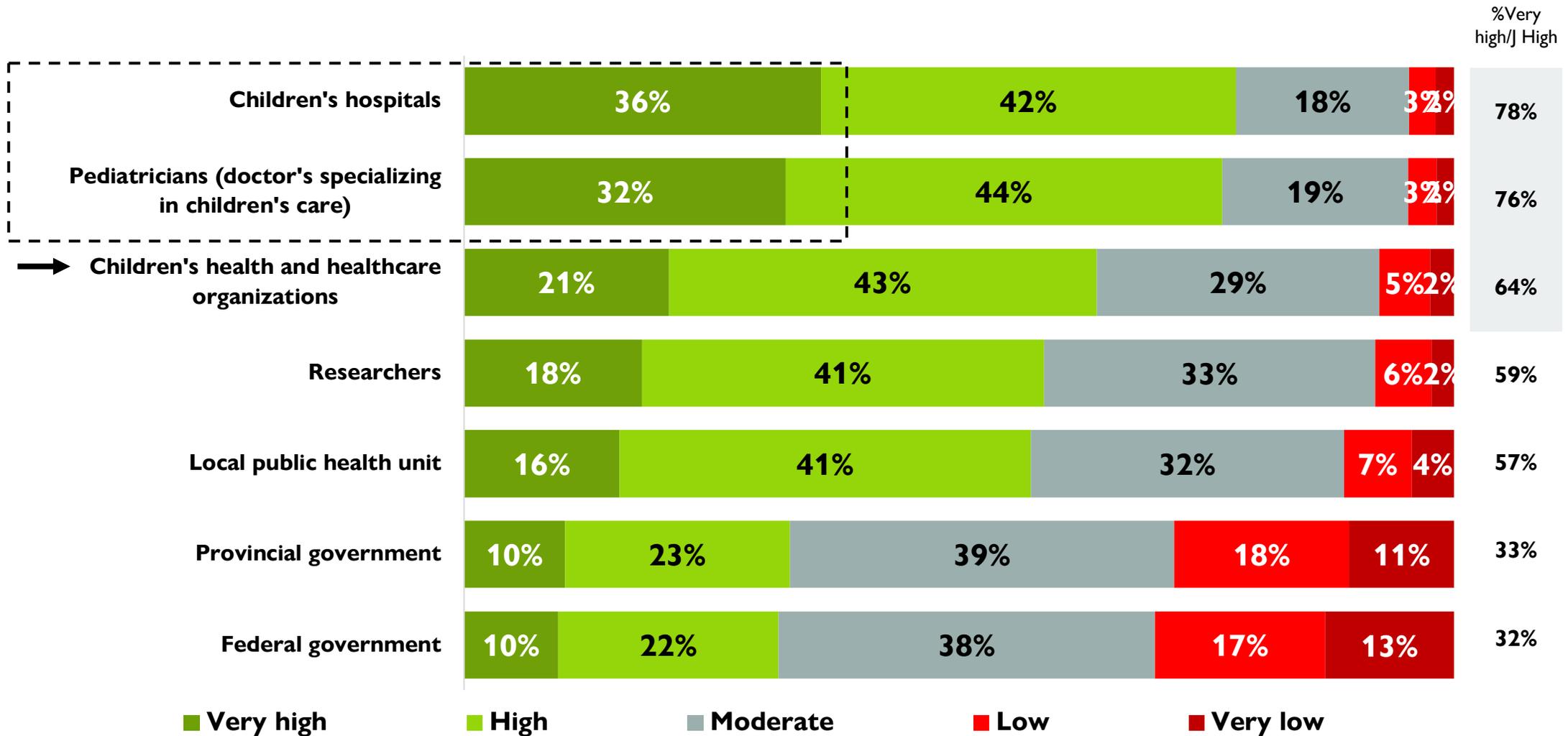
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[OMNI July 2020 AND OMNI April 2022-PARENTS ONLY] Do you think the pandemic has had a positive impact, a negative impact, or no real impact on the following when it comes to children and youth in Canada?

WHERE ARE PARENTS SEEKING OUT CHILD HEALTH INFORMATION?

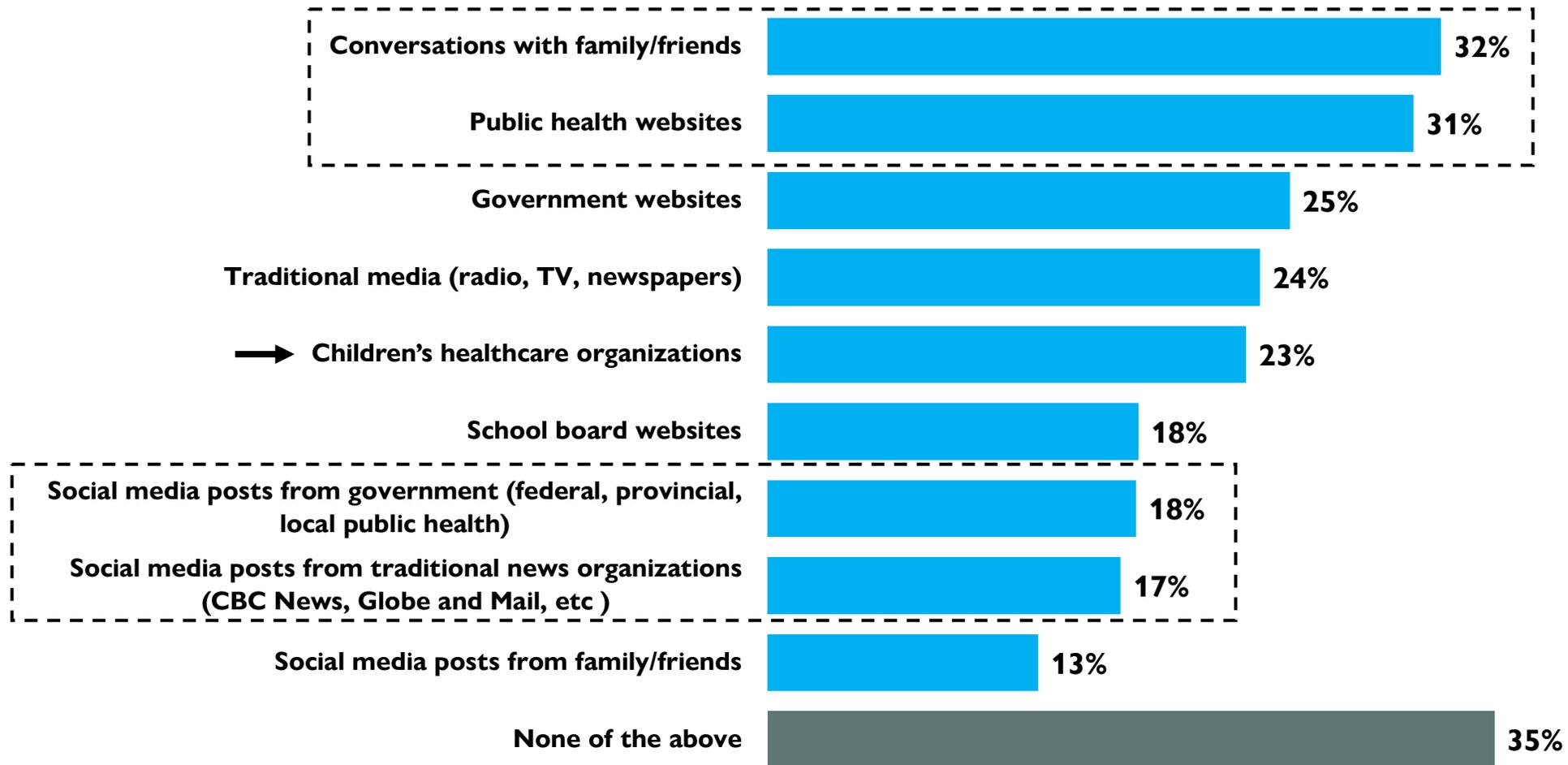
PARENTS TRUST CHILDREN'S HOSPITALS, PEDIATRICIANS THE MOST, GOV'T THE LEAST



[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?

