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LOG OF MEETING

DIRECTORATE FOR ENGINEERING SCIENCES

SUBJECT: For A Safer America Coalition Meeting

DATE OF MEETING: October 13, 1998

SOURCE OF LOG ENTRY: Margaret Neily, ESME

LOCATION: Service Employees International Union
1313 L Street, NW, Washington, DC

CPSC ATTENDEES: Margaret Neily, ESME *MM*

NON-CPSC ATTENDEES: See attached minutes for attendees.

SUMMARY OF MEETING: The For A Safer America Coalition is developing an extension of the popular Ad Council Campaign, "Be Cool About Fire Safety". With funding from Allstate Insurance, they plan to produce a new video for the 8 to 11 year old group. Minutes of the meeting are attached.

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**For a Safer America Meeting Minutes
October 13, 1998**

The meeting was called to order by Alan Benedeck at 11:45. In attendance: Cleo Manuel, Linda Golodner, NCL; John Ottoson, US Fire Administration; Larry Riegel, Heidi Safriet, Michelle Castldi and Timothy Malefayte, Avrett Free & Ginsberg Advertising Agency; Jane Monast, Noteworthy; Lisa Elkuss, Allstate; Sarah Humm and Theresa Osypuk, Ad Council; Jane Roemer, National Safety Council; Margaret Neily, US Consumer Product Safety Commission; Shirley Kennedy Keller, American Association of School Administrators.

Theresa Osypuk presented the latest Ad Council activities to the coalition (ENCLOSED). October 5-9 was Fire Prevention Week, and the Ad Council targeted national and New York media with a media kit. Osypuk could not report on how successful the media pitching was yet, but said that there is interest from the program "Good Day New York."

The "Fall and Crawl" Public Service Announcements were mailed. The Ad Council localized by focusing on 4 of the worst fire markets, and writing to their fire marshals. The National Association of Broadcasters contributed to the mailing.

Osypuk reported that the Ad Council held a meeting for all their nonprofit and government partners, to discuss the changing landscape of public service. Alan Benedeck attended on behalf of the coalition. They learned that PSA Directors get too many mailings. PSA directors asked that we simplify our materials and marketing kits to them. So the Ad Council is sending compilation kits, which will save the coalition money on mailings as well. The PSA directors also said that visits from local supporters makes a huge difference in deciding to air a psa. In response, the Ad Council put together a guide for fire chiefs or other local outreach representatives on how to talk to psa directors. The next step is finding other markets to localize and focus on.

Osypuk then introduced the volunteer advertising agency, Avrett Free and Ginsberg. They have been meeting to discuss the coalition's next steps as we move forward with the next 3 years.

Timothy Malefayte presented the findings from focus groups. The agency wanted to know if children were understanding the main messages of the psa's, were they applying the lessons at home, and what was the appeal of the psa's to younger versus

older children (RESEARCH FINDINGS ATTACHED). Interviews were held in homes. Four focus groups were held in New York. The agency found the most fire education was needed in low income (HHI - House Hold Income) and minority families. The interest level was divided by age: 6 to 8 year olds were very interested in the messages, and responded well to the segments showing fantasy and animation. This confirms that the campaign effectively reaches the original, intended target of 4 to 7 year olds. However, the 9 to 11 year olds found the video too "babyish." According to Malefayte, kids are growing up sooner, faster, and want more realism, from respected figures. They don't want to be pandered to. In addition to the video, parents were also asked to review a brochure Allstate had created, to involve parents in Fire Safety. Parents like the brochure and felt it could be improved if children were going to receive it.

Michelle Castaldi presented the agency's ideas on how to proceed based on the research. The primary audience should be redefined to older kids (8 to 11) with an implied secondary audience (6 to 7). The agency recommends a new 22-minute video, building on but not using the first video as a base. We would continue our existing campaign, building a fire education safety library. Osypuk mentioned the success of targeting kids as change makers in the homes, especially with the recycling campaign. She also said that children under 5 are hard to target, even though they are most at risk for fire injury and death.

Shirley Kennedy Keller mentioned that generally, in low income families or single parent families, children play a big role. Malefyt said that older kids like to be in the "guide" or "hero" role to teach their younger siblings, so targeting them is a good idea.

Castaldi's other recommendations include increasing ethnic appeal and updating the brochure as a coalition item. She also recommended developing a school curriculum. Keller suggested we call the curriculum a "resource" because curriculum requirements vary by school district. Benedeck mentioned a successful "resource guide" he worked on with AASA and other educators on fitness. The family-focussed resource guide was successful. Benedeck said he would pass along samples to the agency. Castaldi mentioned that the in home focus groups included two teachers, who said that they would welcome any resource. Keller agreed that her members would respond positively to these materials as well.

Heidi Wolf presented the agency's creative strategy for Phase 2, which acts as a blue print (ENCLOSED). The main message of the communications will be "if there's a fire, know what to do to keep me and my family safe." The next phase should be harder-hitting, more serious, dealing in broad strokes. Key messages are: fire is not a game; prevention; responsibility and right to know; what to do for different types of fires (electrical, oil).

Osypuk added that the Ad Council really wants to come up with ways to localize phase 2. Alan Benedeck mentioned that the Campaign Review Committee presentation went well, and that CRC members agreed with the strategic message.

John Ottoson commented on producing Spanish versions. He said that the USFA has had difficulty translating public education materials into one Spanish version, due to the different Hispanic dialects. Ottoson mentioned that translating "new" words was a special challenge because different county-speakers use various words. Malefyt said he would like to talk with Ottoson about the problems they had. Lisa Elkuss from Allstate offered to bring her company translators to the table as well.

