

C.S. Mott Children's Hospital



## National Poll on Children's Health

# Annual Report 2011

The University of Michigan C.S. Mott Children's Hospital National Poll on Children's Health (NPCH) measures current national public opinion, perceptions and priorities regarding major healthcare issues and trends for U.S. children and their communities. 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 all types of communities and groups.

*NPCH Reports* and peer-reviewed scientific publications from the NPCH contribute to public dialogue about children's health and health policy at local, state and national levels. 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/Knowledge Networks.



We recently launched our new website at [MottNPCH.org](http://MottNPCH.org), where you can now search and browse over 60 *NPCH Reports*, suggest topics for future polls, share your opinion in a quick poll, and view information on popular topics. We also have information and parenting resources on health topics for kids of all ages. If you're engaged in social media, we have also created an active presence on Facebook, Twitter and Google+.

The reverse side of this Annual Report highlights our 2011 *NPCH Report* topics, publications, web traffic, collaborations, outreach efforts and media coverage in major markets over the last five years (since the NPCH was founded). We are excited to share these accomplishments with you and continue our research and outreach efforts to inform the public and policymakers on major healthcare issues for children. Let us know how we can do even more!

Sincerely,

Matthew M. Davis, MD, MAPP  
Director

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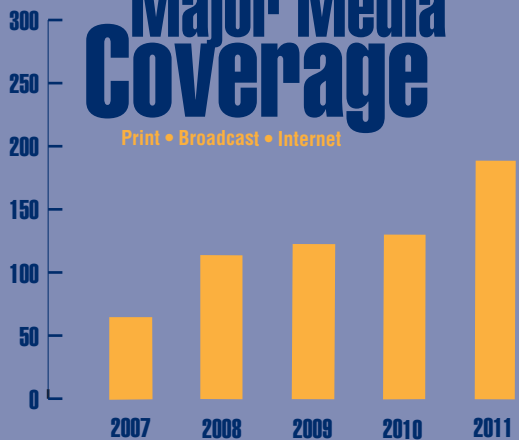


# National Poll 2011

on Children's Health

## Major Media Coverage

Print • Broadcast • Internet



UPI • US News and World Report • CNN • New York Times • Wall St Journal • USA Today

Chicago Tribune • Washington Post • Los Angeles Times • TIME • Parents Magazine • Detroit Free Press



## Web Traffic

### Visits

2011: 5,892 (+83%)  
2010: 3,220

### Pageviews

2011: 17,853 (+87%)  
2010: 9,528

### % New Visits:

2011: 65.90% (+8%)  
2010: 61.09%

### Referring Sites:

2011: 2,540 visits via 232 sources (+90%)  
2010: 1,335 visits via 157 sources

### Geographic Sources:

2011: 5,892 visits came from 77 countries/territories  
2010: 3,220 visits came from 62 countries/territories

## Publications & Presentations

6 published articles in peer-reviewed journals  
4 presentations at professional meetings

Launched **social media** presence on Facebook, Twitter and Google+



## Outreach to Legislators & Organizations

12 members of Congress 47 State Legislators 106 Organizations



## Collaborations

18 faculty collaborators 9 different pediatric divisions or other departments

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