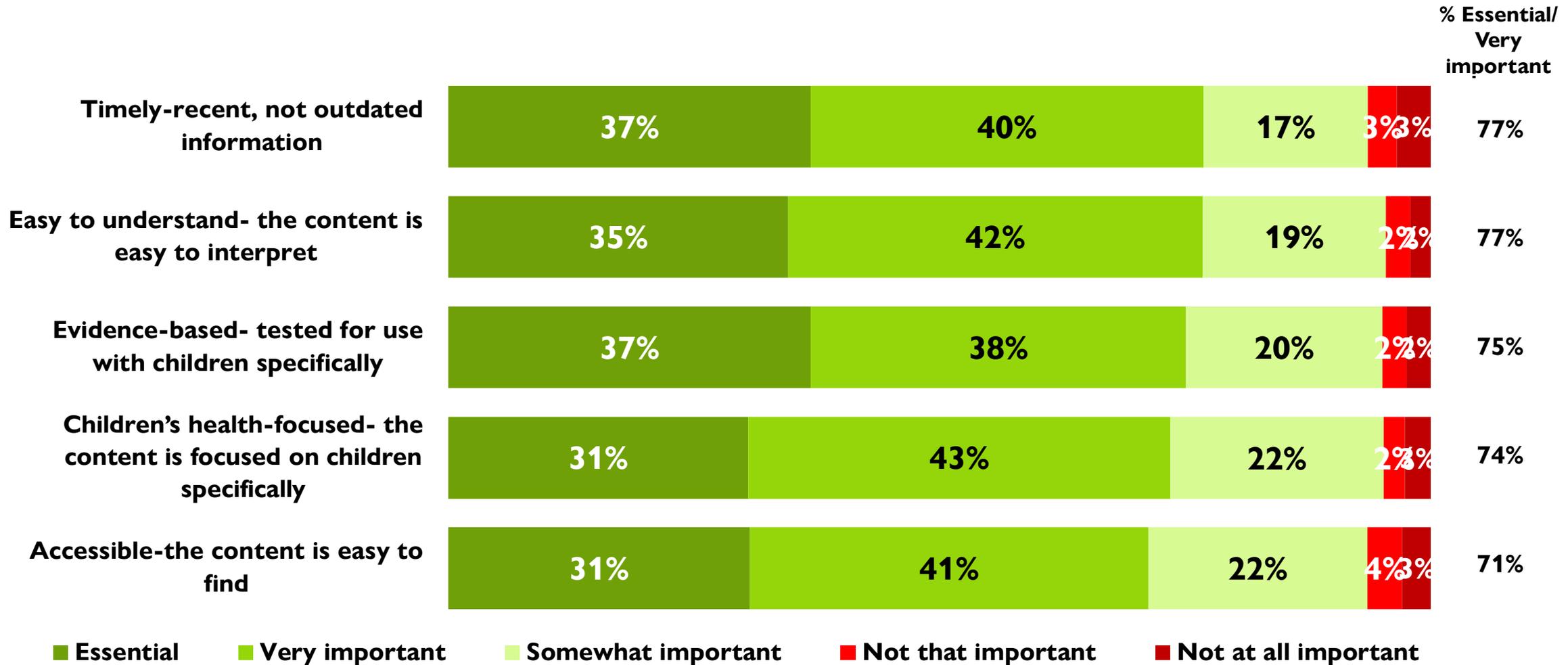
PARENTS ARE MOST LIKELY TO USE PEERS, PUBLIC HEALTH, NOT SOCIAL MEDIA FOR CHILDREN'S HEALTH INFORMATION



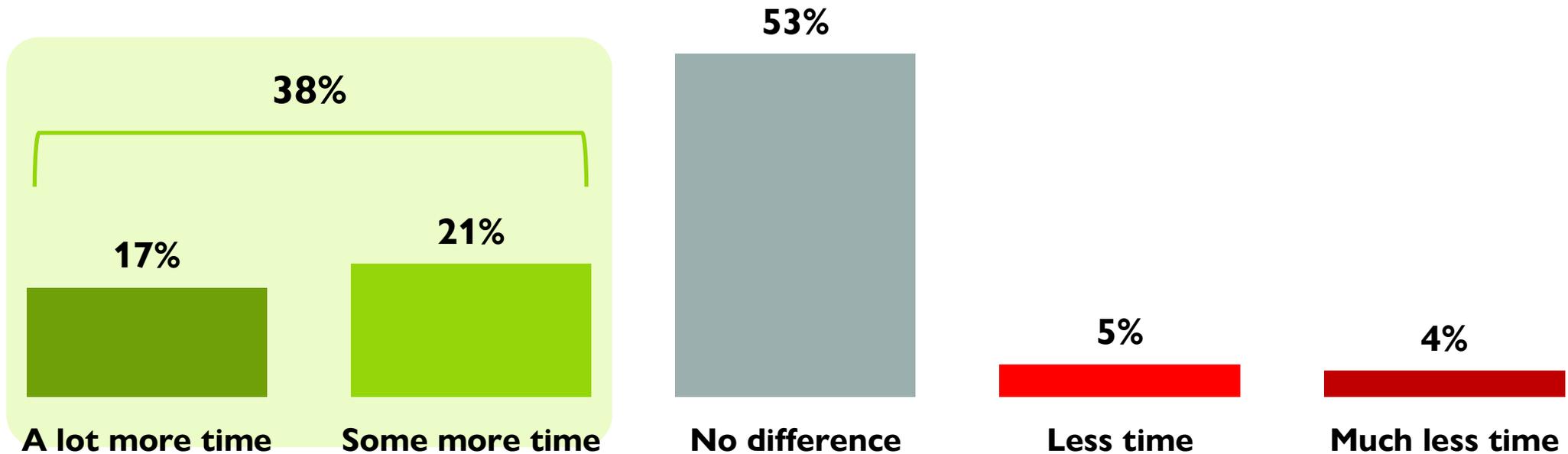
[OMNI April 2022-Parents only] Do you use any of the following to find information regarding your child's health? Please select all that apply?

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 four children standing in a row, 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 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.

