



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 (K0) 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 (K0) 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.

# INTRODUCTION

For two decades, the Western Australian (WA) Department of Health has funded the Royal Life Saving Society Western Australia (RLSSWA) to deliver the Keep Watch (KW) program. KW targets parents and carers of children under five years and aims to increase knowledge and skills regarding toddler drowning prevention, including key messages to Supervise, Restrict, Teach and Respond. The current program comprises several strategies, including a state-wide media campaign, *'Kids can't help themselves around water, you need to'*, parent and community presentations, resource distribution and CPR training courses (Heartbeat Club grants).

Key outcome indicators for the Keep Watch program are an increase in the proportion of parents and carers who:

1. report positive attitudes and behaviours regarding supervision, restricting access to water, participating in water familiarisation and participating in CPR training;
2. know about toddler drowning risks and prevention strategies; and
3. can recall key program and campaign messages.

The new *'Kids can't help themselves around water, you need to'* media campaign focuses on:

1. highlighting that drowning occurs when parents are distracted or there is unexpected water immersion.
2. skill development, behavioural intent and developing social norms that involve preventative behaviours and environmental factors.
3. (increasing) self-efficacy and cues to action.

The Keep Watch program promotes four critical actions for individuals to stay safe around water:

1. Supervise – actively supervise children around water
2. Restrict – restrict children's access to water
3. Teach – teach children water safety skills, ensure they are water aware, water familiar and water confident
4. Respond – learn how to respond in the case of an emergency.

The Collaboration for Evidence Research and Impact in Public Health (CERIPH) was commissioned to evaluate the Keep Watch program for the period 2019-2024. The current project team comprises A/Prof Justine Leavy, A/Prof Gemma Crawford, Malena Della Bona and Nicola D'Orazio. This report presents the evaluation findings for final reporting period July 2023 – June 2024 of the current 5-year evaluation cycle.

This report presents findings from the modified cross-sectional survey to explore the media campaign at two time points between July 2023 – June 2024.

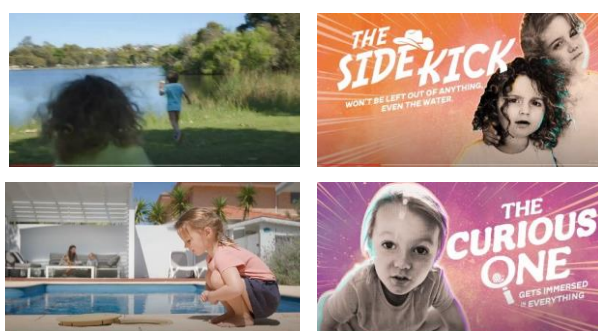
# METHODS

## Media Waves

At the most recent media wave (09 November 2023 – 31 January 2024) two new characters (the sidekick and the curious one) were added to the ‘Kids can’t help themselves around water, you need to’ campaign.

The media buy for the most recent wave included: Channel 9 (metro and regional); Instagram; and Facebook. Whilst the campaign was originally scheduled from 09/11/23 – 31/01/2024 additional paid advertising up until 25/02/24 (channel 9 metro) and 17/02/24 (channel 9 regional) was secured.

Figure 1: New characters included in the most recent media wave



## Data Collection

Data were collected over two time points. Baseline data (K0) were collected online over three weeks before media wave four of the ‘Kids can’t help themselves around water, you need to’ campaign. Post media data (K1) data collection occurred over nine weeks. The post media survey (K1) is included as Appendix A, which includes questions asked at baseline. No changes from the previous time point (collected in March 2023) were made to the current survey. Table 1 outlines key data collection methods. Mixed recruitment strategies were used, with an external social research organisation collecting data at both time points, together with a Qualtrics survey link promoted through social media (RLSSWA page and other organisations) and stakeholder e-newsletters.

