

KIDS ALIVE: **Living** With Water DVD

Evaluation of the New Mother Bounty Bag Program

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Executive Summary

As part of the Kids Alive Project funded through the (Federal) Department of Health, promotional materials (Kids Alive - Living with Water DVD) were provided to new mothers as part of the Bounty Bags given to all new mothers across Australia. The New Mother Bounty Bag is given to new parents who deliver their babies in the hospital system. The purpose of these DVDs was to orientate new parents to the importance of water safety for young babies and children. In the period of this tranche of funding, 235 000 DVDs have been distributed through the Bounty Bag scheme. Throughout the duration of the overall funding (2009-2016) a total of 1.75million DVDs have been distributed through the Bounty Bag scheme.

The purpose of this evaluation was to

- Identify the ways in which new parents have interacted with *Kids Alive – Living with Water* DVD
- Identify the impact of the *Kids Alive - Living with Water* DVD on the thinking and behaviours of new parents in relation to water safety
- Identify ways to improve future interactions of the *Kids Alive - Living with Water* DVD
- Identify key media consumption habits

Method

The evaluation was conducted through an on-line survey distributed through Bounty. Due to confidential records, Bounty managed the distribution of the survey through their data base without compromising of confidential and personal data. The survey was designed by the research team in consultation with Kids Alive to ensure the research objectives could be established and appropriate questions designed.

Sample

A total of 426 parents responded to the survey. The sampling technique was designed to include representation from all states and both metropolitan and regional areas.

Limitations

This evaluation did not target any of the other aspects of the funding program associated with the Kids Alive suite of water safety programs. It was contained to only the *Kids Alive - Living with Water* DVD provided through the New Mother Bounty Bag scheme. It was limited to parents who had been provided with the Bounty Bag upon the birth of their child.

Key Findings

The DVD is a very successful tool with more than 84% of the respondents reporting that they found the DVD a useful tool for learning about water safety for children, and with 93% of those respondents recommending it.

In terms of use and uptake of the water safety messages, 30% of the respondents reported that they had watched the DVD, with a further 52% indicating that they intended to watch the DVD. Even though some of the recipients had not watched the video, the inclusion of the DVD in the Bounty Bag meant that 62% indicated that the DVD had prompted them to think about water safety, and 20% reported that the DVD had prompted them to learn CPR. It appears that the inclusion of the DVD in the Bounty Bag has impacted on parents' thinking around water safety, whether or not they have watched the DVD.

The DVD has also had a profound positive impact on those who have watched the DVD being 2.5 times more likely to take action and increase their awareness on water safety. In particular, parents who watched the DVD are 4.5 times more likely to better understand how to make the environment safer for children under 5 than those who haven't watched it yet.

Conclusion

These data suggest that there has been a positive impact on parents with regards to water safety for Under 5s as a result of the inclusion of the *Kids Alive - Living with Water DVD* in the New Parent Bounty Bag.

A large proportion (60%) of the respondents already had children in swimming lessons suggesting that the water safety message and the importance of early years swimming was a salient message being taken up (and enacted upon) by the parents. Given that many of the respondents were first time parents so could not have children in swimming, these data suggest that the water safety message is far reaching. The Living with Water DVD may be the catalyst for some parents to commence water safety/swimming lessons, but clearly the other aspects of the Kids Alive Programs are well known to parents so water safety messages are being taken up by parents. The multi-pronged approach adopted by the Kids Alive team is having considerable success with Australian families with regard to water safety. The Living with Water DVD, in concert with the other aspects of the Kids Alive program, has been a very sound investment of resources given the data generated in this evaluation (and aligns with other evaluations of the Kids Alive resources).

Recommendations

The *Kids Alive - Living with Water DVD* is a fiscally-prudent resource that has positive impact on new parents thinking and behaviours associated with water safety and should be continued.

The Kids Alive team may want to consider revision of their tool either as a revised DVD or another format. What is clear from this research is that a concrete tool in the Bounty Bag acts as a catalyst for parents and that some concrete device is recommended for the inclusion in the Bounty Bag.

Background

The Living with Water DVD is a water safety promotion that is distributed through the Kids Alive suite of programs. It is distributed to all new parents when their child is delivered in Australian hospitals via the Bounty Bag scheme. The distribution of the DVD is funded through the Federal Department of Health. The DVD contains messages for new parents around water safety for under-5s.

In the financial year of 2016-2107, 337 000 *Living with Water* DVDs were distributed through the New Mother Bounty Bag scheme. In total, since its inception in Nov 2009, 1 761 920 DVDs have been distributed to new mothers across Australia. The Bauer Media Group operates the Bounty Bag scheme and claims that the Bounty Bag reaches each new mother within 48 hours of the arrival of their child. The Bag is distributed through midwives and Bounty representatives.

The Living with Water DVD has undertaken significant saturation into the Australian community through this scheme with nearly 2 million DVDs being distributed across the nation. In a country where the most common cause of accidental death in under 5s is drowning, the water safety message is an important one.