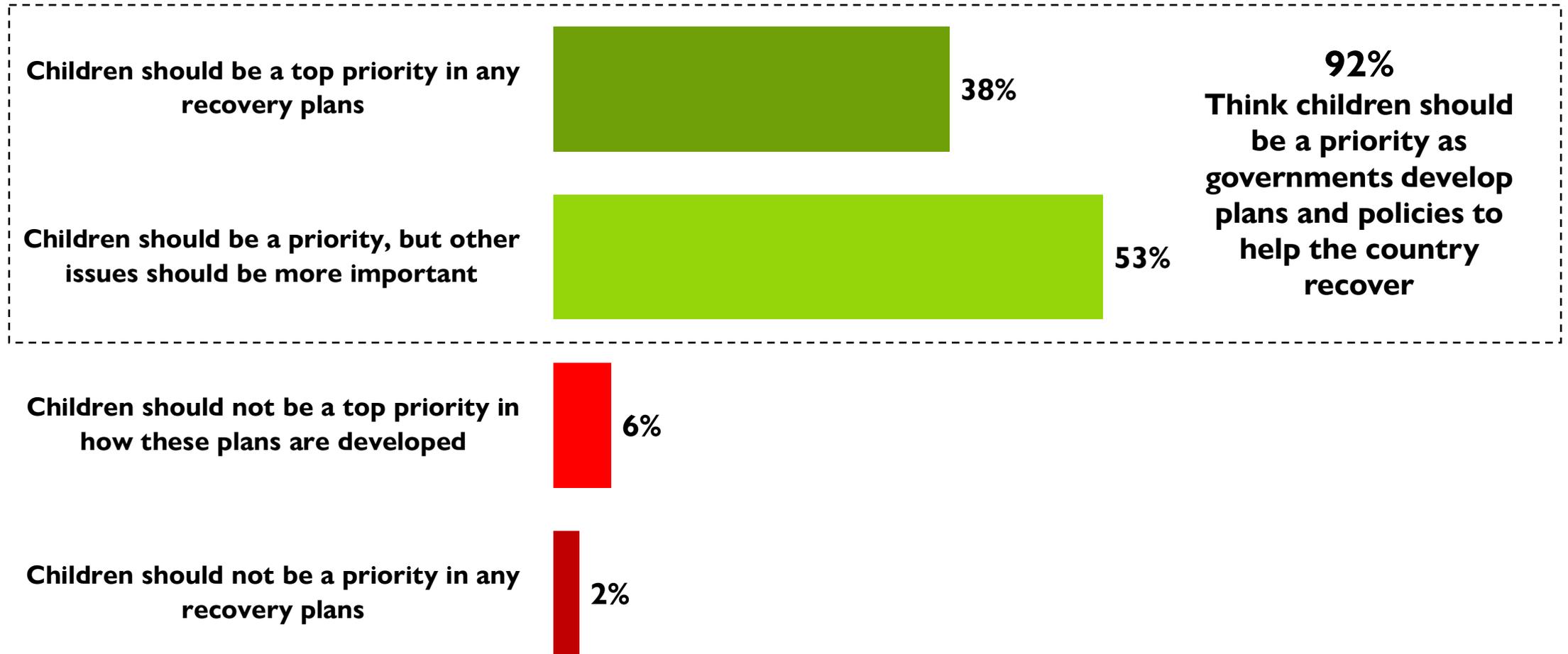
HOW CAN WE SUPPORT PARENTS AND CHILDREN?

ABACUS DATA

A decorative horizontal line with a vertical bar on the left and two vertical bars on the right, resembling a stylized 'i' and 'ii'.

HOW CAN WE SUPPORT PARENTS AND CHILDREN?

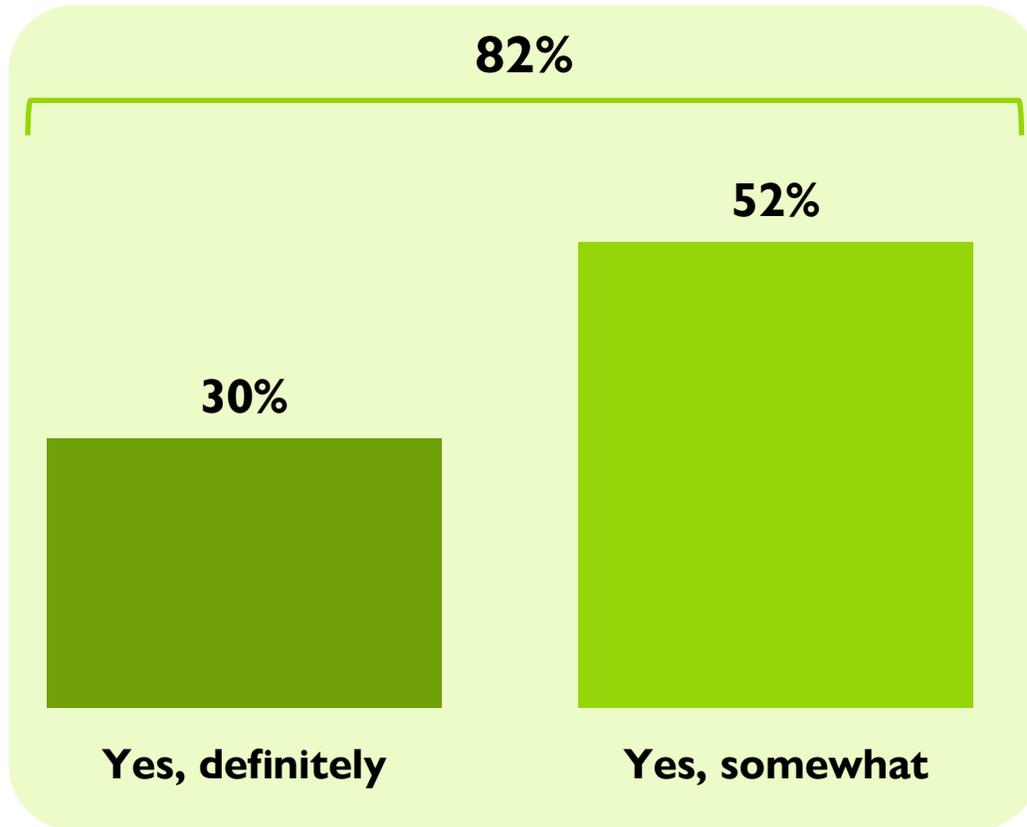
CANADIANS WANT TO SEE GOVERNMENTS PRIORITIZE CHILDREN DURING RECOVERY PLANNING



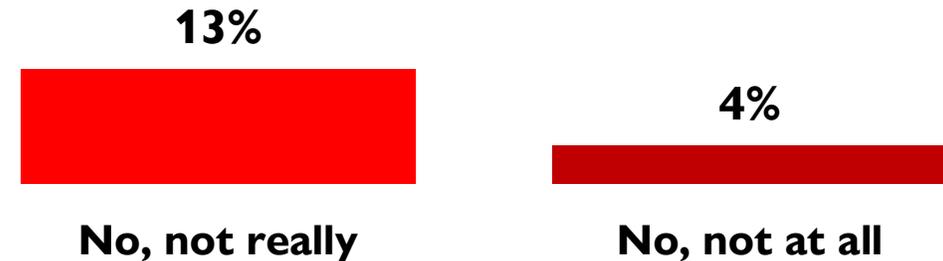
[OMNI July 2020] As governments develop plans and policies to help the country recover from the COVID-19 pandemic, how much of a priority do you think children should be in how those plans and policies are designed?

HOW CAN WE SUPPORT PARENTS AND CHILDREN?

