



Wellness Wayz Pvt Ltd ®
(your partner for WELLNESS over ILLNESS)

Topic:

Analysis of acceptability and willingness of the parents of young children to track the health and wellness of their ward through a technology driven “**Child Wellness Tracker**” application.

Parent Survey Report

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Introduction:

Health and wellness are a state of physical and mental well-being thereby avoiding illness all together. It is important to appreciate that wellness has a great impact on the physical fitness and mental resilience thereby enhancing performance both in academic and non-academic areas. In the real world this path optimises the full expression of the real inner potential of the child. Being healthy is not a state; it is a way of life. It is a process.

About the Company Wellness Wayz Pvt Ltd:

The main objective of the company is to deliver the best as related to health and wellness.

It will include:

- Education related to nutrition, health and wellness online as well as offline
- Provide nutrition and health counselling
- Organising relevant programs related to nutrition, health and wellness in schools and colleges
- Collaboration with doctors in promoting general nutrition, health and wellness
- Participation in national and international conferences
- Engagement with government and NGOS in projects in promoting nutrition, health and wellness

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Technology driven “Child Wellness Tracker” application:

Wellness Wayz, through the unique **Child Wellness Tracker app**, conveniently measures ongoing child development and offers relevant services as identified.

This will include:

- Annual free health and nutritional check-up at child’s own school premises
- Assessment of physical health aspects, including vital parameters, vaccinations, mental health, key nutritional requirements, and environmental challenges which may be impacting on child health. This might include social and behavioural changes
- Advice regarding health to parents/child to provide guidance in key areas to maximise the child’s wellness and balanced growth through the formative years.
- Diet advice as appropriate for the individual child
- Age-appropriate exercise to suit individual child
- Advice of appropriate periodic vaccinations to be given as per the approved list by the health authorities
- Vaccination services at doorstep
- Help parents and child to navigate the journey through current difficult challenges faced at school, home and social environments including anxiety and depression

Methodology of the Survey:

Sample Quantity: A total of 100 parents were contacted to carry out the survey from different backgrounds.(educational, financial, occupational, regional)

Mode of Survey: Offline and Telephonic

Date of survey: 29.01.2024 To 16.02.2024

Age group of children: Infants to 16years

Location: Cities of Southern states of India

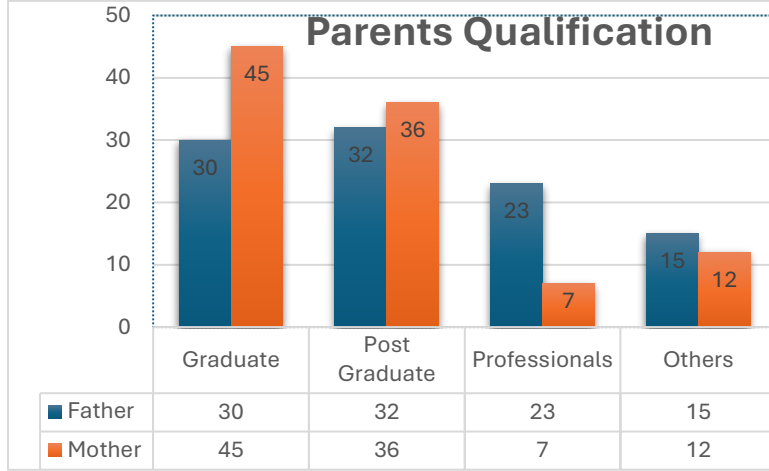
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Survey data was tabulated, and the findings are as follows:

Parent Qualification:

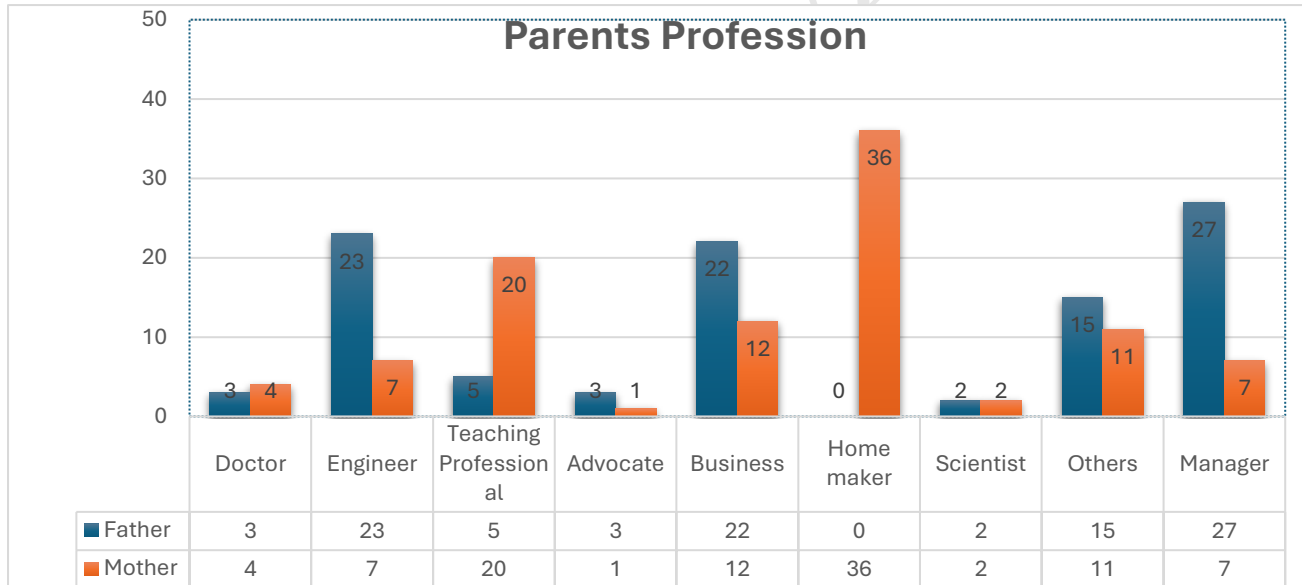


Postgraduates (includes those who have done PhD as well)

Professionals (Engineer, Doctor, CA, CS)

Others (includes those who have done PUC, Diploma, etc)

Parents Profession:



Teaching Professional (Teachers, Lecturers, Professors)

Others (CA, CS, technicians, etc)

Manager (Team lead, Executives, etc)

Australasia Office:

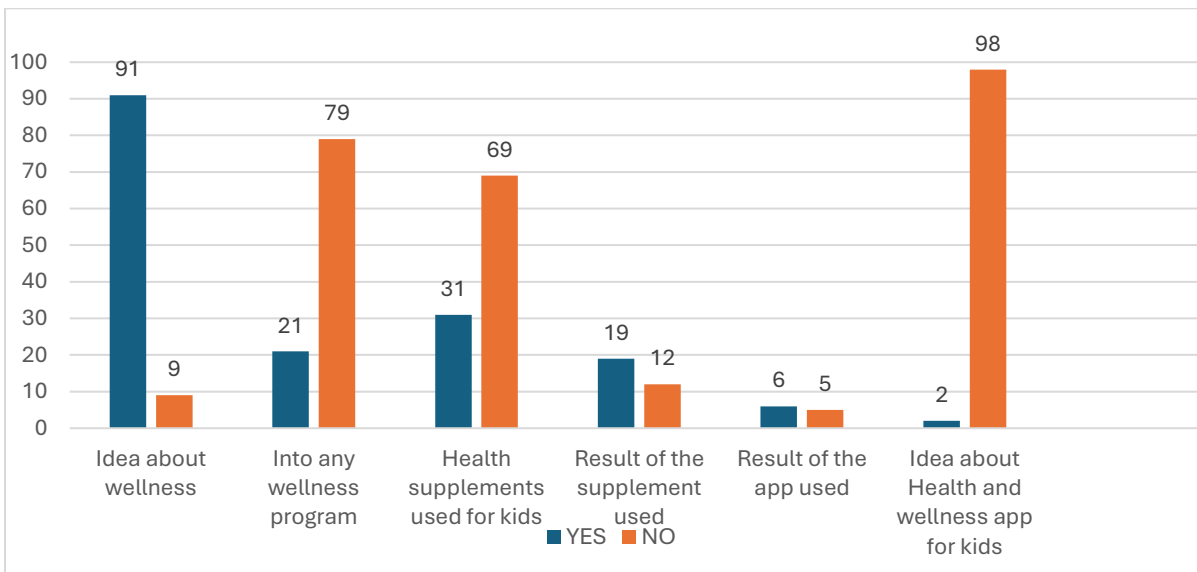
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91% of the parents had a fair idea about wellness, health and related aspects. And 9% of the parents did not have any idea about wellness, health and related aspects.

