

**U.S. Consumer Product Safety Commission
LOG OF MEETING**

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SUBJECT: All-Terrain Vehicles (ATVs)

DATE OF MEETING: January 11, 2007

LOG ENTRY SOURCE: Elizabeth W. Leland, EC

DATE OF LOG ENTRY: May 15, 2007

LOCATION: Bethesda Towers

CPSC ATTENDEE(S): Sarah Brown, ESHF; Robert Franklin, EC; Mike Karen, ESME; Elizabeth Leland, EC; Gregory Rodgers, EC; Tim Smith, ESHF; Robin Streeter, EPHA; Tanya Topka, Compliance; Suad Wanna-Nakamura, HS

NON-CPSC ATTENDEE(S): Jamey Phipps, Gelia Wells & Mohr, Inc.; Tim Sherry, Gelia Wells & Mohr, Inc.; Michael Wiegard, Eckert Seamans; Sean Oberle, Product Safety Letter

SUMMARY OF MEETING:

Mr. Sherry requested a meeting with the CPSC staff to discuss the Risk Disclosure (Age Acknowledgement) Form that is contained in the August 10, 2006, CPSC Notice of Proposed Rulemaking (NPR) for ATVs.

Gelia Wells & Mohr, inc. is a marketing communications company, and Mr. Phipps described Gelia Wells & Mohr's review of the age disclosure form from a

communications effectiveness perspective. The purpose of the meeting was to 1) describe how the effectiveness of the form could be improved, 2) provide 'good', 'better', and 'best' recommended versions of the form, and 3) report on the results of a qualitative survey performed by Gelia, Wells, and Mohr, Inc. to measure the effectiveness of the recommended forms.

Five specific ways to improve the form's effectiveness were discussed: improve the layout by using different fonts and more "white space"; introduce visuals (warning and other symbols); add a more official tone to the form by introducing a border and a masthead; strengthen the title of the form, calling it a "Child Safety Acknowledgement Form" rather than an "Age Acknowledgement Form"; and make the form more engaging by including spaces for ATV purchasers to initial that they have read the form.

Gelia, Wells, and Mohr, Inc. employed the above methods to design "good", "better", and "best" versions of the form, with the "baseline" version being the original form as printed in the CPSC NPR. The "good" form incorporated font and white space; the "better" form then added a warning symbol, a border, and the CPSC seal. The "best" form then built upon the "better" form by adding more symbols, a place for purchasers to initial that they have read the safety messages on the form, and a new name for the form.

The above forms (unlabeled as to "baseline", "good", "better", or "best") were tested with a group of 72 persons composed of Gelia, Wells, & Mohr employees or neighbors of employees. Participants were asked to review the versions of the forms and answer three questions: which version they were most likely to read; which contained important information, and which allowed for quick scan extraction. The participants overwhelmingly selected the version that was "best".

A copy of the participant list, the various versions of the age acknowledgement form, and the slides from the Gelia, Wells, & Mohr presentation are attached to this meeting log.

The ATV you are considering is for adult drivers ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV- driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV- related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATV's are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adults only. I also understand that youth ATV's are available for children under 16.

Purchaser Signature

Date (mm/dd/yyyy)

Full name (please print)

TO BE COMPLETED BY DEALER

This form must be kept on file for 5 years and may be periodically reviewed by officials of the U.S. Consumer Product Safety Commission to ensure that ATV purchasers have been given this information.

Vehicle VIN/PIN

Figure 3
Age Acknowledgment Form

THE ATV YOU ARE CONSIDERING IS FOR ADULT DRIVERS ONLY

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV- driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than xxx times as likely to die or to be injured.

IN EACH YEAR SINCE 2001:

More Than
XXXX Children
Younger Than 16
Died While Riding an ATV.

More Than
XXXX Children
Younger Than 16 Were
Treated in Emergency Rooms
for ATV-Related Injuries.

MOST OF THESE DEATHS AND INJURIES INVOLVED A CHILD RIDING AN ADULT ATV.

Youth ATV's are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is **FOR ADULTS ONLY**. I also understand that youth ATV's are available for children under 16.

Purchaser Signature

Date (month/day/year)

Full Name (please print)

TO BE COMPLETED BY DEALER

This form must be kept on file for 5 years and may be periodically reviewed by officials of the U.S. Consumer Product Safety Commission to ensure that ATV purchasers have been given this information.

Vehicle VIN/PIN

AGE ACKNOWLEDGMENT FORM

Good

THE ATV YOU ARE CONSIDERING IS FOR ADULT DRIVERS ONLY



Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than xxx times as likely to die or to be injured.