Research Design

The evaluation was designed as an on line survey that could be easily completed by busy new parents. The time to complete the survey was a key consideration given the time constraints of new parents. The survey was designed to be undertaken within a period of 5 minutes. The questions related to the research questions and focused on the uptake of the DVD; key messages being taken up by parents; the design of the DVD; and to identify scope for improvement. See Appendix One for a full copy of the survey. Bauer Media created the on-line survey and distributed it to potential participants via their database. Data were collated by Bauer Media and descriptive statistics were provided of each survey question.

Participants

Due to confidentiality requirements, the survey was distributed through the Bounty Group who had client details. Bounty managed the distribution of the survey and collation of the responses. This ensured confidentiality of participants. A total of 426 families completed the survey.

| Region | Percent |
|-----------|---------|
| Sydney | 14% |
| Other NSW | 11% |
| Melbourne | 22% |
| Other VIC | 6% |
| Brisbane | 11% |
| Other QLD | 12% |
| Adelaide | 10% |
| Other SA | 1% |
| Perth | 7% |
| Other WA | 2% |
| ACT | 2% |
| TAS | 3% |

Table 1: Participants by region

| Age | Percent |
|-------|---------|
| 16-19 | 0% |
| 20-24 | 4% |
| 25-29 | 19% |
| 30-34 | 41% |
| 35-39 | 30% |
| 40-44 | 6% |
| 45-49 | 0% |
| 50-54 | 0% |

Table 2: Participants by age

Participants by Region

To ensure a reasonable distribution across Australia, all states and territories were included in the sampling. Furthermore, consideration was also made for regional and metropolitan participants. The final distribution of completed surveys can be seen in *Table 1*.

Participants by Age

The age of the participants varied but 90% of the respondents were aged 35-39 with most respondents (41%) aged between 30-34.

Furthermore, in terms of children within the family, it can be seen from *Table 2*, that the age of the parents is relatively young given the majority of the sample have young children between the ages of 0 to 4 years and no children were aged more than 5 years.

How many children do you have in each bracket?

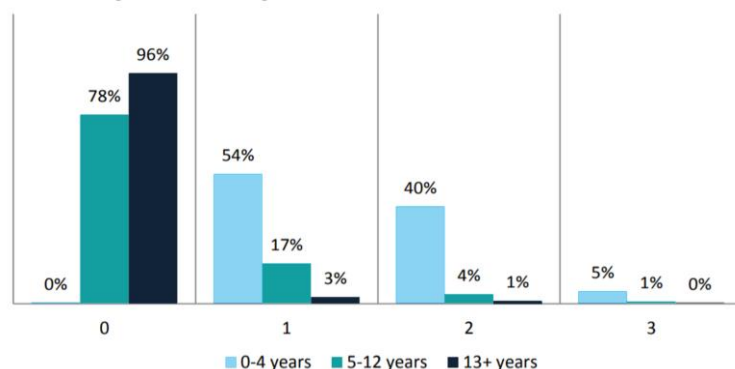


Figure 1: How many children do you have?

Participants by Marital Status

Most of the respondents were in a partnered relationship with 75% reporting to be married and 20% reporting to be living with their partner.

| Marital Status | Percent |
|--------------------------------|---------|
| Single never married | 3% |
| Married | 75% |
| Living with partner | 20% |
| Separated, divorced or widowed | 2% |

Table 3: Participants by marital status

Previous Participation in Swimming

Given the *Kids Alive: Do the Five* focuses on water safety and swimming, a question was posed to the respondents to gauge how many families were participating in swimming, or had participated in swimming. Two thirds of the respondents have taken their children to swimming already. This is not surprising given that early years swimming is so popular in the Australian context for children under 5. It is noted that many of the participants were parents with one child who was still quite young (see *Figure 1*) and this could (negatively) impact on the participation in swimming. This is to say, that as the child ages, it is likely given Australian statistics on early years swimming that many of these children are likely to participate in early years swimming in the future.

Given the large scale study on the benefits of early years swimming¹, it is not only useful for water safety and swimming for Under 5s to participate in swimming lessons prior to school, but there are also social, cognitive, physical and other benefits from participating in swimming, including school readiness. The Kids Alive message is being heard and taken up by the parents as shown in this evaluation.



¹ Jorgensen, R. (2013). *Early Years Swimming: Adding Capital to Young Australians*. Brisbane: Griffith University.

