

TOGETHER WE CAN

Helping Kids Cope With Violence

THE NESTLÉ TOGETHER WE CAN REPORT: **UNDERSTANDING PARENTS' PERCEPTIONS OF VIOLENCE** **SUMMARY RESULTS**

TORONTO, ON, June 26, 2002 – Results of the first-ever national study to probe parents' concerns about the many forms of violence children encounter and their beliefs about the impact on children are being presented today at a National Forum. Entitled, the *Nestlé Together We Can Report: Understanding Parents' Perceptions of Violence*, the report explores parents' perceptions of children's exposure to violence in school, in the media, in sports, in the community, and between siblings.

Overall, findings indicate that 85 per cent of parents believe their children encounter violence at least occasionally, with one in four parents stating they believe it occurs often or all of the time. The report also reveals that parents are particularly concerned about their children's exposure to violence in school, in the media, and in the community, and that parents believe these forms of violence are more likely to have a negative impact on their children's well-being.

Are parents worried about violence in their children's lives?

School Violence -

- 82 per cent of parents report some degree of worry about their children's exposure to violence at school, with 37 per cent of those surveyed reporting being worried or very worried.

Visual Media Violence -

- 83 per cent of parents report some degree of worry about their children's exposure to violence on television, in movies, and in music videos, with 43 per cent of those surveyed reporting being worried or very worried.

Community Violence -

- 66 per cent of parents report some degree of worry about their children's exposure to violence in the community, with 27 per cent of those surveyed reporting being worried or very worried.

Do parents think that exposure to violence will impact children?

In the three primary areas of parental concern (school, visual media, and community) the results suggest that among those parents who report being worried or very worried about their children's exposure to violence, 88 per cent believe that this exposure has a moderate to strong impact on their

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child, while an average of 47 per cent of those surveyed believe this exposure has a strong impact on their child and is harmful to their well-being. For example:

School Violence -

- 91 per cent of parents who report being worried or very worried about their children's exposure to violence at school believe this exposure will have a moderate to strong impact on their children, with 49 per cent believing this exposure may have a strong impact.

Visual Media Violence -

- 91 per cent of parents who report being worried or very worried about their children's exposure to violence on television, in movies, and in music videos, believe this exposure will have a moderate to strong impact on their children, with 55 per cent believing this exposure may have a strong impact.

Community Violence -

- 83 per cent of parents who report being worried or very worried about their children's exposure to violence in the community, believe this exposure will have a moderate to strong impact on their children, with 37 per cent believing this exposure has a strong impact.

What forms of violence are parents less concerned about?

Interestingly, far fewer parents are concerned about children's exposure to violence in sports, and their exposure to inter-sibling violence (fighting between brothers/sisters). In fact, only 51 per cent of parents mention any concern about sport violence while 30 per cent express some degree of concern about violence between siblings in their families. Experts suggest that while inter-sibling violence is quite prevalent, it is relatively under-acknowledged as a form of violence -- both among parents and among researchers.

Note: The report, conducted by the Canadian Council on Social Development (CCSD) and Family Service Canada (FSC), and sponsored by Nestlé Canada, surveyed a sample of 1,021 parents with children under the age of 18 and was conducted between December 2001 and January 2002. The margin of error for the survey is +/- 3.1%.

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