



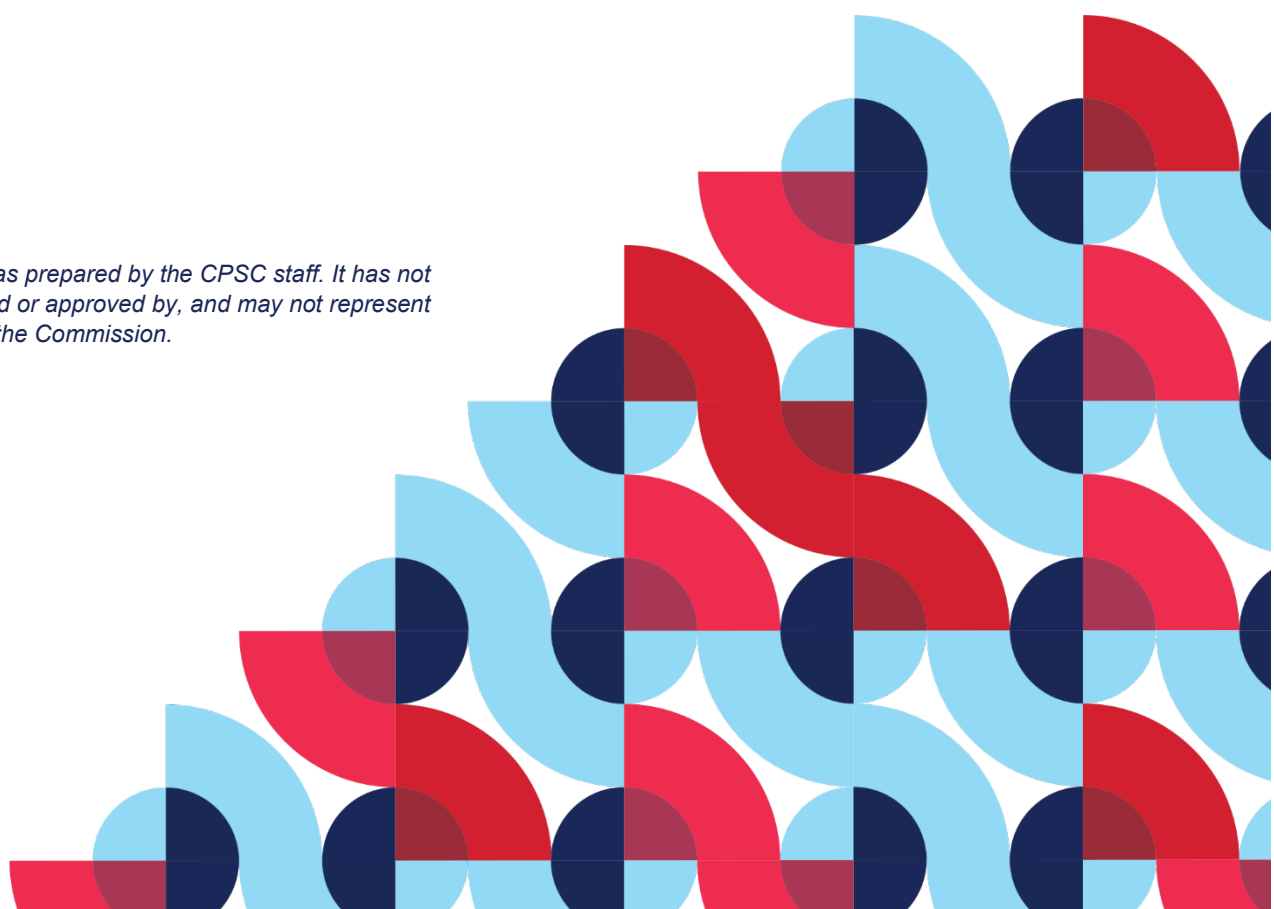
United States

**Consumer Product Safety Commission**

# Equity Action Plan Final Report

For Fiscal Years 2022 and 2023

*This report was prepared by the CPSC staff. It has not been reviewed or approved by, and may not represent the views of, the Commission.*



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# Introduction

On January 20, 2022, the Consumer Product Safety Commission (CPSC) released its [Equity Action Plan](#). The plan responds to [Executive Order 13985](#) – *Advancing Racial Equity and Support for Underserved Communities Through the Federal Government*. This update provides a summary of the actions in FY23, hurdles identified, and on-going projects to advance the Equity Action Plan. These actions provide the foundation for the agency’s on-going work and can be divided into the following categories:

- Agency-wide Actions;
- Communications and Outreach Actions;
- Data Collection and Reporting Improvement Actions; and
- Research and Surveillance Actions.

