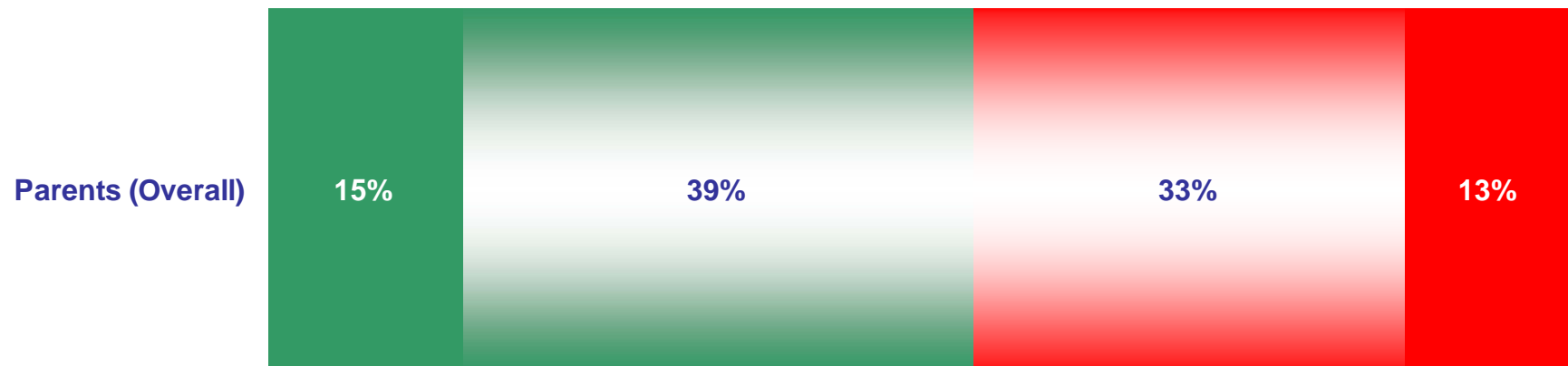




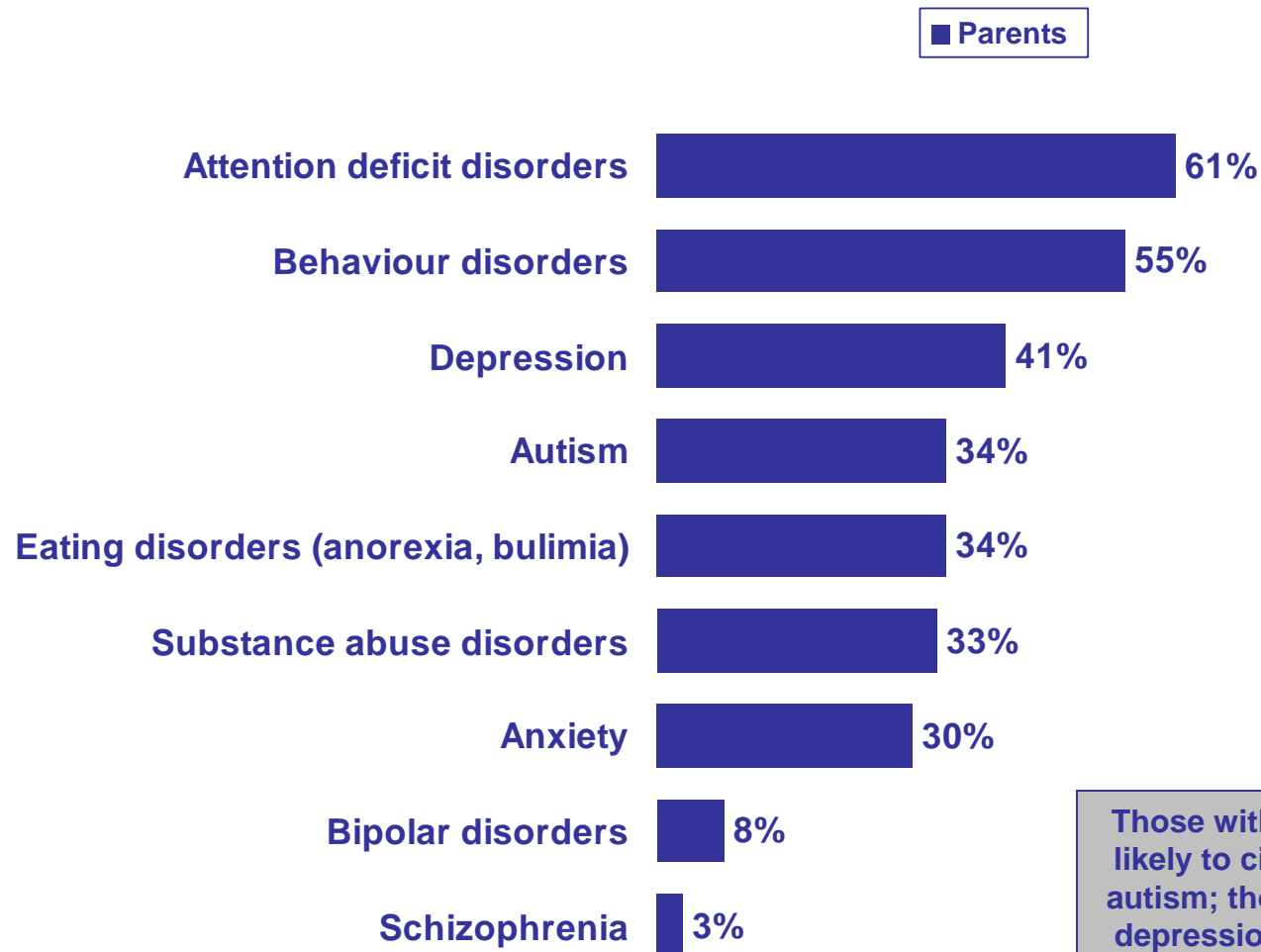
## A majority (54%) of Canadian parents spend time thinking about mental health problems as related to their children...



