Frequently Asked Questions (FAQ) for Administrators and Parent Involvement Committee (PIC) Chairs
Parent Survey on the Elementary Health and Physical Education Curriculum

What is Pollara?
- Pollara Strategic Insights is a research and polling company that has been contracted by the Ministry of Education to administer the online survey of parents who have children in publicly funded elementary schools on the Human Development and Sexual Health component of the elementary Health and Physical Education curriculum. For more information on Pollara, please see: www.pollara.com/our-company/.

What am I required to do with the email and attachments from Pollara Strategic Insights?
- For principals, email the survey information, unique single-use URL link, and the Parent Backgrounder to the parent council representative that has been identified to complete the survey.
- For PIC chairs, email the survey information, unique single-use URL link, and the Parent Backgrounder to the PIC representative that has been identified to complete the survey.
- The parent representative clicks the link or pastes it into a browser to gain access to the survey.

What are the timelines?
- The survey is open from November 12 through November 28, 2014.

Are there criteria for selecting a parent from my school?
- The parent should be a member of the school council and have a child in a publicly funded elementary school.
- PIC chairs should select a parent member from the board’s PIC.

Once a parent representative from the school council or PIC has been identified to complete the survey, is there someone from the ministry or Pollara Strategic Insights that I am supposed to notify?
- No. To protect the anonymity of the respondent, this is not required.
- Once you have identified a parent representative who will complete the survey, wait for the communication from Pollara Strategic Insights on November 12.

What should I do if I don’t receive an email from Pollara Strategic Insights providing the survey link?
- If you do not receive an email from Pollara (surveys@pollara.com) containing your unique survey link by November 13, 2014, please check your ‘junk e-mail’ or ‘spam’ folder, or email: healtheducation@ontario.ca.
Can the parent representative that I’ve asked to answer the survey do so with a group of other parents?

- To support the quality and integrity of the data collected from parent representatives, we strongly encourage parent representatives to complete the survey independently.

What is a ‘unique, single-use’ URL link?

- It is similar to a password and provides the parent representative with access to the secure survey (only those with a link can access and complete the survey).
- When the survey has been started and is open, respondents can stop and come back to it to complete it at another time.
- Once the parent representative has finished the survey, the survey link is no longer useable.
- Because this is a single-use link, we ask that principals and Directors of Education not click on the link as this may render it unusable for the parent. A copy of the survey has been included in your package so you are able to see exactly what questions parents are responding to.

How will the ministry use the information collected from parents?

- The information provided from parents will be considered alongside expert advice, academic literature, and the extensive consultations already completed to finalize the Health and Physical Education curriculum, Grades 1-12, for implementation in Ontario classrooms in September 2015.
- Input will also be used to develop educator and parent resources to support implementation of the curriculum.

What should the parent do if they’re having technical issues with accessing or completing the survey?

- Technical assistance (e.g., trouble accessing survey) will be available via telephone or e-mail, seven days a week, from 8 a.m. until 10 p.m., during the survey period.
- Parent representatives requiring accessible accommodations may contact the technical assistance team to arrange an alternate survey method.
- For all support matters, parents can email: surveys@pollara.com or call 1-888-765-5272 (POLLARA) x.2210.