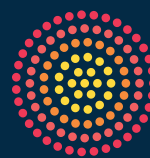




⋮ **BEYOND**  
⋮ **BANDAIDS:**  
⋮ Delivering Healthcare  
⋮ Fit for Kids

Campaign Wrap Up | June 2024



Children's  
Healthcare  
Canada

# Introduction

Canada is experiencing a crisis in child and youth health. Measurable decline in the health and wellbeing of this country's children has implications at the individual, family, society, and systems levels. In the face of this crisis, Children's Healthcare Canada, its member organizations and partners embarked on a quest to define what "right-sized" children's healthcare systems would look like, and how to get there. Through **seven virtual roundtables**, the Inspiring Healthy Futures Summit in late 2023, and engagement of delegates attending the 2023 Children's Healthcare Canada Annual Conference, **more than 600 voices contributed** to developing recommendations for improved, integrated

**Children's Healthcare Canada envisions a future where right-sized children's healthcare systems are accessible, equitable, connected, and purpose-built to meet the needs of children, youth and their families, and the highly specialized workforce that serves them.**

healthcare systems for children and youth across Canada, which make up the bulk of the Beyond Band-aids: Delivering a Future Fit for Kids Report.

Children's Healthcare Canada created a public relations campaign to support the launch of the report on May 6, 2024, including a media briefing, followed by a Child Health Advocacy Day on Parliament Hill and a six-week-long social media campaign with goals to:

1. **Raise awareness** of the challenges facing children's healthcare systems across Canada;
2. **Introduce targeted solutions** to strengthen children's healthcare systems (co-designed with collaborators across the continuum of care and across sectors);
3. **Inspire policies and investments** to improve the experience and outcomes of care for children and youth;
4. **Position** Children's Healthcare Canada and organizational members as **solutions-oriented thought leaders**.



# Collective Action By the Numbers



## Town Halls

Children’s Healthcare Canada hosted **three townhalls** to share findings of broad consultations to inform the Beyond Bandaid’s report. In total, the townhalls attracted **over 400 registrants** (members and non-members). The meetings were held in both official languages for the first time!



## Engagement with Parliamentarians:

Children’s Healthcare Canada hosted a virtual roundtable discussion with the **Minister of Health, Mark Holland** in conversation with child health leaders. Members socialized key findings of the Beyond Bandaid reports and discussed opportunities to advance government engagement on children’s priorities.

Children’s Healthcare Canada and the Pediatric Chairs of Canada co-hosted a Child Health Advocacy Day on Parliament Hill. In total, **thirty-six meetings** connected forty elected and appointed officials, their staff, and senior government officials with child health leaders from coast to coast and across the continuum of care to discuss federally focused recommendations issued within the Beyond Bandaid’s report;



That same day, MP Gord Johns and Senator Moodie issued statements acknowledging children’s health priorities and the efforts of Children’s Healthcare Canada and the Pediatric Chairs of Canada to measurably improve children’s health, in both the House of Commons and the Senate.

The Hill Times Health Policy Briefing included both an op-ed by Emily Gruenwoltdt and a full page ad focused on children’s health in April 2024.

# Collective Action By the Numbers



## Media Relations

Children's Healthcare Canada's spokespeople were part of **11 interviews** with:

The Toronto Star, CTV News, Radio-Canada Québec, Radio-Canada (RDI), Radio-Canada (Acadie), Radio-Canada (Abitibi), Radio-Canada (Winnipeg), Verdict Santé, The Hill Times Research, CJAD800 Montreal, 980 London.

### TV:

Ici Radio-Canada television segments **aired 39 times** in a total of 7 provinces, with potential reach of more than 5 million viewers.

CTV's segment had a potential reach of 3.5 million viewers.

