



Pool Safely FY 2021 Focus Groups Discussion Guide

Date: February 22, 2021

Context

Each focus group will include 6-8 participants who are parents of children ages 0-8 years old.

All focus groups will take place virtually via the Webworks virtual focus group platform. The moderator and all participants will participate via webcam. All focus group materials, including videos, messaging, and social media posts, will be projected on the screen by using the screen share function during relevant questioning.

There will be a virtual focus group “back room” during each group. Viewers here can watch the focus groups without participating or appearing on camera. There is a messaging platform where viewers can communicate with the moderator during the groups. CPSC staff can participate in the back room, if desired.

Total time: 2 hours

I. Introductions (10 minutes)

- Welcome, thanks for joining tonight.
- Independent moderator: We’re all parents of young children, gathered here to talk about a few things related to child safety.
- I’m not an expert, I’m here to facilitate a conversation from a neutral perspective, and I am just interested in your open and honest feedback.
- Rules for discussion:
 - We’re here for about 2 hours and have a lot to cover.
 - Free-flowing, no hand-raising; I may ask you a question if I haven’t heard from you.
 - Only rules: No cell phones; please no side conversations; and only one person speak at a time.
- Anonymous
 - Nothing you say will be tied back to your name.
- Participant introductions
 - First name
 - What grade your children are in?
 - Something you like to do for fun?

II. Overall Context of Child Safety (20 minutes)

1. We're all parents here. What comes to mind when I say the phrase: "Child safety?"
2. What specific child safety measures have you taken?
3. When did you start making decisions about child safety?
 - a. Before your child was born?
 - b. Before your child was mobile?
 - c. Still trying to make those decisions now?
4. How do your child safety concerns change based on your child's age?
 - a. Were there any specific milestones?
 - b. Examples: the first time they rode a bike or went in a pool.
5. What motivates you to undertake child safety steps?
 - a. Love for child?
 - b. Out of fear or concern?
 - c. Desire to keep up with social norms?
6. What two or three child safety measures that we've talked about are most important?
 - a. What about those child safety measures makes them the most important?
7. What factors go into your decision about whether to undertake a certain child safety measure?
 - a. Are there evaluation factors?
 - b. For example, the cost or effort needed.
8. Where do you learn about these child safety measures?
 - a. Following same safety measures your parents/caregiver did for you as a child
 - b. Seeing other parents do these things
 - c. Parenting books and materials
 - d. Your child's pediatrician's office
 - e. Social media or online resources
 - f. Others?
9. And within these spaces, do you consider any of the child safety measures that you see promoted unnecessary?
 - a. How do you decide that they are unnecessary?
 - b. How do you separate what is necessary from what you don't think is necessary?
10. Overall, what is your greatest fear or concern when it comes to child safety?

III. Pool and Water Safety (30 minutes)

11. I want to follow-up specifically on the concept of pool safety, which we're going to be talking a lot about tonight. Can everyone tell me a bit about their experience swimming with their children?
 - a. Do you own a pool? If not, where do you swim?
 - b. How often do you take your children swimming? If your child is too young, how often do you plan on taking them to swim?

12. At what age did you teach/are you planning to teach your child to swim?
13. Do you worry about the safety of your children in and around a pool, or not really? What are your specific concerns about pool safety for your children?
 - a. Are you ever concerned about the safety of your children around pools when they are not swimming, such as just in the house or near a pool?
14. What specifically do you do for your children when it comes to ensuring their safety while swimming?
 - a. **PROBE:** never leaving a child unattended; teaching children how to swim; installing proper pool fences and barriers (4 sided barriers with and without house as 4th barrier); learning CPR, making sure you or another adult are watching your child at all times while swimming.
15. Do the specific safety measures you choose to follow differ based on the type of pool? Residential pools, public pools? In-ground, above-ground, or hot tubs? Talk me through those differences in safety, if there are any.
16. Tell me what you have seen from other parents handling pool safety for their young children. Are they more cautious? Less cautious? What do you observe?
17. Tell me about how you learn about pool safety. Is this something that is discussed? If so, in what venues?
18. Do you think parents ever have an “it-won’t-happen-to-me” attitude when it comes to child drownings? (*i.e.*, the worst-case scenario won’t happen to me? What would you say to a parent who is less concerned about safety because they think “it won’t happen to them”?)
 - b. Are parents more likely to say “it won’t happen to me” about pool and water safety than they are to say it about other child safety issues?
19. Are there any challenges you face regarding ensuring proper pool safety? Which safety measures present obstacles?