21% of the parents themselves were into different wellness programs (7 were into Herbalife for weight reduction. 1 is into ayurvedic wellness treatments. 2 were diabetic reversal and weight loss program. 11 are into yoga classes and gym). 79% of the parents were not into any wellness programs.

69% have not used any commercially available health supplements for their kids. (Many of them used homemade mixtures of dry fruits, millets, pulses as health supplements for their kids). 31% have used commercially available health supplements for their kids.

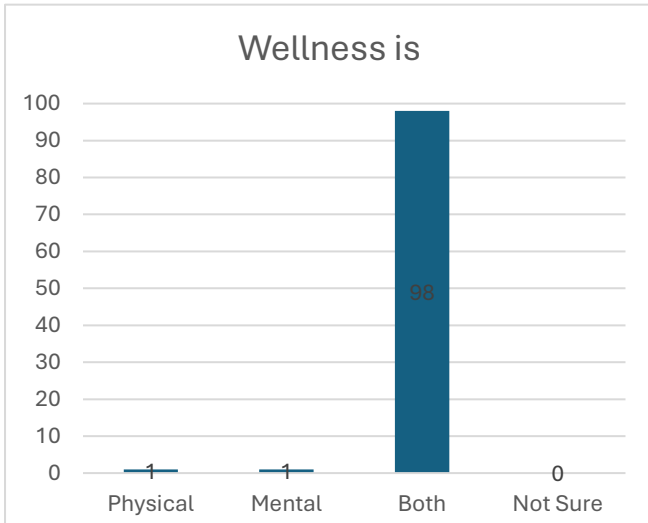
19% got some benefit with the health supplement. 12% got no benefit from their health supplement.

6% got the result with the App related to health and wellness (used by the parents for themselves) while 5% did not get any result.

98% of the parents were not aware of any App exclusively meant for kids' health and wellness. 2% have come across any App exclusively meant for kids' health and wellness. (1 was Halofy which the parent continues to use for home remedies for some common ailments and for healthy recipes for kids. 1 parent and tried but later had stopped First Cry for Infants).

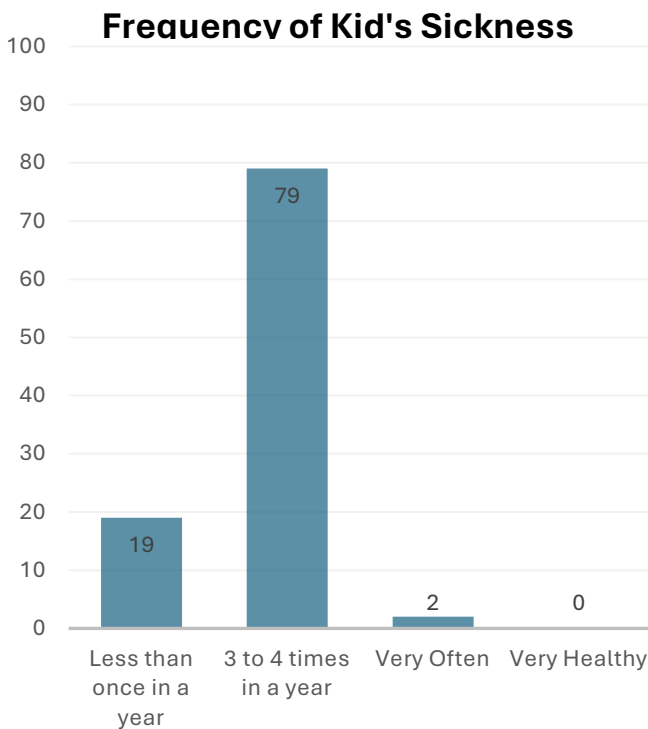
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1% said physical health. 1% said mental health. 98% said both physical and mental health