IN EACH YEAR SINCE 2001:

More Than
XXXX Children
Younger Than 16
Died While Riding an ATV.



More Than
XXXX Children
Younger Than 16 Were
Treated in Emergency Rooms
for ATV-Related Injuries.

MOST OF THESE DEATHS AND INJURIES INVOLVED A CHILD RIDING AN ADULT ATV.

Youth ATV's are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is **FOR ADULTS ONLY**. I also understand that youth ATV's are available for children under 16.

Purchaser Signature

Date (month/day/year)

Full Name (please print)

TO BE COMPLETED BY DEALER

This form must be kept on file for 5 years and may be periodically reviewed by officials of the U.S. Consumer Product Safety Commission to ensure that ATV purchasers have been given this information.

Vehicle VIN/PIN

AGE ACKNOWLEDGMENT FORM

THE ATV YOU ARE CONSIDERING IS FOR ADULT DRIVERS ONLY



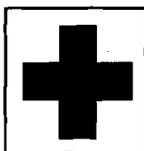
Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than xxx times as likely to die or to be injured.



More Than **XXXX** Children
Younger Than 16 Died While Riding an ATV.

INITIAL HERE _____



More Than **XXXX** Children
Younger Than 16 Were Treated in Emergency Rooms
for ATV-Related Injuries.

INITIAL HERE _____



MOST OF THESE DEATHS AND INJURIES INVOLVED A CHILD RIDING AN ADULT ATV.

INITIAL HERE _____

Youth ATV's are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is **FOR ADULTS ONLY**. I also understand that youth ATV's are available for children under 16.

Purchaser Signature _____

Date (month/day/year) _____

Full Name (please print) _____

TO BE COMPLETED BY DEALER

This form must be kept on file for 5 years and may be periodically reviewed by officials of the U.S. Consumer Product Safety Commission to ensure that ATV purchasers have been given this information.

Vehicle VIN/PIN _____

CHILD SAFETY ACKNOWLEDGMENT FORM



Today's Focus

Improving the communication effectiveness of the proposed Risk Disclosure and Safety Training forms



Jamey Phipps - President

- Gelia Wells & Mohr Inc.
 - \$52 million cap. billings marcom company
 - Offices in Buffalo, Chicago, Toledo, Iselin
- 21 years experience in marketing communications
- BS/MBA University of Buffalo - 1985



Today's Agenda

- Improve effectiveness of "Age Acknowledgement" form
- Review 5 ways to improve form effectiveness
- Provide good, better, best design recommendations
- Measure results



Today's Agenda

- Improve effectiveness of "Age Acknowledgement" form
- Review 5 ways to improve form effectiveness
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Age Acknowledgement Form

The ATV you are considering is for adult drivers ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adults only. I also understand that youth ATVs are available for children under 16.

Purchaser's Signature _____ Date (month/day/year) _____

Child's Name (if any) _____

TO BE COMPLETED BY PURCHASER

This form must be kept on file for 2 years and may be periodically requested by officials of the U.S. Consumer Product Safety Commission to ensure that ATVs can be used safely and responsibly.

Model Number _____

Figure 1
Age Acknowledgement Form

A

Improve Effectiveness

Effectiveness: *Producing the intended result*

Improving Readership is Common Ground

The ATV you are considering is for adult drivers **ONLY**.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adult use. I also understand that youth ATVs are available for children under 16.

Parent Signature _____ Date (mm/dd/yyyy) _____

Full name (please print) _____

TO BE COMPLETED BY DEALER

This form must be kept on file for use and only be periodically returned by dealers to the U.S. Consumer Product Safety Commission or to a state that has a law that requires them to report this information.

U.S. CPSC
Age-Appropriate Use Form **A**

THE ATV YOU ARE CONSIDERING IS FOR ADULT DRIVERS ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adult use. I also understand that youth ATVs are available for children under 16.