IV. Information and resources (30 minutes)

20. Does anyone recall any pool safety statistics, facts, or figures that you've heard? If so, what are the sources?
21. Have you heard any information regarding pool safety relating specifically to your state of [TX, FL, AZ]?
- Do you recall any specific facts and figures that were mentioned about this issue?
 - Did you know that [TX, FL, AZ] has historically been a top state for fatal child drownings?
 - The USA Swimming Foundation reported the fatal drowning data below about children under age 15 drowning in pools and spas from January 1, 2020 through December 31, 2020:
 - **FOR TX GROUPS:** TX: 20
 - **FOR AZ GROUPS:** AZ: 15
 - **FOR FL GROUPS:** FL: 13
 - Do these statistics surprise you?
 - Do they motivate you to ensure proper pool safety?
 - In your opinion, is this issue getting enough attention where you live?
22. **[FOR BLACK/HISPANIC PARENT GROUPS]** Data from the USA Swimming Foundation show that 64% of Black children and 45% of Hispanic children have low or no swimming ability, and that 78% of Black parents and 62% of Hispanic parents have low or no swimming ability.[Gaining awareness of drowning statistics pertaining to residential vs public, age, etc. whether that changes how they would approach safety and how.]
- Does this make you feel differently about pool safety?
 - How should these disparities be addressed when addressing pool safety?
 - Are there other considerations regarding pool safety that are specific to vulnerable populations?
23. Describe any ways in which you heard about pool safety. If not pool safety, where do you receive information on child safety in general?
- Morning TV shows
 - TV news other than morning shows
 - Online news, blogs, or websites
 - Social media
 - Radio news
 - Newspapers
 - Advertisements (on TV, in a print publication, or on a billboard or poster)
24. And how about time of year? Are there certain times of year where you would be more willing to listen to pool safety messages than others?
- Summer? Or before summer? What about fall or winter?
 - Would you be less willing to pay attention during other periods, or is pool safety relevant at all times?
25. How effective were these different information sources in informing you about pool safety or general child safety?
- Are some more effective than others?

- b. If so, why?
 - c. If not, why not?
26. And for what specifically are these information sources effective?
- a. Education about pool safety measures?
 - b. New stories of child drownings to increase awareness/consequences?
27. What is it like to hear important information--either facts and figures, or anecdotes--about something that could have such tragic consequences? Is it:
- a. Motivating?
 - b. Paralyzing?
 - c. Heartbreaking?
 - d. Does the way you feel--whether it is motivated, or paralyzed, or heartbroken, or something else--inspire you to act, or does it inhibit you from acting?
28. When it comes to messaging on pool safety, something that can have such tragic consequences, what tone do you think would be most effective? **PROBE:**
- a. An emotional tone that stresses the potential consequences?
 - b. An inspiring tone that stresses the importance of safety measures?
 - c. A neutral tone that focuses on practical tips?

V. Message Testing (30 minutes)

29. Now I'm going to show on the screen some specific messaging that exists concerning pool safety, and I want to get everyone's reaction to this messaging.
- 30.** First, I'm going to show a PSA that was made and recently released. I am interested in your reaction to the concept and messaging, rather than the production or visuals. **PLAY VIDEO ON PPT SLIDE 1.**
- a. What are your initial reactions to this?
 - b. What do you like about it--what resonates with you?
 - c. What don't you like as much--what falls flat?
 - d. Is it the right tone?
 - e. Is there anything confusing or that you would change?
- 31.** Now, I'm going to show 6 messages that are meant to ensure safety in and around water. **SHOW PPT SLIDE 2.** These are...
- 1. Never leave a child unattended in or near water.
 - 2. Teach children how to swim.
 - 3. Teach children to stay away from drains.
 - 4. Ensure all pools and spas--both in your backyard and at any public pool you may visit--have compliant drain covers.
 - 5. Install proper barriers, covers, and alarms on and around your pool and spa.
 - 6. Know how to perform CPR on children and adults.
- 32.** Tell me, which of these strike you as most important. What jumps out to you?
- a. Are you confused by any of these messages, or do you feel you need more information?
 - b. If you could change them in any way, how and why?

- c. Does this list seem exhaustive of all pool safety steps you take and/or would want other caregivers to take?
 - d. Do they seem practical for someone like you?
33. Lastly, I'm going to show a few social media posts that were shared on Twitter. **SHOW PPT SLIDE 3-6.**
34. [For each] What stands out here? What do you like? What rings true? What doesn't ring true as much?
- a. If you could change them in any way, how and why?
 - b. Is this something you would catch your attention online? Would you engage with this content, such as retweeting or liking? Why or why not?

VI. Conclusion (5 minutes)

35. What have you learned about pool safety that surprised you that maybe you hadn't thought about when you came in tonight?

Thank you for your time.

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