In new business, Ottoson mentioned that the USFA has money in the current appropriations to conduct increased fire education in 20 specific areas. Ottoson thought that this is an excellent opportunity, and that we could partner. Benedeck suggested that we set up a meeting with USFA Administrator Carrye Brown. Ottoson agreed, will follow-up with coalition members as to Brown's schedule.

Osypuk reported that the "Be Cool" psa's are the number one Ad Council campaign in television time for January through June, 1998. We are the second campaign in dollar value. Our psa's are airing during good kids shows, including "Bill Nye: the Science Guy," "Bananas and Pajamas" and on Nickelodeon. The Learning Channel continues to air the psa "cut downs" during "Ready Set Learn," their commercial-free programming. TLC has asked to renew the talent contracts for next year. Osypuk said that will require some negotiations and additional funds. She will discuss this with Allstate.

Manuel asked about working with Children's Television Workshop, and Osypuk replied that the agency was examining expanding partnerships. Ottoson volunteered to offer help with contacts at CTW, since the USFA has had a 12 year relationship with CTW.

Margaret Neily asked if there would be any interest in working on fire cracker/fireworks safety in phase 2. She said that the CPSC is concerned that there will be an increase in firework sales and use when we celebrate the new millennium. CPSC is putting together a new education effort. Manuel said that she would provide Neily with coalition member names and addresses so that they may receive additional information on CPSC efforts.

The agency reiterated a need for any data on children and fires. Ottoson, Neily and Jane Roemer agreed to pass along any new data to the agency.

In old business, Jane Monast of Noteworthy reported that the "Safety Ape" producers have partnered with another organization, the Center for Injury Prevention. Benedeck asked for ratification of the Coalition's operating structure, which was mailed to members. He incorporated comments from coalition member review. The structure was approved.

The next meeting was scheduled for January 25. The meeting was adjourned at 2 p.m.

FIRE SAFETY CAMPAIGN

Summary of Research Findings

WHAT WE WANTED TO LEARN

- How effective were we in communicating Fire Safety to target (Kids 4-7)?
- Has the target changed?
- Is communication affected by ethnicity and HHI?
- What improvements can we make?

WHAT WE DID

- CONDUCT RESEARCH
 - Among children and families of High, Middle and Low Income Households
 - 8 Focus Groups with children ages 6-8 and 9-11
 - 6 In-Home interviews with parents
 - Fielded Questionnaires

RESEARCH FINDINGS

Focus Groups

- Overall recall of PSA's High, however:
 - Interest divided by age-group
 - Fun and engaging for ages 6-8
 - Responded to animation and fantasy
 - Boring and babyish for ages 9-11
 - Want:
 - Realism
 - Straight talk
 - Respected figures

RESEARCH FINDINGS

In-Home Interviews

- Talk Vs. Reality
 - Knowledgeable about FS from Questionnaire, but don't discuss/practice FS at home
 - Exacerbated by Lower HHI's and/or ethnicity
 - Stem from Belief system:
 - Superstition
 - Hierarchies of Family Order
 - Distrust of "The System"
 - Reliance on self and local network

RESEARCH FINDINGS

Brochure

- Brochure not equally received
 - Parents found it informative for themselves
 - But due to lack of interactive, kid-friendly activities, brochure did not encourage parent interaction with kids (6-8)
 - Older kids (9-11) felt it was too childish
 - Lacked realism (photos of firefighters/fires)

FIRE SAFETY CAMPAIGN

Summary of Recommendations

RECOMMENDATIONS

- Current campaign is limited
- Produce new 22-minute video to reach older child target
- Include parent interaction with kids

RECOMMENDATIONS

1. Redefine Target

- Primary: Children ages 8-11
- Secondary: Children ages 6-7
 - Focus on continuing education
 - Use a more appealing style (realism, respected figures, parental involvement)
 - Include animation & fantasy to pull in 6-7 yr. olds
 - Continue with existing campaign for 4-5 yr. olds
 - Engaging and interesting

RECOMMENDATIONS

2. All Ethnic Appeal Including Low Income Households

- Sources indicate fire deaths highest
- Cast multiethnic representation
(e.g., African-American, Hispanic, ...)
- Consider Hispanic version

RECOMMENDATIONS

3. Update Brochure

- Encourage parental interaction
 - Older kids
 - Focus on realism, educate via entertainment
 - Pull in Younger kids
 - Large print, more games, fun characters
 - Consider incorporating into school curriculum
 - Take home project requiring parental involvement

RECOMMENDATIONS

- Beyond video and brochure
 - Local outreach
 - Target community leaders, tenant associations and/or localize our PSA's
 - Responsible for brochure distribution
 - Target Teachers
 - Family Fire Planning
 - Assign Fire Safety lessons as part of curriculum/homework
 - Gain more interaction between kids and parents
 - Teachers set up reward system
 - Include Fire Safety information on websites of Allstate and Coalition Partners

Ad Council/Fire Safety
Copy Strategy
F '98/'99

- Communications Objective:** Educate children to involve their parents in fire prevention and to practice what to do in case of a fire.
- Target Audience:** Kids 8 - 11
- Benefit Promise:** Learning about the danger of fire will empower you to teach your family how to prevent and/or be responsible in the event of a fire in your home.
- Desired Consumer Response:** If there's a fire, I know what to do to keep me and my family safe.
- Content:**
- Fire is not a game
 - Prevention
 - Responsibility
 - Directions (establishing & practicing)
 - Different Kinds of Fires
 - Types of Dwellings
- Tone:** Realistic, Today's Kids, Straight Talk
- Executional Considerations:**
- Realism (a la "Backdraft").
 - Use respected figures (e.g., Michael Jordan, Puff Daddy, etc.) must not over-power kids
 - Cast real kids of mixed ethnicity
 - Brochure, outreach and other marketing mix synergy (e.g., radio, print, interactive website)
 - PSA lifts from 22-minute video