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Abstract Title

Community Engagement in Child and Family Mental Health: Demographic Findings from the PRIME Survey in Manitoba

Authors

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Background

PRIME (Partnering for Research Innovations in MEntal Health) brings together communities, researchers, and professionals to advance child and family mental health in Manitoba. The PRIME survey identifies individuals interested in contributing to research priority setting, knowledge sharing, and ongoing partnerships. Understanding respondents' backgrounds and engagement interests can guide outreach and support broader community involvement in these initiatives.

Objective

The aim of this work is to describe the demographic characteristics and engagement interests of PRIME Survey respondents.

Methods

A cross-sectional online survey was administered through Research Electronic Data Capture (REDCap). Eligible participants were Manitoba residents aged 16 years or older with personal, caregiving, professional, academic, or organizational mental health experience. Recruitment is ongoing through community and professional networks, social media, and snowball sampling as part of the PRIME project. This study summarizes survey responses available at the time of analysis. Descriptive statistics

summarized age, gender, ethnic background, birthplace, and willingness to receive future communications.

Results

The analysis included 656 respondents, with response counts varying across items. Among respondents who reported their age, the mean age was 41.8 years. The largest reported age category was 35–45 years (n=193), followed by 25–35 years (n=170) and 45–55 years (n=157). Among 622 gender responses, 520 (83.6%) identified as women and 90 (14.5%) as men. The most frequently reported ethnic backgrounds were White Canadian or White American (n=324), Indigenous (n=145), and White European (n=96). Among 650 birthplace responses, 509 (78.3%) reported being born in Canada and 137 (21.1%) outside Canada. Among 647 responses concerning future contact, 603 (93.2%) agreed to receive updates and information about future opportunities.

Conclusion

Respondents represented varied demographic backgrounds, with participation concentrated among women and middle-aged individuals. Willingness to receive future communications suggests opportunities for ongoing engagement. These findings can inform targeted outreach to support participation in PRIME's Indigenous, neurodevelopmental disabilities (NDD), youth, and immigrant advisory councils, bringing diverse perspectives into child and family mental health research.