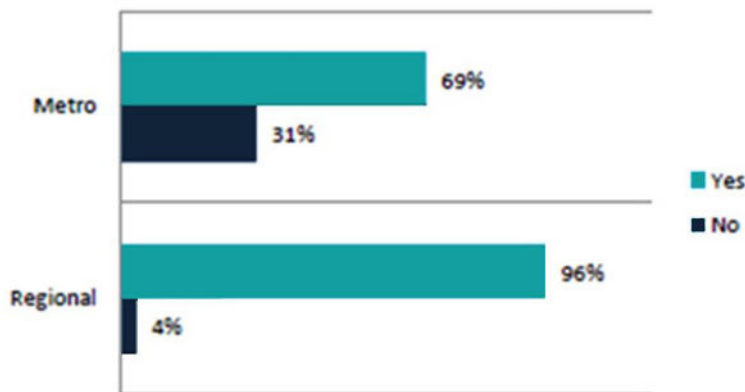
Key Findings

Campaign Awareness

The *Kids Alive: Do the Five* Campaign has had considerable impact on the Australian public. Through many forms of promotion, some of which has been sponsored through the Australian government, the water safety message of this campaign has reached many families. This was evidenced with nearly 80% of the sample reporting that they were aware of the *Kids Alive: Do the Five* prevention program.

What is interesting from the data is that when considered from a regional analysis, parents in regional areas were 40% more likely to be aware of the program than their metropolitan peers (see *Figure 2*), with 96% of the respondents from regional areas reporting that they were aware of the program as opposed to 69% from metropolitan areas.

Do the Five campaign awareness (by region)



It is somewhat difficult to predict why this is the case, but it may be that there is greater media saturation on regional television that in metropolitan regions. The fact that nearly all (96%) regional respondents were aware of the *Kids Alive: Do the Five* campaign was a very positive response.

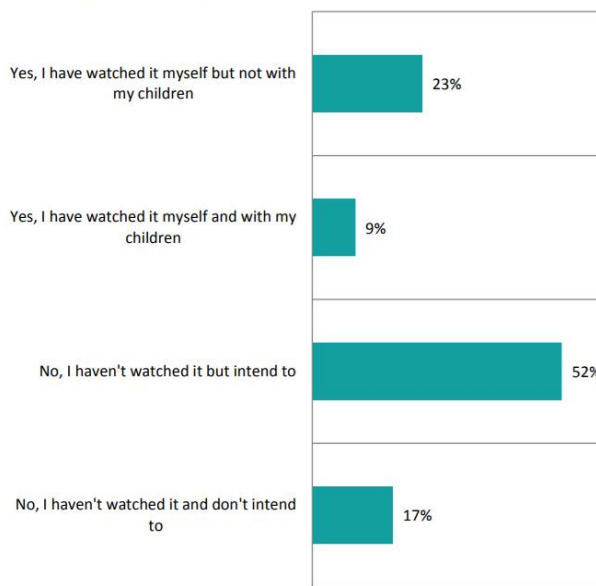
Figure 2: “Do the Five” campaign awareness



DVD Viewership

While the hope would be for all parents to view the water safety DVD, it is recognised that new parenting is a very intense task with minimal free time for most new parents. In this context, there is a need to interpret the responses within this constraint. Nearly a quarter (23%) of the respondents indicated that they had watched the DVD with a further 9% watching the DVD with their children, suggesting that nearly one third of the respondents have watched the DVD. A Further 52% indicated they intended to watch the DVD.

Have you watched the DVD?



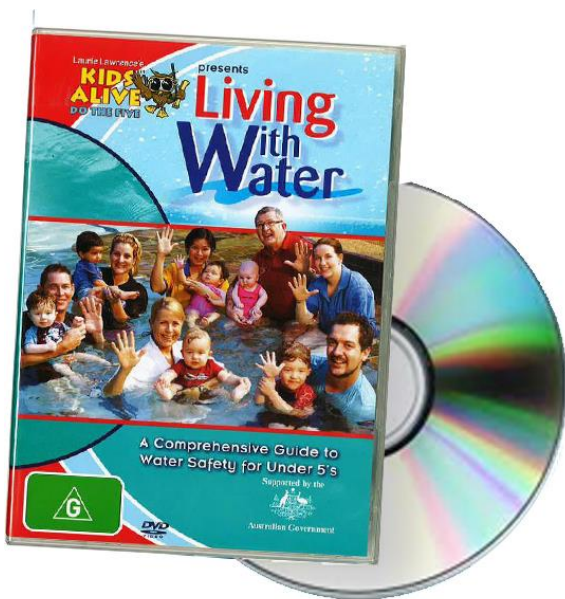
83% of respondents either have watched the DVD or intend to.

Willingness to engage with the DVD is very high amongst bounty bag recipients.

Over 30% have already watched the DVD.

Figure 3: Have you watched the DVD?

