

LOG OF MEETING

SUBJECT: A proposed information & education (I&E) campaign designed to warn consumers about the drowning hazard presented to young children by industrial, 5-gallon, plastic buckets was presented by representatives of the plastic bucket industry to CPSC staff.

DATE: Wednesday, July 13, 1994, 9-10 a.m.

PLACE: CPSC Headquarters
Bethesda, MD

LOG ENTRY SOURCE: Kathy Kaplan, EXPA

DATE OF ENTRY: July 14, 1994

COMMISSION ATTENDEES:

Alan Schoem,
 John Preston, ES
 Sue Cassidy, EP

Barbara Rosenfeld
 Jacquie Elder, HIR
 Kathleen Begala, EXPA
 Kathy Kaplan, EXPA

NON-COMMISSION ATTENDEES:

David Baker - Holland & Knight Law Offices
 John Clementi - Chief Executive Officers, Plastics, Inc..
 Chin Chu Morley - Oglivy Adams & Rinehart
 Laura Epstein - Oglivy Adams & Rinehart

MEETING SUMMARY:

David Baker, counsel for the Plastic Shipping Container Institute and five plastic container manufacturers (see attached proposal) summarized a past bucket industry public education campaign and generally compared the strategy then with the one to be presented at this meeting. Following the Commission's decision to initiate a procedure that could lead to a performance standard for 5-gallon buckets, the industry voluntarily initiated the development of this campaign. For now, campaign activities will span a two year period with more to come beyond 1996. Baker invited CPSC to provide input, saying that the industry welcomes CPSC's views based on its public relations experience in reaching vulnerable populations. The I&E campaign proposal, attached, was presented by Chin Chu Morley and Laura Epstein.

CPSC staff responded by complimenting the presenters on a number of innovative activities planned to reach minority parents of young children but asked for more emphasis on using television and repeated radio messages to more effectively reach the targeted audience. Industry representatives agreed to consider CPSC's request.

Information and Education Program
to
Prevent Infant Drownings

Prepared for

Bennett Industries

Letica Corporation

North American Packaging Corporation

Plastican, Inc.

Plastic Shipping Container Institute

Ropak Corp.

by Ogilvy Adams & Rinehart

Summary

The bucket industry proposes a long-term consumer information and education campaign targeting at-risk populations with safety and prevention messages regarding the use of industrial-size buckets. The program will encompass outreach to minority and low-income audiences utilizing materials geared specifically toward them.

Summary, cont'd

The consumer information and education campaign is intended to achieve results by taking audiences through the following process:

UNAWARE

Awareness of problem

Concern that behavior places them at risk

Acquire knowledge about the problem

Motivated for action through perceived risks and benefits

Ready for action through skills to enact change

Try new behavior

Assess efficacy of changing behavior

SUSTAINED BEHAVIOR

The following describes the bucket industry's proposed consumer information and education campaign.

If you would like additional information, we would be happy to provide you with more specifics about the program.

Objectives

- Build awareness of possibility of infant drowning with industrial buckets
- Reach at-risk populations with safety and prevention messages
- Encourage change in behavior in this population

Strategy

- Focus outreach on narrower audiences
- Reach audiences directly and through gatekeepers, from media to workplace to clinics

Audiences

Parents and caretakers of infants and toddlers, 7 to 24 months

- African-American and Hispanic/Latino
- Low literacy
- Low income/WIC recipients

Influencers

- Media
- Healthcare providers
- Workplace

Audiences, cont'd

Communicating with Hispanic/Latino audiences

- 60% of all are low-income or modest means
- Growing media market: Print, radio, television
- 75% spend most of their tv and radio time with Spanish-language programming

Audiences, cont'd

Communicating with African-American audiences

- 97% listen to radio more than 30 hours per week
- Media more receptive to community-specific issues
- Respond to targeted messages, targeted creative

Public Education

A. Materials Development

Educational/Press Materials

- Matte service articles
 - General release to 1,600 dailies, 8,400 weeklies
 - African-American version with community leader quote, distributed to 358 dailies and weeklies
 - Spanish-language version with community leader quote, distributed to 466 dailies and weeklies
- Poster
 - Copy and design development

Public Education, cont'd

- Radio news releases
 - 60-second African-American radio news release with soundbite from community leader, fed to 150 stations
 - 60-second Spanish-language radio news release with soundbite from community leader, fed to 120 stations

Public Education, cont'd

Approach

- Low reading levels
- Testimonial, support from leaders, organizations
- English and Spanish

