

Background

The C.S. Mott Children's Hospital National Poll on Children's Health (NPCH) is designed to measure public opinion, perceptions and priorities regarding major health care issues and trends for U.S. children. The NPCH, launched in 2007, is funded by the Department of Pediatrics and Communicable Diseases at the University of Michigan (U-M) Health System, and is located within the U-M Division of General Pediatrics Child Health Evaluation and Research (CHEAR) Unit. The goal of the NPCH is to address issues that are timely and highly relevant to the public's concerns about children's health.

Methods

The NPCH conducts quarterly polls on health and health policy issues for children and their families, using a nationally representative scientific probability sample of approximately 2000 U.S. households (with and without children). The same is obtained by using an innovative, rigorous, established web-based survey technology provided by a private vendor (Knowledge Networks). Each sample is subsequently weighted to reflect the latest U.S. population figures from the Census Bureau.

Implications for Health Policy

Timely findings from the NPCH will contribute to national dialogue on children's health and health policy. Findings may also inform new policy initiatives and research ideas regarding a wide range of children's health issues, including insurance coverage, preventive services, screening programs, access to care, obesity, smoking and other substance use, and other top health concerns for children and adolescents.

Findings

Specific findings are presented as **National Poll on Children's Health Reports**, published online and available free of charge to the public at, <http://www.med.umich.edu/mott/research/chearnpch.html>, and as articles in the peer-reviewed literature. For each *Report*, an accompanying podcast is available for free download, at www.med.umich.edu/podcast.

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