How often would you say that you think about mental health problems as they affect your children? Base: respondents n=2,075,



## ADD and behaviour disorders are considered to be the top mental health illnesses/issues faced by Canadian parents today...



Those with children 11 or younger are more likely to cite ADD, behaviour disorders, and autism; those with children 11 to 18 mention depression and substance abuse disorders more often.

In your opinion, what are the top three children's mental health illness/issues facing parents today?

Base: respondents n=2,075



## Among those who actively seek out information (15%) – doctors, the Internet, and health-related organizations are sourced most often for information on children’s mental illness/health...

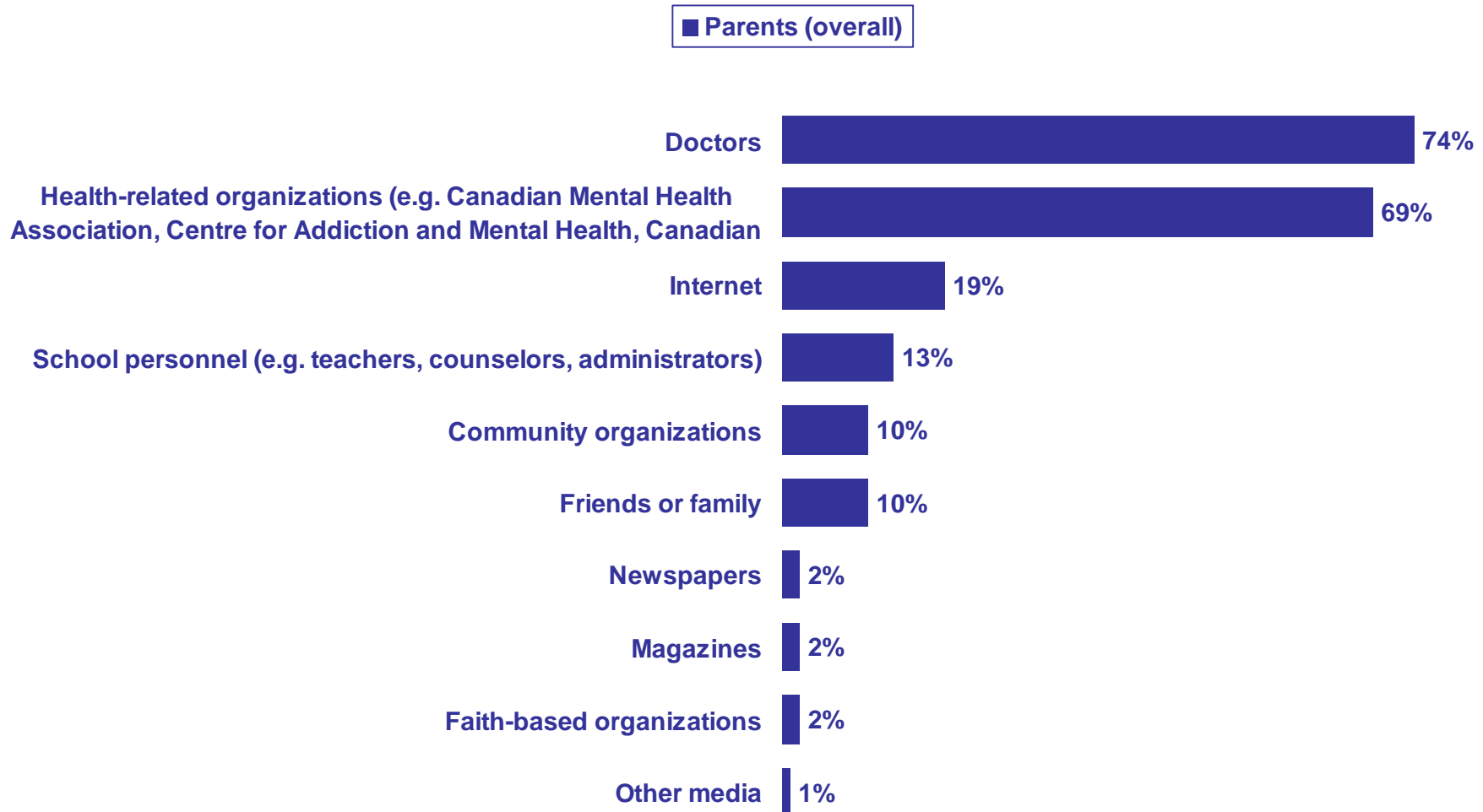
■ Parents



What are all the resources you have turned to in search of information on children’s mental health or mental illness?  
