

**Consumer Product Safety Commission: Warning Label Comprehension and Interpretation
by Consumers for Children's Sleep Environments
November 17, 2020**

Supporting Statement Part B

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LIST OF ATTACHMENTS

Attachment 1: Survey Screener

Attachment 2: Informed Consent Form

Attachment 3: Survey Questionnaire

Attachment 4: Survey Stimuli

B. Supporting Statement B

- *Copy Test Survey: Early 2021*

This part of the proposed information collection does involve statistical methods.

B1. Respondent Universe and Sampling Methods

The study population for this effort will be made up of individuals ages 18 and over. All individuals will be a parent or grandparent with a child/grandchild between 2-11 months old. To be an eligible grandparent, the grandchild must visit the grandparent at least once a week and be under the grandparent's supervision. Lastly, the individuals must not have worked for or in childcare (e.g., daycare employee, nanny), children's product manufacturing, market research, marketing, or health care company as a medical professional at any organization in the past 5 years. Respondents will be volunteers, and therefore, will constitute a non-random sample. A partnering survey panel provider will invite respondents to participate in the survey. The final sample will be 650 respondents.

Respondents will represent a mix of demographics. Although the study establishes no hard quotas, the panel provider will monitor respondents, and if a particular demographic is trending highly, the panel provider will slow down the sample for that segment and will focus on obtaining responses from others.

B2. Procedures for the Collection of Information

A partnering panel provider will invite all respondents to join the study. The panel provider will invite members from their panel, who fit the eligibility criteria for the survey, via email, inviting them to take part in the survey. Invitees will receive reminder emails, encouraging them to take the survey. The number and frequency of reminder emails depends upon survey fielding progress; but typically, respondents will receive a reminder email about once a week. Potential respondents invited to take the survey will complete the online screening questionnaire first, which will take approximately 2 minutes to complete. After completing the screening questionnaire, respondents who qualify for the study will be directed to an informed consent page, and then on to the main questionnaire.

B3. Methods to Maximize Response Rates and Deal with No Response

The panel provider will field the survey until it obtains the targeted 650 minimum completes. The panel provider will monitor sample performance during the field period and regularly update FMG regarding completion status. During the fielding period, the panel provider will send email reminders to non-responders and take other actions, as needed, to ensure a mix of demographics.

B4. Tests of Procedures or Methods to Be Undertaken

As standard pre-testing procedure, the panel provider will invite a small number of respondents to participate in the survey as case studies, to ensure that the survey is of adequate length and is processing correctly. If any changes need to be made, the panel provider will do so, accordingly, and will proceed with fielding the survey to the rest of the panel.

B5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Information

CPSC staff and FMG staff identified below, extensively developed and reviewed the proposed protocol and survey. CPSC and FMG staff will analyze the information and create technical reports.

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SURVEY QUESTIONNAIRE

TITLE OF INFORMATION COLLECTION: Consumer Product Safety Commission (CPSC) Sleep Warnings Copy Test Survey

PART A: Behaviors and Awareness Associated with Infant Sleep and Warning Labels

A1. Which of the below behaviors do you currently and regularly follow when putting an infant to sleep? Select all that apply.

//Randomize order of response options, except other//

- A. Place infant to sleep on their back
- B. Place infant to sleep on their side
- C. Place a blanket under or over the infant in the sleeping area
- D. Ensure sheets fit snugly around mattress
- E. Place a pillow in the sleeping area
- F. Place infant to sleep on their stomach
- G. Swaddle infant (*i.e.*, tightly wrap them in a blanket or other product designed for this purpose)
- H. Place toys in the sleeping area
- I. Co-sleep with infant (*i.e.*, put them in the same bed as you sleep in)
- J. Other (specify) _____

[If A1 only = 1 response, GO TO A3]

A2. Of all the behaviors you just indicated, please select the behavior that is *most* important to you when putting an infant to sleep?

//Show selected items from A1. Randomize all response options except other//

A3a. Which of the following product(s) do you use to put your infant to sleep overnight? Select all that apply.

