



National Poll on Children's Health

Annual Report 2012

The University of Michigan C.S. Mott Children's Hospital National Poll on Children's Health (NPCH) was launched in 2007 as a unique effort to measure current national public opinion, perceptions, and priorities regarding the health of U.S. children. Through our research, our overarching goal is to be a non-partisan, dependable source of the timeliest information about public views of children's health and health policy. Findings from the NPCH reflect the attitudes and perspectives of people from across the country – from a wide variety of communities and groups.

In 2012, we released 12 *NPCH Reports* regarding major healthcare issues and trends for U.S. children and their communities. These reports were featured in several major media outlets as well as on our new website, MottNPCH.org, which we also launched in 2012 – making it easy for visitors to search and browse our collection of over 70 *NPCH Reports*, suggest topics for future polls, and view information on popular topics. Along with our new website, we also created a blog called *The Pulse*, which features information on important child health topics in between our monthly reports.



Research from the NPCH is also published in peer-reviewed scientific publications, presented at academic and professional meetings, and promoted on popular social media channels – where we maintain an active presence. Across these various platforms, NPCH consistently contributes to the public dialogue about children's health and health policy at local, state, and national levels – in large part by contacting legislators and key opinion leaders with the latest information. This influence and role in the public conversation about kids comes from our surveys, conducted three times per year in a nationally representative sample of approximately 2,000 U.S. households - with and without children. The sample is obtained by using an innovative, rigorous, established web-based survey technology provided by our unique research partner, GfK Custom Research, LLC.

The reverse side of this Annual Report highlights our 2012 *NPCH Reports*, publications, web traffic, collaborations, outreach efforts and media coverage in major markets. We are excited to share these accomplishments with you and continue our research and outreach efforts. We welcome your feedback and your input on how we can do even more.

Sincerely,

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National Poll 2012

on Children's Health

NPCH Reports

- Jan: Eating behaviors in kids
- Feb: Many kids drink too much juice
- Mar: Youth sexting
- Apr: Easy-access medicines at home
- May: Pay-to-play school sports
- Jun: Kids health priorities for the president
- Jul: HPV vaccination
- Aug: Top 10 child health concerns
- Sep: Bullying
- Oct: Impact of kids' illness on working parents
- Nov: Children's Online Privacy Protection Act
- Dec: Hearing screening for teens & tweens



Major Media Coverage

- Web
- Print
- Broadcast

▶ over 170 articles in major media outlets across the country, including:

Chicago Tribune • TIME • NBC Latino • Detroit Free Press • Reuters • Forbes • Boston Globe

UPI • US News and World Report • USA Today • NBC News • AnnArbor.com • Michigan Radio

CNBC • San Francisco Chronicle • Health Day • Parents Magazine • Detroit News

Web Traffic

- Visits: 12,250 (+108%)
- Pageviews: 27,712 (+55%)
- % New Visitors: 82% (+16%)
- Referral Visits: 4,421 visits via 459 websites (+74%)
- Geographic Reach: Visits from all 50 states in the U.S. / Visits from 119 countries/territories (+55%)

Launched a new website: **MottNPCH.org**
 Created a new blog: **The Pulse**

Publications & Presentations

- ▶ 2 published articles in peer-reviewed journals
- ▶ 8 presentations at professional meetings

Outreach to Legislators & Organizations



- ▶ 150 members of Congress across 50 states
- ▶ 546 State Legislators across 41 states
- ▶ 62 organizations, including:

Collaborations

- ▶ 17 faculty collaborators
- ▶ 8 different specialties, including:

Emergency Medicine • Child Behavioral Health • Kinesiology • Otolaryngology