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



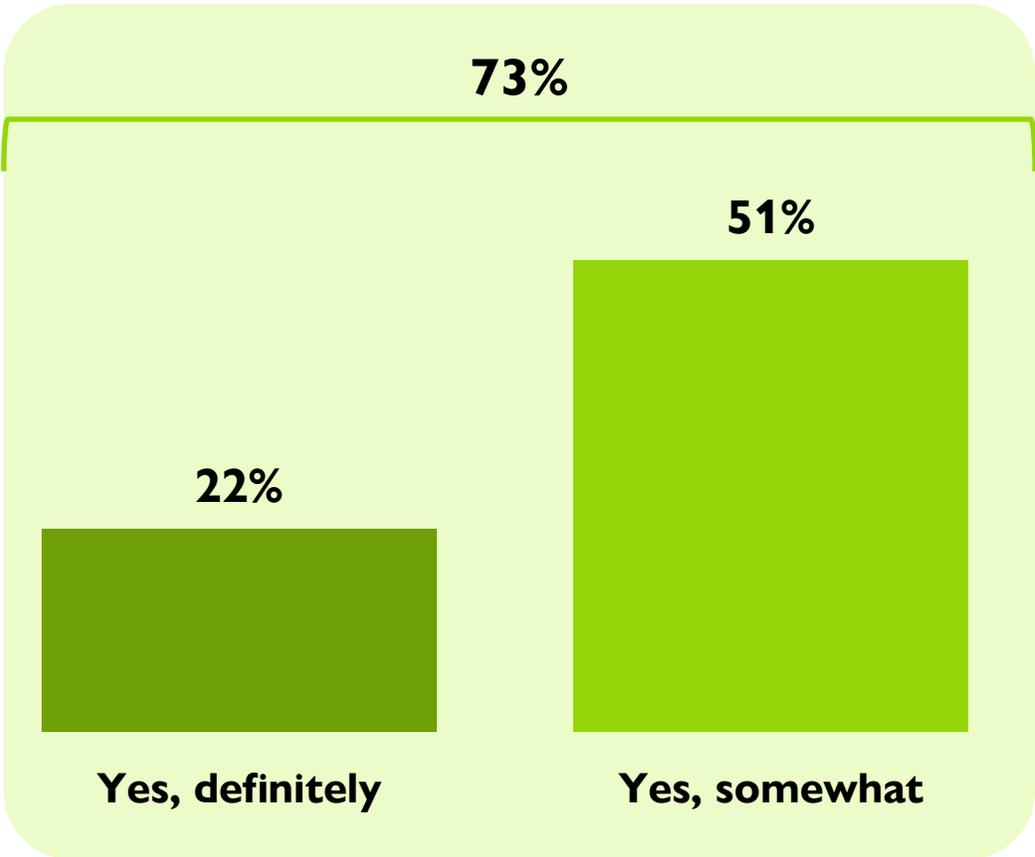
Overall, 82% of Canadians believe a national child and youth health recovery strategy would be helpful for themselves (if they are parents) or helpful for children and youth in Canada overall (among non-parents).



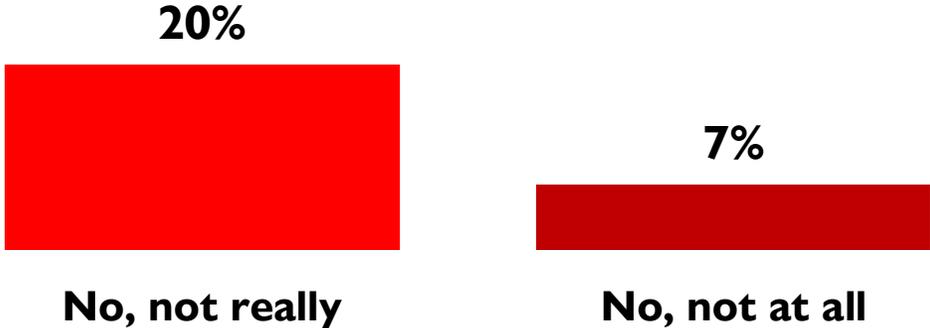
[OMNI August 2021-Parents and Non-parents] One possible way to help children and youth following the COVID-19 pandemic is a national child and youth health recovery strategy. This strategy would build greater capacity for mental health services for children and youth impacted by the pandemic and those 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



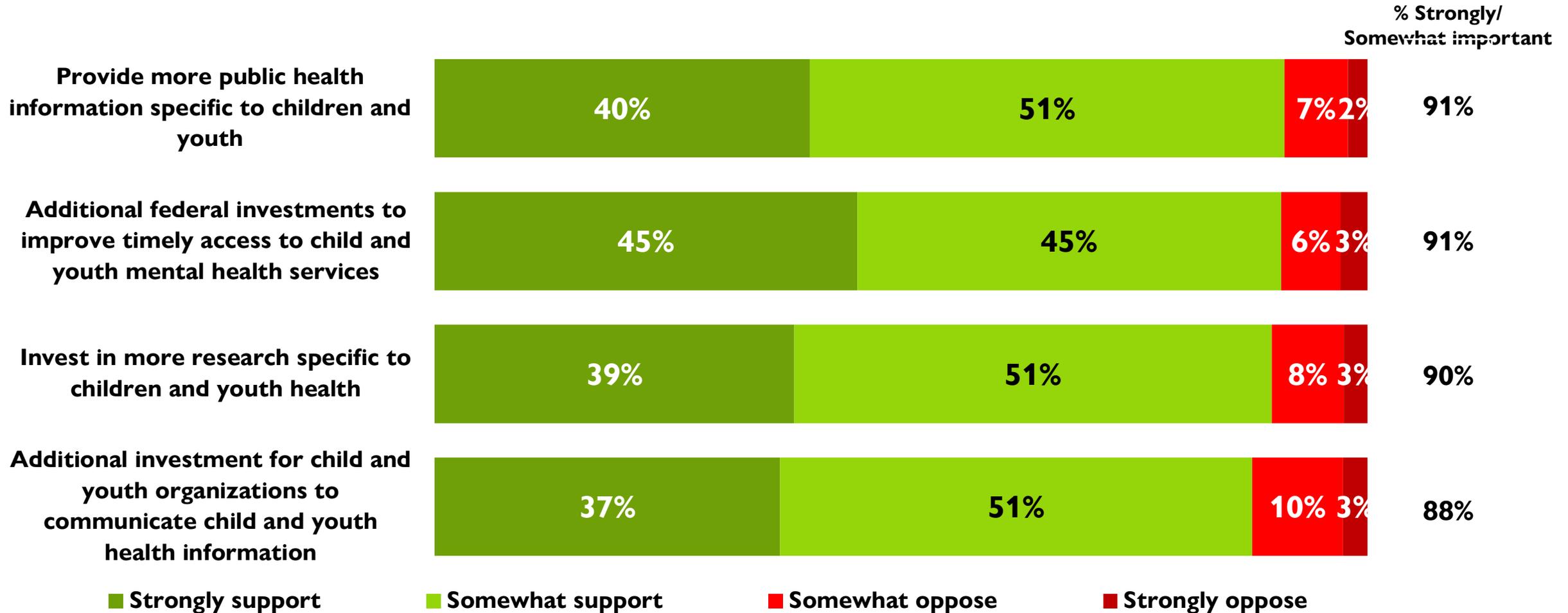
Among parents, three-quarters say this strategy would be helpful for their own situation. The strategy is most helpful for parents with kids under 10 and lower-income families.



[OMNI August 2021-Parents only] 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?