Parent Signature _____ Date (mm/dd/yyyy) _____

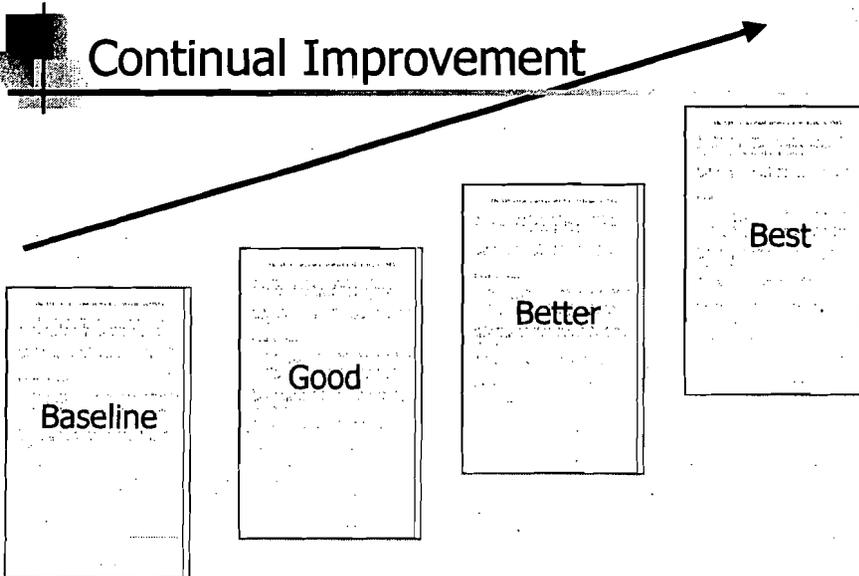
Full name (please print) _____

TO BE COMPLETED BY DEALER

This form must be kept on file for use and only be periodically returned by dealers to the U.S. Consumer Product Safety Commission or to a state that has a law that requires them to report this information.

U.S. CPSC
Age-Appropriate Use Form **B**

Continual Improvement





Today's Agenda

- Improve effectiveness of "Age Acknowledgement" form
- Review 5 ways to improve form effectiveness
- Provide good, better, best design recommendations
- Measure results



5 Ways to Improve Form Effectiveness

1. Improve layout

1. Improve Layout: Font and White Space

The ATV you are considering is for adult drivers ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adult use. I also understand that youth ATVs are available for children under 16.

Dealer's Signature: _____ Date (month/year): _____

Full Name (please print): _____

THIS IS TO BE COMPLETED BY DEALER

This is not meant to help or hurt anyone. It is not meant to be a challenge, produced by a Division of the U.S. Consumer Product Safety Commission to ensure that U.S. consumers have access to this information. U.S. CONSUMER PRODUCT SAFETY COMMISSION

Figure 1
Age-Appropriate Form

THE ATV YOU ARE CONSIDERING IS FOR ADULT DRIVERS ONLY

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than **xxx** times as likely to die or to be injured.

IN EACH YEAR SINCE 2001:

More than XXXX Children Younger Than 16 Died While Riding an ATV.	More than XXXX Children Younger Than 16 Were Treated in Emergency Rooms for ATV-Related Injuries.
---	--

MOST OF THESE DEATHS AND INJURIES INVOLVED A CHILD RIDING AN ADULT ATV.

Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adult use ONLY. I also understand that youth ATVs are available for children under 16.

Dealer's Signature: _____ Date (month/year): _____

Full Name (please print): _____

THIS IS TO BE COMPLETED BY DEALER

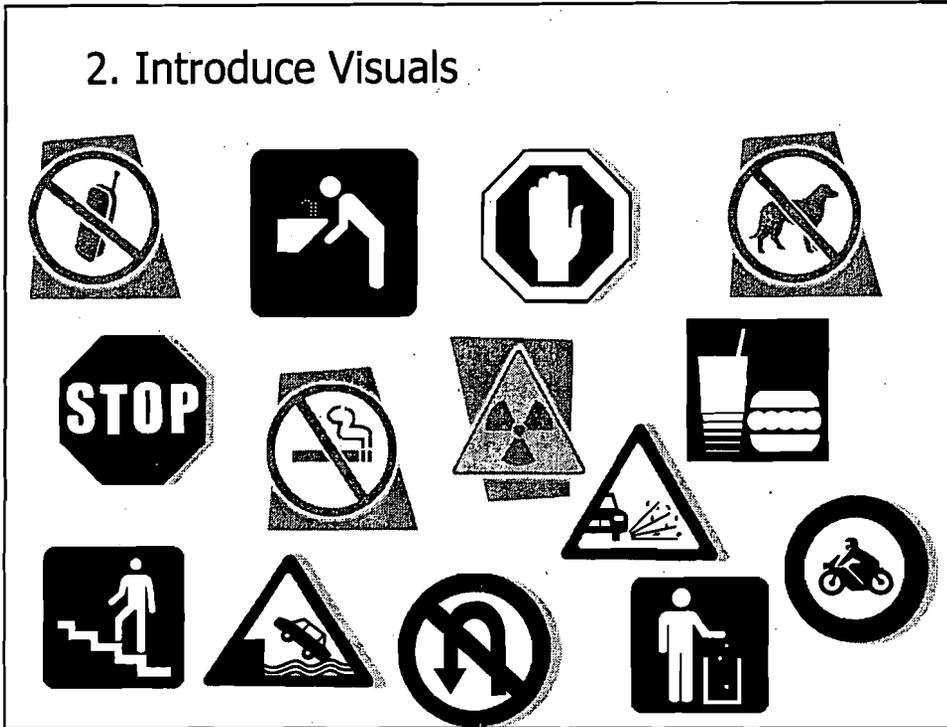
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Figure 2
Age-Appropriate Form

