
Curtin University
2024 CAMPAIGN EVALUATION
KEEP WATCH PROGRAM
COLLABORATION FOR EVIDENCE, RESEARCH & IMPACT IN PUBLIC HEALTH
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KEY FINDINGS

Background

The Western Australian (WA) Department of Health has funded the Royal Life Saving Society Western Australia (RLSSWA) to deliver the Keep Watch (KW) program for the past 20 years. KW aims to increase knowledge and skills regarding toddler drowning prevention. The current program comprises several strategies, including a state-wide media campaign, parent and community presentations, resource distribution and Cardio-Pulmonary Resuscitation (CPR) training courses. The program targets two groups living in Western Australia (WA): parents, grandparents and carers of children under five (primary) and professionals in the childcare, child health and injury prevention industry (secondary).

In 2020, a new media campaign execution was launched, *'Kids can't help themselves around water, you need to'*. The campaign was developed following comprehensive formative evaluation with the Royal Life Saving Society (RLSS) WA, the Collaboration for Evidence, Research and Impact in Public Health (CERIPH) research team, and the creative agency. The formative evaluation included: a review of the current evidence; consultation; theory mapping; developing and pre-testing of concepts; and finalisation of concepts.

Stylistically, the campaign is fast-paced and uses attention-grabbing images, music and text. The focus is on increasing self-efficacy and changing social norms; and the new suite of television commercials provides explicit cues to action, specifically to *Supervise, Restrict, Teach and Respond*. The current campaign represents an investment in formative research and the application of behavioural theory constructs to the design of the campaign materials. In 2023 two new characters (the sidekick and the curious one) were added to the campaign.

To capture the recall and recognition of these campaign changes, a pre- and post- survey were conducted at baseline in October 2023 (K0) and post media in March 2024 (K1). For the evaluation period (2023-2024) only the campaign material has been reported on.

Evaluation Approach

Baseline data (K0) (18 October – 08 November 2023), included campaign recall only and was conducted prior to the new wave (four) of the media campaign (n=134). Post media wave data (K1) including knowledge, attitudes, beliefs, behavioural intent and campaign recall and recognition was conducted (07 February – 10 April 2024) (n=275).

Collection protocols required an 80:20 metropolitan/regional split and 50:50 equal split of those living on properties with a pool or large body of water, and those without. As in the previous survey wave, a third-party social research panel was engaged to access participants post media (K1) (n=275) and at baseline (K0) (n=124), of whom 212 met the survey criteria (post media K1 n=111; baseline K0 n=101). After data cleaning, the final sample post media (K1) was n=275 and at baseline (KO) it was n=134. Descriptive statistics summarised demographics; swim ability confidence, campaign recall, recognition and total awareness.

Ethics approval for this evaluation was obtained from Curtin University's Human Research Ethics Committee (HRE 201/2014).

Key Findings

The key findings are summarised to inform future RLSSWA practice and research endeavours**.** Care should be taken when interpreting results, as neither post media (K1) (n=275) nor baseline (K0) (n=134) reached the sample size required for population comparison (n=384).

Survey

Demographics

Respondents were mostly female, lived in the metropolitan area, university educated and Australian born. Participants under 25 years and those with a water source at home were greater at both post media (K1) and baseline (K0) compared with previous time points. Whilst there was little variation in the number of participants born overseas, nor how long they had been in Australia, their perceived ability to speak English varied, with fewer indicating they speak English very well compared to previous time points.

Water Based Activity

The beach, home pool and public pool are where participants swim. Participation in swimming lessons continues to decline to below 50% at both baseline (KO) and post media (K1). Cost-of-living pressures may explain this finding and should be monitored.

Media Campaign

Unprompted, just over half of the participants at both time points could recall any advertisement (ad) about water safety and children under five. This is pleasing and consistent with previous findings. Post campaign a small proportion (1.5%) recalled '*Kids can't help themselves around water. You need to'* (3.8% at the previous time point). When prompted, recognition of the original characters (17.1%) remained at levels previously observed (17.2%) and recognition for the two new characters was also promising (12.6%). Total awareness has remained consistent (18.9%) compared to the previous time point (17.6%). Of interest, grandparents are more likely to recall seeing any ad about water safety and children (75.0%, n=24) than parents (48.6%, n=118), this is an interesting finding. A focus by RLSSWA on grandparents and their ability to identify and implement effective prevention strategies may contribute to the shift in the findings. As grandparents play an increasingly significant role in shaping the lives and experiences of their grandchildren and other children in their care, possible synergies across the RLSSWA program should be explored.

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