CPSC’s Equity Action Plan lays out the challenges and barriers faced by the Commission in achieving more equitable public health outcomes with respect to product safety. The plan detailed steps the agency had already taken, and will take in the future, to address the identified barriers. It is risk-driven. Among the steps laid out in the plan were:

- Holding a stakeholder public forum;
- Providing agency-wide staff training about equity;
- Increasing public education about hazards;
- Improving the quality of our data about injuries;
- Hiring new staff members with expertise in underserved communities;
- Engaging in standards development (both voluntary and mandatory) to prevent specific hazards;
- Initiating demographically informed, targeted enforcement and investigation actions;
- Enhancing outreach to impacted communities to gather information and feedback; and
- Undertaking new research to learn more about underserved communities.

CPSC staff across the agency have been involved in these projects to enhance their knowledge, skills, and abilities to assess equity issues, improve agency planning, and increase our focus on underserved communities.

The offices that are responsible for the following projects are identified by their agency acronyms: Office of the Executive Director (OEX); Office of Human Resources (EXRM); Office of Equal Employment Opportunity, Diversity, and Inclusion (OEEODI); Office of Financial Management, Planning, and Evaluation (EXFM); Office of Communications (OCM); Office of Compliance (EXC); and the Office of Hazard Identification and Reduction (EXHR).

# Agency-wide Actions

## Agency-wide Strategic Plan

CPSC's Strategic Plan for 2023 to 2026 was developed to reflect the Equity Action Plan. It contains diversity, inclusion and equity projects and goals that apply to the entire agency. (OEX)

**Status: Completed.**

## Internal Equity Advisory Council

CPSC established an internal Equity Advisory Council. The Council was approved by the Commission and chartered on January 23, 2023. The council has 19 members and is comprised of staff from across the agency. The Equity Advisory Council's main purpose is to generate ideas to meet the goals of the agency's Equity Action Plan and promote discussion of equity goals among staff members. (DIO, GC & OEX)

**Status: Completed.**

## Equity Resource Website

The Equity Advisory Council recommended the establishment of an online internal equity library. A website was created to house resources for CPSC staff as they work on behalf of the American public and further the agency's Equity Action Plan. It includes resources for staff to explore topics related to diversity, equity, inclusion and accessibility (DEIA). (OEEODI)

**Status: Completed.**

## Stakeholder Roundtable

On May 25, 2022, the CPSC staff held a roundtable discussion on the [agency's Equity Action Plan](#) created in response to [Executive Order 13985](#) – *Advancing Racial Equity and Support for Underserved Communities Through the Federal Government*. Outside interested parties participated in this discussion via webinar and in-person. See attached summary in Appendix A. (OEX)

**Status: Completed.**

## Performance Plans

Embedded equity-related goals in the relevant agency performance plans. The following text appears in all Senior Executive Service Performance Plans for FY 23:

*“Closely monitors all assigned milestones in CPSC’s Equity Action Plan to ensure comprehensive staff support. Supports training opportunities on equity within the organization. Where appropriate, communicates and engages with applicable stakeholders to better understand how to influence the safety of underserved populations in innovative ways and address barriers to full and equal participation in CPSC’s programs.”* (OEX)

**Status: Completed.**

### Staffing

Hired a Diversity Risk Manager.

CPSC's Diversity Risk Manager analyzes hazard patterns specific to underserved populations to prevent and mitigate hazards in the CPSC Program Areas and consumer product safety. The Diversity Risk Manager worked closely with the CPSC Risk Management Group and Program Area Risk Managers in each technical program area to collaborate on data acquisition and analysis. This was accomplished by identifying new sources of data to determine risks to underserved populations.

The Diversity Risk Manager also recommended new and innovative approaches in safety through projects and practices across the agency. (EXHR)

**Status: Completed.**

### Training

Training in equity-related topics was conducted for the entire CPSC staff in concert with DIO diversity and inclusion training efforts. The training was mandatory and made available electronically in FedTalent for employees who were unable to attend the live recording. Attendance for each training was 100%. Two of three tiers of training were conducted. See Appendix B for more information on Tier 1 and Tier 2. (OEEODI)

- **Tier 1 training:** The first level of training was delivered in September 2022. The main learning objectives were to understand the meaning of "equity" and to present government activities within the framework of "customer service delivery."
- **Tier 2 training:** Tier 2 training, "Equity in Public Touchpoints" was conducted on May 31, 2023. The main learning objective was to examine the language used to address consumers in public touchpoints.
- **Tier 3 training:** Will be conducted in FY24.