According to the majority (98%) of parents, wellness is both physical and mental health combined together. Most of them gave the opinion that “Strong mind in a strong body, one cannot function well if the other one is weak. This holds good when it comes to academics as well”.



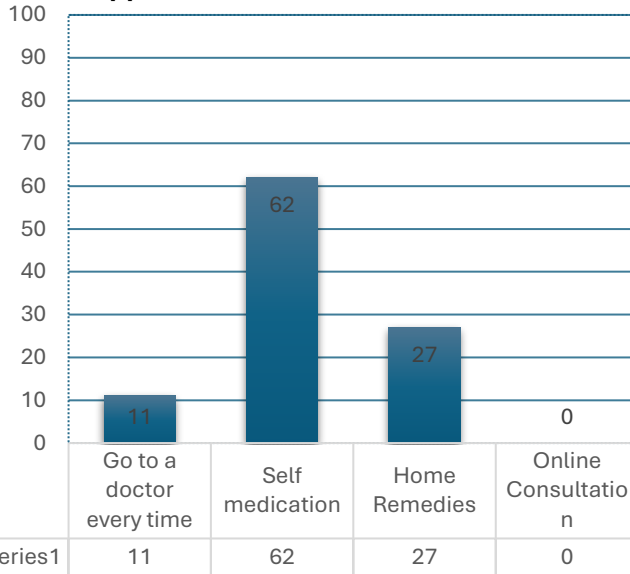
Most of the kids fall sick when there is change in weather. The majority of the sickness is due to cold, cough, painful ears, swollen tonsils and viral fever. Most were not severe and improved with medication in 5-7 days duration.

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Approach when kid is unwell

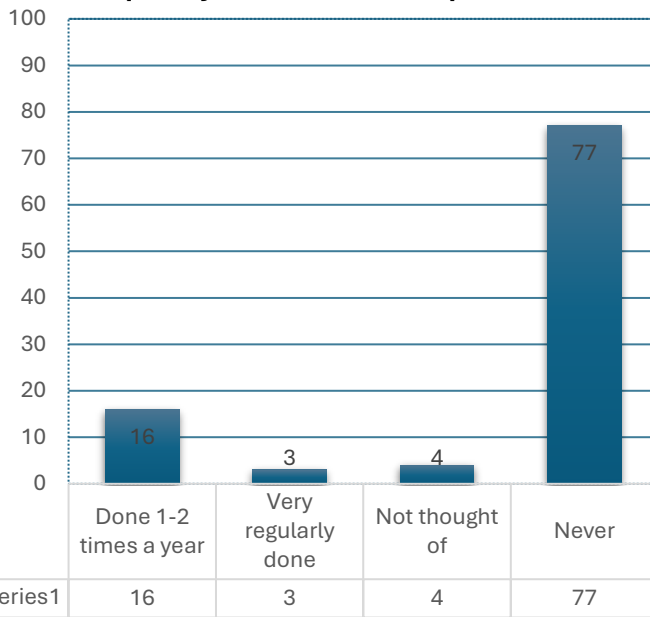


11% of the parents go to the doctor every time when their kids are unwell

62% of parents opt for self-medication. They give the previously prescribed medicines for the illness for 2 to 3 days. If it does not improve then they visit the doctor.

27% of parents go for home remedies. They prefer to give home prepared decoction of medicinal herbs or syrup for common ailments like cough, cold, fever for 2 to 3 days. In case of no improvement, they visit the doctor.

