

# MICHIGAN CHILD HEALTH RESEARCH PRIORITIES (M-CHRP)

Initial Report—November 2012

The Michigan Child Health Research Priorities (M-CHRP) project is a novel research and communication initiative based at the University of Michigan. M-CHRP is designed to inform and stimulate public engagement in the state of Michigan around child health research.

M-CHRP is based on a statewide research effort. Michigan households are randomly contacted via online methods (including providing online connectivity and computer hardware for households without). Rigorous research methods, based on years of experience conducting public surveys about health and healthcare, are used to measure public priorities of parents and grandparents.

Below, we share parents' and grandparents' views about the importance of specific research areas and their willingness to have their children and grandchildren participate in studies. We welcome questions and comments.

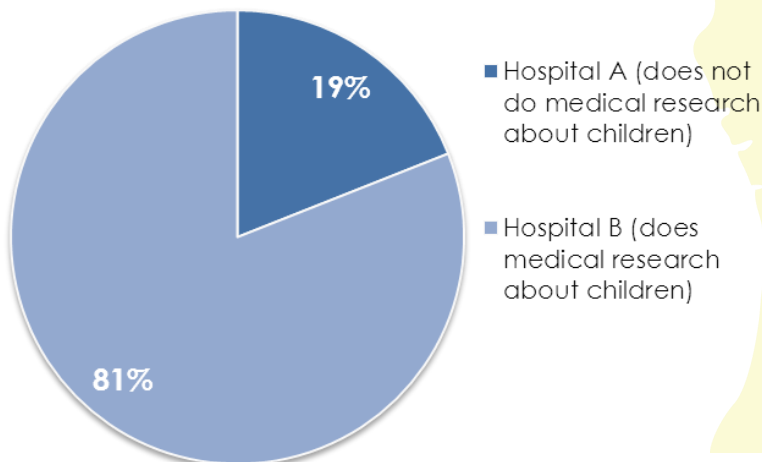
## M-CHRP GOALS:

To understand priorities and preferences of parents and grandparents in the state of Michigan regarding medical research related to child health.

To inform efforts at the University of Michigan and C.S. Mott Children's Hospital about child health research.

## FOR CHILDREN, MICHIGAN PUBLIC STRONGLY PREFERS RESEARCH HOSPITALS

### Research hospital versus non-research hospital: Preference for child's medical care



Parents and grandparents were asked to think about a scenario for their children's/grandchildren's care, comparing "Hospital A" versus "Hospital B." In the scenario, the two hospitals provide the same level of care, are equally easy to get to, and cost the same amount. The only difference is that Hospital B does research to discover and develop new medical treatments for children, while Hospital A does not.

We found that 81% of respondents prefer Hospital B—performing medical research about children—for kids' hospital care. This high proportion was very similar for parents (80%) and grandparents (82%).

### MICHIGAN CHILD HEALTH RESEARCH PRIORITIES (M-CHRP)

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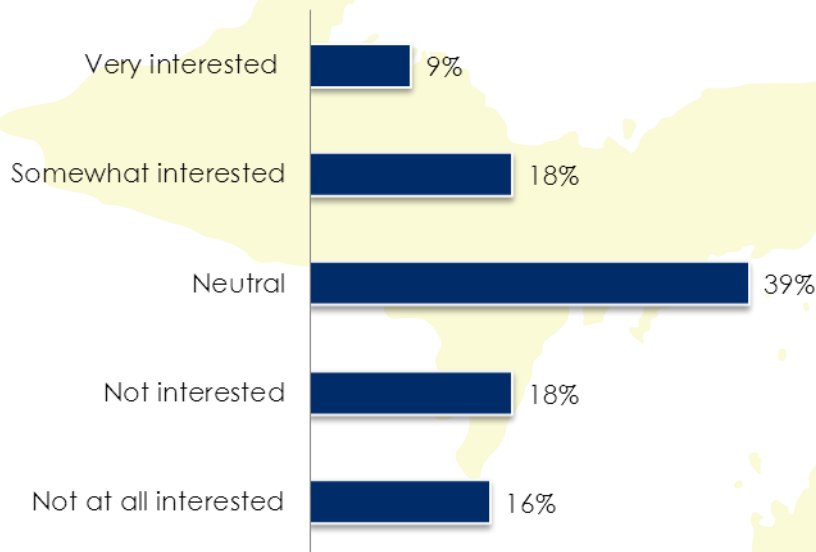


University of Michigan  
C.S. Mott Children's Hospital

# INTEREST IN RESEARCH OPPORTUNITIES & PARTICIPATION

Respondents were asked their general level of interest in having their children/grandchildren participate in medical research, whether at U-M or elsewhere. They were also asked about their interest in specific research opportunities with their children/grandchildren, as either healthy volunteers or children with a specific disease.

