

## 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>