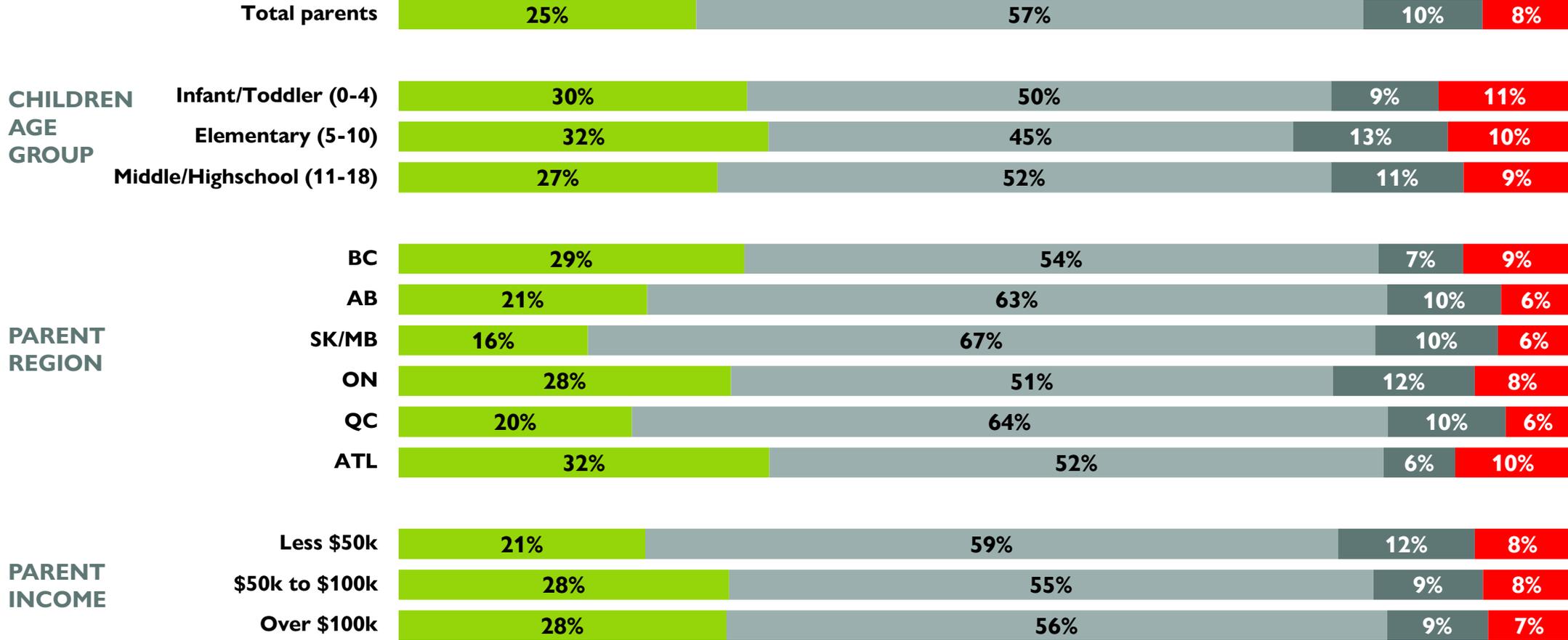
HOW CAN WE SUPPORT PARENTS AND CHILDREN?

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?

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



■ Yes, I now consider routine vaccines more important for my children
 ■ No impact, I still think routine vaccine are important for my children
■ No impact, I still think routine vaccines are not that important for my children
■ Yes, I now consider routine vaccines less important for my children



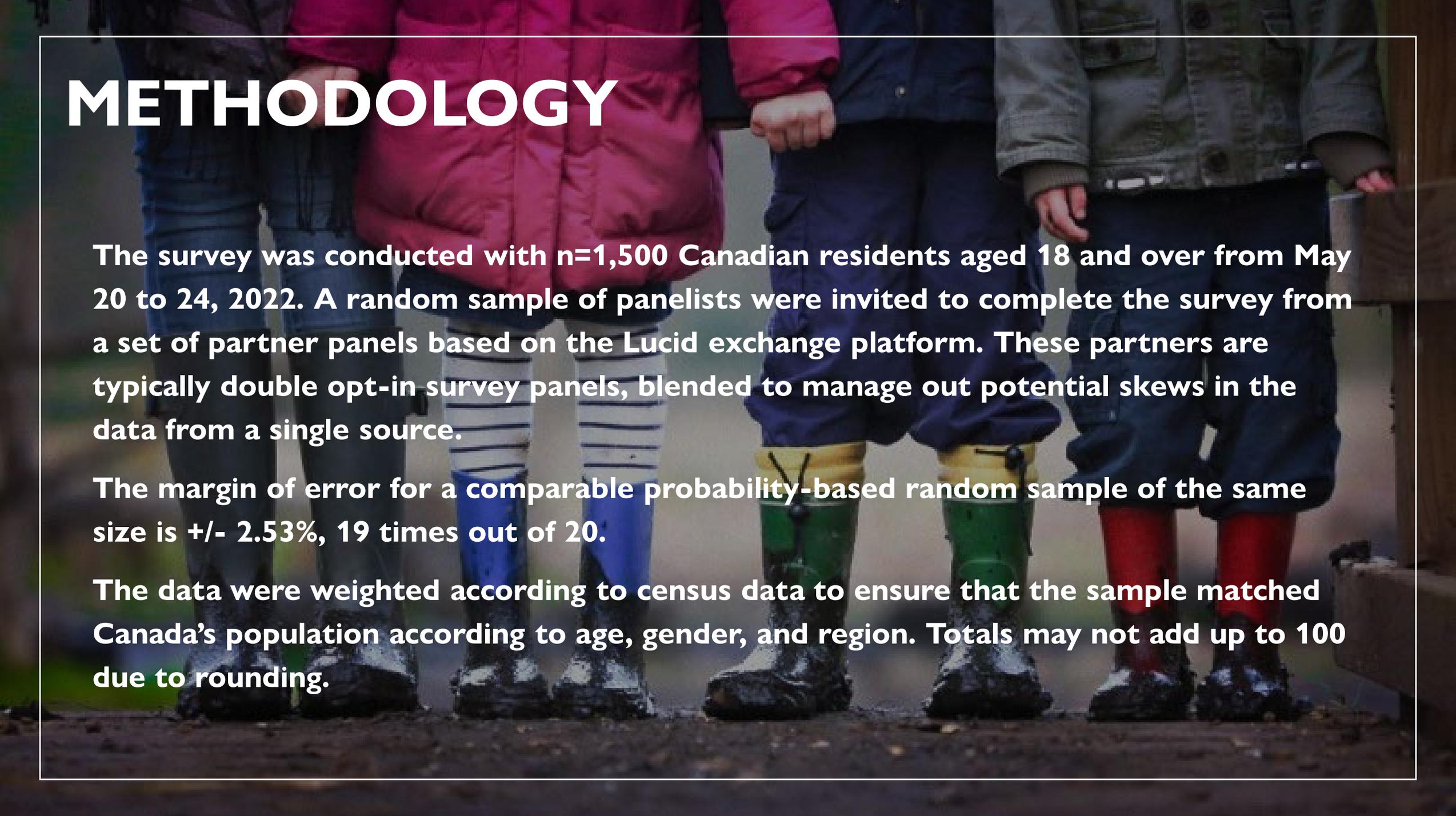
[OMNI April 2022] Has the COVID-19 pandemic changed your perception about routine vaccinations for your children (ex HB, MMR, Var)?

A photograph of four children standing in a row, wearing various styles of rain boots and jackets. The child on the far left wears a dark jacket and blue pants. The second child wears a bright pink 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.

MAY 2022 RESULTS

ABACUS DATA

METHODOLOGY

The background image shows the lower legs and feet of several people standing outdoors. They are wearing various styles of winter clothing, including jackets, pants, and boots. The boots are colorful, with some being blue, green, and red. The ground appears to be a mix of dirt and snow.

The survey was conducted with n=1,500 Canadian residents aged 18 and over from May 20 to 24, 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 +/- 2.53%, 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.

EXECUTIVE SUMMARY

- 8 out of 10 Canadians (79%) are concerned about the impact of misinformation on parents' decisions about their child's health.
 - 82% express concern about the impact of misinformation on parents' decisions about their child's health.
 - Concern is greater among parents of toddler/elementary aged children.
- Misinformation about children's health is most commonly spotted on social media (40% have seen misinformation here) and conversations with family and friends (28%).
 - Parents of younger children (toddler/elementary-aged) are more likely to experience misinformation on both social media and among family and friends.