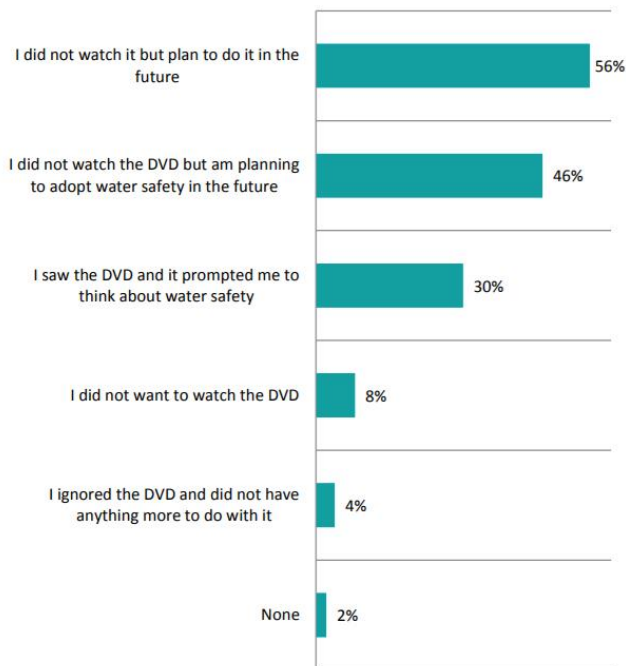
In total, 83% of the respondents have either watched or intend to watch the DVD, which suggests that there is strong support for the DVD resource among the respondents.



Non-Viewership of DVD

It was also considered as to the plan of action for parents who may not have watched the DVD. The Kids Alive team were keen to explore this aspect of non-viewership to better understand the issues and constraints of families and their interaction with the water safety message. What was encouraging is that even though two thirds of the recipients of the DVD had not watched the resource, only 4% indicated that they “ignored the DVD and did not have anything to do with it”. This suggests that 96% of the non-viewers still had a positive view of the DVD. More than half (56%) of the non-viewer group planned to watch it in the future so this was certainly encouraging from a distribution perspective.

For those who did not watch the DVD, which applies to them?



56% of respondents that did not watch the DVD plan to do so in the future.

Only 4% of non-viewers ignored the DVD.

Generally speaking, this means that mothers are very open to hearing about water safety.

Figure 4: Plan of action

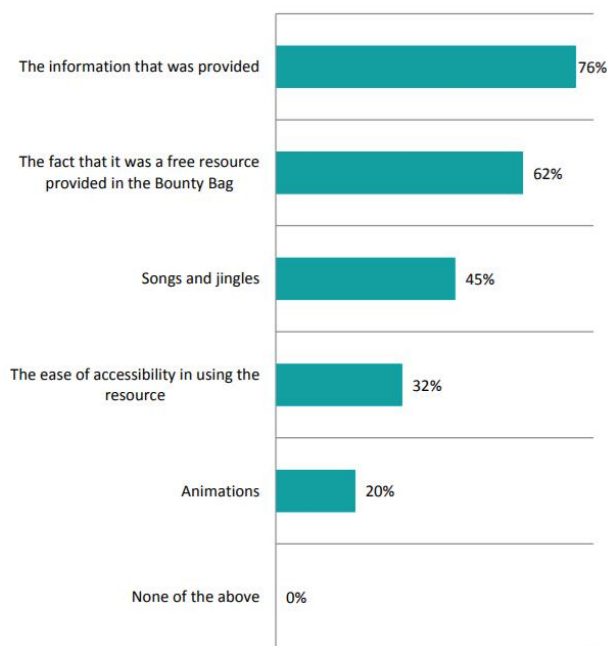
What is valuable from an evaluation perspective is that parents who did not watch the DVD reported that the DVD was a catalyst for their thinking about water safety. 46% reported that despite not watching the DVD, they were planning to adopt water safety in the future, and a further 30% report that they were now thinking about water safety. In consideration that many of the parents have other children (see table xx) and/or that 60% of the entire sample reported that they have been involved in swimming/water safety lessons already, then it is possible that the DVD acts as a strong catalyst for many parents to reiterate the water safety message. It is likely that the DVD has been a prompt for second or third time parents and there was no need for them to review the DVD again.

DVD Engagement

While viewing the DVD is important, it was also sought to see how parents received the messages within the DVD. The Kids Alive team have sought to build a resource that would engage families through different strategies - information sharing, songs and jingles, animations - making the resource enjoyable and easily accessible. These principles were the basis for this question where it was sought to evaluate what was working for the viewers.

Of those that viewed the DVD, it was found that 100% of these viewers reported at least two points of engagement with the DVD. The fact that the DVD was a free resource (62%) and the information being provided via the DVD (76%) were seen to be the top points for engagement with the DVD. It is noteworthy that nearly three quarters (76%) of the respondents recognised that the water safety message was an important one for their children. This is a significant outcome in terms of recognising the importance of this message. While, ideally, one may hope for a higher figure, the context of new parents must be considered - many young/new parents may not have considered water safety as something to consider with a newborn or very young child.

What did you find most engaging?



100% of respondents that viewed the DVD listed at least 2 engagements points either have watched the DVD or intend to.

The information that what was provided and the fact that it was a free resource provided in the Bounty Bag were the top two engagement points of the DVD.