- A. Bassinet
- B. Portable crib or play yard
- C. Bedside sleeper
- D. Crib
- E. Inclined sleeper
- F. Infant rocker
- G. Infant swing
- H. Bouncer seat
- I. Hand-held carrier
- J. In-bed sleeper
- K. None of the above
- L. Other (specify) _____

A3b. Which of the following products do you use to put your infant in for supervised use, including napping? Select all that apply.

- A. Bassinet
- B. Portable crib or play yard

- C. Bedside sleeper
- D. Crib
- E. Inclined sleeper
- F. Infant rocker
- G. Infant swing
- H. Bouncer seat
- I. Hand-held carrier
- J. In-bed sleeper
- K. None of the above
- L. Other (specify)_____

A4. Where do you typically learn about infant sleep safety recommendations (e.g., what products to use for the infant, how to lay the infant down for sleep)? Select all that apply.

//Randomize order of response options except other//

- A. CPSC.gov (Consumer Product Safety Commission)
- B. AAP.gov (American Academy of Pediatrics)
- C. CDC.gov (Centers for Disease Control and Prevention)
- D. NIH.gov (National Institutes of Health)
- E. March of Dimes
- F. Blogs
- G. Online parent groups
- H. Educational website
- I. Social Media (e.g., Facebook, YouTube, Reddit)
- J. Mobile apps
- K. Books (recommended by doctors)
- L. Books (recommended by parents)
- M. Product manufacturers
- N. Warning labels on products and/or packaging
- O. Parents/grandparents
- P. Spouse/partner
- Q. Friends
- R. Pediatrician or other health care provider
- S. Other (specify) _____

A5. Have you ever noticed a warning label on an infant sleep product?

- A. Yes
- B. No

[If A5 = B, GO TO B1]

A6. Where have you seen warning labels on infant products? Select all that apply.

//Randomize order of response options//

- A. In the instruction manual of the infant product
- B. On the infant product
- C. On the packaging of the infant product

[If A6 = B, GO TO A7]

[If A6 does not = B, GO TO A8]

A7. How was the label attached to the product?

//**Randomize order of response options**//

- A. The label was on a sticker attached to the product.
- B. The label was sewn onto the product.
- C. The label was printed on the product.

A8. How often do you read the warning labels that are attached to infant products?

- A. Every time I use the product
- B. Every few times I use the product
- C. Only before I use the product for the first time
- D. Never

PART B: Warning Label Review

Instructions

We would now like to show you an infant product warning label and then get your reactions to that warning label. Please note that not all products you will see labels for are intended for infant sleep, but we recognize that infants may fall asleep in them. Please click “Next” to continue.

Please click on the image below and review the entire warning label in full size. To exit the full screen image, press ESC or click on the blank space surrounding the image.

Only after clicking on the warning label will the ‘Next’ button appear. When finished reviewing the entire warning label, please click “Next” to continue.

[Label will show on screen for at least 30 seconds before allowing respondent to click “Next.” Warning label and product name will be shown on each question screen for respondent reference].

[Pipe in product names:

- Rocker
- Handheld Carrier
- Crib
- Swing
- Bassinet]

[RANDOMIZE QUESTIONS B2 – B12]

B1. What would you say was the main message of this warning label? *Please use your own words, and be as specific as possible.*

[OPEN END]

B2. On a scale of 1 to 7, where 1 is “not at all believable,” and 7 is “very believable,” how would you rate the main message in this warning label? *Click to slide the bar to the desired response.*



B3. On a scale of 1 to 7, where 1 means, “do not like at all,” and 7 means, “like it very much,” please indicate how much you like the various aspects of the warning label listed below. *Click to slide the bar to the desired response.*

1	2	3	4	5	6	7
---	---	---	---	---	---	---

//Randomize order//

- A. Colors
- B. Format (e.g., bullets, paragraphs)
- C. Introduction/heading
- D. Symbols
- E. Pictures

B4. Is there anything confusing, unclear, or hard to understand in this warning label?

- A. Yes → go to B5
- B. No → skip to B6

B5. What about the label is confusing, unclear, or hard to understand? Please be specific.

[OPEN END]

B6. Did you learn anything new from reading the warning label?

- A. Yes → go to B7
- B. No → skip to B8

B7. What did you learn after reading this label?

