

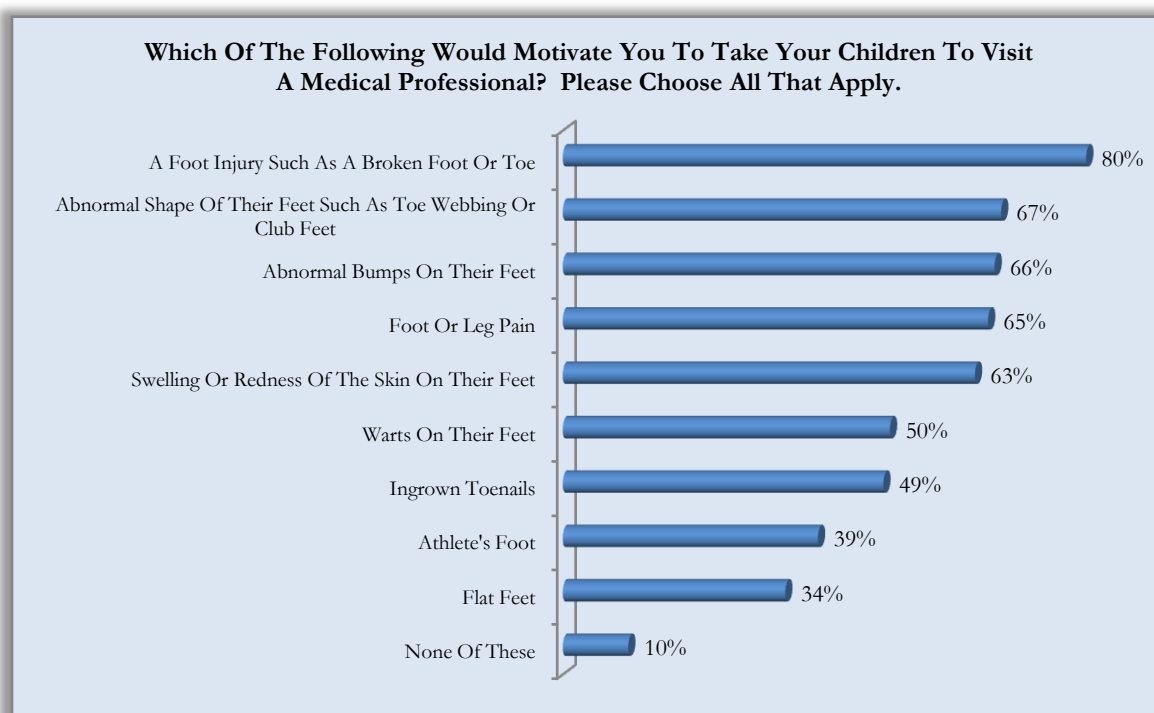
Not Putting Their Best Foot Forward

Parents Don't Prioritize Children's Foot Care, Fail To Seek Out Specialists

If ever there was a health issue that can stop you in your tracks, it's foot problems. Even more minor issues such as ingrown toenails can become a crippling condition if not treated properly. Unfortunately, when it comes to their children, many parents don't seem to be keeping these issues top-of-mind—and aren't seeking the most appropriate care when problems arise.

1) **MAKING MISSTEPS**

- **Not Seeking Professional Help.** While there are some podiatric problems that would send parents running to the doctor, other issues simply aren't on their radar. Just one in two (50%)* would bother to take their child to the doctor for warts, and only 49 percent would bring them in for ingrown toenails. Parents give athlete's foot (39%) and flat feet (34%) even less priority.



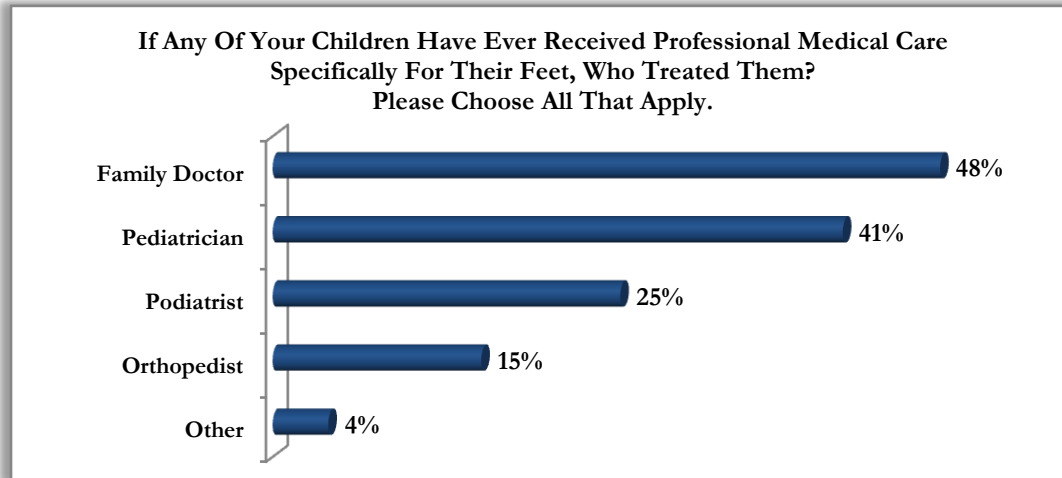
* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%. This survey was conducted among parents with children under the age of 18 in the household.



- **A Lack Of Experience.** Perhaps one of the reasons parents aren't attentive enough to their children's foot care is their lack of experience with many key foot ailments. For example, just two in ten (20%) moms and dads have dealt with sports injuries affecting their children's feet, and even fewer (10%) have had to address warts.

2) SIDELINING SPECIALISTS

- **General Practitioners Are Default Docs.** When parents do choose to bring their child to a professional for their foot issues, most choose their family doctor or a pediatrician over a specialist such as a podiatrist or orthopedist.



- Nearly half (48%) of parents whose children have received professional medical care for their feet have sought treatment from their family doctor. Another 41 percent have taken their child to a pediatrician.
- **Not So Special.** Just one in four (25%) parents have taken their children to an actual foot specialist for their problems, and less than one in five (15%) have visited an orthopedist.

3) FATHERS AND FEET: OUT OF STEP

- **Father Knows Best? Not So Much.** When it comes to getting a jump on potential foot problems, moms have a leg up on dads. They're more likely to bring their children to a medical professional for everything from a foot injury to athlete's foot.

Which Of The Following Would Motivate You To Take Your Children To Visit A Medical Professional? Please Choose All That Apply.	Fathers	Mothers
A Foot Injury Such As A Broken Foot Or Toe	69%	87%
Abnormal Shape Of Their Feet Such As Toe Webbing Or Club Feet	59%	72%
Abnormal Bumps On Their Feet	59%	71%
Foot Or Leg Pain	57%	70%
Swelling Or Redness Of The Skin On Their Feet	54%	68%
Warts On Their Feet	42%	55%
Ingrown Toenails	44%	53%
Athlete's Foot (Scaly, Flaky, Or Itchy Feet)	34%	42%
Flat Feet	32%	36%