



BlueSky



blue  
california

# BlueSky Parenting & Mental Health Survey

BlueSky, the signature youth mental health initiative of Blue Shield of California, commissioned a survey of U.S. parents to identify their children's and their own top sources of stress in 2020.



## BlueSky Parent Mental Health Survey Methodology

- This survey was conducted online and reached a total of n=939 US adults (18+) with at least one child under the age of 18
- The survey results are weighted to be representative of all U.S. parents
- This survey was fielded between the 9th and 15th of October 2020

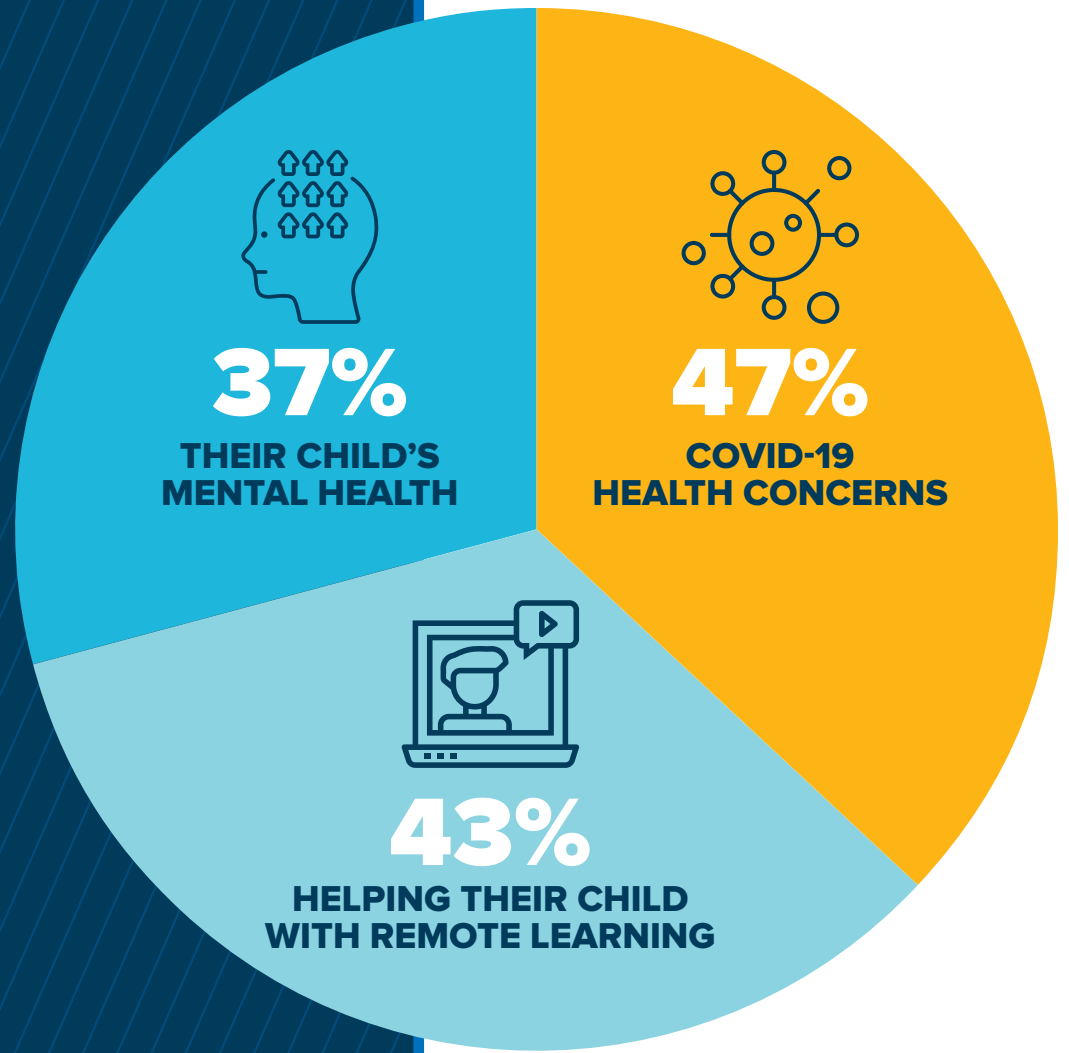


# Kids' Mental Health is Top of Mind for Parents

While **1 in 3 parents** said the mental health of their child is stressful for them, the survey found that **67 percent** of parents discuss their child's mental health and well-being at least once a month.

