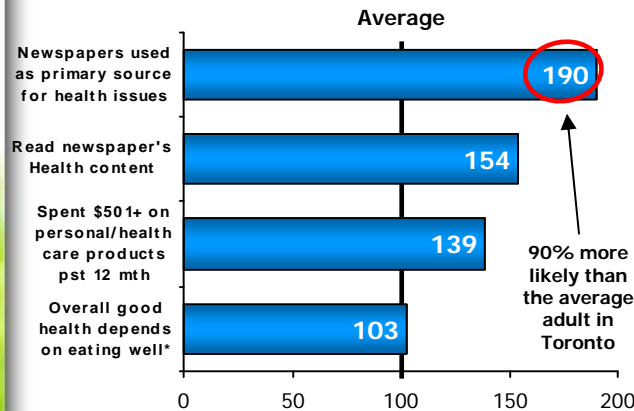


# Children's Mental Health

Thurs., Nov. 12<sup>th</sup> 2009

In Canada, one in five children suffers from a mental health disorder. Less than 20% of those children get the help they need. It is never too early to consider children's mental health. Parents play a crucial role in guiding the development of their child's self-confidence and emotional strength and balance. The Child Development Institute, Canadian Mental Health Association, Mental Health Commission of Canada & CAMH, among others, will be consulted by editorial as content resources in an effort to provide our readers with a section that elevates awareness and knowledge in an effort to improve this issue.

### Star readers are health-conscious



Source: NADbank 2008, read Star yesterday; Base: Toronto, Adults 18+  
\*Source: PMB 2009 Spring (2-yr), read Star yesterday; Base: Toronto 18+

### The Toronto Star reaches...

- 937,800 readers daily in Toronto
- 304,200 adults with children in the household
- 205,000 grandparents\*
- 368,000 adults with household incomes of \$100,000 or more
- 416,700 principal wage earners
- 608,200 readers that read Health content
- 664,000 readers agree that their overall good health depends on eating well\*

Source: NADbank 2008, read Star yesterday; Base: Toronto, Adults 18+  
\*Source: PMB 2009 Spring (2-yr), read Star yesterday; Base: Toronto 18+

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