Base: respondents who actively seek out information on children’s mental health n=306



## Doctors and health-related organizations are clearly the most trusted sources of information on mental illness among those who actively seek out information



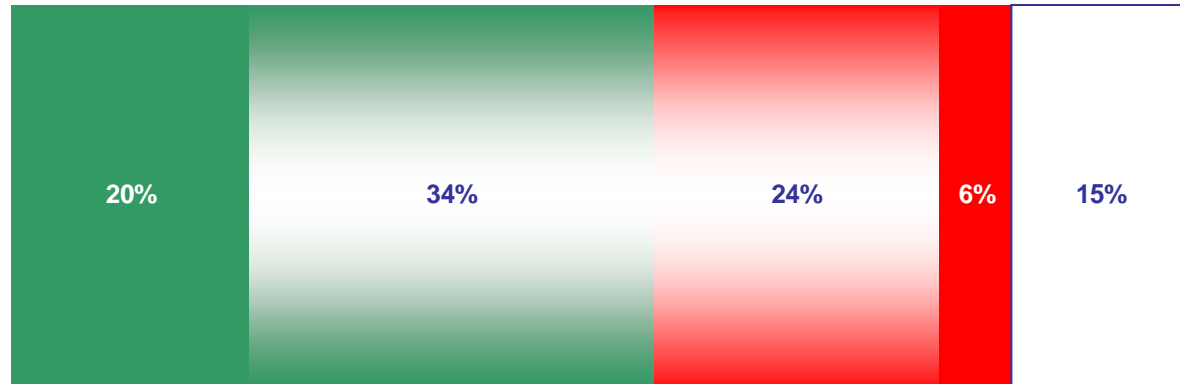
Which 2 sources do you trust the most? Base: Panel respondents who actively seek out information on children's mental health n=306



## The majority of parents (54%) say it's a terrible trying to navigate the health and social services sectors for children's mental health help and information...

■ Strongly Agree   ■ Somewhat agree   ■ Somewhat disagree   ■ Strongly disagree   □ Don't know

It is terrible trying to navigate the health and social services sectors for children's mental health help and information



To what extent do you agree or disagree with the following statements?

Base: Parents with a child who has been diagnosed with/exhibited signs of a mental health condition n=901