



Canadian Institute of
Child Health

Rotavirus Awareness Survey FACT SHEET

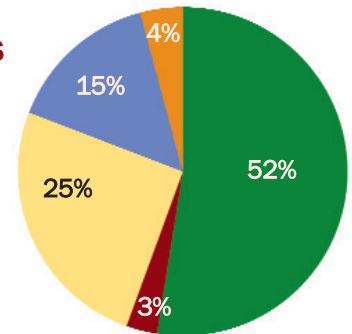
Based on a national survey conducted in March 2007 by Ipsos Insight Health of 822 Canadian mothers between the age of 20 and 45 years with at least one child below the age of 3, for whom they are the primary caregiver. The survey results are considered accurate to within ± 3.4 percentage points, 19 times out of 20.

Mothers of Young Children Lack Awareness of Rotavirus

- More than half (52 percent) of the mothers surveyed had never heard of rotavirus and 28 percent were not familiar or not at all familiar with it.
- Less than one in three mothers (29 percent) consider rotavirus very serious.

HOW MUCH HAVE MOTHERS HEARD ABOUT ROTAVIRUS?

- Never heard of
- Not at all familiar
- Not familiar
- Familiar
- Very familiar

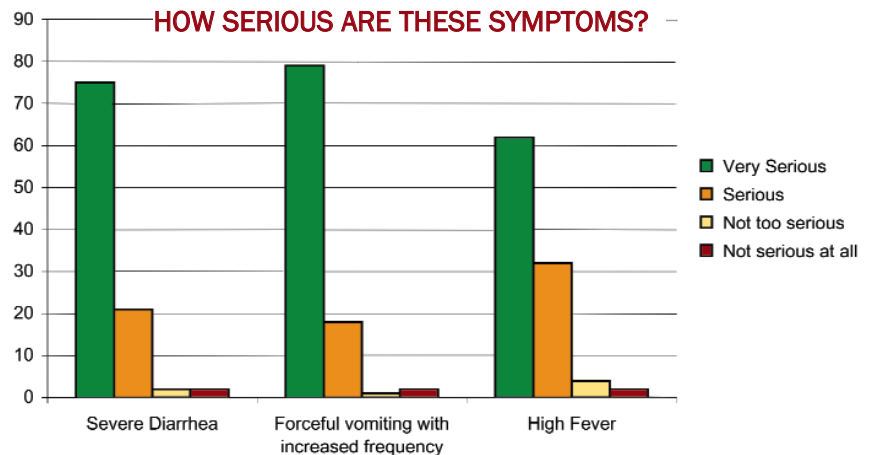


Most Mothers Agree on Seriousness of Potential Symptoms

A majority of respondents rated the potential symptoms of rotavirus as some of the most serious that could affect their child:

- 96 percent of mothers surveyed thought severe diarrhea was serious or very serious.
- 97 percent thought forceful vomiting was serious or very serious.
- More than 9 out of 10 (94 percent) said that fever is a serious or very serious symptom.

HOW SERIOUS ARE THESE SYMPTOMS?

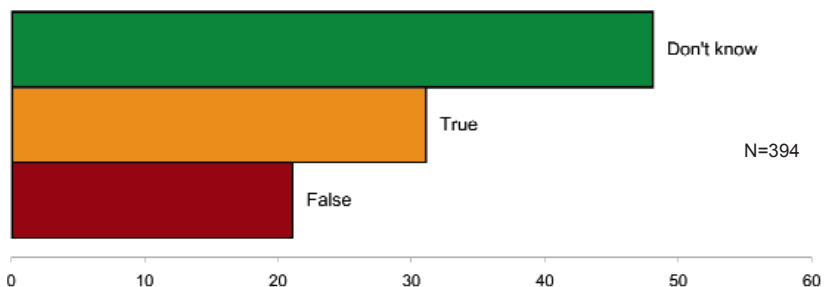


Even Mothers Familiar with Rotavirus Have Knowledge Gaps

Of those mothers who had heard of rotavirus (48% of all respondents) many were unaware of important facts about rotavirus:

- 56 percent did not know/did not believe that rotavirus is the most common cause of diarrhea in young children.
- 69 percent did not know/did not believe that nearly all children will become infected by the time they enter kindergarten.

TRUE OR FALSE: NEARLY ALL CHILDREN WILL BECOME INFECTED WITH ROTAVIRUS BY THE TIME THEY ENTER KINDERGARTEN:



Rotavirus is under-diagnosed in Canada and has an impact on the Canadian healthcare system

- 36 percent of mothers surveyed said that at least one of their children under 3 years of age had experienced 5 or more episodes of profuse watery diarrhea in one day.
- 10 percent reported having a child less than 3 years of age who had been diagnosed with rotavirus.
- 10 percent of mothers had a child less than 3 years of age who had to visit a doctor for severe diarrhea and 5 percent had a child under 3 who was hospitalized because of it.

Canadian Institute of Child Health

300 – 384 Bank Street, Ottawa, ON K2P 1Y4

Tel: 613-230-8838 Fax: 613-230-6654 cich@cich.ca www.cich.ca

Made possible through a contribution by
Merck Frosst Canada Ltd. MERCK FROSST