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

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>PLACEMENTS</th>
<th>IMPACT</th>
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<tbody>
<tr>
<td>Busses</td>
<td>Phase I placement, running May 2 through October 16 includes:</td>
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<tr>
<td>Digital Media</td>
<td>July 1 through October 31</td>
<td>Through 9/30:</td>
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<tr>
<td></td>
<td>• 2,130,538 impressions</td>
<td>• 3,190 clicks</td>
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<td>• Click through rate is .15, which is above the industry standard of .08.</td>
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<tr>
<td>Social Media Facebook Ads</td>
<td>June 30 through October 31</td>
<td>Through 10/17:</td>
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<td></td>
<td>• 25,136 people reached</td>
<td>• 1183 clicks</td>
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<tr>
<td>Stand Up Banners</td>
<td>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.</td>
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<tr>
<td>Drowning Prevention Campaign Mailing</td>
<td>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</td>
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<tr>
<td>Posters</td>
<td>400 posters distributed to community based organizations, clinics, Orange County Fire Authority, County programs.</td>
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<tr>
<td>Radio spots</td>
<td>30 second ads to air 8/22-10/16; 116 spots</td>
<td>1,042,700 impressions</td>
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