**Status: Tier 1 & 2 Training Complete.**

# Communications and Outreach Actions

## Guidebook for Inclusive, Equitable and Bias-free Communications

Key staff in OCM received virtual multicultural marketing training tailored to the agency's communications work. (OCM)

**Status: Completed.**

## Conduct Focus Group Research

Focus group research was conducted that includes native Spanish speakers to review existing CPSC Community Outreach resources and provide suggestions to shape new communication materials for Spanish speakers. See Appendix C. (OCM)

**Status: Completed.**

## Review Safety Education Campaign Visuals and Messaging

OCM takes into consideration injury data that show a disparate impact on particular communities and includes underserved populations in campaign visuals and messages. For [Poison Prevention Week](#), OCM created materials that highlighted the disparate impact of CO poisoning in African American communities. OCM also created a [Baby Safety PSA featuring an African American grandmother](#), and [video highlighting safety for consumers with intellectual and developmental disabilities](#).

OCM campaign leads were counseled to include, where possible, proof points of disparate impact of safety hazards and/or conduct targeted outreach to media platforms and outlets that communities turn to for consumer news and information – including utilizing paid and earned outlets as appropriate.

OCM also developed a suite of stock images that incorporate images of disabled individuals demonstrating safety behavior, such as checking smoke detectors and the safe use of portable generators. These images were highlighted across agency social media platforms and are free for anyone to use.

OCM also collaborated with the National Urban League, Univision and more than a dozen Native American and Indigenous groups around the U.S. in the development and distribution of safety messaging. (OCM)

**Status: This is a continuing effort.**

## Improve Accessibility through Translation Efforts

CPSC's public meetings were conducted with ASL (American Sign Language) translation and closed captioning. CPSC also translates all recall notices and safety warnings into Spanish; and online safety educational materials are available in several foreign languages, including [Spanish](#), French, Arabic, Chinese, Korean and Vietnamese, for consumers with limited English proficiency. Efforts to increase the number of recall announcements

translated into foreign languages are dependent on additional, dedicated resources. (OCM/OEX)

**Status: This is a continuing effort.**

### Product Safety Education Campaigns

OCM's efforts to improve its product safety education campaign materials, include:

- OCM launched a public safety campaign in Indian Country focused on carbon monoxide safety and safe sleep practices. This campaign included billboard advertisements in Arizona, New York, Minnesota, Montana, New Mexico, North Carolina, Oklahoma, South Dakota, Washington, and Wyoming; with radio advertisements running in these cities and Alaska and Hawaii.
- Updated a Neighborhood Safety Network Poster to inform consumers about the increased risk of CO poisoning for African Americans. (EXC/OCM)
- OCM's campaign leads have worked with our internal graphic specialist to update a variety of collateral materials through a diversity, equity, and inclusion (DEI) lens. They have updated the following collateral materials to incorporate statistics specific to racial groups:
  - Carbon Monoxide (CO) the Invisible Killer. (NSN Poster)
  - National Poison Prevention Week 60th Anniversary. (Infographic)
  - Pool Safety: Incorporated diversity, equity, and inclusion feedback in the illustration, including findings from "[The distribution of skin color among U.S. Hispanics](#)" chart from Pew Research Center. (NSN Poster)
  - Window Falls: Translated materials into Spanish. (NSN Poster and Social Media Graphic)

In addition, OCM has conducted Spanish language [focus groups](#) to explore impressions of existing educational materials in the Spanish speaking community so that OCM can refine them to be as effective as possible. See Appendix C for more information.

OCM has updated CPSC Brand Guidelines to Improve Accessibility to CPSC documents by [adjusting color recommendations](#) to pass the accessibility color contrast test (products effected: brand guidelines, power point template, report template, and short document template) and [adding](#) a *warning icon graphic library* to the [Guidelines](#). (p. 40)

Finally, the Pool Safety campaign was evaluated with segmented results from underserved communities. See Appendix D for more information. (OCM)

**Status: This is a continuing effort.**

## CPSC News Releases and Targeted Social Media

OCM continues to incorporate proof-points highlighting the disparate impact of product injuries and deaths in underserved communities. For example, the Pool Safely media outreach included specific datapoints about deaths from drowning among African American youth and the incidents of drowning in Spanish-speaking communities.

Additionally, OCM highlighted the impact of CO poisoning among African Americans in a number of releases and safety resources, including recent [press releases highlight winter storm safety tips](#).