5 Ways to Improve Form Effectiveness

1. Improve layout
2. Introduce visuals

2. Introduce Visuals



2. Introduce Visuals

The ATV you are considering is for adult drivers ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to be or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adult only. I also understand that youth ATVs are available for children under 16.

Purchaser Signature: _____ Date (mm/dd/yyyy): _____

Full Name (Printed): _____

TO BE COMPLETED BY DEALER

This form must be filled out by a salesperson who is duly licensed by the state of the U.S. and is a member of the National Retail ATV Dealers Association. It is not valid unless signed by a salesperson who is a member of the National Retail ATV Dealers Association.

Name of Dealer: _____

Form 1
Ap. 2010-04-01-0001-0001

A

The ATV you are considering is for adult drivers ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to be or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adult only. I also understand that youth ATVs are available for children under 16.

Purchaser Signature: _____ Date (mm/dd/yyyy): _____

Full Name (Printed): _____

TO BE COMPLETED BY DEALER

This form must be filled out by a salesperson who is duly licensed by the state of the U.S. and is a member of the National Retail ATV Dealers Association. It is not valid unless signed by a salesperson who is a member of the National Retail ATV Dealers Association.

Name of Dealer: _____

Form 2
Ap. 2010-04-01-0001-0001

D

2. Introduce Visuals

The ATV you are considering is for adult drivers ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adults only. I also understand that youth ATVs are available for children under 16.

Purchaser Signature _____ Date (MM/DD/YYYY) _____

Full Name (Printed) _____

TO BE COMPLETED BY DEALER

This form must be kept on file in a 5-year and may be periodically inspected by the U.S. Consumer Product Safety Commission or a state law enforcement agency for this information. Model 1-2004-01

Figure 1
Age Acknowledgment Form

A

The ATV you are considering is for adult drivers ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.
- Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adults only. I also understand that youth ATVs are available for children under 16.

Purchaser Signature _____ Date (MM/DD/YYYY) _____

Full Name (Printed) _____

TO BE COMPLETED BY DEALER

This form must be kept on file in a 5-year and may be periodically inspected by the U.S. Consumer Product Safety Commission or a state law enforcement agency for this information. Model 1-2004-01

Figure 1
Age Acknowledgment Form

E

5 Ways to Improve Form Effectiveness

1. Improve layout
2. Introduce visuals
3. Add a more official tone

3. More Official Tone: Introduce Border

The ATV you are considering is for adult drivers ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adults only. I also understand that youth ATVs are available for children under 16.

Purchaser Signature: _____ Date (month/year): _____

Full Name (Please Print): _____

TO BE COMPLETED BY DEALER:

This form must be kept on file for 7 years and may be periodically reviewed by officials of the U.S. Consumer Product Safety Commission to ensure that ATV production has been safe for information.

Figure 1
Age-Appropriate Form

A

The ATV you are considering is for adult drivers ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adults only. I also understand that youth ATVs are available for children under 16.

Purchaser Signature: _____ Date (month/year): _____

Full Name (Please Print): _____

TO BE COMPLETED BY DEALER:

This form must be kept on file for 7 years and may be periodically reviewed by officials of the U.S. Consumer Product Safety Commission to ensure that ATV production has been safe for information.

Age-Appropriate Form

F

3. More Official Tone: Introduce Masthead

The ATV you are considering is for adult drivers ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adults only. I also understand that youth ATVs are available for children under 16.

Purchaser Signature: _____ Date (month/year): _____

Full Name (Please Print): _____

TO BE COMPLETED BY DEALER:

This form must be kept on file for 7 years and may be periodically reviewed by officials of the U.S. Consumer Product Safety Commission to ensure that ATV production has been safe for information.