Frequency of health check up



16% of the parents get the kids health checkup done 1-2 times in a year for eye and dental related aspects.

3% of the parents get the kids health checkup done regularly for eye and dental related aspects.

4% of the parents did not think of getting a health checkup done for their kids.

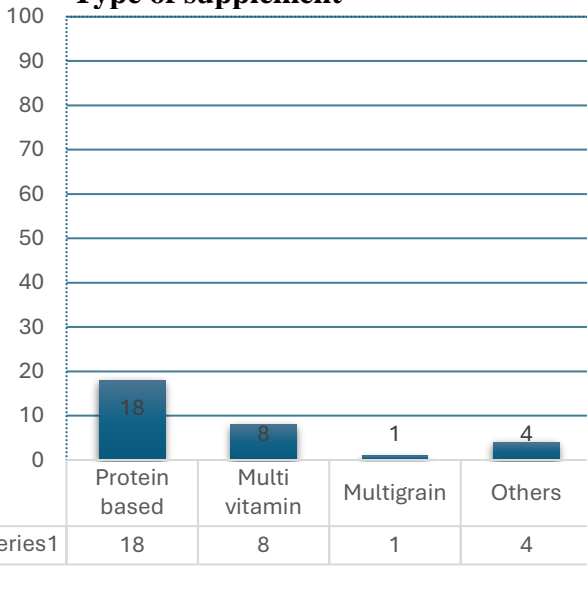
77% of the parents have never got the complete health checkup done till date.

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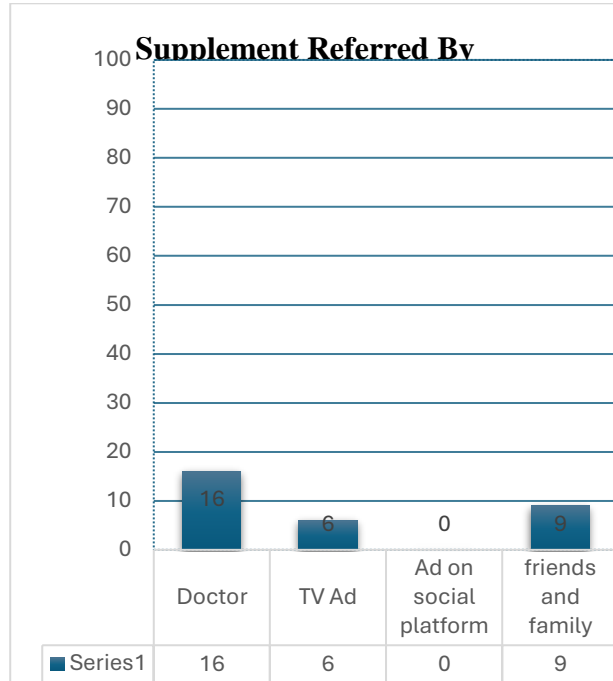
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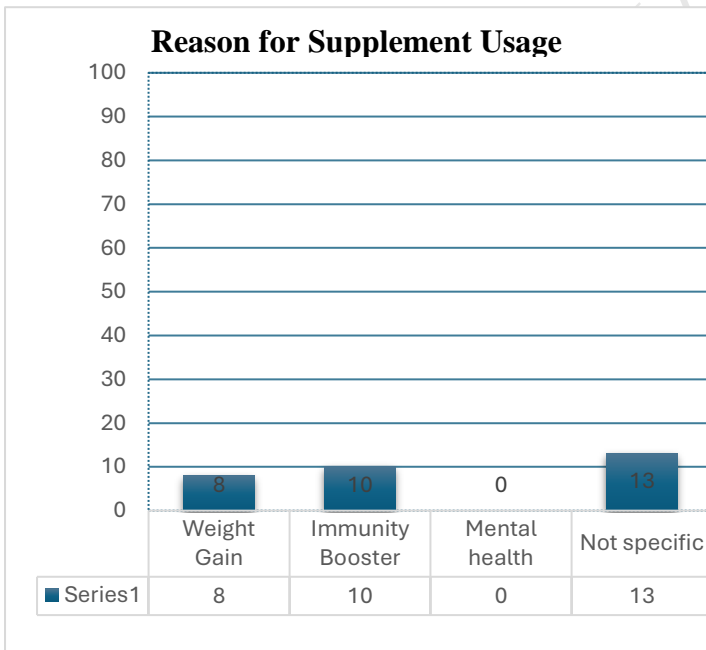
Type of supplement



