

Focus Group Stimuli

Creative Stimuli

- These creative stimuli are used in Sections III of the focus group discussion. Please review the stimuli in conjunction with the guide.
- The stimuli labels will NOT be shown to the respondents. Only the creative assets will be displayed. However, we are labeling the creative here for review with the links.

Section III, questions 6-9 of guide

- Babies and Children
- Carbon Monoxide
- Seniors
- Tip Overs (Spanish Version)
- Pool Safely (Fins and Gills)
- Tip Overs (Spanish Holiday Social)

Babies and Children

- <https://youtu.be/XtuRzkFqcr0c>

Carbon Monoxide

- <https://www.youtube.com/watch?v=hxbl7xsWzso&feature=youtu.be>

Seniors

- <https://www.youtube.com/watch?v=iSNFEC7AHp8>

Tip Overs (Spanish Version)

- <https://www.youtube.com/watch?v=YQKWGRbLjJU>

Pool Safely (Fins and Gills)

- <https://www.youtube.com/watch?v=Qv7sj-1AP3w>

Tip Overs (Spanish Holiday Social)

- [Spanish Version Anchor it! \(hightail.com\)](#)

Section III, question 10 of guide

- Babies and Children
- Anchor it
- Carbon Monoxide
- Poison (Detergents)

Babies and Children - poster

- <https://www.cpsc.gov/es/Safety-Education/Safety-Guides/cribs/volver-a-lo-basico>

Anchor It - pub

- <https://www.cpsc.gov/es/Safety-Education/Safety-Guides/Hogar-e-interiores-Casa-Beb%C3%A9s-y-ni%C3%B1os-Muebles-mobiliario-y-decoraci%C3%B3n-Electr%C3%B3nicos-y-seguridad-el%C3%A9ctrica/Fije-sus-muebles-y-televisores-proteja-a-sus-hijos>

Focus Group Stimuli

Carbon Monoxide - poster

- <https://www.cpsc.gov/es/Safety-Education/Safety-Guides/carbon-monoxide/seguridad-con-el-monoxido-de-carbono-0>

Poison (Detergents)

- <https://spaces.hightail.com/space/mH9egMtXHP>