Significant changes and improvements were made related to targeted social media during FY23. In addition to active engagement with Telemundo, Univision Contigo and other news outlets serving Spanish speaking audiences, OCM has worked to develop culturally responsive messaging to target underserved communities, focusing on digital media (organic and paid) and earned media. Campaigns this year included Pool Safely, Anchor It, ATV Safety and a Youth Outreach initiative which included safety messages both in English and Spanish. (OCM)

**Status: This is a continuing effort.**

## Expand partnerships to reach rural areas.

CPSC staff reached out to State Health Departments and shared CPSC CO safety information. While conducting this outreach, staff inquired about rural health outreach and how CPSC can help. They also contacted rural fire departments and shared CPSC fire safety resources. Staff participated in fire safety summits and conducted product surveillance in underserved neighborhoods using zip codes provided by EXHR. (EXC)

**Status: This is a continuing effort.**

## Consumer Ombudsman will target organizations that provide direct access to consumers.

Seniors' groups, caregivers of people with intellectual and developmental disabilities, African American community groups, Hispanic community groups, American Indian/ Alaskan Native community groups, local rental authorities in low-income cities, and other communities have been and will continue to be contacted by the Consumer Ombudsman to share safety information and answer questions about the hazards and injury disparities emphasized in the Equity Action Plan. See Appendix E. (OEX)

**Status: This is a continuing effort.**



# Data Collection and Reporting Improvement Actions

## Hired two new statisticians.

These staff members added capacity for the expanded analytic efforts required to explore race, ethnicity, gender and other demographic dimensions. (EXHR)

**Status: Completed.**

## Expanded Characterization of Injury Rate Disparities in Annual Product Category Reports

Thirteen (13) Epidemiological reports were completed. These reports will be used to inform hazard reduction efforts, including standards development and information and education campaigns.

- PPPA Injury and Fatality Report
- Pool Drowning to Children under 5 Report Fireworks Report
- Residential Fire Loss Report Annual Toy Report
- Generator and Engine Driven Tools-CO Incident Summary Report
- Non-Fire Carbon Monoxide Deaths Associated with the Use of Consumer Products Micromobility Products-Related Deaths Injuries and Hazard Patterns 2017-2022 Electrocutions 2020
- 2023 Annual Tip Over Report Nursery Products Annual Report OHV Annual Report 2023
- Death and Injury Report 2022

Report topics subject to approval by the Commission as part of the annual Operating Plan. These reports will continue to have the expanded characterization of disparities. (EXHR)

**Status: This is a continuing effort.**

## Track racial disparity trends in annual reports of injuries and conduct ongoing reviews of injury reports to inform decisions of targeted interventions. (EXHR)

**Status: This is a continuing effort.**

## Data Imputation

Hired a contractor to explore methods to impute missing race data. This contractor has completed a set of first-generation machine learning modeling algorithms for imputing missing race data. The methods used by the contractor did not provide sufficiently stable results for the

models to be put into operation at this time. However, they do provide a foundation for potential future operational systems, as further training data and modeling adjustments are made. Staff anticipates that this effort will require multi-year investments to improve modeling and augment data sources.

In the interim, staff retains the ability to make some statistical estimates of hazard patterns and trends by race, ethnicity, gender and other demographic dimensions. Staff will continue to pursue methods to expand these insights and may propose further modeling work as part of future Operating Plans.

**Status: This is a continuing effort.**

### **Raise the prominence of equity concerns in discussions of consumer product safety research and standards.**

Staff members working on voluntary standards are required to consider equity and underserved populations during the development of standards. As evidence of inequity is obtained, this will be shared with standards development partners for potential action. (EXHR)

As a follow-up to agency-wide trainings, the Voluntary Standards Coordinator, in cooperation with the Diversity Risk Manager, provided training to staff on ways to implement DEI considerations in the voluntary standards development process.

To facilitate a greater understanding of the causes and impacts of injuries for diverse and underserved populations, the following reports were completed for the Commission:

- [Investigation on Racial and Socioeconomic Differences Race, Ethnicity, and Socioeconomic Data in Consumer Product Safety](#) (September 2022)
- [Investigation on Race and Ethnicity Consumer Product Safety Differences](#) (December 2023)

**Status: This is a continuing effort.**

## Research and Surveillance Actions

Conduct in-person surveillance in identified targeted areas, emphasizing sample collection of potentially hazardous items and removal of banned and recalled products.

Field staff continue to conduct in-person retail surveillance in underserved communities. Staff are also visiting second-hand stores in these areas to screen for banned and recalled items and to educate the store's staff about how to determine if an item is recalled or banned.