# Parents Are Most Concerned About COVID-19

When thinking about their children going back to school, parents found COVID-19 health concerns (47%), helping their child with remote learning (43%) and their child's mental health (37%) was stressful.



**“Mental health resources have never been more vital and catching the warning signs are even more critical, especially considering this prolonged period of isolation and uncertainty.”**

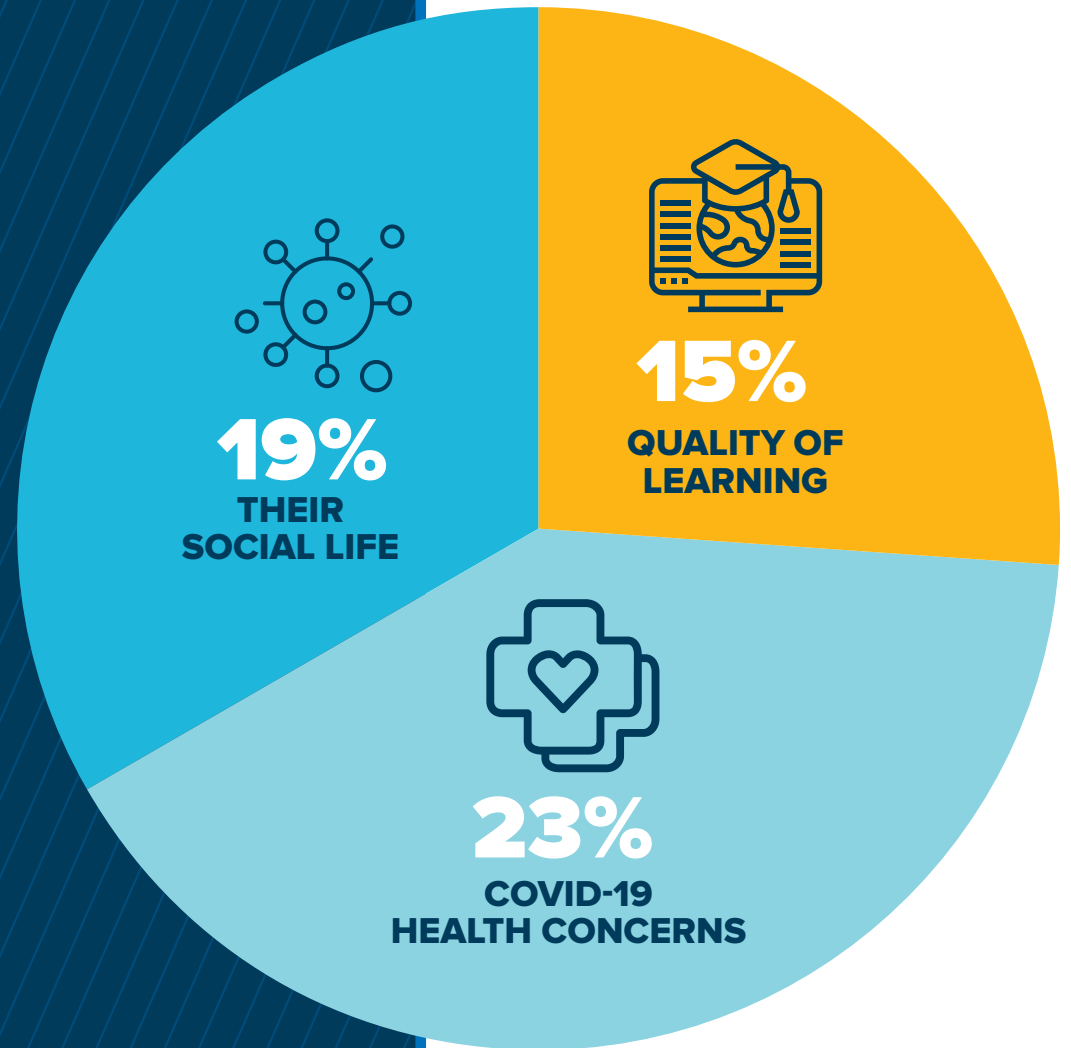
**DAVID BOND**

**LCSW, DIRECTOR OF BEHAVIORAL HEALTH FOR BLUE SHIELD OF CALIFORNIA**



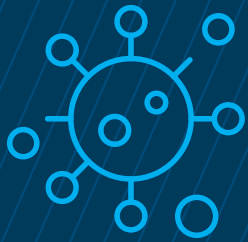
# Parents Believe Children Are Stressed About Their Social Life and Relationships with Peers

Parents felt their children were most stressed about COVID-19 health concerns (23%), their social life (19%) and how effective their quality of learning will be this year (15%).



# Tough Conversations Are the New Normal for Parents

The top three topics parents identified as most stressful to talk about with the children were:



