



Moderator Guide: Adult Consumers
CPSC Campaign for Pool & Spa Safety
January 2010

Introductions

- About the room
- Guidelines for discussion
- Introductions – who lives at home; something you've done around the house recently to prevent accidents or injuries

Opinions About Water Safety

1. What are some of the safety issues that concern you most, at home or in public? PROBE:
 - a. Traffic accidents
 - b. Violence
 - c. Gun violence
 - d. Poisonings
 - e. Fire
 - f. Drowning
2. In comparison - how concerned are you about accidents that involve swimming or water?
PROBE:
 - a. Tell me about your personal experiences, in the past.
 - b. Do you have friends or family who've had an accident around the water? What do you remember about that?
 - c. How likely is a drowning accident, relative to the other safety issues we've talked about?
3. Let's talk about safety around the water. When you think about pool and spa safety, what comes to mind? PROBE:
 - a. What are some of the things that you do, to be safe around the pool or hot tub?
 - b. What do you see as the biggest hazards around pools?



- c. How do the risks around pools compare to those around spas?
 - d. How do you know if a pool or spa is “safe” for use or if it’s not?
 - e. Do you tend to worry about this more at home, in public or somewhere else? How so?
4. I have a short list of pool and spa accidents here. How do you feel about each of these?
 - a. A toddler wanders into the pool area, then can’t swim or get out of the pool
 - b. A child who can swim gets stuck to a drain and drowns
 - c. A young child gets through a fence, cover or other barrier and falls in
 - d. Hair gets caught in a drain and traps a person under water
 - e. A body part gets stuck to a drain and causes bruising, burns or internal injuries
5. Who do we have to be most concerned about, when it comes to water safety? PROBE:
 - a. Are there risks that are a special concern for certain populations? How so?
 - b. What are some cultural differences you’ve noticed, in pool and spa use?
 - c. What are some of the challenges in trying to raise awareness of these issues?
 - d. How can experts overcome those barriers and educate people about water safety?
6. As an ADULT CONSUMER, what makes the issue of water safety most relevant to you?

VGB Act

7. Overall, how do you feel about the laws that regulate pools and spas today? PROBE:
 - a. Have you heard of any new laws or requirements for pool and spa safety?
 - b. What, if anything, do you remember hearing during last year’s pool season?
 - c. Raise your hand for me, if you’ve heard of the Virginia Graeme Baker Act before tonight.

COUNT ALOUD FOR AUDIO

8. For just a minute, let me hear from people who know of the Virginia Graeme Baker Act. What do you know about that law? PROBE:
 - a. Where do you remember reading or hearing about it?



- b. Was there news in your community about public pools working to comply?
- c. Based on your impressions, does the law sound like a good thing? How so?
- d. Would you say the Act is well known in your community? What makes you say that?

Now everybody is back in the conversation. I have a short description we can read together. Then we're going to talk more about how to promote pool and spa safety. **HANDOUT**

In December 2007 the Virginia Graeme Baker Pool and Spa Safety Act was signed into law. It was named after the granddaughter of former Secretary of State James Baker – a 7-year-old girl who died after suction from a spa drain entrapped her under water. This law took effect in December 2008 and strives to:

- ✓ *Enhance the safety of public pools and spas*
- ✓ *Encourage the use of “layers of protection”*
- ✓ *Reduce child drowning in pools and spas (nearly 300 each year involve children younger than 5)*
- ✓ *Reduce the number of suction entrapment incidents, injuries and deaths*
- ✓ *Educate the public on the importance of constant supervision of children in and around water*

9. What's your sense of the need for public education on this issue? **PROBE:**
 - a. What makes this an urgent problem? What do you see as the biggest concern?
 - b. Have you heard of “suction entrapment” before? What does that mean?
 - c. What do people know about the “layers of protection”? Is that a common phrase?
 - d. How important is this as a public policy issue for your community or state?

Campaign Opportunities

Next I want to spend some time getting your ideas for a campaign about pool and spa safety.

10. Can you think of other public education campaigns that have been successful in getting people to change behavior, to be more safe? What are some of those? **PROBE:**
 - a. Using car seats



- b. Mr. Yuk/poison prevention
- c. Changing batteries in home smoke detectors
- d. Proper tire inflation/tire safety
- e. "Back to sleep" to prevent SIDS
- f. Drinking and driving
- g. "Click It or Ticket"

11. What do you think made those campaigns so effective, for you personally? PROBE:

- a. What do you remember about the message, what did experts want people to do?
- b. Why do you think that message worked? That is, did it scare people, inspire them, give clear instructions or something else?
- c. Who sponsored those campaigns?
- d. Who were the spokespeople in that effort? How did that choice of spokespeople make a difference?
- e. What about the campaign grabbed your attention? Do you remember anything being especially creative or clever?
- f. Did you take any action after the campaign? What did you do (go to Web site, change behavior, talk to others)?

12. Back to our topic, pool and spa safety. Based on your experience, what can make it a challenge to get people to pay attention to this topic? PROBE:

- a. Seasonal nature of the issue/limited attention
- b. Misperceptions or misinformation
- c. Negative media attention
- d. Consumers feeling overconfident/not taking the risk seriously
- e. Concern of spreading fear
- f. Other challenges or barriers to raising awareness?

13. Where would you turn for information or advice about pool and spa safety? PROBE:

- a. Who are the people you'd trust most?