(EXC/Field/EXHR)

**Status: This is a continuing effort.**

## Next Steps and Conclusion

The agency will continue its work to prevent injury and death from consumer products and focus its efforts on eliminating disparities in the rates of injury and illness associated with consumer products. Higher quality data and more research are needed to confirm and identify disparities. Staff will continue to explore these concerns, put forward potential solutions for inclusion into the Commission's work through CPSC's annual Operating Plan and raise awareness of the need to remove barriers for underserved populations gaining full and equal participation to CPSC's programs.

# Appendix A: Staff Notes from Equity Action Plan Roundtable with Stakeholders

## Background

CPSC's staff held a roundtable discussion on the agency's [Equity Action Plan](#) created in response to Executive Order 13985 – *Advancing Racial Equity and Support for Underserved Communities Through the Federal Government*. Interested parties participated in this discussion via webinar and in-person in the Commission's Hearing Room located on the fourth floor of Bethesda Towers.

A roundtable format was selected because the agency received feedback from stakeholder groups during early discussions of EO 13985 that the CPSC's usual format for public hearings was too formal. Stakeholders expressed a desire to have interactions with staff about equity issues, rather than prepared testimonies. This desire for interactions was intended to allow for an open and honest dialogue about equity in agency campaigns and projects.

About 200 guests (mostly CPSC staff) attended the Roundtable via webinar during the first hour. During the second hour, about 150 participants remained online and then attendance steadily dropped throughout the second hour until around 125 remained at the meeting's close.

## Panelists

- Charon McNabb, [cmcnabb@ncoaa.us](mailto:cmcnabb@ncoaa.us), (in person) National Carbon Monoxide Awareness Assoc. (NCOAA)
- Jessica Waddell, [jessica@nonprofitconsulting.me](mailto:jessica@nonprofitconsulting.me), (in person) NCOAA
- Yuwa Vosper, [yuwa@weact.org](mailto:yuwa@weact.org), (in-person) WeAct.org
- Dr. Lois Lee, [Lois.Lee@childrens.harvard.edu](mailto:Lois.Lee@childrens.harvard.edu), (online) Harvard Children's Hospital
- Dev Gowda, [dev@kidsindanger.org](mailto:dev@kidsindanger.org), (online) Kids in Danger
- Wendell Stemley (online, but left early – did not get to speak) Director Emeritus of National Assoc. of Minority Contractors (NAMC)
- Rachel Weintraub, [rweintraub@consumerfed.org](mailto:rweintraub@consumerfed.org), (online) Consumer Federation of America
- Matt Howsare, [mhowsare@cooley.com](mailto:mhowsare@cooley.com), (online) Cooley
- Susan Harley, [sharley@citizen.org](mailto:sharley@citizen.org), (online) Public Citizen

## In-Person Attendees

- Alex Hoehn-Saric, Chair, Consumer Product Safety Commission
- Nicholas Georges, Household & Commercial Products Association

- Carrie Brown, Household & Commercial Products Association
- Alan Korn, Abbey's Hope
- Robin Crawford

## Main Topics

Discussants commented on hazards highlighted in the plan (carbon monoxide poisoning, drowning, and residential fires), topics not present in the plan (such as intellectual and developmental disabilities, collaborations with other federal agencies), communications strategies, social and other media strategies, critical times in the lifespan to deliver safety information, the need for better data on health and safety concerns of traditionally underserved populations, the compounding of health concerns in low-income housing and neighborhoods, air quality in rental homes with gas appliances, the costs of safety alarms and safer appliances, best practices for engaging with local communities (such as the Jemez Principles), how to design products with safety in mind, and potential drawbacks of purchasing products from online marketplaces.

## Observations from Discussants about Equity Projects

- View in a holistic manner (for example, "Building a Healthy Home")
- Leverage the resources of others
- There are no "one-size-fits-all" approaches
- Compliance needs to be strengthened and monitored (in addition to consequences (Ex. "Click It or Ticket It"); compelled to do X/Y/Z
- Race can be correlated with socio-economic status
- Race can be correlated with neighborhoods and infrastructure availability and maintenance
- Socio-economic status can cause a domino effect on health/safety
- Low-income housing may have fewer safety devices
- Low-income housing may have less safe outdoor environments, so people stay indoors more
- Low-income housing can often have more restrictions for renters to modify for safety
- Low-income housing is often more likely to have old equipment which is less safe
- Low-income basic needs can compete with safety devices and maintenance
- Accessibility to safety devices and information can be harder with low income
- Safety devices are expensive – grants are good