Figure 1
Age-Appropriate Form

A

The ATV you are considering is for adult drivers ONLY.



Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adults only. I also understand that youth ATVs are available for children under 16.

Purchaser Signature: _____ Date (month/year): _____

Full Name (Please Print): _____

TO BE COMPLETED BY DEALER:

This form must be kept on file for 7 years and may be periodically reviewed by officials of the U.S. Consumer Product Safety Commission to ensure that ATV production has been safe for information.

Age-Appropriate Form

G

5 Ways to Improve Form Effectiveness

1. Improve layout
2. Introduce visuals
3. Add a more official tone
4. Strengthen title of form

4. Strengthen Title of Form

<p>The ATV you are considering is for adult drivers ONLY.</p> <p>Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.</p> <p>Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.</p> <p>In each year since 2001:</p> <ul style="list-style-type: none"> • More than (to be added) times as many children have died while riding an ATV. • More than (to be added) times as many children have been treated in a hospital for injuries while riding an ATV. <p>Most of these deaths and injuries were to youth ATVs and drivers under 16.</p> <p>I have read the information above and understand that the ATV I am about to buy is for adult drivers only. I also understand that youth ATVs are available for children under 16.</p> <p>Parent/Operator Name: _____ Date (month/year): _____</p> <p>Full Name (please print): _____</p> <p>TO BE COMPLETED BY DEALER</p> <p>This form must be kept on file for 3 years and may be periodically reviewed by officials of the U.S. Consumer Product Safety Commission if reason for ATV purchase have been given the information.</p> <p>DATE: _____</p> <p>Signature: _____</p> <p>Page 1 Age Acknowledgement Form</p> <p style="text-align: right;">A</p>	<p>The ATV you are considering is for adult drivers ONLY.</p> <p>Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.</p> <p>Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.</p> <p>In each year since 2001:</p> <ul style="list-style-type: none"> • More than (to be added) times as many children have died while riding an ATV. • More than (to be added) times as many children have been treated in a hospital for injuries while riding an adult ATV. <p>I have read the information above and understand that the ATV I am about to buy is for adult drivers only. I also understand that youth ATVs are available for children under 16.</p> <p>Parent/Operator Name: _____ Date (month/year): _____</p> <p>Full Name (please print): _____</p> <p>TO BE COMPLETED BY DEALER</p> <p>This form must be kept on file for 3 years and may be periodically reviewed by officials of the U.S. Consumer Product Safety Commission if reason for ATV purchase have been given the information.</p> <p>DATE: _____</p> <p>Signature: _____</p> <p>Child Safety Acknowledgement Form</p> <p style="text-align: right;">H</p>
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Today's Agenda

- Improve effectiveness of "Age Acknowledgement" form
- Review ~~5 ways to improve form effectiveness~~
- Provide good, better, best design recommendations
- Measure results

Baseline:

The ATV you are considering is for adult drivers ONLY.

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than (to be added) times as likely to die or to be injured.

In each year since 2001:

- More than (to be added) children younger than 16 died while riding an ATV.
- More than (to be added) children younger than 16 were treated in emergency rooms for ATV-related injuries.

Most of these deaths and injuries involved a child riding an adult ATV. Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is for adult only. I also understand that youth ATVs are available for children under 16.

Purchaser Signature: _____ Date: (mm/dd/yyyy) _____

Full Name (Please Print): _____

WE WILL GIVE \$100 BY DECEMBER
 This form must be kept on the ATV I am buying and may be periodically reviewed by officials of the U.S. Consumer Product Safety Commission to ensure that safety precautions have been given full consideration. Model: V90720

Figure 3
 Age Acknowledgement Form

A

Good: Font and White Space

THE ATV YOU ARE CONSIDERING IS FOR ADULT DRIVERS ONLY

Adult ATVs can reach highway speeds and are inappropriate for anyone under 16. Even children with ATV-driving experience have immature judgment and should never drive an adult ATV.

Compared to an adult, a child younger than 16 who drives an adult ATV is more than six times as likely to die or to be injured.

IN EACH YEAR SINCE 2001:

More Than XXXX Children Younger Than 16 Child Safety Seats on ATVs	More Than XXXX Children Younger Than 16 Were Killed in Emergency Rooms or ATX-Related Injuries
--	---

MOST OF THESE DEATHS AND INJURIES INVOLVED A CHILD RIDING AN ADULT ATV.

Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is
FOR ADULTS ONLY; I also understand that youth ATVs are available for children under 16.