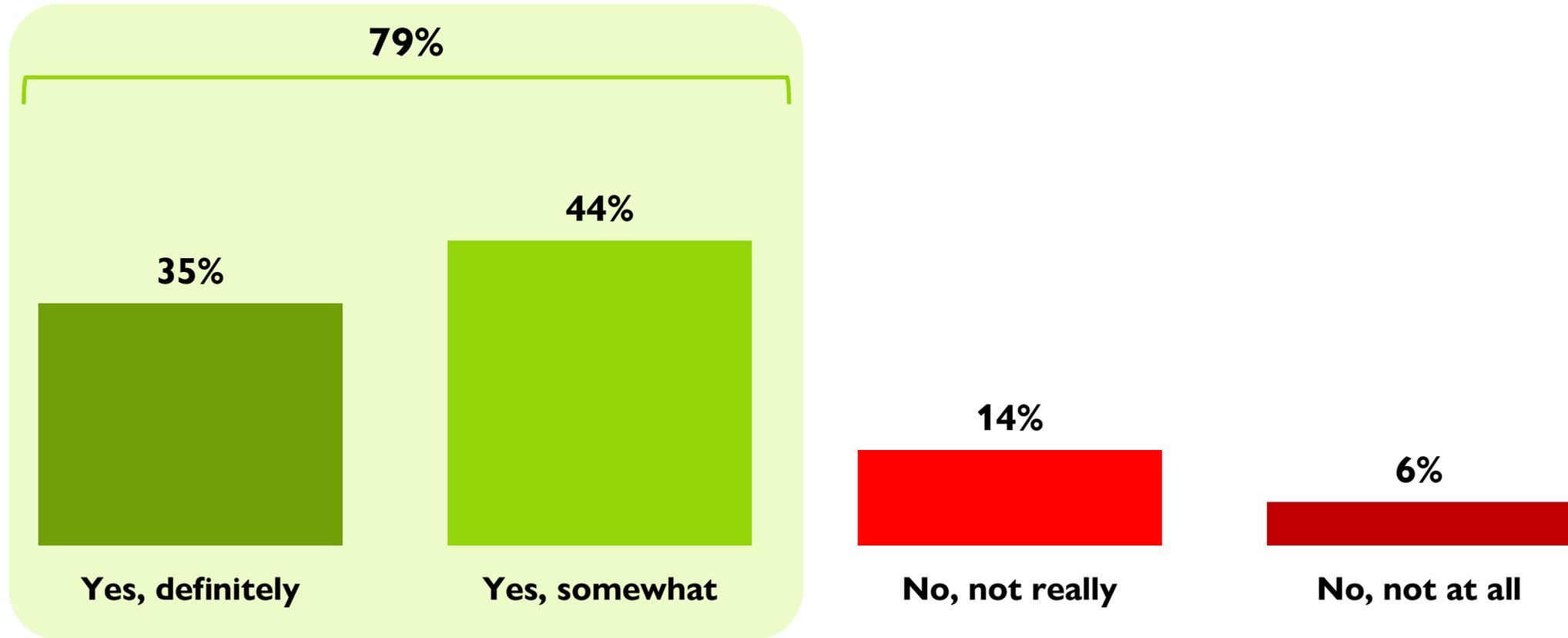
A photograph of four children standing in a row, wearing various styles of raincoats and boots. The child on the far left wears a dark jacket and blue pants. The second child wears a bright red puffer jacket, striped socks, and blue boots. The third child wears a dark blue jacket and pants, with yellow and green boots. The child on the far right wears a grey jacket and dark pants, with red socks and dark boots. The ground is dark and appears to be wet or muddy. The background is a soft-focus outdoor setting.

RESULTS

ABACUS DATA

CONCERNED ABOUT MISINFORMATION ON CHILD'S HEALTH?

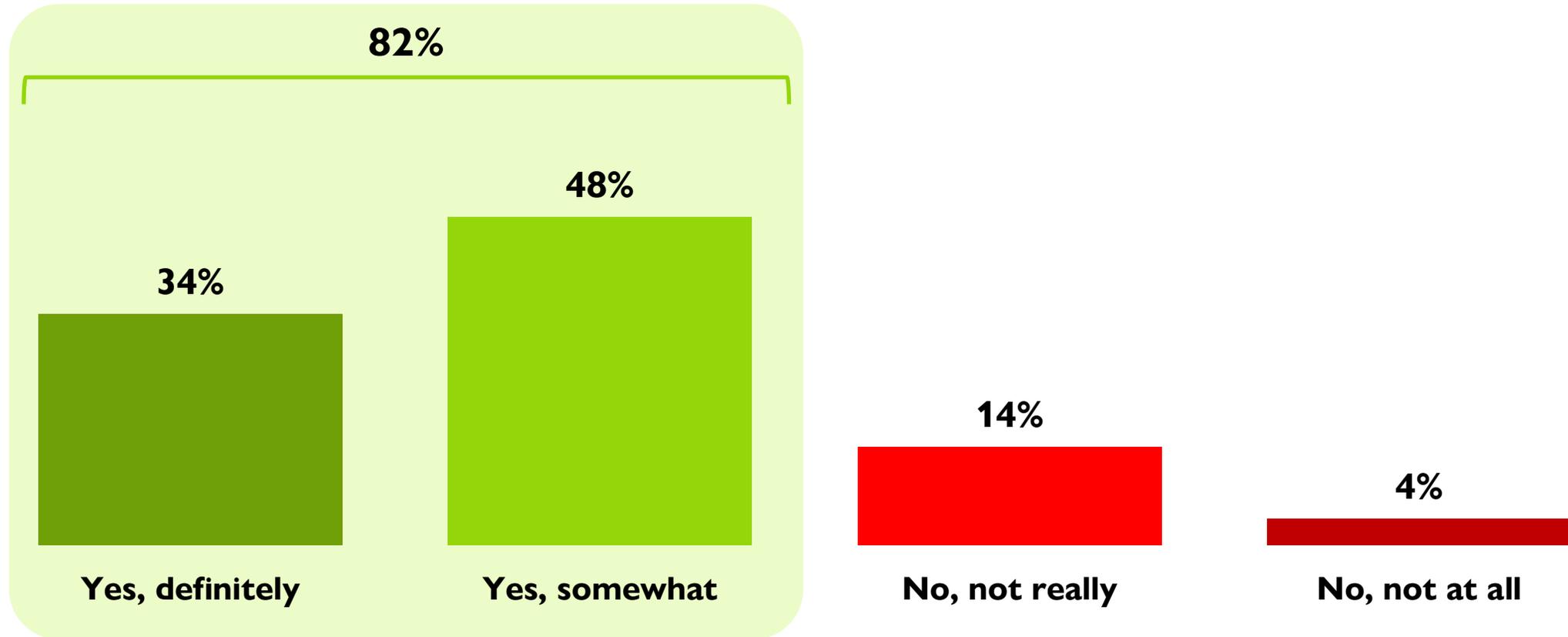
[ALL RESPONDENTS]



Are you concerned about the impact of misinformation on decisions parents are making about their child's health?

CONCERNED ABOUT MISINFORMATION ON CHILD'S HEALTH?

