

KIDS' UNTREATED COUGH AND COLD SYMPTOMS AFFECT ENERGY LEVELS AND FOCUS, SAY MOMS AND SCHOOL NURSES

New Survey Reveals That Moms Want Guidance From Physicians, Nurses About How to Best Combat Kids' Colds and When Symptom Relief Is the Best Option

Cough and cold season is here, along with the seemingly inescapable sniffles and nasal congestion that come with it. While it's obvious that these illnesses have a major impact on children, especially when symptoms are not addressed, *new survey results explore just how extensively coughs and colds can negatively affect children's quality of life, from the perspective of moms and school nurses.*

Here's a glimpse of the survey findings - including how cough and cold symptoms negatively affect the everyday lives of children, what moms can do to best navigate the season, and how often moms are discussing common symptom relief options

(including over-the-counter medications) with their child's healthcare professional.

Survey Findings:

According to the Centers for Disease Control and Prevention, nearly 22 million school days are lost each year due to colds alone. In the survey, moms and school nurses reported that symptoms associated with cough and cold can have a negative impact on ability to focus, school performance, sleep, and missed time in the classroom for children in grades pre-K to 8. Consider the following survey statistics:

Impact on Focus:

During the prime cough and cold season months of December through February, 84% of school nurses report that at least frequently, if not always, children visit their office because they're finding it hard to focus or participate in class. About half (43%) of moms report that their child has a harder time focusing, and it takes longer for them to complete tasks (43%) when they have a cold.



Impact on Energy Level:

An overwhelming majority of moms (78%) and school nurses (90%) say health issues during cough and cold season disrupt a child's energy level.

Missed Class Time:

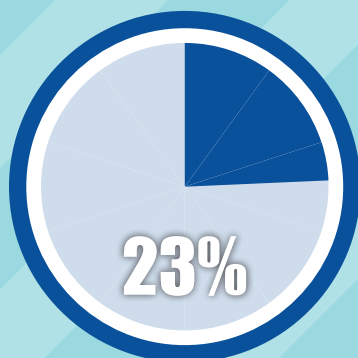
During the prime cough and cold season months, school nurses report not only an uptick in traffic (80%) and time spent in their office (75%), 68% say they see repeat visits to address certain symptoms. More than half (51%) of moms note that health issues during this time disrupt their children's attendance in school. And while 43% of moms would like guidance on when to keep their children home from school, only 19% consult a pediatrician for this reason - despite the fact that moms report that their children get sick an average of 3 times during each yearly cough and cold season.



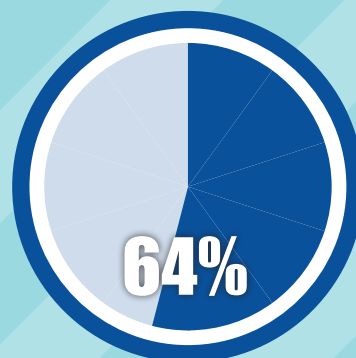
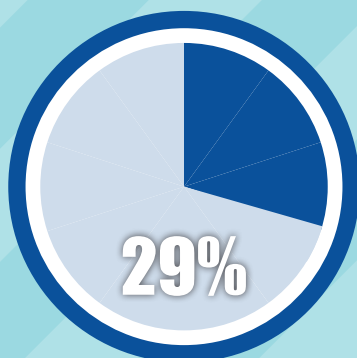
Impact on Sleep:

Sleep deficiencies run rampant during cough and cold season, with 78% of moms reporting that when their children are sick, they are more likely to be overtired and 52% of moms believing that their children get less sleep when sick. However, only 28% of moms would like guidance from a pediatrician regarding how much sleep their children should get in general - in fact, 68% of moms have never had a discussion with a pediatrician about their children's sleeping habits.

Furthermore, despite the widespread prevalence of cough and cold symptoms, many moms do not feel equipped to tackle these symptoms with confidence - they feel they have to let the cough or cold run its course, but see that their children suffer the consequences of letting the symptoms go unaddressed. Consider:



Just 23% of moms would consider contacting their healthcare professional for counsel on how to best manage cough and cold symptoms, and **only 29% of moms** would contact their healthcare professional for advice about over-the-counter medications



64% of school nurses report that many parents worry they're not doing enough to alleviate symptoms

Implications:

Despite the common misperception that coughs and colds are a seasonal staple and a minor health annoyance, the reality is that they can and do present a significant impact on well-being and school performance; but when armed with accurate information, moms can (and should) take swift, confident action against cough and cold symptoms by educating themselves and having proactive discussions with their pediatrician. This can help children feel better faster!

About Cough/Cold Symptom Relief:

Healthcare professionals, including pediatricians and school nurses, can be an invaluable resource as moms try to navigate the challenging cough and cold season. When appropriate, there are safe and effective options to help relieve a child's cough and cold symptoms - including over-the-counter medications. Over-the-counter medications can help provide relief to ill children and allow them to feel better faster; a healthcare professional can help moms determine which option may be best for their child's symptoms. It's best to talk about the most effective course of action to combat cough and cold symptoms before a child gets sick, as a smart treatment plan will help children resume normal, daily activities more quickly.

About the Survey:

RB developed this survey, which assessed a total of 1,303 participants (1,002 were moms of children pre-K through eighth grade; 301 were school nurses of children pre-K through eighth grade) using the reputable market research vendor, Kelton Global. For more information about the survey, please visit the NASN website at www.nasn.org.