Customer Signature: _____ Date: _____

Print Name (last, first): _____

TO BE COMPLETED BY DEALER:
The form must be kept on file for 3 years and may be presented to the
Office of the U.S. Consumer Product Safety Commissioner to ensure that ATV
manufacturers have kept you the information. Model: _____

AGE ACKNOWLEDGMENT FORM

Better: Add symbol, border, seal

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IN EACH YEAR SINCE 2001:

More Than XXXX Children No longer Than 16 Child Safety Seats on ATVs		More Than XXXX Children Younger Than 16 Were Killed in Emergency Rooms or ATX-Related Injuries
--	---	---

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Customer Signature: _____ Date: _____

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manufacturers have kept you the information. Model: _____

AGE ACKNOWLEDGMENT FORM

Best: More symbols, initials, new form name

THE ATV YOU ARE CONSIDERING IS FOR ADULT DRIVERS ONLY



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Compared to an adult, a child younger than 16 who drives an adult ATV is more than 100 times as likely to die or to be injured.

16 More Than 10000 Children younger than 16 died while riding an ATV.

+ More Than 10000 Children younger than 16 were hospitalized in Emergency Rooms for ATV-related injuries.

16 INVOLVED A CHILD RIDING AN ADULT ATV.

Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is FOR ADULTS ONLY. I also understand that youth ATVs are available for children under 16.

Parent Signature: _____ Date: _____
 Child's Name: _____

TO BE COMPLETED BY DEALER
 The form must be filled out by a dealer, and may be photocopy reproduced for use on all of the U.S. Consumer Product Safety Commission's website and all other U.S. Consumer Product Safety Administration.

CHILD SAFETY ACKNOWLEDGMENT FORM

Range of Forms for Testing

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Parent Signature: _____ Date: _____
 Child's Name: _____

Baseline

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Parent Signature: _____ Date: _____
 Child's Name: _____

Good

THE ATV YOU ARE CONSIDERING IS FOR ADULT DRIVERS ONLY



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Youth ATVs are available and are designed specifically for drivers under 16.

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Parent Signature: _____ Date: _____
 Child's Name: _____

Better

THE ATV YOU ARE CONSIDERING IS FOR ADULT DRIVERS ONLY



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Youth ATVs are available and are designed specifically for drivers under 16.

I have read the information above and understand that the ATV I am about to buy is FOR ADULTS ONLY. I also understand that youth ATVs are available for children under 16.

Parent Signature: _____ Date: _____
 Child's Name: _____

Best



Today's Agenda

- Improve effectiveness of "Age Acknowledgement" form
- Review 5 ways to improve form effectiveness
- Provide good, better, best design recommendations
- Measure results



Measure Results

- Qualitative Survey
- Non-random: Employees, neighbors
- Approximate average age: 40
- Sampled: Jan 5-7, 2007
- Sample size: 72



Methodology

- Provided 4 forms randomly to participants - varying sequence
- Did not label forms as baseline, good, better, best
- Asked participants to review the forms and answer 3 questions pertaining to:
 1. Likelihood of readership
 2. Importance of content
 3. Ability to extract information if quickly scanned



Q1: Likely to Read: Ranked #1

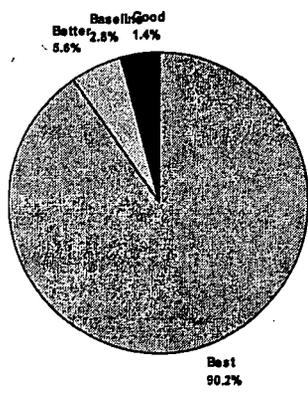
In a situation where you had just purchased an ATV, and were in the process of filling out all the necessary paperwork as part of the sales, how would you rank each of these four forms in terms of how likely you are to read them?