[OPEN END]

B8. Are there any sections of the warning label that would motivate you to follow the instructions?

- A. Yes → go to B9
- B. No → skip to B10

B9. What sections of the warning label would motivate you to follow the instructions? *Please write the exact wording from the warning label that motivated you to follow the instructions.*

[OPEN END]

B10. Please indicate the extent to which you agree or disagree with the following statements:

Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
1	2	3	4	5	6	7

//Randomize order//

- A. This warning label grabbed my attention.
- B. This warning label made me think more.
- C. This warning label is easy to understand.
- D. I learned something new from viewing this warning label.
- E. I think this warning label would get me to follow the advice.
- F. This warning label is different from other warning labels I've seen.
- G. The information in this warning label applies to me.
- H. I trust the information in this warning label.

B10. On a scale from 1 to 7, where 1 is “not at all likely,” and 7 is “very likely,” how likely would you be to take each of the following actions after seeing this warning label? *Click to slide the bar to the desired response.*



//Randomize order//

- A. Follow one or more of the instructions in the warning
- B. Follow all of the instructions
- C. Call 1-800-XXX-XXX to receive an instruction manual
- D. Change how I use an infant product
- E. Go to a website to find more information

B11. Where do you think would be the best location for this label to be placed on a product? *Please be as specific as possible.*

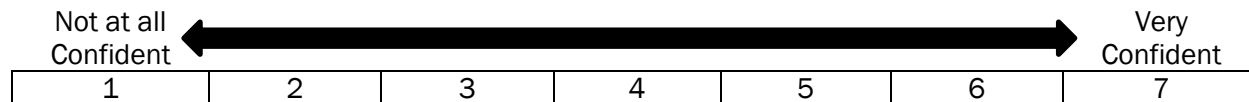
[OPEN END]

B12. Please select Tuesday and Friday from the list below.

//Randomize order//

- A. Sunday
- B. Tuesday
- C. Thursday
- D. Friday

B13. On a scale of 1 to 7, where 1 is “not at all confident,” and 7 is “very confident,” how confident are you that you can follow the instructions on the warning label for an infant product? *Click to slide the bar to the desired response.*



Part C: Comparison of Warning Labels

INSTRUCTIONS

Infant products typically have different warning labels that are similar in look and feel to one another. We would now like to show you two warning labels to compare. Please click to continue.

C1. Which warning label is more attention grabbing?

- A. Warning Label [A]
- B. Warning Label [B]

C2. What about [Answer from C1] is more attention grabbing? Please select all that apply.

- A. Colors
- B. Format (e.g., bullets, paragraphs)
- C. Introduction/heading
- D. Symbols
- E. Pictures
- F. Specific wording

C3. Which warning label is more likely to get you to follow the instructions?

- A. Warning Label [A]
- B. Warning Label [B]

C4. What about [Answer from C3] is more likely to get you to follow the instructions?

- A. Colors
- B. Format (e.g., bullets, paragraphs)
- C. Introduction/heading
- D. Symbols
- E. Pictures
- F. Specific wording

[If C4 = F, GO TO C5; Skip to C6 if C4 = A-E]

C5. What specific differences in the wording of the warning labels make you more likely to follow the instructions?

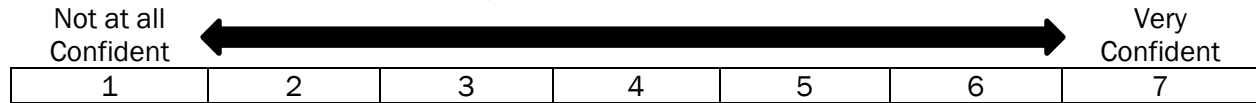
[OPEN END]

C6. Which warning label do you prefer overall?

- A. Warning Label [A]
- B. Warning Label [B]

C7. On a scale of 1 to 7, where 1 is “not at all confident,” and 7 is “very confident,” how confident are you in your ability to follow the instructions in **[Insert answer from C6]**?