Supplement Referred By



Reason for Supplement Usage

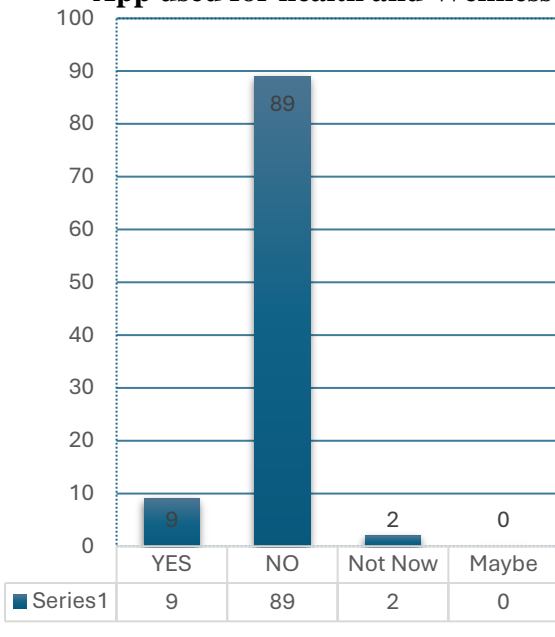


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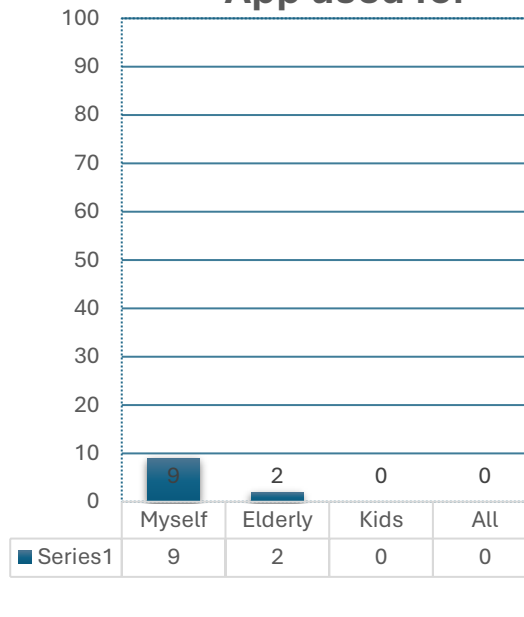
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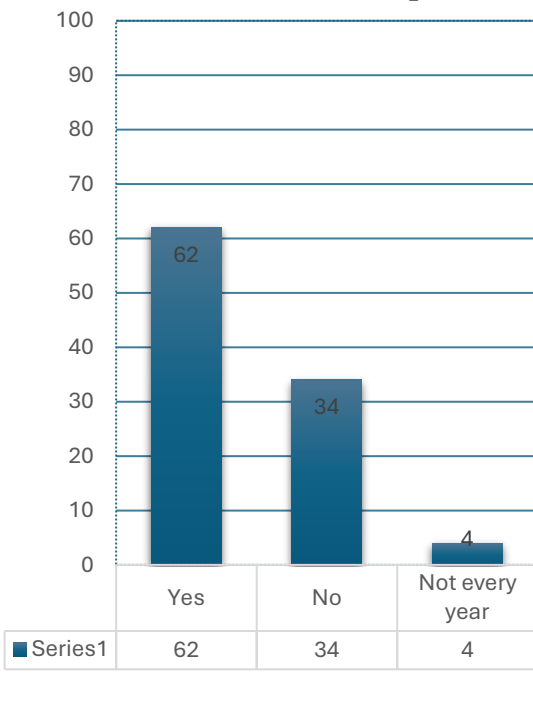
App used for health and Wellness