Baseline



Good



Better

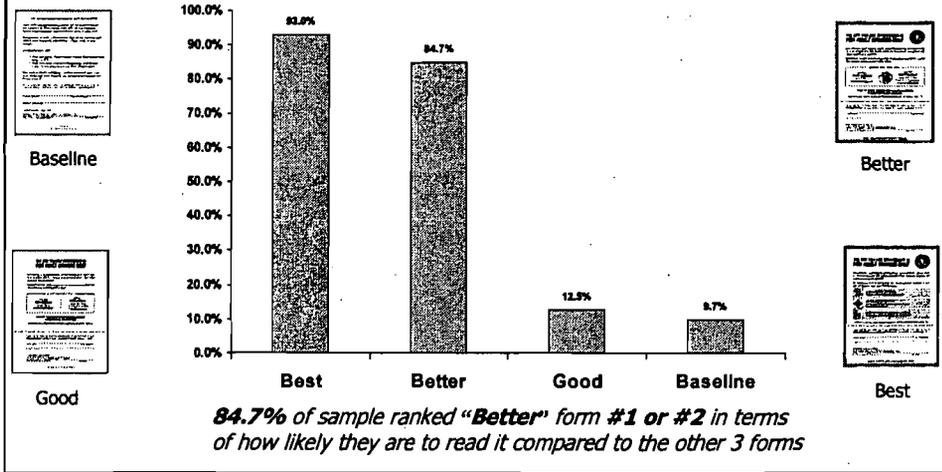


Best

90.2 % of sample ranked "**Best**" form #1 in terms of how likely they are to read it compared to the other 3 forms

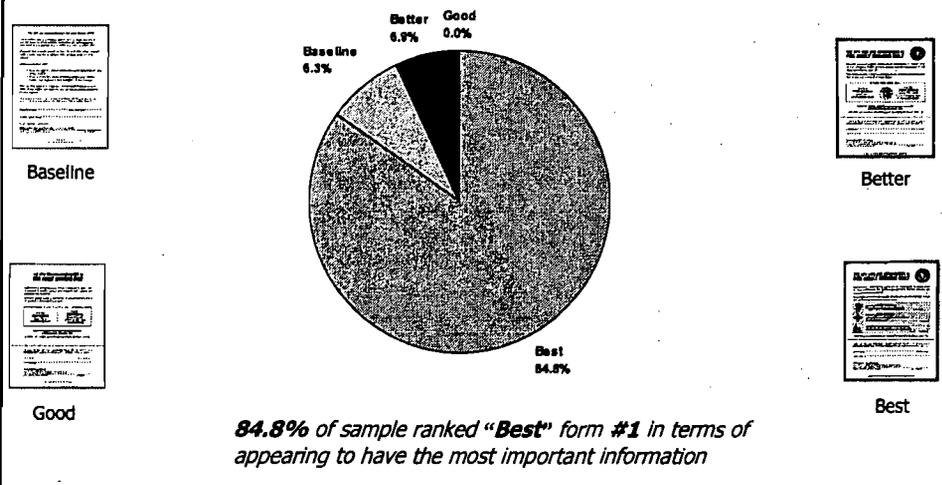
Q1: Likely to read: Ranked #1 or #2

In a situation where you had just purchased an ATV, and were in the process of filling out all the necessary paperwork as part of the sales, how would you rank each of these four forms in terms of how likely you are to read them?



Q2: Contains Important Information: Ranked #1

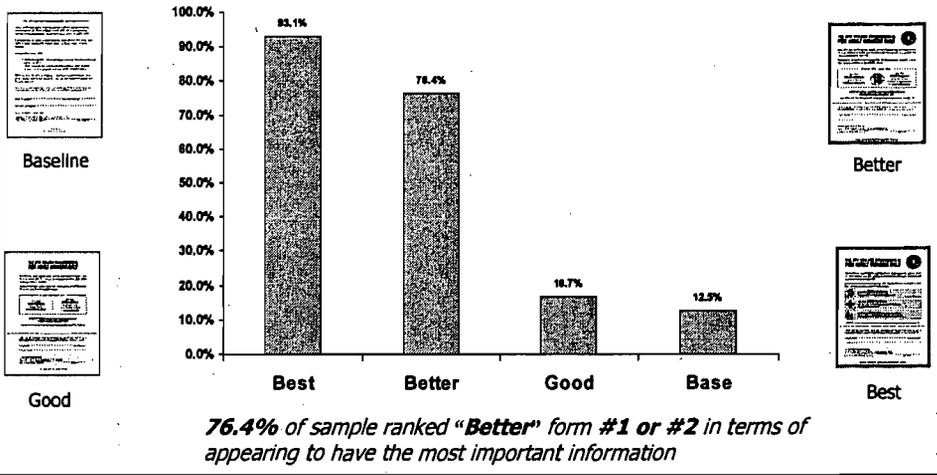
Please rank the four forms in terms of which one appears to have the most important information.