- b. Which public agencies or medical professionals can you depend on?
- c. Are there media you rely on to stay informed?
- d. What are some of the social media networks that might have good information?
- e. What are some of the community groups

14. I have a short list of things that people have done to prevent pool and spa accidents. How likely are you to do each of these? PROBE:

- a. Install a fence, alarm system, possibly other barriers around your pool or spa
- b. Have a pool technician check drains, add a drain cover or take other measures to prevent entrapment
- c. Take a CPR class
- d. Ask the owners/staff at a public pool or spa about the drains and safety
- e. Go to a web site and learn more about pool and spa safety
- f. Share pool and spa safety information with your friends and family
- g. Leave a pool or spa that did not have proper drains or updated safety precautions

15. If you've taken one of these actions, what was the outcome?

16. How can we get more people taking these actions? PROBE:

- a. If you felt unlikely to take these actions, what would compel you to do one or more of these things in the future?
- b. What do you think would be the motivator for your friends, family and neighbors to do these things?

Testing Messages and Creative

17. Let's look at a few different statements. These are reasons to care more about water safety.

You tell me, how motivating is this reason, for you personally? **ROTATE – STATEMENTS OR KEY**

WORDS WILL BE ON POSTERBOARD

- a. **THE WORST NIGHTMARE** – How could you live with yourself, if there was an accident or drowning, because you didn't check on the drains or follow the layers of protection?



- b. **COMMON SENSE** – You’ll have more fun at the pool or spa, by putting safety first. Checking the equipment and safety measures is just part of enjoying the water and avoiding accidents “on your watch.”
- c. **RESPONSIBILITY** – Every adult has to make sure that kids are safe around the water. That means never taking your eyes off and keeping young ones in arm’s reach. It also means no distractions, and if you have to turn away for a second, everybody comes out of the water
- d. **PEACE OF MIND** – You know the saying, “it’s better to be safe than sorry.” You wear seatbelts and keep medicines out of reach. When it comes to pools and spas, it’s better to have multiple safety layers than not enough, because you never know.
- e. **WELCOME TO THE FORCE** – Everyone can be a “water watcher.” Even if your job description doesn’t say lifeguard, you can make the pool area safer by watching out for safety. Join us in the most important job, which is looking out for pool and spa safety.

PROBE FOR EACH STATEMENT:

- a. Is this good at getting your attention? In what way?
- b. How strongly does this speak to you, personally?
- c. How compelling is this as motivator for action (learn more, take action, tell others)?

18. I have some samples of materials from other campaigns. What do you think these? PROBE FOR

EACH SAMPLE: WIDMEYER CREATIVE IS GATHERING SAMPLES

- a. What stands out to you here?
- b. What are they trying to say – what’s the big idea they’re trying to get across?
- c. How do you feel about the tone here? How effective is this as a call to action?
- d. What do you think about the design – the images and the overall presentation?
- e. How believable is this information, based on what you know?
- f. How would you change this to make it better?

19. Overall, how do you feel about the samples we’ve reviewed? PROBE:

- a. Which materials had the most educational value, in your opinion?



- b. How would you make these materials better for ADULT CONSUMERS?
 - c. Which ones have already (or probably would in the future) prompt you to act?
 - d. Which campaign was best at motivating you to learn or do more? How so?
 - e. What could we take away from these as a good idea for the pool and spa safety campaign?
 - f. In your opinion, how likely is it that these campaigns will help people stay safe and healthy?
20. After tonight, would you say that pool and spa safety is something you want to learn more about? PROBE:
- a. What questions do you think other ADULT CONSUMERS will have?
 - b. What have you learned tonight that your family and friends need to know?
 - c. Who are some of the other audiences that need to learn more about pool and spa safety?
21. Who do you personally want to hear from, as a spokesperson for pool and spa safety? PROBE:
- a. A Mom
 - b. A Dad
 - c. Parent who lost a child in an accident
 - d. Doctor, nurse or other health professional
 - e. Celebrity
 - f. Athlete
 - g. Lifeguards
 - h. Emergency room staff
 - i. Fire fighter
 - j. Law enforcement
 - k. Public official with a government agency
 - l. Elected official
 - m. Leaders within the community – such as?



22. Given your understanding of diversity in the community, what are some multicultural differences to keep in mind when reaching out to different audiences? PROBE:
- a. What are the language and translation needs in your area?
 - b. What trends do you see in different opinions and attitudes?
 - c. What outreach can be most successful with ADULT CONSUMERS specifically?
23. What do you think are the best ways to get the word out to people? PROBE:
- a. Advertising/PSAs – where would you advertise locally to have the most impact?
 - b. News media – which sources are key in this area?
 - c. Public places – pools, spas, recreation centers or waterparks that draw crowds here?
 - d. Ways to network – events and venues that are popular in this community?
 - e. Promoting a safety web site – through what venues?
 - f. Major web sites – Yahoo!, AOL, others?
 - g. Educational give aways – magnets, stickers, calendars, other ideas?
 - h. Tip sheets – do people like check lists?
 - i. Product tie ins – products or companies that make sense?
 - j. Partners – schools, scouts, church groups that would have a shared interest?
24. Last question. What other advice do you have for safety experts, as they work to educate the public about pool and spa safety?

Thank you, that's all the time we have. Good night.