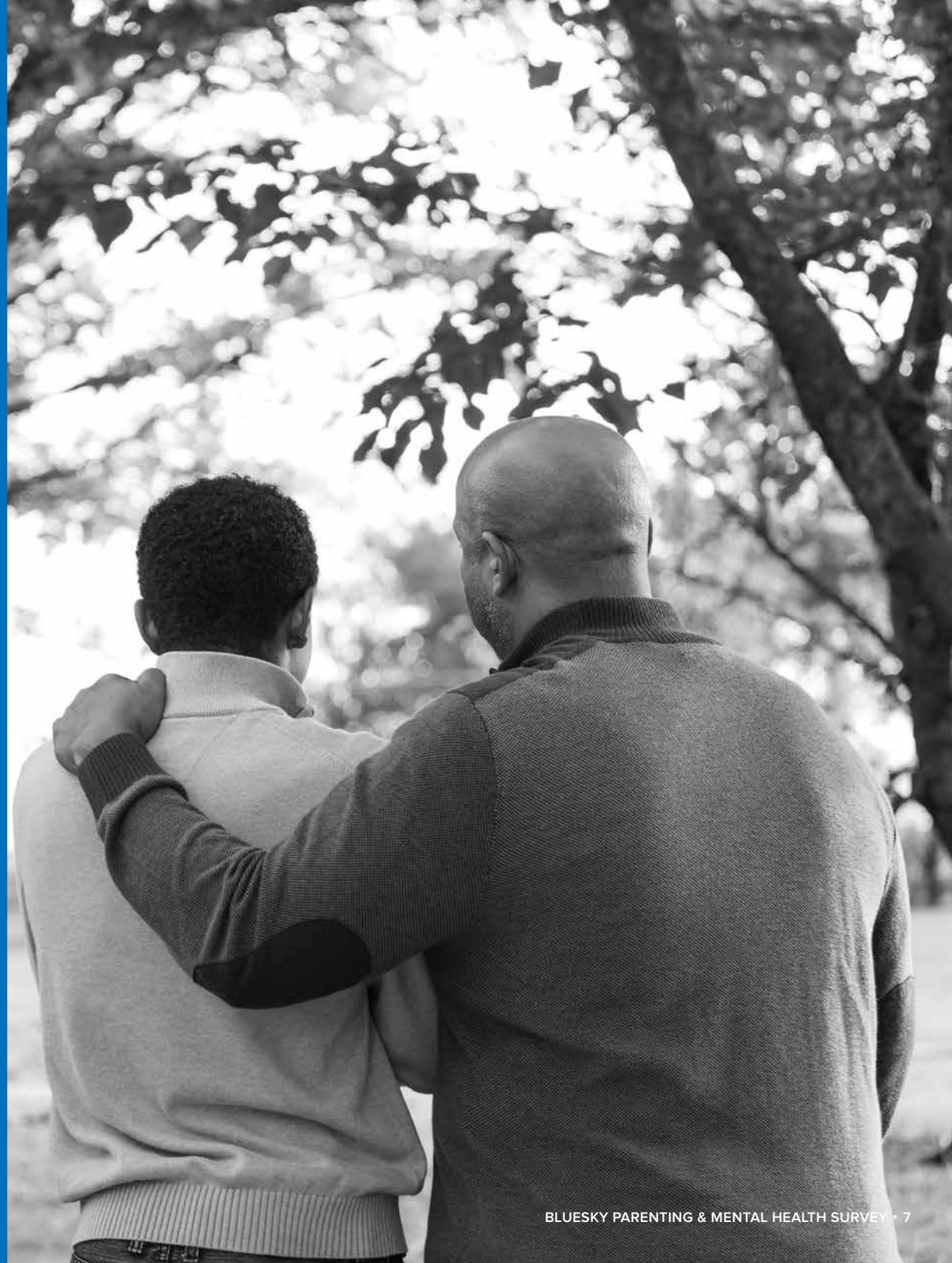
COVID-19



Their child's  
mental health



Family  
finances







**14% of single parents  
say they are stressed  
about discussing  
family finances with  
their kids, compared  
with only 9% of two-  
parent families**





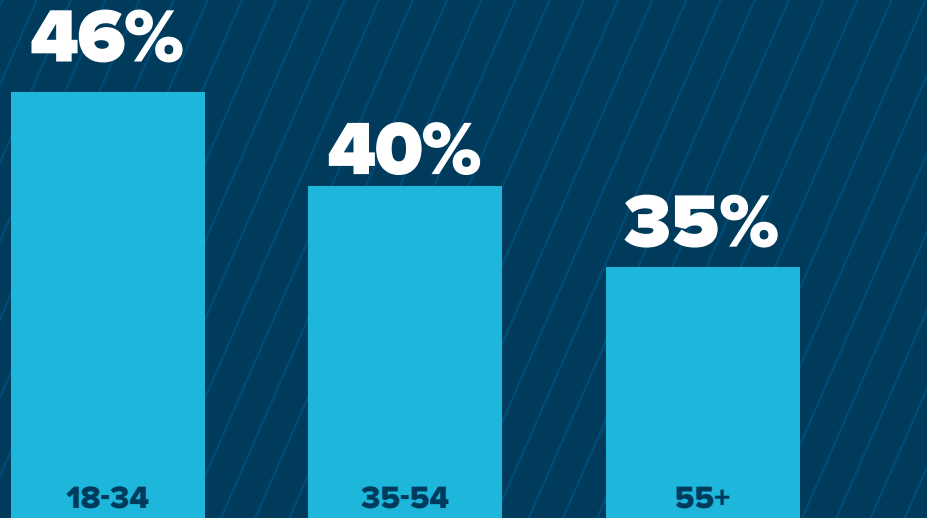
**Black parents are more than two times more stressed about discussing racial justice protests with their children than white parents.**



# Parents Get Support From Friends and Family

When it comes to resources for learning about mental health and well-being of children during the pandemic, friends and family were the top resources that 41% of parents said they relied on for information.

Younger parents are more likely to say they relied on family and friends for this information:



# Parents Use Entertainment to Maintain Their Stress Levels



Other ways parents are minimizing stress:



**SPENDING  
TIME OUTDOORS**



**EATING/DRINKING**



**ENGAGING  
IN PHYSICAL  
ACTIVITIES**

**“We are still very much in unprecedented times right now, and I think it’s more important than ever for all of us to be checking in with our kids on a regular - or at least semi-regular - basis. As the father of teenagers, I know they don’t always express themselves properly, so I make it a point to come to them and see what’s going on in their lives.”**

**ALAN, CALIFORNIA FATHER OF TWO TEENAGERS**





For more resources on youth  
mental health, visit BlueSky at  
**[bluesky.blueshieldca.com](https://bluesky.blueshieldca.com)**.

**About Blue Shield of California**

Blue Shield of California strives to create a healthcare system worthy of our family and friends that is sustainably affordable. Blue Shield of California is a tax paying, nonprofit, independent member of the Blue Cross Blue Shield Association with over 4 million members, 6,800 employees and more than \$20 billion in annual revenue. Founded in 1939 in San Francisco and now headquartered in Oakland, Blue Shield of California and its affiliates provide health, dental, vision, Medicaid and Medicare healthcare service plans in California. The company has contributed more than \$500 million to Blue Shield of California Foundation since 2002 to have an impact on California communities.

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