



Children's
Healthcare
Canada



Media Support Results

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



Submitted by Syntax Strategic
Submitted on May 24, 2024

THE GOAL

On Monday, May 6, 2024, CHC hosted a media conference to release its new report *Beyond Band-aids: Healthcare Fit for Kids*. A public relations campaign was launched, beginning in late April, to socialize the findings of our work with Parliamentarians, their staff, and the broader Canadian public. The objectives of this campaign were to:

- Raise awareness of the challenges facing children's healthcare systems across Canada, but also a vision for the future (co-designed with diverse stakeholders)
- Introduce targeted solutions to strengthen children's healthcare systems
- Inspire new investments in children's health systems and new programs and policies that improve children's health outcomes
- Position Children's Healthcare Canada as a solutions-oriented thought leader amongst government officials, with our membership, and for media

TACTICS

The report was critical to ongoing CHC advocacy activities and will serve as the foundation of such activities for the next several years. The activities were focused on two key areas: media relations, and partner and member relations.

CHC executed the following tactics throughout the public relations campaign.

- Prior to the launch, a comprehensive partner toolbox was created with tailored content so that partners could share the campaign on their platforms.
- CHC reached out to select journalists to alert them of the upcoming release of the report and offer interviews.

- On the day of the launch, a technical media briefing was held with spokespeople to offer more details on the content of the report.
- CHC's Advocacy Hill Day served as the hard launch of the report, resulting in over 36 meetings with influential politicians, including Ministers, Members of Parliament, Senators and government officials.

RESULTS

Children's Healthcare Canada spokespeople Emily Gruenwoldt, Julia Hanigsberg, Anne Monique Nuyt and Marc-André Dugas conducted interviews in both French and English on the day of the launch and in subsequent days. Interviews were conducted 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

Overall, the print stories and broadcast segments had a potential total reach of **26 million views and listens**.

The top segments for reach and volume were the story in the Toronto Star, which had a potential reach of **5 million readers**, and Dr. Anne Monique Nuyt's interview with Radio Canada, which had a potential reach of **4.9 million viewers**.

TELEVISION APPEARANCES

- A story on Le téléjournal featuring two CHC spokespeople aired in 18 regions across Quebec.
- Emily Gruenwoltd was interviewed on CTV News Channel, with a reach of 3.5 million.
- A report on the national French news program D'abord l'info aired three times on May 7.



RADIO

- News coverage aired 250 times across Radio-Canada stations in nine provinces
- 27 mentions across independent French and English radio stations in Quebec and Ontario



MAIN OUTLETS THAT COVERED THE NEWS

Outlets	Coverage Links (if available)
<p>Toronto Star Article by Megan Ogilvie titled, <i>“Canada needs a national strategy to confront kids’ health crises, report says”</i></p> <p>Publication has a reach of 5 million, and story was picked up by five additional publications that target the Greater Toronto Area and the Greater Golden Horseshoe:</p> <ul style="list-style-type: none"> • The Hamilton Spectator (744K reach) • TheRecord.com (446K reach) • St. Catharines Standard (259K reach) • Niagara Falls Review (150K reach) • The Peterborough Examiner (148K reach) 	<p>https://www.thestar.com/news/canada/canada-needs-a-national-strategy-to-confront-kids-health-crises-report-says/article_a83de7fe-0961-11ef-9474-c36ac62b3392.html</p> <p>https://www.thepeterboroughexaminer.com/news/canada/canada-needs-a-national-strategy-to-confront-kids-health-crises-report-says/article_d4ead93b-1dd2-5b96-9f3b-87ba-9da8c422.html</p> <p>https://www.stcatharinesstandard.ca/news/canada/canada-needs-a-national-strategy-to-confront-kids-health-crises-report-says/article_6db936af-88ab-5340-a5f2-067719dc9ad0.html#comments</p> <p>https://www.niagarafallsreview.ca/news/canada/canada-needs-a-national-strategy-to-confront-kids-health-crises-report-says/article_2b01c0a3-1ed6-53c5-ada1-01461d76f747.html</p> <p>https://www.thespec.com/news/canada/canada-needs-a-national-strategy-to-confront-kids-health-crises-report-says/article_ec-cee8d7-695b-5c3a-ae62-de3cddc2fe2c.html</p> <p>https://www.therecord.com/news/canada/canada-needs-a-national-strategy-to-confront-kids-health-crises-report-says/article_70f98759-123d-5103-baad-42018362f2ee.html#comments</p>

<p>La Presse Canadienne Article by Katrine Desautels titled, <i>“Le Canada traverse une crise des soins aux enfants, prévient un nouveau rapport”</i></p> <p>Achieved an audience reach of more than 4.8 million across 11 publications:</p> <ul style="list-style-type: none"> • La Presse (4.3 million reach) • L’actualité (316K reach) • Le Canada Français (113K reach) • MSN Canada (47K reach) • La Nouvelle Union (45K reach) • Granby Express (24K reach) • Le Journal de Joliette (15K reach) • L’Écho de Trois-Rivières (7K reach) • Chambly Express (4K reach) • Go Rimouski (4K reach) • Vallée-du-Richelieu Express (4K reach) 	<p>https://www.lapresse.ca/actualites/sante/2024-05-06/le-canada-traverse-une-crise-des-soins-aux-enfants-previent-le-rapport-d-un-organisme.php</p> <p>https://lactualite.com/actualites/le-canada-traverse-une-crise-des-soins-aux-enfants-previent-un-nouveau-rapport/</p> <p>https://www.canadafrancais.com/nouvelles-nationales/le-canada-traverse-une-crise-des-soins-aux-enfants-previent-un-nouveau-rapport</p> <p>https://www.msn.com/fr-ca/actualites/quebec-canada/le-canada-traverse-une-crise-des-soins-aux-enfants-pr%C3%A9vient-un-nouveau-rapport/ar-BB1IT058</p>
<p>CTV News Channel</p> <ul style="list-style-type: none"> • One-on-one interview with Emily Gruenwoldt with reach of 3.5 million viewers nationally 	
<p>ICI Radio-Canada (TV)</p> <ul style="list-style-type: none"> • TV segments broadcast 39 times • Aired on a national TV show, and on local news programs in regions across 7 provinces: Quebec, Ontario, British Columbia, Alberta, Saskatchewan, Manitoba and New Brunswick • Aired in major cities, including Quebec City (59K reach) and Toronto (26K reach) 	
<p>ICI Radio-Canada (Radio)</p> <ul style="list-style-type: none"> • Radio story aired 228 times • Aired in regions across nine provinces: Ontario, Quebec, British Columbia, Alberta, Saskatchewan, Manitoba, Nova Scotia, Prince Edward Island, and New Brunswick 	

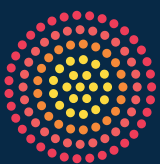


Radio Segments

In addition to Radio-Canada, we counted at least **34** other radio segments, in French and English, including:

- **Newstalk 800 CJAD** (180K reach)
- **AM980** (65K reach)
- **98.5 FM** (22K reach)
- **99.3 County FM**
- **107.8 Estrie**
- **CHOX 97.5 FM**
- **CIEL 103 FM**
- **CIEU 94.9 FM**
- **CIME 103.9 FM**
- **CJRG Radio Gaspésie 94.5**
- **Cool FM 103.5**
- **Planète 104.5**
- **Radio-Acton 103.7**





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