

Frequently asked questions (FAQ) from clients and families

What is demographic data?

Demographic data refers to information that is collected to better understand a given population. For example, age, race, and sex; employment status, education, and income.

Why is Holland Bloorview Kids Rehabilitation Hospital collecting client and family demographic data?

Our goal is to ensure that every client has access to the highest quality of health care that we can provide.

The information you provide will:

1. tell us who we serve,
2. help us plan for services that will be the most helpful for your child, and
3. help us improve quality of care for all.

My child is only here for an appointment. How is this relevant to their care?

It is important for us know who we serve. When we ask, we learn about our clients' needs and what types of supports or services might be helpful. By collecting this information from everyone who comes through our doors, we become better at planning for client-centered, equitable services.

Is it illegal to ask me these questions?

No. The Ontario Human Rights Code encourages the collection of this kind of data when the purpose is to monitor discrimination and promote equity.

What are you going to do with this information?

Your information will be used by Holland Bloorview so that we can better understand who our clients and families are, plan for services, and ensure we are providing the best care for all the children and youth we serve. For example:

1. This data will allow us to examine whether client health is affected by factors such as language, disability, gender, etc.
2. This information will be reviewed and used for program development and improvement.

Your answers will also help us personalize care to your child's needs.

Who can see my information?

Your information will be seen by your child's care team and treated with the same level of confidentiality as all the other health information you share.

In cases of research or reporting to Ontario Health, the data will only be available in aggregate form. This means that your answers will be grouped with other answers and there will be no way to identify you or your child (i.e. no name, address, insurance information, etc.).

Why are you asking me about my child's disability (or race, sexual orientation, etc.)?

Our goal is to be able to understand our client and families needs and to clearly identify who is being served at our hospital. We also know that sometimes people experience discrimination in health care. We want to make sure that is not happening here and if it is, we want to correct that.

Your answers will help us provide more specific care that meets your child's needs.

As children are growing and developing, parents and caregivers may not know the answers to all these questions yet. Please select "don't know" or "prefer not to answer" if that feels most appropriate for your child and their development.

Why are you asking me about my child's place of birth?

We want to make sure that no matter where a child or family comes from, or what their immigration status is, they get the best care possible.

Why do you need to know how much money I earn? Do you report this to any agency?

No, we don't give your information to anyone outside of your child's circle of care unless required by law. For many clients, knowledge about income will help us inform you about services you and your child may be eligible for and provide support for your unique needs.

Research also tells us that depending on income, individuals may experience poorer health or receive different care due to their inability to access supports. We don't want this to happen here and we want to know if it is.

Do I have to participate?

No. Participation is completely voluntary.

If you have any questions about why we collect this information and how we use it, please ask your care team or the director of quality, safety and performance.

Adapted from materials developed by Health Equity Office, Sinai Health System for the "Toronto Central LHIN Measuring Health Equity" project (torontohealthequity.ca).