
TITLE OF INFORMATION COLLECTION:***CPSC Caregiver Perceptions and Reactions to Safety Messaging Focus Groups*****PURPOSE:**

Fors Marsh Group, an independent research firm, will conduct these focus groups for the U.S. Consumer Product Safety Commission (CPSC). The primary purpose of these focus groups is to gather feedback from parents and grandparents (caregivers) on their beliefs, experience, and perceptions about infant sleeping practices and caregivers' compliance with safety messaging on nursery products. Specific topic areas of interest are: the main reasons caregivers do not adhere to safety messages provided in warning labels and product instructions (if they do not adhere); what caregivers think they should know to improve their understanding of the risks; and what would motivate them to comply with safety messaging, including discussions on the influence of social media, advice from friends and relatives, and product marketing. This information will help CPSC staff understand better the behavioral factors, perceived barriers, and misconceptions that may impact child safety, and in turn, enhance CPSC's messaging strategies for the future.

BACKGROUND: According to the 2017 Nursery Product Annual Report,¹ CPSC staff has received reports of a total of 284 deaths—an annual average of 95 deaths--associated with nursery products for the 3-year period from 2012 to 2014. Of these 284 deaths, sleep products account for about three-quarters of the deaths (209 fatalities). Specifically:

- About 38 percent (109 total, or an annual average of 36) of the reported deaths were associated with cribs/mattresses.
- Bassinets/cradles accounted for 19 percent (53 total, or an annual average of 18) of the reported deaths.
- Playpens/play yards were associated with 17 percent (a total of 47 or an annual average of 16) of the reported deaths.

An additional 12 percent of fatalities involved handheld carries and bouncer seats, often while an infant fell asleep in the product. More detail about the specific hazards associated with each nursery product can be found in the 2017 Nursery Product Annual Report.²

From in-depth investigations into infant fatalities, CPSC staff is aware that infants (less than 12 months of age) sleep in many places and not all of these places are appropriate. In addition, new products are frequently introduced into the market that, if used incorrectly, may put infants at risk of injury and death.

HOW THE DATA WILL BE USED: The data collection will enhance our messaging strategies by helping us target misconceptions consumers may have about proper sleep locations and helping us address questions consumers may have about what is recommended and why.

¹ https://www.cpsc.gov/s3fs-public/Nursery-Products-Annual-Report-2017_0.pdf.

² Ibid.

DESCRIPTION OF RESPONDENTS: For the *CPSC Caregiver Perceptions and Reactions to Safety Messaging Focus Groups*, the respondents include parents and grandparents of children from the ages of 2–11 months. Participants will include:

- Up to 32 parents who are guardians of children between the ages of 2 and 11 months. Specifically:
 - Up to 16 parents who are guardians of children between the ages of 2 and 4 months;
 - Up to 8 parents who are guardians of children between the ages of 5 and 7 months; and
 - Up to 8 parents who are guardians of children between the ages of 8 and 11 months.
- Up to 16 grandparents with a grandchild between the ages of 2 and 11 months under their supervision at any time during the week or weekend for a minimum of 1 day per week. Specifically:
 - Up to 8 grandparents with a grandchild between the ages of 5 and 7 months; and
 - Up to 8 grandparents with a grandchild between the ages of 8 and 11 months.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Focus Group Participants	48	90 minutes per participant	72 Hours
Total	48	90 minutes per participant	72 hours

FEDERAL COST: The estimated annual cost to the federal government is \$92,556.85.

Total estimated cost to the government for conducting the data collection is as follows:

Number of Participants	48
Total estimated cost of conducting focus group	\$92,556.85
Cost per completed Participant includes \$75 stipend	\$1,928.27

This estimate is based on the total cost of the awarded research contract, divided by the specified number of completed participants.

