
TITLE OF INFORMATION COLLECTION:
CPSC Pool Safely Focus Groups

PURPOSE:

Widmeyer, an independent research firm, will conduct these focus groups for the U.S. Consumer Product Safety Commission. It has been more than 10 years since original research shaped *Pool Safely*. Because the water safety landscape has evolved, Widmeyer recommends conducting six focus groups for the campaign in three target states that consistently have shown the highest number of child drownings year-over-year (two each in Arizona, Texas, and Florida). Through these focus groups, we will gather insight and information on consumers' understanding and comprehension of existing campaign messaging. This research will be used to enhance CPSC's messaging strategy and provide information that may be useful for updating campaign messaging and tools in English and Spanish. In addition, the data collection will enhance CPSC's messaging strategies to reach more targeted parents/caregivers and vulnerable populations.

BACKGROUND: Focus groups are an especially important methodology for two key reasons:

1. Message development, and
2. Gauging tone and emotion of a campaign.

Focus groups present opportunities to discuss the ins and outs of potential messages: what works, what doesn't work, what is confusing, or what may be insensitive, culturally or otherwise. Gathering feedback from real parents/caregivers allows us to assess whether they not only agree with what *Pool Safely* is saying, but also whether they truly understand the campaign's messages and goals.

In addition, understanding the appropriate tone for a campaign is critical to discussing topics that can be emotionally difficult, such as child drownings, and ensuring the tone helps to effectively reach your key audiences. During previous focus groups about similarly sensitive subjects, Widmeyer has worked to understand how to find balance between providing the necessary information that will help parents/caregivers prevent tragedy, while also not upsetting them so much that they refuse to engage with the campaign. Parents/caregivers in focus groups will be able to provide feedback to help update the campaign's overall tone, if needed.

HOW THE DATA WILL BE USED: Based on the focus group findings, our team will make suggestions to enhance overall *Pool Safely* campaign strategy, messaging, and tactics. Widmeyer will work with CPSC to use the results to review the campaign's overall reach, effectiveness, and impact. Some areas identified for improvement include, but are not limited to:

- Identifying new groups for campaign collaboration;
- Crafting new media outreach angles, and conducting targeted outreach in English and Spanish;
- Updating the *Pool Safely* website with new information and messaging themes; and
- Providing social media content recommendations.

DESCRIPTION OF RESPONDENTS: For the *CPSC Pool Safety Focus Groups*, the respondents include parents and caregivers from different backgrounds, demographics, and experiences. One hundred percent of respondents will be reporting electronically. Participants will include:

- Parents/caregivers of children ages birth to 14 years old, including children who are most at-risk of drowning (ages 1-4 years old, along with minority families, particularly Black and Hispanic).
- Some of the families represented will have residential pools, and some will not.
- Each group will include a mix of parents from diverse backgrounds.

BURDEN HOURS

Category	No. of Respondents	Participation Time	Burden
Focus Group Participation	48 (8 respondents per each of 6 groups)	150 minutes at \$38.20/hr or \$0.64/min	\$4,608.00
Focus Group Screening	200	5 minutes at \$38.20/hr or \$0.64/min	\$640.00
Total	200 (since the 48 in the first category are also included in the 200)	155 minutes for 48 participants 5 minutes for 152 screened non-participants	\$5,248.00

FEDERAL COST: The estimated cost to the federal government is \$70,000.00

Total estimated cost to the government for conducting six virtual groups is as follows:

Number of Participants	48
Total estimated cost of conducting focus group	\$70,000.00

This estimate includes the budget for creating the discussion guide, recruitment, incentives for participants, virtual focus group hosting, moderation, focus group transcripts, and a full final report, divided by the specified number of completed participants. We do not anticipate any travel, shipping, or printing costs because the focus groups will be conducted virtually.