No respondents lists 'none'.

Figure 5: DVD engagement

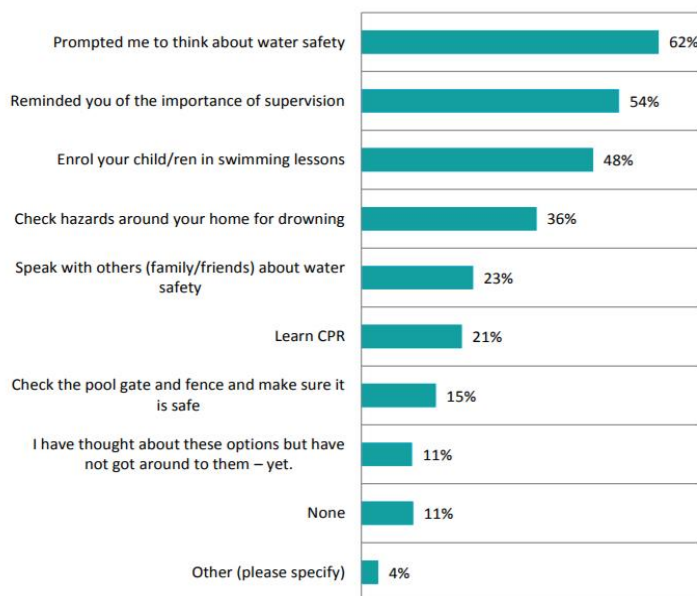
What is encouraging is that nearly half (45%) of the respondents found the songs and jingles engaging, while 20% reported that the animations were engaging. Nearly a third (32%) of the respondents reported that the ease of accessibility was also a point for engagement. These data provide some insights for the Kids Alive team to consider should they wish to revise/modify the DVD in the future. For example the ease of access may be a salient point since it suggests that two thirds of the respondents did not find the DVD form easy to access and as such, this may be something for the Kids Alive team to consider for the future development of the resource.

Similarly, more consideration of the animations may be worth considering. Interestingly the data from parents with regard to animations conflicts with the evaluation of the Resources used in the Early Childhood Resource Package² where the animations were favourably evaluated. It is not possible to propose what the issues might be around the animations, but this may be worth further investigation given the visual literacy era of many of the respondents of this survey. In a highly visual and techno-savvy generation, these may be points for the Kids Alive team to consider.

Impact of the DVD on Behaviour

While the DVD can be a resource that promotes parents to think about water safety and/or engaging in swimming lessons, there are many messages contained on the DVD. There were many positives outcomes as a result of the inclusion of the DVD in the Bounty Bag. Over 60% of the respondents indicated that the DVD prompted them to think about water safety, while more than half (54%) indicated that they were reminded of the importance of supervising children while they were near water. Nearly half (48%) of the respondents reported that they had been encouraged to enrol their children in swimming lessons. These were very strong and positive outcomes from the DVD. Other outcomes included parents considering drowning hazards around the home (36%) and speaking with others about water safety (23%).

What did having/watching the DVD prompt respondents to do?



62% of respondents said that having the DVD in the Bounty Bag prompted them to think about water safety.

48% of mothers were prompted to enrol their children for swimming lessons.

1 in 5 mothers were prompted to learn CPR. Very high rate given the high involvement learning CPR requires.