Table 1: Data collection

	Western Australian parents and carers of children aged 0 – 4 years old	
	K1 (Post media)	K0 (Baseline)
Recruited by	RLSSWA Social research organisation (Qualtrics Panels)	
Incentive	2 \$100 Coles Myer gift cards (RLSSWA) Panel payments (Qualtrics Panels)	
How	17-minute online survey	7-minute online survey
Completion time <sup>a</sup> (minutes)	M=14.4 SD=10.6	M= 3.1 SD=3.7
When	07 February – 10 April 2024	18 October - 08 November 2023
Surveys collected	RLSSWA n=202 Qualtrics Panels n=275	RLSSWA n=54 Qualtrics Panels n=124
Data analysed	n=275	n=134

<sup>a</sup>At K1 participants who took less than 5 minutes or longer than 1.5 hour (n=30) were excluded, with the assumption that they completed less than 60% of the survey or kept their browser open longer than required. At K0 only those who took longer than 1.5 hours were excluded, since the survey was shorter.

Recruitment protocols required an equal proportion of those living on properties with pools or large bodies of water, and those without, as well as a 20% sample from rural and remote WA (based on WA population data).

## Measures

As in previous years, pre-existing scales were used to measure factors influencing behaviours. Scales included:

**Swimming confidence:** Hamilton, K., Schmidt, H. (2014). Drinking and swimming: Investigating young Australian males' intentions to engage in recreational swimming while under the influence of alcohol. *Journal of Community Health*. 39(1):139-147.

**Water-based activity undertaken:** Adapted from McCool, J., Ameratunga, S., Moran, K., & Robinson, E. (2009). Taking a risk perception approach to improving beach swimming safety. *International Journal of Behavioral Medicine*, 16(4), 360.

**Total recall (unprompted) & Recognition (prompted):** Leavy, J.E., Rosenberg, M., Bauman, A.E., et al. (2013). Effects of Find Thirty every day®: Cross-sectional findings from a Western Australian population-wide mass media campaign, 2008-2010. *Health Education & Behavior*. 40(4):480-492.

**Recall (unprompted):** Participants asked, "In the last 6 months, do you remember seeing any ads about water safety and children aged under 5 years of age?". Participants are then asked to describe the ads they recall seeing. Recorded as an open-ended verbatim response that is coded for each ad described.

**Recognition (prompted):** Participants asked; Have you seen the following ad?". Categorical response recorded as "yes" or "no" for existing persons and new personas separately.

**Total recall (unprompted):** Participants asked, "In the last 6 months, do you remember seeing any ads about water safety and children aged under 5 years of age?". Participants are then asked to describe the ads they recall seeing. Recorded as an open-ended verbatim response that is coded as "yes" for recalling current KW advertisement or "no" for did not recall the advertisement.

**Total awareness:** Calculated as the total number of individuals who either recall the advertisement (total recall) or recognize it when prompted (i.e., "total recall" + "recognition (new or old personas)").

## Data analysis

Quantitative data were entered into the Statistical Package for Social Sciences version 26 (SPSS v26) and cleaned before analysis. Participants who did not meet inclusion criteria and those who had not completed more than 60% of the survey were excluded (post media (K1), n=202; baseline (K0), n=44). For data collected by RLSSWA, excluded participants included those who:

- did not live in WA at post media (K1) (n=11) or baseline (K0) (n=9);
- were not parents, carers or grandparents of children under five at post media (K1) (n=11) or baseline (K0) (n=3);
- did not complete at least 40 % of the survey at post media (K1) (n=12) or baseline (K0) (n=4).

At both time points insufficient data was collected to make comparisons to the general population of WA.

Descriptive statistics summarised results with comparisons made between timepoints where appropriate:

- Demographic characteristics- age, postcode, gender, carer status, country of birth, water source at home, Aboriginal and Torres Strait Islander status, time lived in Australia, education, language spoken, English speaking ability, number of children aged 0 – 4 and child's age;
- Swim ability confidence; and
- Campaign recall, recognition and total awareness.

During analysis, comparisons between categorical data were analysed, where relevant, using chi-square. Fisher Exact Test was used when assumptions for Pearson chi-square were violated. Comparisons were made by time point (post media (K1) and baseline (K0)), carer status (parent and grandparent) and country of birth (Australia and other). Only comparisons of interest/significance are reported. P-values <0.05 were considered statistically significant.

Findings examine the impact of campaign recall post media (K1) compared with baseline (K0), recognition (post media K1 only) and total awareness (post media K1 only).

## Contact

### **Collaboration for Evidence, Research & Impact in Public Health**

Curtin University  
PO Box U1987  
Bentley Western Australia 6845  
Tel: +61 8 9266 7988  
Web: [ceriph.curtin.edu.au](http://ceriph.curtin.edu.au)