Total potential combined reach: **8.5 million viewers**

### Radio:

News coverage **aired 228 times** across Radio-Canada radio stations in nine provinces

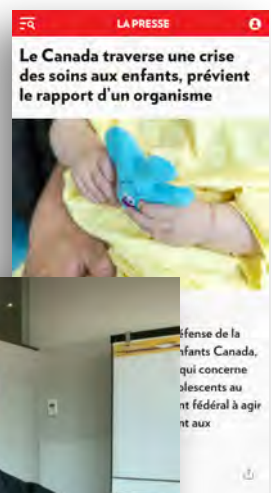
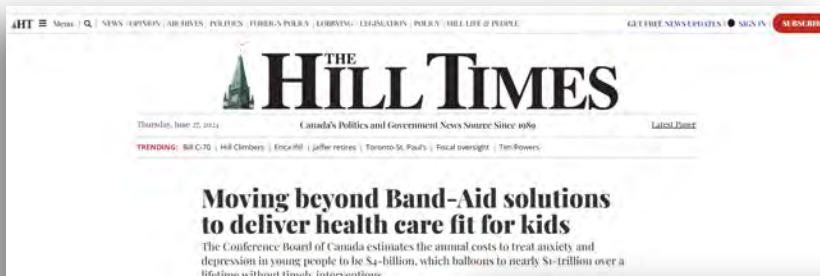
**27 mentions** across independent French and English radio stations in Quebec and Ontario

### Print Media:

**6 EN** (Tier 1: Toronto Star, Globe and Mail)

**11 FR** (Tier 1: La Presse Canadienne)

Total combined reach of almost **10 mil. readers**



# Collective Action By the Numbers



## Social Media:

### Number of posts

- X: 126
- LinkedIn: 79
- Insta: 53

**Total: 253**

### Impressions

- X: 42,759
- LinkedIn: 31,180
- Insta: 2,855

**Total: 76,793**

### New Followers

- X: 22
- LinkedIn: 175
- Insta: 40

**Total: 237**



**Holland Bloorview** @HBKidsHospital · May 6  
Our kids need healthcare systems that are accessible, equitable, connected & designed to meet their specific needs. Join our mission to right-size children's healthcare systems. Check out our Beyond Bandaid's report and recommendations. [#WeCANforKids](#)  
[bit.ly/4akkvhh](http://bit.ly/4akkvhh)

4 5 470

**Emily Gruenewaldt** [SHE] (HE) · 1st  
President & CEO of Children's Healthcare Canada | Executive Director, IWK Health  
Our efforts to right-size health systems serving kids must include modernizing remuneration models for the highly specialized workforce responsible for their care, including physicians. [#WeCANforKids](#)

Outdated funding model for doctors at CHEO is affecting its ability to deliver care: [Alex Munter](#)

Like Comment Share Save

**IWK Health** 18,900 followers  
Children are not adults! They need systems designed and funded to meet their growing needs. Our 19 recommendations offer a path forward for building healthcare systems fit for kids [more](#)

Comment Share Save

**Julia Hanigsberg** @Hanigsberg · May 6  
Very pleased to be able to share @ChildHealthCan priorities for children's healthcare with parliamentarians this evening.  
✓ pan-Canadian children's strategy  
✓ Chief Children's Health Officer  
✓ Dedicated funding envelope for child health research  
[#BeyondBandaid's](#)

Mark Holland and 3 others

5 28 2.8K

**Children's Healthcare Canada**  
Children are not small adults. A range of skilled professions, specialized workforce so even they need it. [#WeCANforK](#)

5 12

**Lisa Ternoway** · 3rd+  
Area Director at Bayshore HealthCare  
Meeting families and children where they are is essential to supporting them holistically. [#WeCANforKids](#) [#makingadifference](#)

**Children's Healthcare Canada**  
2,755 followers  
Respite care is a must! Together. [#WeCANforKids](#).  
"When you see how they thrive when they have the support, it often decreases hospitalization and keeps them in their communities and they hit [more](#)"

See translation

**Stacie Smith (She/Elle)** ❤️ 🇨🇦 @stacie\_smith94 · May 6  
We need to move beyond bandaid's to deliver a future fit for I the call for a National Children's Strategy and Chief Children's Officer. Let's measurably improve kids' healthcare systems. [#WeCANforKids](#)  
Read the Beyond Bandaid's report: [childrenshealthcarecanada.ca/en/child-health...](http://childrenshealthcarecanada.ca/en/child-health...)

Children's Healthcare Canada and 2 others

5 9 403

**Lisa Ternoway**  
Area Director  
Bayshore HealthCare

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Like Comment Share Save

**McMaster Children's Hospital** @mch\_childrens · May 6  
Our kids need healthcare systems that are accessible, equitable, connected & designed to meet their specific needs. Check out the @ChildHealthCan Beyond Bandaid's report and recommendations. [#WeCANforKids](#)  
[childrenshealthcarecanada.ca/en/child-health...](http://childrenshealthcarecanada.ca/en/child-health...)