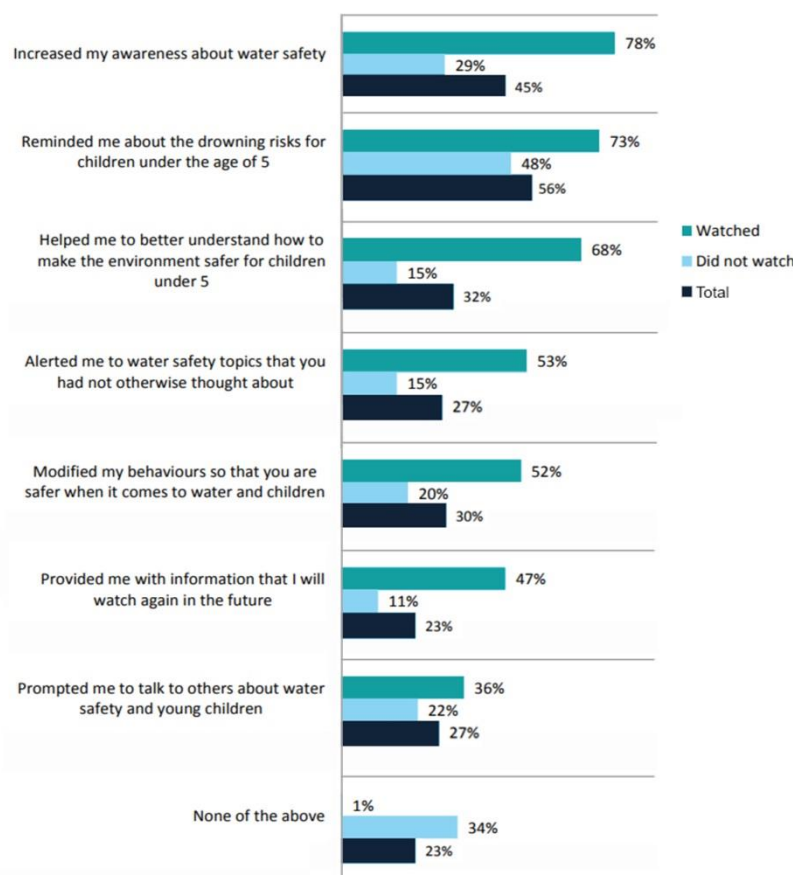
Figure 6: Prompted behaviour

² Jorgensen, R. (2015) *Water Safety Curriculum Resources: Final Evaluation*. Canberra: University of Canberra.

Given the time poor nature of early years parenting, one fifth of the respondents had been prompted to learn CPR. This is an extremely positive outcome given the time constraints on new parents.

One tenth (11%) of the respondents had not undertaken any action as a result of the DVD. While such a result may be disappointing, it must be considered within the general levels of acceptability given that it is not possible to change all people's attitudes, actions and/or beliefs. What is encouraging is that while 11% may not have affected any changes, the remaining 90% indicated that the DVD had had some impact on their behaviour and/or attitudes to water safety for young children. It may also be the case, that some of these parents were already familiar with the DVD from previous interactions with the DVD and hence be in the category of having children already in swim lessons, and aware of water safety.

Within the questions, more specific details were asked of the participants in terms of what they may have actually gained from engaging with the DVD - either through viewing or as a prompt. The results appear in Figure xx below. There are quite different response rates depending on whether or not the parents viewed (or not) the DVD in terms of magnitude. However the trends/order of responses are very similar.



The impact is clear. Those that have watched the DVD are (on average) **2.5x more likely to be prompted** or increase their awareness on water safety.

In particular, mothers who watched the DVD are **4.5x more likely to better understand how to make the environment safer** for children under 5.

Figure 7: DVD impact

What is clear from these data is that viewing the DVD has impacted on the response rates. For example, parents who watched the DVDs were 2.5 times more likely to report that their awareness of water safety had been increased. Similarly, parents who watched the DVDs were 4.5 times more likely than parents who did not watch the DVDs to report that they better understood how to make the environment safer for their children. This is rather unsurprising as those who watched the DVD were exposed to the information contained in the DVD. However, what is surprising is that the presence of the DVD acted as a prompt on most of the issues even without watching the DVD.

In line with the previous item associated with the impact of the DVD on parents' views on water safety, it is clear that for the overall sample, 84% of the respondents reported that they saw the DVD as a valuable tool for learning about water safety and that 93% would recommend it. Of those who watched the DVD, 99% would recommend it. These two sets of data (impact and recommendation) suggest that there is a positive impact of the DVD on the views of the respondents in relation to the water safety message for children under 5. As a resource that is very cheap to produce, the data suggest that it is a very cost effective tool for promoting the water safety message to new parents.



Future Recommendations

1. Continuation of the DVD

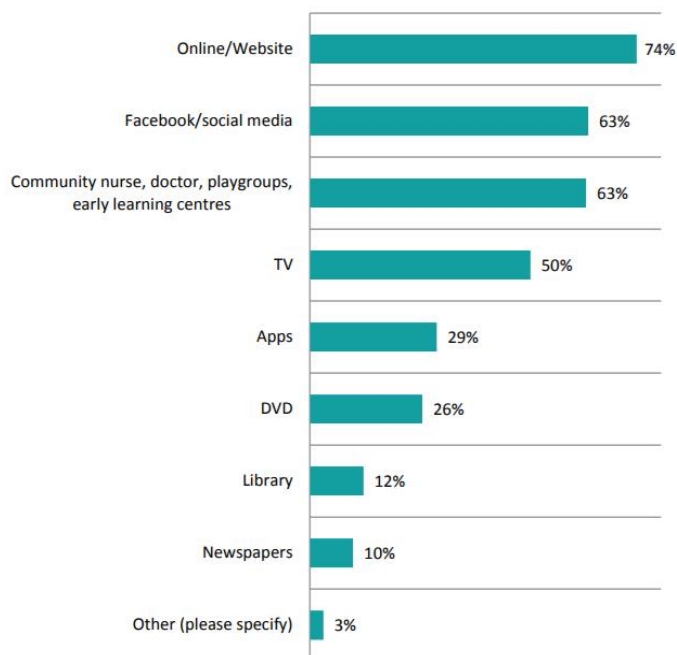
The cost effective nature of the DVD and its impact suggest that this format (or some other presence) in the Bounty Bag is a very viable option for educating parents about the importance of water safety for under 5s. It is recommended that this strategy be continued.

