



child life  
ON CALL



*connecting with compassion*

A podcast and safe place for parents of children with an illness or medical condition to their stories with each other and healthcare professionals



Founder + Host

Katie Taylor, Certified Child Life Specialist

[www.childlifepodcast.com](http://www.childlifepodcast.com)

@childlifeoncall



# Podcast Consumers



- Largely educated, affluent consumers ages 18 - 44
- Mothers, healthcare workers, professionals working with children
- University students enrolled in psych/social/development/nursing courses
- Often listen while commuting, work, or public transit
- Motivated, interactive social media users
- 95% are women





# Metrics



- 84,000 Total Downloads as of July 2021
- Avg 250+ downloads during release week
- Long tail; episodes continue to garner more downloads well after initial release
- Used in collegiate and graduate programs as part of syllabus



**Child Life On Call: Parents of children with an illness or medical condition share their st...**

Katie Taylor, Certified Child Life Specialist

★ 4.9 (78) · PARENTING · UPDATED BIWEEKLY





# What Sets Us Apart?

*diversity, inclusion  
and something for everyone*

"Listeners and followers trust Katie from Child Life On Call because she easily provides parents with a safe environment to share life's most challenging moments."

-Jamie Gentile, CCLS, MPH,  
Director of Child Life Services, Inova Children's Hospital

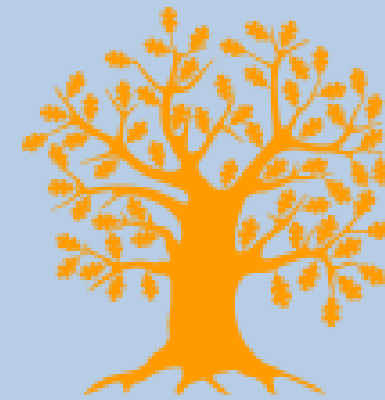




# Current Partners



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EMPOWERING FAMILIES TO PREVENT AND RELIEVE PAIN





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Information