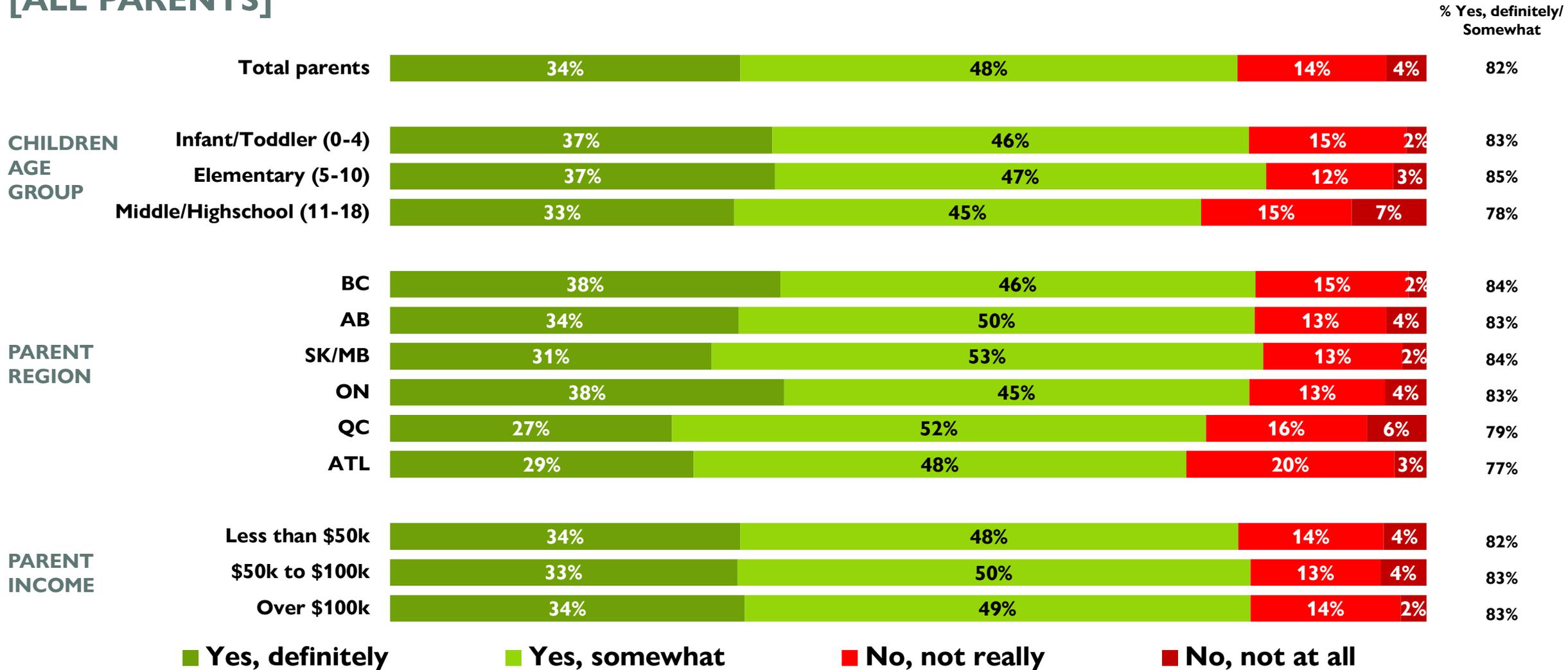
[ALL PARENTS]



Are you concerned about the impact of misinformation on decisions parents are making about their child's health?

CONCERNED ABOUT MISINFORMATION ON CHILD'S HEALTH?

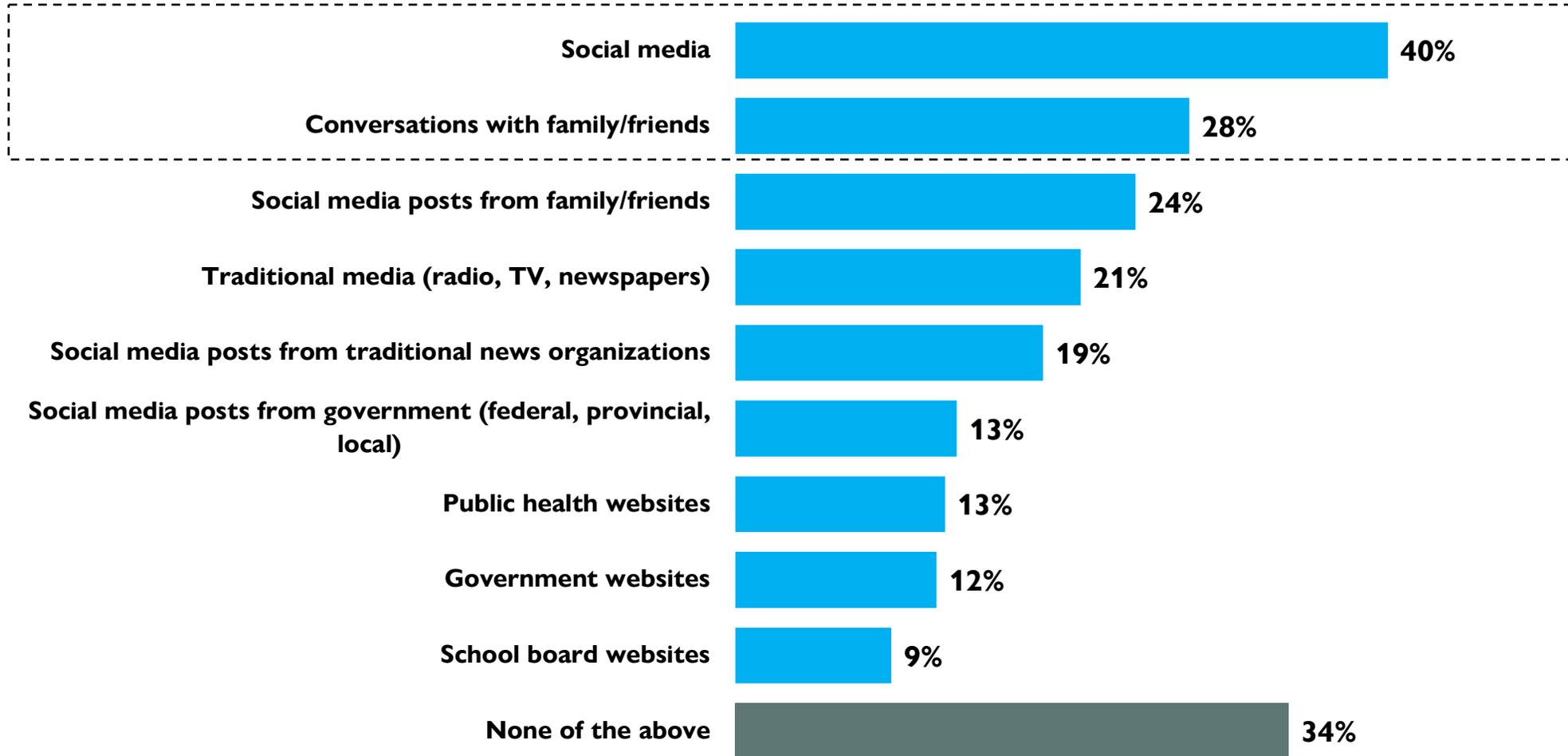
[ALL PARENTS]



Are you concerned about the impact of misinformation on decisions parents are making about their child's health?

