



## ‘Kids Can Drown Without a Sound’ Water and Pool Safety Campaign

### **Background**

The NSW Multicultural Health Communication Service (MHCS) was commissioned by Kids Health at the Sydney Children’s Hospitals Network-Westmead in 2012 to conduct formative research towards the development of a campaign to raise awareness of culturally and linguistically diverse (CALD) communities on the dangers of portable pools and the regulations to fence portable pools. Kids Health is re-launching this state-wide campaign between November 2017 to March 2018 to raise water safety awareness and encourage families to take appropriate precautions when children and in or near water, with a focus on swimming pools in the home environment.

As part of the formative research, MHCS contacted bilingual workers or key informants who work with CALD parents and carers of children from 0-5 years old and presented findings at a planning workshop. Gaps were identified and Kids Health commissioned MHCS to conduct further investigations and testing of initial concepts for campaign resources through focus groups in English and five languages: Arabic, Cantonese, Korean, Mandarin and Vietnamese.

The specific objective of the focus groups was to pre-test potential campaign messages and resources on their ability to communicate campaign messages and influence target audiences to adopt the recommended behaviours. The focus groups were conducted in language and with translated scripts and texts and were conducted by facilitators who spoke the languages of the participants.

The results from the focus group consultations conducted by MHCS guided Kids Health in the development of the key messages and images of the brochures and posters in the 6 targeted languages.

## **Objectives**

The aim of the focus testing was to determine the images, script and text that elicited the most culturally appropriate as well as the resources that had the most impact on the focus group participants.

The aim of the 2017 ‘Kids Can Drown Without a Sound’ state-wide campaign is to raise water safety awareness and encourage families to take appropriate precautions when children and in or near water, with a focus on swimming pools in the home environment.

## **Key messages**

To help prevent child drowning:

1. Have a compliant pool barrier that is used correctly and maintained regularly
2. Adult supervision of children (within arm’s reach) in and around water is essential
3. Teach children water familiarisation and swimming skills
4. Learn CPR and remember that any attempt is better than none at all

## **Target Audience**

The audience of the focus groups were parents and carers of young children in the pre-school age from the Arabic, Cantonese, Korean, Mandarin and Vietnamese speaking groups.

The audience of the campaign is all families, parents and carers of children.

## **Activities**

Focus groups held in Pre-Schools or play groups that had families from Arabic, Cantonese, Korean, Mandarin and Vietnamese speaking communities.

## **Media Release**

- 2017 Campaign Media Release from Sydney Children’s Hospitals Network