

# 2015

# YMCA

## Healthy Kids Report

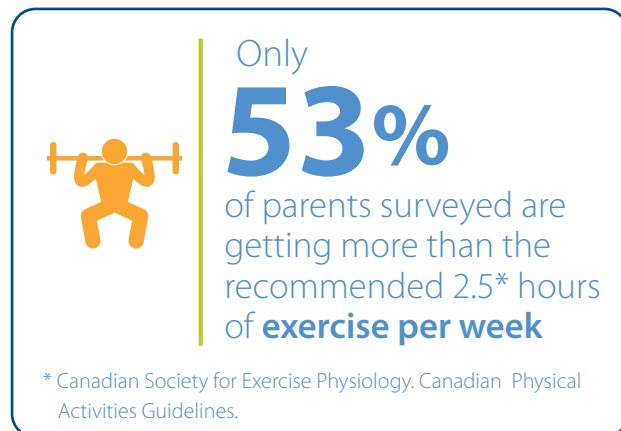
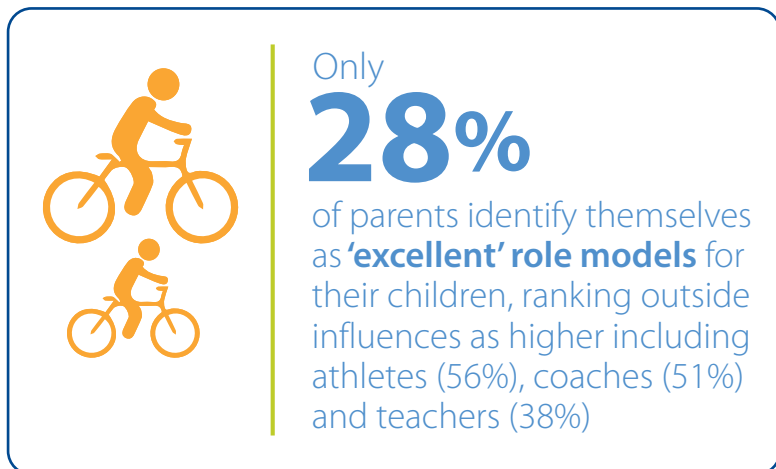
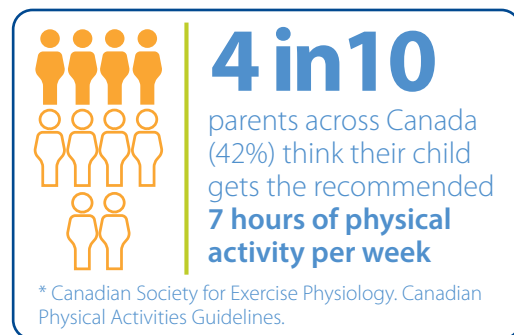
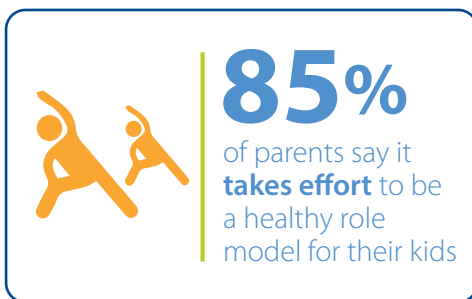
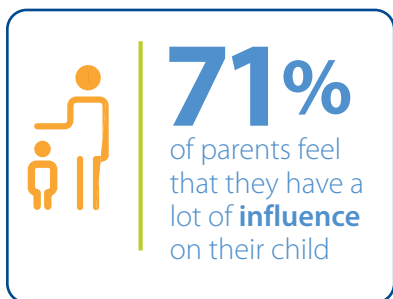


### BACKGROUND

In the spring of 2015, the YMCA commissioned a research study with parents raising children between the ages of 6 – 12. The theme of the report focused on the importance of parents as role models and their confidence in promoting healthy development and activity levels. A total of 1,760 interviews were conducted online in French and English across Canada.

### KEY FINDINGS:

Parents feel they have a strong influence on their children, but have difficulty setting a healthy example.



Competing priorities and financial concerns are the biggest challenges parents face in raising healthy children.

<b>55%</b> Financial concerns		<b>51%</b> Competing priorities	
<b>37%</b> Knowing where to find programs or services	<b>42%</b> Giving children a sense of independence	<b>40%</b> Establishing a strong support network	

### TOP 5 HABITS PARENTS WORRY ABOUT PASSING TO CHILDREN

Too much time online (18%)



Inactivity (12%)



Eating junk food (11%)



Unhealthy stress levels (9%)



Negative self talk (8%)