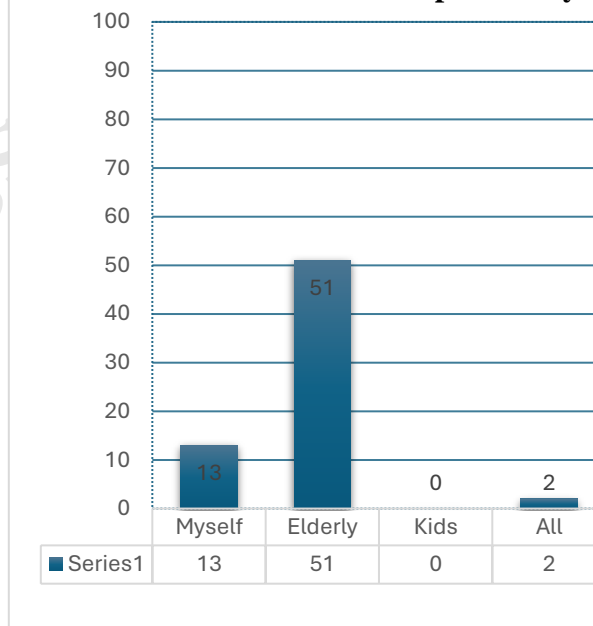
App used for



Annual Health Checkup

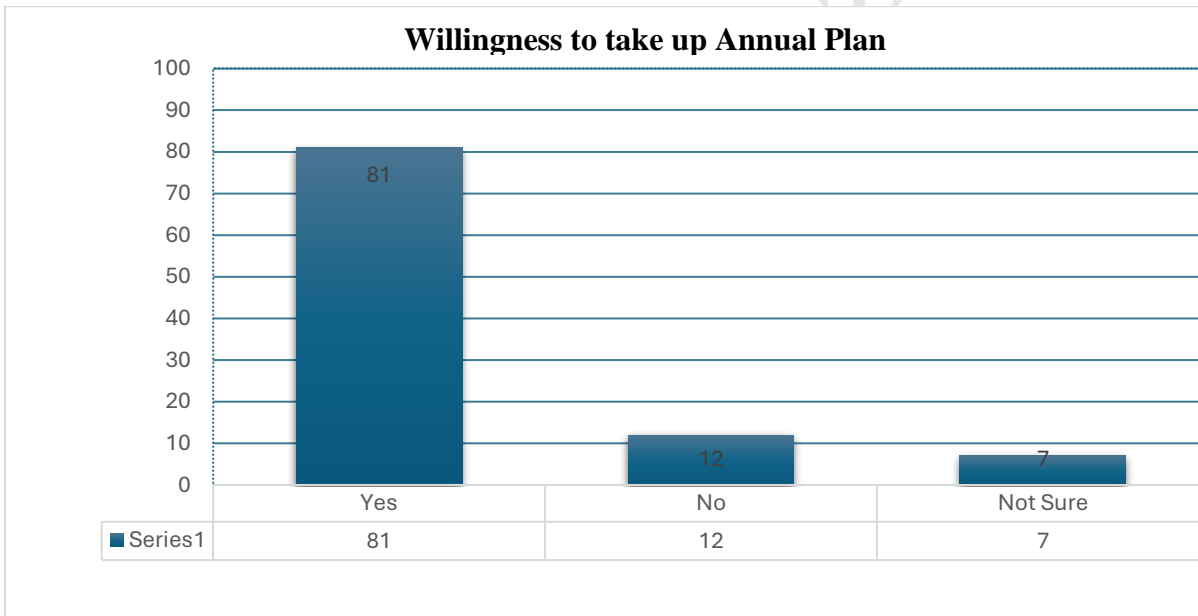
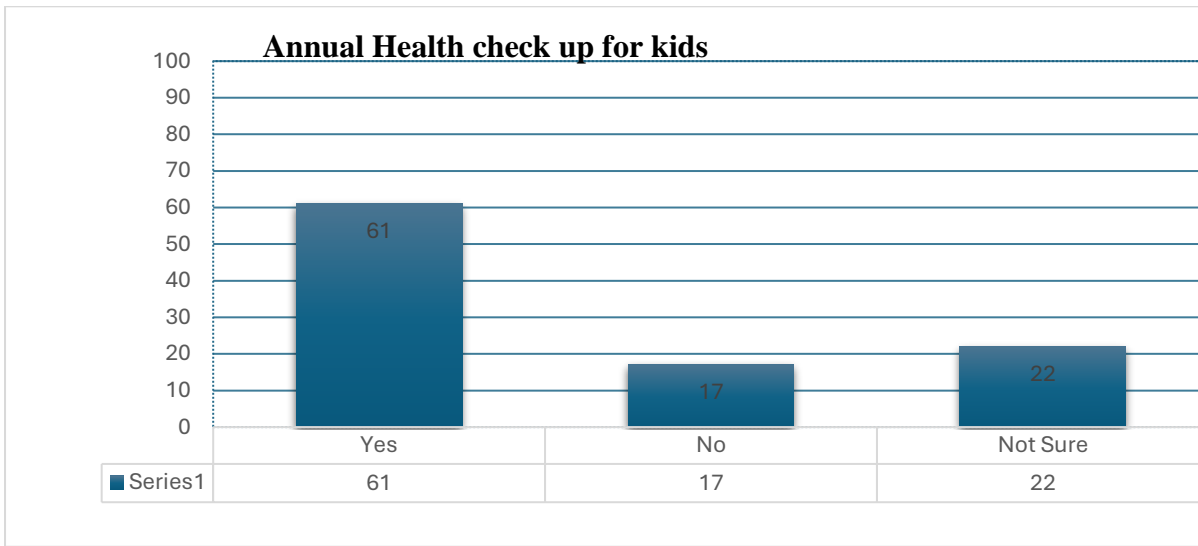