2. Review of the DVD

There is a strong sense in the current social context that digital platforms, such as Apps and on-line presence, are preferred options for accessing information. In such a context, some reflection on the usefulness of the DVD was sought. Participants were asked about their media consumption habits as it was sought to ascertain whether or not the DVD was a viable media for distribution of information, particularly for new parents.

The data in Figure xx below reveal some interesting points for discussion for the Kids Alive team in terms of future direction with the DVD. What these data suggest is that the DVD is not a popular means for accessing information as only 26% of the respondents used it as a means for information. But there needs to be some caution in oversimplifying this result given the results found in the preceding sections of this evaluation.

How do mothers consume media?



Having an online presence is a key component to getting any message to mothers.

In saying that, digital interaction is often limited given the noise it often experiences. Whilst it may be harder to achieve physical interaction, such as a DVD, there's no doubt the impact is much higher.

Consider keeping such DVD content to compliment an online presence and create maximum impact.

Figure 8: Media consumption

Parents reported that they frequently access information via the internet format including on-line/website formats (74%) as well as social media including Facebook (63%). The Kids Alive team already has a strong presence in these formats. Television also has 50% of respondents finding information via this medium. The Kids Alive also has a strong community television campaign at important junctures in time. Collectively, the Kids Alive is already operating in these spaces.

More traditional formats of information seeking – such as the community nurse/doctor/playgroup; along with print media from newspapers and libraries – are used in more limited formats and beyond the scope of the Kids Alive to effect these spaces other than their current strategies of books, cartoon figures etc.

What is salient in this evaluation is that the DVD has acted as a catalyst for parents to contemplate the water safety message. With only 30% of respondents actually reporting to watch the DVD, it is noteworthy that parents reported an awareness of water safety as a consequence of the presence of the DVD in the Bounty Bag.



Recommendations

1. The inclusion of the DVD has positively impacted on new parents' views and behaviours around water safety for under 5s. There was a very high (99%) endorsement of the DVD by those parents who viewed it. **The DVD or some other media should continue to be part of the Bounty Bag.**
2. The DVD format may not be the preferred media in this digital environment. **Kids Alive may consider other forms of media for information sharing with the targeted consumers (i.e. new parents).**
3. In terms of engagement, Kids Alive may consider further work into what would create greater engagement of new parents in the DVD (or other media). Parents valued the information that was provided in the DVD, but the songs/ jingles/ animations may require further inquiry into what may be more engaging for parents/families. **Kids Alive may consider revising/rebranding the format of the DVD or other media for the target audience.**
4. Despite the low rate of viewership of the DVD (although there was a stronger intention to view the DVD at a later date); the DVD acts as a catalyst for parents to consider the water safety message. Having a presence in the Bounty Bag is clearly beneficial for water safety. **Kids Alive may consider whether the DVD remains the most viable and cost-effective means through which the water safety message can be accessed by new parents.**
5. Parents identified other forms of media for accessing information (web, Facebook, etc.) over the DVD. To put this in context, the DVD may not act as an initial source of information. However, its inclusion (or other form of media) in the Bounty Bag serves as a catalyst for the water safety message. The DVD prompts parents to think about water safety. After this, they can access the other forms of information sharing. As such, **some form of catalyst should be included in the Bounty Bag to prompt parents to think about water safety.**
6. Kids Alive may consider the value in establishing a working group (of parents in this case) to brainstorm what might be the best form of media for the Bounty Bag. The outcomes of this group would help to design the best tool for inclusion in future iterations of the Living with Water message.

Appendix One: Survey

Background Information

This survey is designed to evaluate the value of the Kids Alive Living with Water DVD that you would have received in your Bounty Bag. The survey is short and seeks your input into what has been of value (or not) about the DVD. Your input would be most appreciated and valued in terms of assessing the worth of this resource. The information will be provided (in an anonymous format) to the Kids Alive Team to help them improve the resource.

By completing this survey, you indicate your willingness to participate in this study. The outcomes will be used to inform the Kids Alive team about the use and value of the Kids Alive Living with Water DVD. We thank you for participating in this study.

Survey

- 1) Have you heard of the Laurie Lawrence, "Kids Alive - Do the Five" drowning prevention campaign?
Yes/no
- 2) Did you receive a copy of the Kids Alive Living with Water DVD in your bounty bag? Yes/No
If no, then this is the end of the survey. Participants can be asked if they would like a copy to contact the Kids Alive Team who will send you one. Please email: enquiries@kidsalive.com.au.
If yes, then continue
- 3) Have you watched the DVD? Yes/no
If yes, go to 3b
If no, go to Q8
 - 3b) Have you watched the Living with Water DVD with your child/ren?
Yes - then has watching the DVD prompted you to do any of the following (check what applies, can be more than one)
 - a. Enrol your child/ren in swimming lessons
 - b. Check hazards around your home for drowning
 - c. Check the pool gate and fence and make sure it is safe
 - d. Learn CPR
 - e. Reminded you of the importance of supervision
 - f. Speak with others (family/friends) about water safety
 - g. I have thought about these options but have not got around to them - yet.
 - h. Other (please list)