Public Education, cont'd

B. Media Outreach

Targets: Radio and Print

- African-American
- Hispanic/Latino
- General consumer, parenting

Future Projects

A. Partnership Outreach

Category Targets

- Low income/WIC recipients
- Hispanic/Latino
- African-American
- Health and safety

Future Projects, cont'd

Activities

- Outreach to increase awareness among gatekeepers and leadership
- Reach constituents through media coverage via consumer press mailings, PSAs and /or VNRs for television
- Work with partners to incorporate bucket industry's message in existing education and information programs

Partnerships and Media Outreach

Education

Potential Partners

WOMEN and INFANT HEALTH

- American Society for Psychoprophylaxis in Obstetrics
- Healthy Mothers, Healthy Babies
- La Leche League
- National Association of Community Health Centers
- Women Infants and Children Supplemental Food Program

AFRICAN AMERICAN

- HealthBeat
- National Black Child Development Institute
- National Black Nurses Association
- National Black Women's Health Project
- National Medical Association

HISPANIC/LATINO

- National Coalition for Hispanic Health and Human Services Organization (COSSMHO)
- National Council of La Raza

PROFESSIONAL ORGANIZATIONS

- American Academy of Family Physicians
- American Academy of Pediatrics
- American College of Obstetricians and Gynecologists

SAFETY

- National Safe Kids
- National Safety Council
- National Foundation for Drowning Prevention

WORKPLACE

- A. Phillip Randolph Institute
- Hotel Employees and Restaurant Employees International Union
- International Labor Communicators Association
- Labor Council for Latin American Advancement
- Laborers International Union of North America
- Service Employees International Union
- United Food and Community Workers

Media Targets

RADIO

- 269 Spanish language stations in the U.S.
- 678 urban contemporary and gospel stations
- Two black radio networks
 - American Urban Radio
 - Black Radio Network

CABLE TELEVISION SATELLITE NETWORKS

- Black Entertainment Television
 - Carried on 294 cable systems
 - Reaches 39.6 million viewers
- Galavision/ECO
 - Carried on 294 cable systems
 - Reaches 1.5 million viewers (28% of U.S. Hispanic/Latino households)
- Telemundo
 - Carried on 36 cables systems
 - Reaches 85% of Spanish speaking HH in 53 markets
- Univision
 - Carried on 814 cable systems

NEWS SERVICES AND SYNDICATES

- Black Press Service, Inc.
- Minority Features Syndicate, Inc.
- Hispanic Link News Service

NEWSPAPER DISTRIBUTED MAGAZINES

- Vista - Spanish
 - Distributed once a month with 24 dailies
 - Circulation - 1,015,176
- Dawn - African American
 - Distributed monthly with 41 black weeklies
 - Circulation - 550,000
- National Black Monitor
 - Distributed monthly with 116 black weeklies
 - Circulation - 1,150,000

HISPANIC/LATINO DAILIES AND WEEKLIES

- 79 total

AFRICAN AMERICAN DAILIES AND WEEKLIES

- 212 total

SPECIAL INTEREST PARENTING MAGAZINES

- Baby on the Way Basics
- Ser Padres Magazine
- La Familia de Hoy

AFRICAN AMERICAN AND HISPANIC/LATINO GENERAL INTEREST

These are upscale markets, but the gatekeepers who interact with these at-risk audiences may read these magazines.

AFRICAN AMERICAN

- Black Health
- Ebony
- Emerge
- Jet
- Essence
- Black Elegance

HISPANIC/LATINO

- Hispanic

AFRICAN AMERICAN AND HISPANIC/LATINO BUSINESS

These are upscale markets, but the gatekeepers who interact with these at-risk audiences may read these magazines.

AFRICAN AMERICAN

- Black Enterprise
- Black Professional
- Black Success

HISPANIC/LATINO

- Hispanic Business
- Hispanic Reporter
- Hispanic USA Magazine
- Hispanic Times Magazine

ASSOCIATIONS/MANAGEMENT/PERSONNEL/PRODUCT SAFETY

ASSOCIATIONS

- Association Management

MANAGEMENT

- The EMA Journal (Employment Management Association)
- HR Focus
- HR Magazine
- HR News
- HR Planning Newsletter
- Human Resource Executive
- IAPES News (International Association of Personnel in Employment)
- Personnel Journal
- Personnel News
- Via Fedex

PRODUCT SAFETY/WORKPLACE SAFETY

- Product Safety Letter
- Industrial Hygiene News
- Industrial Safety & Hygiene News
- Job Safety Consultant
- Occupational Hazards
- Product Safety News
- Professional Safety
- Safe Workplace
- Safety & Health