Annual health checkup taken by



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Conclusion:

This survey of parents was conducted as a part of the preliminary research being done prior to the launch of the “**Child Wellness Tracker**” application. Every parent was provided full disclosure about the proposed survey, the Company objectives and the Wellness Tracker App including full Privacy Assurance.

The main aim of the survey was an attempt to gauge parental understanding about their Childs Health and Wellness in general.

Majority (91%) of the parents have an idea of Wellness.

According to 98% of the parents Wellness is included both Physical and Mental Health.

69% have not used any commercially available health supplements for their Child though others used homemade mixture of dry fruits, millets, pulses as health supplements for their kids.

31% have used commercially available health supplements. Of these 18% were Protein based health supplements, 8 % Multivitamin health supplements, 1% Multigrain diet and 4% used health supplements for other purposes.

16% of the parents used the supplement referred by the doctor. 6% used a supplement suggested by Television Advertisement. While 9% used the supplement referred by their friends and family.

8% of the parents used health supplements for weight gain. 10% of the parents used the health supplement as immunity booster. While 13% of the parents used the health supplement for no specific reason.

Only 19% got the intended result for which they have been using the health supplement, 12% did not get the result for which they have been using the health supplement.

98% of the parents have not come across any App exclusively meant for kids.

61% of the parents gave the opinion that they feel the need for annual health checkup for kids

17% of the parents gave the opinion that they feel there is no need for annual health checkup for kids

22% of the parents were not sure whether it is required or not for the kids.

81% of the parents are willing to take up our annual program.

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Final opinion from parents:

- Annual Health Program implemented through school is ideal.
- Age specific Physical, Mental and Nutritional health parameters should be assessed. a appropriate and counselling offered .
- Suggestions provided both to parents and children regarding physical and mental health aspects.
- Limiting use of mobile phones, gaming and personal devices with advice regarding SAFE and Authentic Information Sites.
- Should be Budget friendly.
- Ongoing age-appropriate Blogs about physical health, nutrition and mental health paving the way for a positive life.

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