No - then

- a) I watched the DVD and it prompted you to think about water safety
- b) I did not watch it but plan to do it in the future
- c) I did not watch the DVD but am planning to adopt water safety in the future
- d) I ignored the DVD and did not have anything more to do with it
- e) I did not watch the DVD

4) Has the DVD

- a. Reminded me about the drowning risks for children under the age of 5
- b. Alerted me to water safety topics that you had not otherwise thought about
- c. Increased my awareness about water safety
- d. Helped me to better understand how to make the environment safer for children under 5
- e. Modified my behaviours so that you are safer when it comes to water and children
- f. Prompted me to talk to others about water safety and young children
- g. Provided me with information that I will watch again in the future

5) What did you find most engaging about the resource? (tick as many as you felt were relevant)

- a. Animations
- b. Songs and jingles
- c. The information that was provided
- d. The ease of accessibility in using the resource
- e. The fact that it was a free resource provided in the Bounty Bag

6) Do you think that the resource has been valuable for your learning about water safety? Yes/no

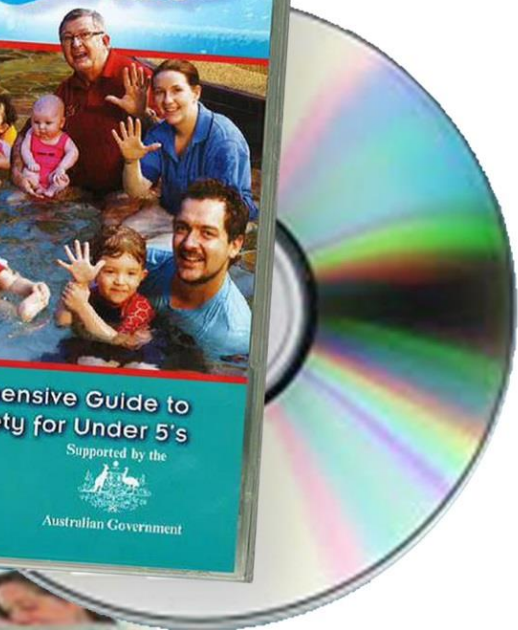
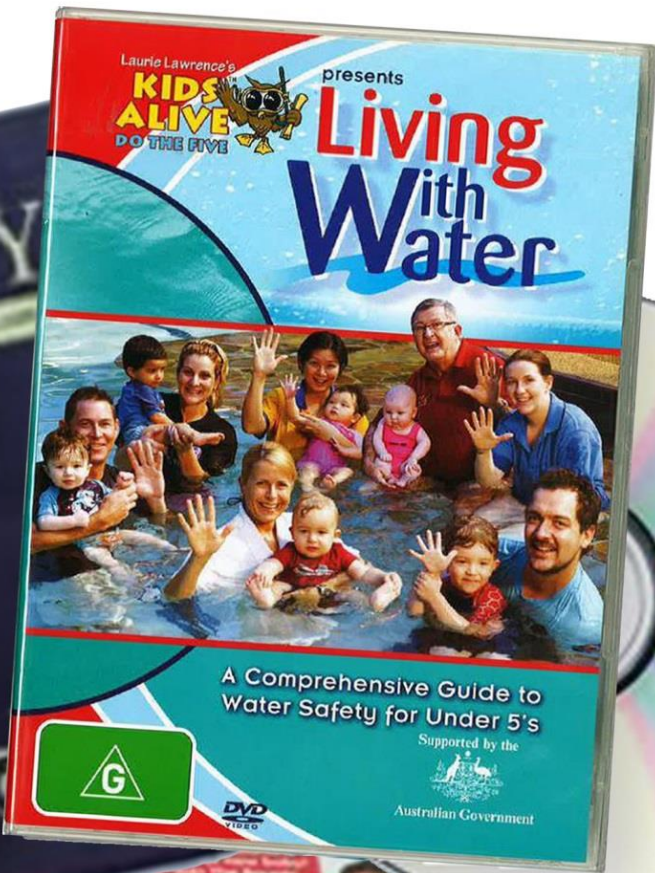
7) Would you recommend that the Resource is continued into the future? Yes/no

8) As a new parent, which of the following media do you find most useful for accessing information - such as water safety:

- a. Facebook/social media
- b. DVD
- c. On line/Website
- d. Community nurse, doctor, playgroups, early learning centres
- e. Library
- f. TV
- g. Newspapers
- h. Apps
- i. Other, please list

9) Do you have any further comments that you would like to pass on to the Kids Alive team that would be useful in terms of improvement of the resource or what you found to be valuable about the resource (open response).

If you have any queries about the Kids Alive Water Safety, please contact the Kids Alive team.





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