

**“It Only Takes Seconds to Drown”
2016 Drowning Prevention Campaign
October 2016**

The Orange County Health Care Agency has implemented the 2016 drowning prevention campaign “It Only Takes seconds to Drown” on behalf of the Orange County Drowning Prevention Task Force (Task Force).

With approximately \$225,000 in funding from the County and Task Force partners the campaign targets parents and caregivers of young children and adults over 50 in both English and Spanish.



The campaign was successfully launched in May and a pre-July 4th holiday weekend press event was held on June 29, 2016. A second event took place prior to the Labor Day holiday weekend. Campaign targets and messages were initiated by the Task Force, market tested, and fully developed by Westbound Communications, under contract with the County. Media used includes bus advertisements, posters and standees, direct mail pieces to public pool operators, digital ads and radio spots.

Campaign Placements

Bus Advertisements

Approximately 230 Orange County Transit Authority buses display the campaign; creating an estimated **35.9 million** total impressions.

Phase I placement, running May 2 through October 16 includes:

- 4 Ultra Super Kings
- 50 Taillights
- 100 Interiors

Phase II placement, running July 11 through October 2 includes:

- 25 Headlight Displays
- 50 King Size Displays

Digital Advertising- Parents and Caregivers

Brief text driven banner ads will be posted on websites visited by parents and caregivers. Ads will run July through October creating an estimated **2.1 million** impressions.

Posters and Standees

Eighty (80) 6’x3’ stand up banners (“standees”) were distributed to County buildings, swim schools and recreation centers. **Four hundred (400) posters** were distributed to community partners such as Head Start, Children’s Hospital and Task Force members.

Mass Mailing and Water-Watcher Tags

A mailing is in process of development for over **4,000 operators of public pools** regulated by Environmental Health Services. The mailing will include a letter, a campaign poster with zip ties so it can be affixed to a pool gate and also water watcher tags. In addition, with additional funding from Supervisor Todd Spitzer **20,000 water watcher** tags are being purchased for distribution to the public at all Orange County Fire Authority fire stations. Water watcher tags will also be supplied for outreach events, and included in the public pool operator mailing.

Radio Public Service (PSA) Announcements

The Health Care Agency and Orange County Fire Authority are developing 30 second and 60 second PSA's to be placed with local radio stations.

Campaign Finances

Expenses and Support

Total expenses (committed to date) are \$284,462 and include:

Campaign Development and All Placements	\$ 237,188
Standees and Posters	\$ 8,161
Mailing	\$ 20,442
Water Watcher Tags	\$ 18,671

A total of **\$225,700 was raised from partners and matching funding from the County**. The Health Care Agency has funded the gap of \$58,762, in addition to its commitment to provide \$100,350 in matching funds. Donations are as follows:

Buena Park	\$ 5,000
Dana Point	\$ 5,000
Huntington Beach	\$ 5,000
Irvine	\$ 25,000
Laguna Hills	\$ 5,000
Lake Forest	\$ 5,000
Mission Viejo	\$ 5,000
Newport Beach	\$ 5,000
Orange County Fire Authority	\$ 25,000
Seal Beach	\$ 5,000
Stanton Kiwanis	\$ 350
Tustin	\$ 5,000
Yorba Linda	\$ 5,000
Total donations to be	\$ 100,350
HCA Matching	\$ 100,350
Supervisor Todd Spitzer	\$ 25,000

Evaluation

Formative Research

Formative research was developed in order to set direction for the campaign. Circumstances around drowning were reviewed based on Orange County data (i.e. pools vs. other bodies of water, pool fence, etc.) to identify the target populations. Best practices and recommendations for prevention were also identified such as those from the Centers for Disease Control and Prevention and also the American Academy of Pediatrics. Messages were developed and tested with the target populations through four focus groups (two for parents and caregivers, two for adults aged 50 and older) and surveys.

Impact to Date

MEDIA	PLACEMENTS	IMPACT
Busses	Phase I placement, running May 2 through October 16 includes: <ul style="list-style-type: none"> • 4 Ultra Super Kings • 50 Taillights • 100 Interiors Phase II placement, running July 11 through October 2 includes: <ul style="list-style-type: none"> • 25 Headlight Displays • 50 King Size Displays 	Approximately 35.9 million impressions
Digital Media	July 1 through October 31	Through 9/30: <ul style="list-style-type: none"> • 2,130,538 impressions • 3,190 clicks • Click through rate is .15, which is above the industry standard of .08.
Social Media Facebook Ads	June 30 through October 31	Through 10/17: <ul style="list-style-type: none"> • 25,136 people reached • 1183 clicks
Stand Up Banners	Onsite displays at 80 locations including swim schools, community centers, County buildings. Also used in OCFA outreach. Banners were offered to all Cities that donated to the campaign.	
Drowning Prevention Campaign Mailing	Mailing to 4,104 OC public pools operators, which included campaign info., a water watcher tag and laminated campaign poster with zip ties for poolside display	
Posters	400 posters distributed to community based organizations, clinics, Orange County Fire Authority, County programs.	
Radio spots	30 second ads to air 8/22-10/16; 116 spots	1,042,700 impressions