SOURCE: MISINFORMATION ON CHILD'S HEALTH

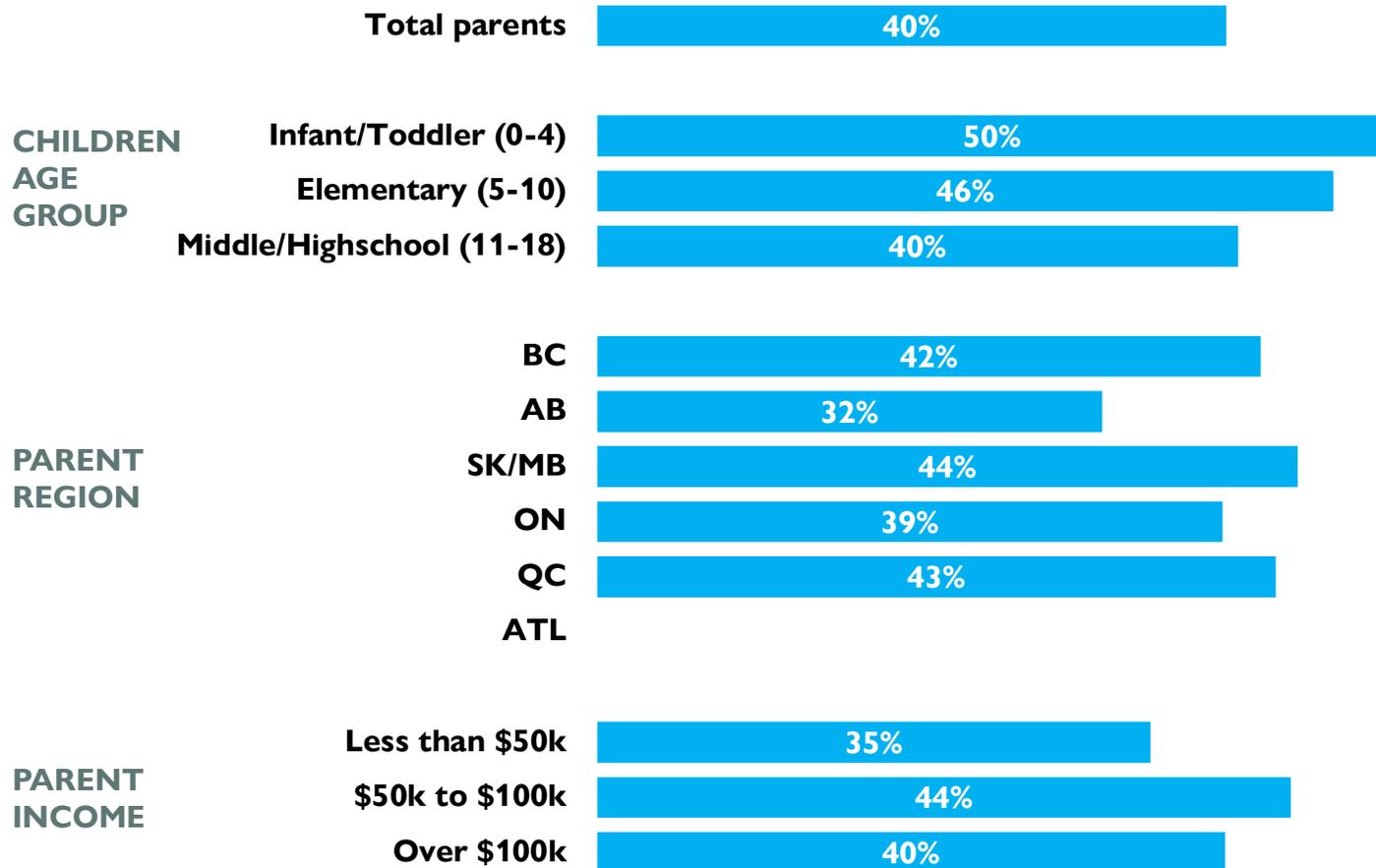
[ALL PARENTS]



[Parents only] To your knowledge, have you seen/heard misinformation about children's health from any of the following sources? Please select all that apply

SOURCE: MISINFORMATION ON CHILD'S HEALTH

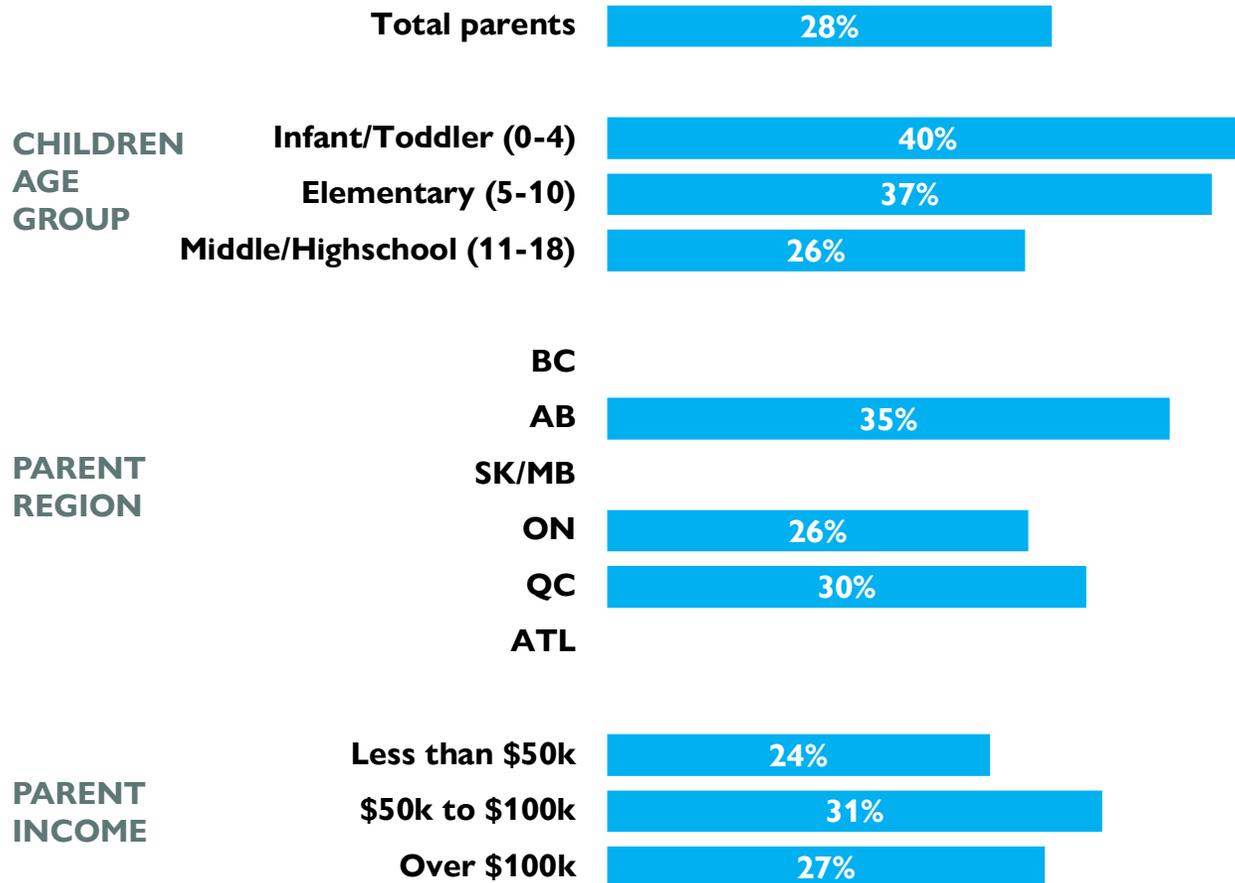
[ALL PARENTS] – SOCIAL MEDIA



To your knowledge, have you seen/heard misinformation about children's health from any of the following sources? Please select all that apply

SOURCE: MISINFORMATION ON CHILD'S HEALTH

[ALL PARENTS] – CONVERSATIONS WITH FAMILY/FRIENDS



To your knowledge, have you seen/heard misinformation about children's health from any of the following sources? Please select all that apply