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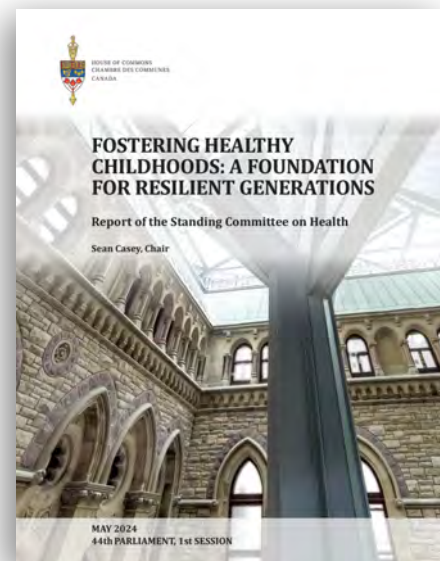
Like Comment Share Save

# Our Impact



Keeping up the momentum from the May 7 Child Health Hill Day, Children’s Healthcare Canada is actively engaging key policy leaders to advance child health priorities, including an upcoming **Ministerial roundtable on mental health** with Minister of Mental Health and Addictions, Ya’ara Saks, an upcoming **executive network roundtable** with NDP Health Critic Peter Julian and connecting with current leaders of the **Child Health Caucus**, Senator Margo Greenwood, Senator Rosemary Moodie and Conservative MP, Karen Vecchio. These key parliamentary relationships continue to be nurtured and sustained as we approach the Fall session.

The day the Beyond Band aids Report launched, the House of Commons Standing Committee on Health released a report on the findings and recommendations of their Child Health Study conducted in 2022-2023. Children’s Healthcare Canada was instrumental in this study being undertaken, and **provided fourteen expert witnesses** who were called to testify before the Committee. The findings of the child health study are largely consistent with recommendations issued in the Beyond Band aids report, with the exception of a recommendations speaking to the need for a national children’s strategy.



[Read our full analysis.](#)

**“We need joint accountability that we are all in this together to delivery collectively on the wellbeing of children.”**



# Continued Advocacy



## Children's Healthcare Canada continues to advocate by:

- **Working with government and elected officials** to position children's health as a central focus on the agenda of the upcoming federal, provincial and territorial health ministers meeting in October.
- **Facilitating meetings** between members and elected officials in their ridings over the summer. If you need help connecting with your member of parliament, contact [advocacy@childhealthcan.ca](mailto:advocacy@childhealthcan.ca).
- **Continuing to work with partners in data** to ensure that child health data is part of the national strategy for the workforce, service planning and outcomes.

## The three building blocks for health system transformation:



Dedicated and protected funding envelopes for children's health systems across the continuum of care, including child health research.



Publicly accessible child health data, captured under national health data strategies.



The highly specialized health workforce that cares for children and youth must be an intentional focus of national health workforce planning initiatives.

# Continued Advocacy



## Later this Fall:

The theme for the Children's Healthcare Canada's 2024 Annual conference in St. John's, Newfoundland and Labrador (October 20-22, 2024) is Right-Sizing Health



Right-Sizing Health Systems for Kids:

**NAVIGATING TO BRIGHTER FUTURES**

Systems for Kids: Navigating to Brighter Futures. It will showcase thought leaders in child health, solutions-focused discussions, and examples of how members are right-sizing in their own organizations, communities, and regions. **Visit the conference website to learn more.**



SPARK Conversations continues with discussions on system-level issues and solutions with respected child health leaders from across the country.

**Listen to the first two episodes of the series here.**

**Practice and Policy Networks** are convening to discuss their distinct roles in shaping solutions to right-size child health in Canada for children with medical complexity, and those facing challenges with mental health.

**The Family Network** is positioned to lend their expertise and experience to multiple conversations and help our member organizations in their journey toward right-sized health systems.



**Together, we can sustain this momentum. Please continue to share your success stories with Children's Healthcare Canada so we can elevate your achievements and continue to shape a narrative of hope for a future fit for kids.**