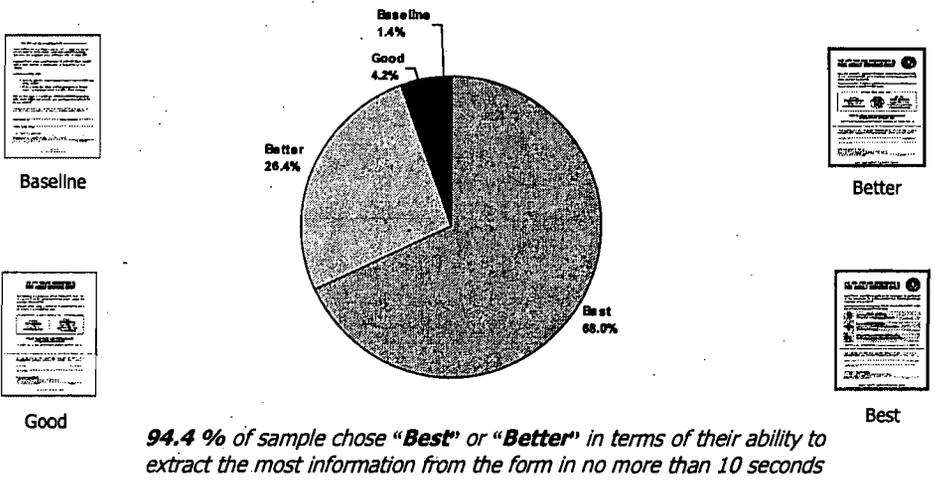
Q2: Contains Important Information: Ranked #1 or #2

In a situation where you had just purchased an ATV, and were in the process of filling out all the necessary paperwork as part of the sales, how would you rank each of these four forms in terms of how likely you are to read them?

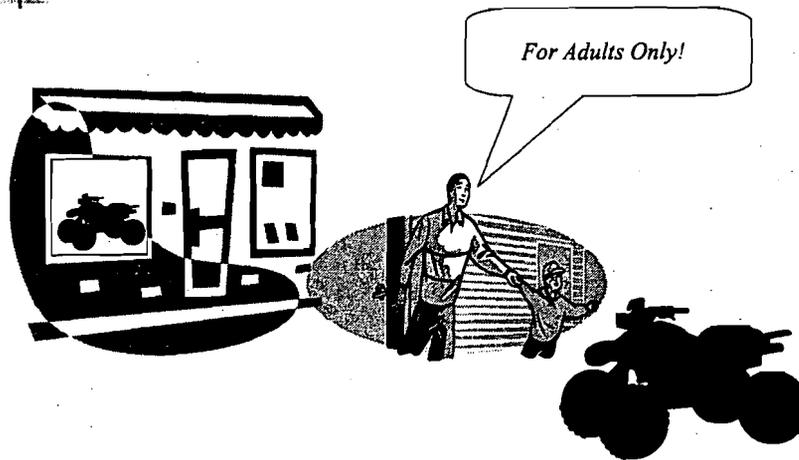


Q3: Which Allows for Quick Scan Extraction?

Each of the four forms you have seen contains the same information, just presented differently. If you were given no more than 10 seconds to scan the form, which of the four forms would allow you to extract the most information? [Circle only one]



Intended Result - Macro

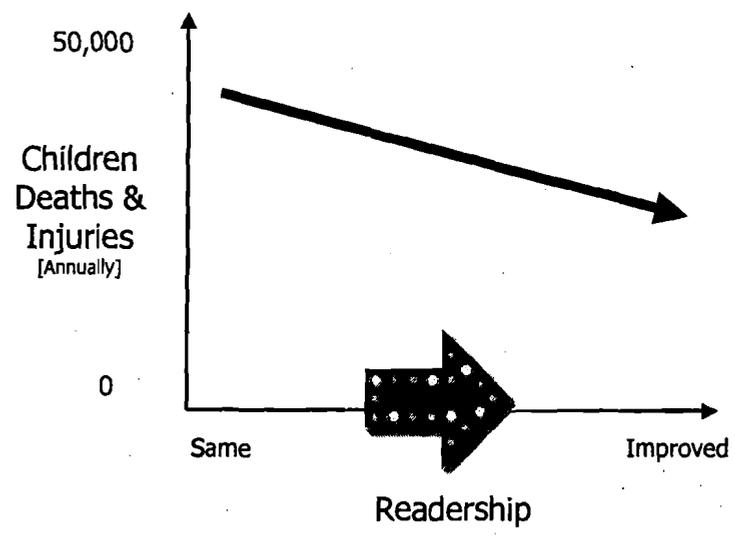


2005 ATV Sales: 921,000

Improved Readership	More Educated Buyers
5%	46,050
10%	92,100
15%	138,150
20%	184,200
25%	230,250



Inverse Correlation



Thank you!

Question/Answer