- Design hazards out of product so onus is not on the consumer
- Don't forget the disabled and other groups
- Retail deserts make access to safety harder for underserved populations
- Online purchasing makes monitoring quality more difficult for consumers
- Counterfeits may have more safety problems
- Buying from manufacturers may be more expensive than other options
- Include manufacturers in the equity conversation with guidance docs, design curriculums
- Educate manufacturers about what underserved populations will do with their products (foreseeable misuse)
- Make decisions based on community needs
- Ask community what they need to be safe
- Improve access to safe designs and safety devices
- Consider 'Safety by Design'-- Eliminate, Guard, Warn
- Follow the Jemez Principles:

*Meeting hosted by Southwest Network for Environmental and Economic Justice (SNEEJ), Jemez, New Mexico, Dec. 1996*

*On December 6-8, 1996, forty people of color and European-American representatives met in Jemez, New Mexico, for the "Working Group Meeting on Globalization and Trade." The Jemez meeting was hosted by the Southwest Network for Environmental and Economic Justice with the intention of hammering out common understandings between participants from different cultures, politics, and organizations. The "Jemez Principles" for democratic organizing were adopted by the participants:*

- Be Inclusive
- Emphasis on Bottom-Up Organizing
- Let People Speak for Themselves
- Work Together in Solidarity and Mutuality
- Build Just Relationships Among Ourselves
- Commitment to Self-Transformation

### **Recommendations from Discussants about Agency Projects**

- Develop culturally appropriate messaging for diverse groups
- Present information where people live and play
- Engage public organizations (state and federal organizations)

- Engage existing community organizations (faith-based, health/recreation, school-based)
- Engage existing other partnerships (industry and trade organizations)
- Test messages with community for tone and impressions
- In-person testing in neighborhoods is useful
- Provide lasting, useful materials instead of flyers (notebooks, calendars, hand fans)
- Firefighters are trusted
- Influencers are trusted
- Grandparents are trusted sources of information
- Collaborate with other federal and state/local agencies
- More open to safety messages when new parents
- More open to advice when newly diagnosed with illness
- More open to advice immediately after a tragedy (teachable moments)
- Real stories of other people can motivate behavior change
- Follow-up information dissemination with teaching and ongoing efforts
- Some schools have equity teams, potential for engagement
- Ask consumers what would get them to change safety behaviors
- For drowning prevention: reach children when very young for swim lessons
- Recall effectiveness is a part of the whole picture (access and exposure to the recalls)
- Safety Circle winners: awards for safety to get attention of industry
- Social determinants of health compound safety problems
- Different communities have different dynamics
- It is product standards that will really change injury rates, not education

### Observations from Discussants about Data Quality

- Urgent Care facilities may offer a more diverse set of data
- Zip codes can be used to identify low-income areas
- Provide guidance to NEISS hospitals on how to improve their reporting
- Prioritize most severe outcomes first



- English as Second Language speakers (and literacy) can affect data gathering – they are not providing responses
- Don't forget non-hospital data sources
- Many consumers still don't know about SaferProducts.gov – even in medical community
- Some improvements possible in useability of SaferProducts.gov

### Observations from Discussants about Carbon Monoxide (CO) Poisoning

- Most often high levels of non-English speakers among victims
- 86% of owners think that CO alarm will sound at any level of CO (this is false, leads to chronic exposure)
- 90% of homes have smoke alarms, but only 14% have CO alarms
- Accuracy range of CO alarms is low (20%-30%)
- Gas stoves produce pollutants and affect asthma rates – electric stoves improve health
- CO shut offs should be in gas stoves
- Failure modes analysis suggests need for better safety devices built into stoves
- Low-income homes have poorer health outcomes with gas appliances because older and less well-maintained
- Texas weather-related fatalities higher in minority homes
- Underserved neighborhoods more likely to have power outages and need portable generators

### Conclusion

Overall feedback from stakeholders and observers after the Roundtable was positive. The format was praised for allowing ample time and freedom to introduce any topics that the stakeholders wanted to discuss. Online participants felt included in the discussion and able to contribute without difficulty. The stakeholder contributions were relevant and helpful. The staff participants found the discussion useful. More discussion of drowning and fires could be useful. Alternative formats for getting feedback may also be helpful. Staff's Equity Advisory Council will incorporate this feedback into future equity-related project proposals and recommendations to the Commission.