## Interest in children participating in research



27% of parents and grandparents said they were generally interested in their children or grandchildren taking part in medical research.

Only 2% of respondents reported that their children or grandchildren have previously taken part in medical research.

## Proportion of respondents very likely to have their children/grandchildren participate in specific types of medical research

Study of...	As a healthy volunteer	If research is related to disease that he/she had
Questions about their eating or nutrition	47%	54%
Questions about their mental health	34%	41%
A sample of their DNA or genes, entered into a confidential databank or "biolibrary"	27%	32%
Testing of a medical device	11%	17%
Testing of a new medicine	7%	10%
Testing of a vaccine	5%	8%

# IMPORTANCE & AWARENESS OF MEDICAL RESEARCH

Respondents were asked to rate the importance of each of the following types of medical research for improving children's health. The rank-ordered list of parents' and grandparents' views appears below.

	Very important
Childhood cancers	83%
Safety of medications	79%
Safety of vaccines	79%
Heart problems	76%
Causes of infant deaths	74%
Diabetes	73%
Birth defects and other genetic problems	73%
Transplants for cancer and other diseases	71%
Prevention of infections	69%
Asthma	68%
Improving quality of healthcare	67%
Seizures	66%
Sickle cell disease and other blood-related diseases	64%
HIV/AIDS and other immune disorders	61%
Obesity	61%
Depression	60%
Allergies (environmental, food)	55%
Effects of the environment	50%

## AWARENESS OF MEDICAL RESEARCH OPPORTUNITIES AT U-M

- ◆ 18% of respondents say that they are very or somewhat likely to look into medical research opportunities for children at U-M in the next year.
- ◆ 47% of parents are very or somewhat likely to have their children participate in medical research at U-M in the next year, *if they were invited to participate*.
- ◆ Younger parents (<30 years old) were significantly more likely to have their children participate in research, if invited, than were older parents and grandparents.

**65% of parents and grandparents have not heard about medical research opportunities for children at U-M.**

# MEDICAL RESEARCH SITES & M-CHRP SAMPLE

## TRAVEL TIME TO MEDICAL RESEARCH SITES FOR CHILDREN

Respondents were asked how far they would have to travel if they wanted to have their children/grandchildren participate in medical research:

- ◆ 15 minutes or less 15%
- ◆ 16-30 minutes 20%
- ◆ 31-60 minutes 16%
- ◆ More than 60 minutes 10%
- ◆ Unsure of location 39%

**33% of parents are unsure about the nearest site for children's medical research, versus 45% of grandparents.**

**58% needing to travel >15 minutes for research would be likely to have their children/grandchildren take part in medical studies, if asked.**

## DESCRIPTION OF M-CHRP SAMPLE

Michigan residents who were parents or grandparents of children aged 0 to 17 were asked to participate. The study included 758 adults (53% parents, 47% grandparents). Respondents' race/ethnicity was comparable to statewide data in the 2010 Census. Other key demographic characteristics include:

- ◆ Women - 59%
- ◆ Annual household income <\$60,000 - 53%
- ◆ High school education or less - 38%

**Respondents indicated that many children/grandchildren had previously visited children's hospitals:**

- 13% for an overnight stay
- 17% for specialty clinics
- 24% for emergencies

## M-CHRP — CONCLUSIONS

Asking parents and grandparents about their priorities for child health research can help build connections between medical researchers and the communities they serve. In this initial report from the M-CHRP project, it is evident that four out of five parents and grandparents in Michigan prefer to take their children to hospitals that conduct child health research, and that about one-quarter of parents and grandparents would be willing to have their children/grandchildren take part in studies, even though few have done so in the past. These findings indicate the great potential for participation in child health research in Michigan.

Through M-CHRP, members of the Michigan public also provide a broad sense of the research they believe is most important in improving child health. Their perceptions of priority research topics overlap well with current areas of expertise and excellence at U-M and additionally highlight areas for potential growth. Moreover, M-CHRP results underscore the need for effective outreach strategies to make U-M a destination for families who want to contribute to child health research today and in the future.

*This report presents findings from a Michigan-only household survey conducted exclusively by GfK Custom Research, LLC (GfK), for C.S. Mott Children's Hospital via a method used in many published studies. The survey was administered in July 2012 to a randomly selected, stratified group of parents and grandparents with children or grandchildren age 0-17 (n=758).*