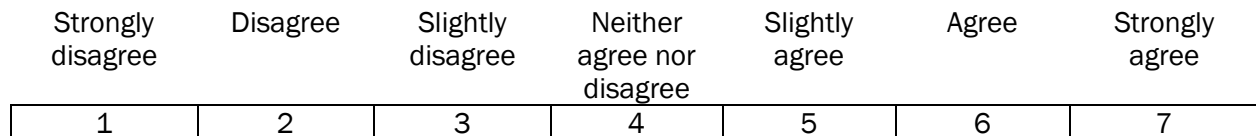
Click to slide the bar to the desired response.



INSTRUCTIONS

Please indicate your level of agreement with the following statements. Please click “Next” to continue.

C8. **[Insert answer from C6]** gives me a new way to think about putting my infant safely to sleep.



Part D: Warning Label Beliefs

D1. On a scale of 1 to 7, where 1 is “not at all true,” and 7 is “very true,” how true are each of the following statements? *Click to slide the bar to the desired response.*



//Randomize order//

- A. Warning labels are put on infant products to help prevent an accidental death or injury from occurring.
- B. Warning labels are put on infant products to protect the manufacturer from being sued by consumers.
- C. All warning labels for infant products contain the same information.
- D. When it comes to infant sleep safety recommendations/guidelines, I usually trust my pediatrician.
- E. When it comes to infant sleep safety recommendations/guidelines, I usually trust my friends and family most.
- F. When it comes to infant sleep safety recommendations/guidelines, I usually trust warning labels most.
- G. There are so many infant sleep safety guidelines that it is hard to know which to follow.
- H. I usually pay attention to infant sleep product recalls.
- I. If warning labels were more eye-catching, I would pay attention to them.






- J. Shorter warning labels make it easier to follow instructions.
- K. Shorter warning labels do not provide enough information to know how to use the product safely.

Your answers have been recorded. Please click "Submit Survey" to submit your answers.


For more information on infant sleep safety recommendations, please visit <https://cpsc.gov/.g>

WARNING

DEATH TO YOUR CHILD CAN OCCUR IF YOU:






-  **Leave child unattended.**
-  **Use product to transport child** (either carrying toy bar or using in motor vehicle).
-  **Use with a child who can sit up unassisted.**
-  **Place product on tabletop or other elevated surface.**
-  **Use on a soft surface** (bed, crib, sofa, cushion).

YOU CAN PROTECT YOUR CHILD BY:


-  **Always using the restraint system.**



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⚠ WARNING	
	Protect your child by fully restraining them at all times (even when not in vehicle).
	Strangulation can occur if you loosely or partially buckle harness straps.

⚠ WARNING	
	Fully restraining your child will protect them from harm.
	Loosely or partially buckling harness straps can result in strangulation.

⚠️ WARNING

TO PREVENT SUFFOCATION:

- ⊘** No pillows or comforters
- ⊘** No additional padding under the infant

✓ Read instruction manual for additional warning information before using.

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⚠️ WARNING

PROTECT YOUR CHILD FROM DEATH OR SERIOUS INJURY BY:

- ✓ Always **securing** infant in the restraint system provided.
- ✓ Keeping swing seat **fully reclined until child is at least 4 months old AND can hold head up without help.**

- ⊘ Do not use if infant can climb/is active (approx. 9 months).
- ⊘ Do not leave child unattended.
- ⊘ Do not carry swing with infant in it.

➔ Read product instructions before use.



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WARNING

PROTECT YOUR CHILD FROM SUFFOCATION BY:

- ✓ Only using the **pad provided by the manufacturer.**
 - ✓ **Placing child on back to sleep**, unless otherwise advised by your physician.
-
- ⊘ Not allowing gaps between padding and side of bassinet.
 - ⊘ Not adding a pillow, comforter, or other mattress.
 - ⊘ Not using when infant can push up on hands and knees or is over 20lb.

WARNING

SUFFOCATION TO YOUR CHILD CAN OCCUR IF YOU DO NOT FOLLOW INSTRUCTIONS:

- ✓ Only use the **pad provided by the manufacturer.**
 - ✓ **Place child on back to sleep**, unless otherwise advised by your physician.
-
- ⊘ Do not allow gaps between padding and side of bassinet.
 - ⊘ Do not add a pillow, comforter, or other mattress.
 - ⊘ Do not use when infant can push up on hands and knees or is over 20lb.