# Appendix B: Tier 1 and Tier 2 Equity Trainings

## Tier 1 Learning Objectives

- Equity Defined
- Our Task Is to Design Services for Underserved Communities
- Our Goal is Equitable Government Service Delivery

## Tier 2 Learning Objectives

- Public Touchpoints
- Equitable Public Communications

# Appendix C: CPSC DEI Focus Group on Hispanic Media Consumption

## Background & Synopsis

In FY 2022, the CPSC conducted focus group research to gauge the most effective approach for reaching Hispanic audiences. A behavioral and concept testing study was conducted on July 19, as one virtual, focus group discussion, that was approximately two hours long. The group consisted of 10 Hispanic adults between the ages of 18 to 54 who prefer to speak Spanish. The Latinos were foreign born (various South American countries) and moved to the U.S. as adults. While the group spoke and consumed English media, when it comes to important information, they deferred to their “mother tongue,” which was Spanish.

## Plans to Use Focus Group Findings

The following are some of the ways in which CPSC plans to use the research findings:

- Invest in native Spanish contextual and culturally mindful copy and voiceover.
- Produce Hispanic insight-driven concepts for safety campaigns; leveraging Hispanic talent.
- Prioritize social media, broadcast, and streaming content (CTV).

## FY 2022 Results – Focus Group Findings and Hispanic Audience Key Insights

- Very active social media users - Turn to social media when looking for information, as well as for entertainment (YouTube and Facebook). Highly engaged with all media channels.
- Prefer Spanish language media - English is part of their work and entertainment life. Yet, Spanish language media is always “on,” and relied on for important information.

- Low awareness of public safety messages, yet highly welcome - Very receptive to learn new and better ways to keep the family safer.
- CPSC safety tips “American” – Indirectly aides in cultural shifts and transforming behaviors.
- Highly auditory – Indirect listeners. Enjoy “see and say” creative formats and appreciate videos.
- Appreciate dynamic Spanish language web pages – Self-claimed visitors of websites. Primarily mobile device users.
- Fans of inclusive advertising – Appreciate multicultural representation and culturally insightful concepts.
- Hispanic creative executions preferred – Spanish talent and contextual translations.

## Appendix D: Pool Safely Campaign Outcomes

### Focus Groups

- The participants were based in three states that consistently show the highest number of child drownings year-over-year—Arizona, Texas, and Florida.
- Each group included between six and eight parents of young Black and Hispanic children, which data shows are most at-risk for fatal pool drownings. Participants had at least one child under the age of eight and confirmed that the children swim in a pool somewhat regularly.
- Through these focus groups, we gathered Insights and evaluated the effectiveness of existing campaign messaging. The key takeaways and research will help inform campaign messaging and tactics as Pool Safely moves forward to reach more targeted parents and caregivers and vulnerable populations.

### Earned Media

- Conducted Swim Season Kickoff virtual media tour (VMT) in conjunction with Annual Drowning and Submersion Report. Spanish-speaking broadcast segments reached 1,904,506 people. Talking points included information on racial disparities in water safety.
- Updated the *Pool Safely* [press kit](#) to include the latest data on racial disparities in water safety, and incorporated this messaging into earned media outreach.
- Developed a *Pool Safely* [Stories](#) series on the campaign website to further personalize the issues of water safety and child drowning by featuring stories from people of diverse backgrounds. Featured stories include:

- Ed Accura, producer of the film “Black Kids Can’t Swim” and founder of the Black Swimming Association
- Mayor Jacques Gilbert, who learned to swim as an adult to serve as an inspiration to Black children in his district, as well as underserved children.
- Distributed Swim Season listicle, “Before you go to the pool, dive into these 4 safety tips,” in English and Spanish, creating 790 Spanish placements generating over 245 million impressions

| Media Efforts                    | Spanish            |
|----------------------------------|--------------------|
| <b>Total Media Impressions**</b> | <b>247,343,230</b> |
| Earned Media                     | 56,017             |
| Swim Season Kickoff VMT          | 1,904,506          |
| Listicle                         | 245,382,707        |

### Collaborators

- Expanded CPSC’s national reach with 7 new collaborators in 5 different states.
- New collaborators in FY21 include one minority-focused organization, a national sports organization, two education-focused organizations, a memorial foundation, one southwest-focused realty group and a pool products company.

### Pool Safely Website

- Ensured site is Section 508 compliant by conducting ADA and Section 508 compliance assessment and addressed issues.
- Redesigned PoolSafely.gov grants page to improve content structure and user experience.

### Paid Social Media

- Carried Pool Safely campaign messages to target audiences through a variety of channels, including social media and over-the-top (OTT) streaming TV channels.
- Ads ran in English and Spanish featuring the “Fins and Gills” PSA as well as new ad creative developed by contractor during summer swim season.
- The campaign’s first OTT initiative was a resounding success and exceeded all engagement and reach goals by delivering impactful content with a laser focus on vulnerable populations.

