

The Impact of Cough & Cold on School-Aged Children



Over 1300 mothers and school nurses were surveyed*

See the results on the back

*1002 mothers of children in prekindergarten through eighth grade were surveyed between November 13 and December 8, 2014 using an online survey. 301 school nurses were also surveyed using a mixed-mode methodology; interviewers conducted the survey via phone and completed an online survey.

Revealing Results

Focus

84% of school nurses reported that children have focus and participation difficulties while in class during this season



84%

Attendance

Over half of parents (51%) report that attendance is disrupted when their child is suffering from the effects of cough & cold season



51%

Sleep

Mothers overwhelmingly (58%) reported a disruption in their child's sleep due to cough & cold symptoms



58%

Energy level

78% of moms report that health issues during cough & cold season disrupt their child's energy level



78%

Inaction

63% of school nurses believe that parents wait until cough & cold symptoms are too severe before taking action



63%

To help combat these issues, encourage parents to:

- Ask questions when they're unsure of what to do
- Treat symptoms appropriately
- Learn how to identify when intervention should be considered

It's important that you discuss how to handle cough & cold season with parents so children can stay in the classroom and out of the exam room



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