

Frequently asked questions (FAQ) from employees regarding sociodemographic data collection

What is sociodemographic data?

Sociodemographic data refers to information that is collected to better understand a given population. For example, ethnicity, preferred language, and sex and gender identity.

Why is Holland Bloorview collecting sociodemographic data from employees?

Our goal is to elevate the diversity of voices amongst teams and have staff, leadership and board representative of the communities we serve. One of the first steps to actualizing this goal is to increase the availability of sociodemographic data of employees and applicants. This data can then be used to identify opportunities to advance a representative and inclusive work environment and increase our ability to recruit and retain employees who identify as being in a marginalized community.

How is this data collection different from the data that has been collected through the employee engagement survey?

Since 2020, Holland Bloorview collected sociodemographic data on a bi-annual basis using the employee engagement survey. While this information has been helpful, it only provides us with a snapshot in time. In order to assess and improve the effectiveness of our recruitment and retention strategies to include diverse employees, we need accurate and 'live' employee sociodemographic data. Meditech allows us to capture this data and connect it to other employment-related information including hourly rates, employment status, contract duration, etc.

How does this work align to other demographic surveys being conducted by Holland Bloorview (e.g. clients, research participants, applicants etc.)?

In addition to empowering a healthy team that is diverse and representative of the communities we serve, Holland Bloorview's 2030 [strategic plan](#) is committed to care that's socially accountable and integrating equity, anti-racism and social determinants of health in all that we do. We are beginning to collect and use the sociodemographic data of clients, families and research participants. We will use this data to better understand who our clients and families are, plan for services and ensure we are providing the best care for all the children and youth we serve.

We will also be collecting sociodemographic data from applicants who apply to open positions at Holland Bloorview. This will better enable us to develop recruitment strategies to attract a more diverse applicant pool.

What will you be doing with this data?

With Holland Bloorview's strategic commitment on fostering a healthy team, the data from this survey will be used to understand the demographics of our workforce and identify strategies to advance our efforts in making our hospital a more diverse and inclusive place to work. Collecting this information was one of the recommendations from the employment systems review conducted by Employment

Matters Consulting and the Black Employee Experience report 2023 in order to set baselines and recruitment targets.

This data will allow us among other things:

- to review the number of Black and other marginalized employees on temporary contracts and the length of their time on such contracts;
- to review all terminations and promotions to document and address disproportionality;
- to conduct compensation reviews for Black and other marginalized employees to address any salary disparities; and
- to develop a baseline and program recruitment targets to ensure teams are racially diverse and include Black and other members.

Our goal is to get an employee response rate of at least 75 per cent by March 31, 2025.

Who will be seeing this information?

All responses are confidential and no employee will be identified in the reports. Only aggregate results (total or grouped responses) will be used for reporting. Reporting will only be done on data categories which have at least five responses to avoid indirectly identifying an individual. As part of the data governance model, the decision support & data analytics (DS & DA) team stores individual-level data on a secured, onsite central data warehouse. Access to aggregate data will only be provided in the authorization of the data owner and the people and culture vice president. This aggregate data will only be shared with the leadership team; the inclusion, diversity, equity, accessibility, and anti-racism (IDEAA) office; and the people and culture department.

Where will this data be stored?

Like all other data entered into Meditech, the data will be stored on a secure, onsite database that only the decision support team has access to.

Do I have to answer the sociodemographic questions?

We encourage all staff to answer the questions in full in order for us to have a greater understanding of the composition of our employees, so we can continue to improve equity, diversity, inclusivity and accessibility. Each question will have a “prefer not to answer” option. We encourage you to speak with a member of the people and culture team and the IDEAA office to understand how this information will help Holland Bloorview advance this important work.

Where can I find the survey?

All staff should have access to completing the survey through the incident reporting module on Meditech. Please use [the tip sheet](#) if you are unfamiliar with navigating Meditech or this feature. If you are unable to access it, please call help desk at x3082.

How long is the survey open?

The survey is accessible 24/7 via Meditech.

How long will it take to complete the survey?

The survey will take roughly five to 10 minutes to complete.

Who is being asked to complete the survey?

All staff (i.e. those paid by Holland Bloorview) are asked to complete the sociodemographic survey.

Do I have to complete the survey all at one time?

Yes. If you close the survey you will have to start from the beginning.

Can I change my responses after submitting the survey?

After you complete the survey and click “submit,” you will not be able to make any edits. You can restart the survey if you wish to change your answers.

Is the survey mobile-friendly?

You can only access the survey when you are connected to the Holland Bloorview network as you will need to be logged into Meditech.

What response rate are we trying to achieve?

We are targeting a response rate of 100 per cent, with a response rate of at least 75 per cent by March 31, 2025.

Who can I contact for more information?

For queries regarding the sociodemographic survey, please contact humanresources@hollandbloorview.ca. If you need assistance with Meditech, please contact the [Help Desk](#).

About sociodemographic data collection at Holland Bloorview:

Holland Bloorview Kids Rehabilitation Hospital is committed to building an inclusive, diverse, equitable, accessible and anti-racist environment for all clients, families, and staff. We believe that every individual, regardless of their background, identity, or ability, deserves the opportunity to fully contribute, participate, and thrive within our community. As outlined in our [strategic plan](#), our goals include empowering a healthy team and providing care that’s socially accountable. The collection of sociodemographic data fuels the goal to foster and attract a diverse workforce that reflects the communities we serve. It also fuels the goal to better understand and support the unique social needs of each family we serve. For more information, visit our inclusion, diversity, equity, accessibility, and anti-racism (IDEAA) webpage [here](#), under “Sociodemographic data collection.”