- Generated 1 million+ video impressions, the majority of which specifically served to low-income or underserved audiences.
- Third party data sources (ex: household income, household language) allowed for granular targeting to OTT channels, emphasizing:
  - Those with young children under age 5
  - Minority audiences
  - Populations particularly vulnerable to drownings

**Results from FY22 Pool Safely social media activities targeting Hispanic audiences**

| Paid Social Media               | Spanish |
|---------------------------------|---------|
| <b>Facebook &amp; Instagram</b> |         |
| Impressions                     | 941,723 |
| Engagement                      | 428,870 |
| Engagement Rate                 | 46%     |
| <b>Twitter</b>                  |         |
| Impressions                     | 569,127 |
| Engagement                      | 252,300 |
| Engagement Rate                 | 44%     |
| <b>YouTube</b>                  |         |
| Impressions*                    | 708,084 |
| Engagement*                     | 218,684 |
| Engagement Rate                 | 31%     |
| <b>OTT/CTV</b>                  |         |
| Impressions                     | 678,011 |

**Additional Activities Targeting Minority Communities Conducted by Pool Safely in Recent Years prior to FY 2022 include:**

- Between June 29 and July 15, 2021, the Contractor conducted a total of six focus groups on behalf of the Pool Safely campaign, as the water safety landscape has evolved since the last time original research was conducted more than 10 years ago.
- Partnered with Tia Mowry to create a campaign PSA in 2019: [Water Safety with Tia Mowry](#)

- We have continued to amplify this PSA via the campaign website, blog posts, emails to campaign collaborators, PSA distribution, and social media promotion.
- Created original messaging on addressing racial disparities in water safety via a campaign blog post, which we have continued to amplify through earned and social media outreach: [Addressing Racial Disparities in Water Safety](#)
- Conducted new collaborator outreach to organizations that specifically target vulnerable communities, confirming new collaborators such as Black Swimming Association and Diversity in Aquatics.
- Produced and promoted an “[Ask the Experts](#)” YouTube video series featuring campaign collaborators and Olympians sharing water safety tips for families. The series features messaging for vulnerable groups and diverse voices including videos from Diversity in Aquatics, Black Swimming Association, and Maritza McClendon, the first Black female to make a U.S. Olympic swim team. The series also includes a Spanish language video from CPSC.
- Published a Brandpoint listicle and blog post that emphasizes racial disparities in water safety and distributed it in English and Spanish: [Keep All Kids Safer by Following These Water Safety Tips](#)
- This listicle reached hundreds of millions Americans with messaging on swimming disparities, achieving 1,039 placements and 210,672,799 impressions in English and 1,051 placements and 198,518,222 impressions in Spanish.

## Appendix E: List of External Organizations Contacted by Consumer Ombudsman

- The African American Planning Commission (AAPC) Inc.
- American Association of Blacks in Energy (AABE)
- Black Women’s Career Network
- Black Women’s Health Imperative
- The Association of Black Psychologists
- The Executive Leadership Council
- Information Technology Senior Management Forum (ITSMF)
- Joint Center for Political and Economic Studies
- National Action Council for Minorities in Engineering
- National Association for the Advancement of Colored People (NAACP)
- National Association of Black Accountants, Inc.
- National Association of Black Journalists
- National Association of Colored Women’s Clubs
- National Black Chamber of Commerce (NBCC)
- National Black Justice Coalition (NBJC)
- National Black MBA Assoc. (NBMBAA)

- National Black Nurses Assoc. (NBNA)
- National Black Disability Coalition (NBDC)
- National Congress of Black Women, Inc
- National Council of Negro Women (NCNW)
- National Coalition of 100 Black Women (NCBW)
- National Medical Association
- National Society of Black Engineers (NSBE)
- The Organization of Black Designers
- United Negro College Fund (UNCF)
- 100 Black Men of America
- Committee for Hispanic Children & Families
- National Association for Hispanic Elderly (NAHE)
- National Association of Latino Healthcare Executives (NALHE)
- National Association of Hispanic Nurses (NAHN)
- National Hispanic Council on Aging (NHCOA)
- National Hispanic Medical Association (NHMA)
- The Hispanic Heritage Foundation
- The Hispanic Institute
- Society of Hispanic Professional Engineers (SHPE)
- Unidos US (formerly, National Council of La Raza)
- National American Indian & Alaska Native Prevention Technology Transfer Center (NAIAN-PTTC)
- NANAINA - National Alaska Native American Indian Nurses Association