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YOUTH WATER SAFETY PROGRAM

COLLABORATION FOR EVIDENCE, RESEARCH & IMPACT IN PUBLIC HEALTH

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COLLABORATION FOR EVIDENCE, RESEARCH AND IMPACT IN PUBLIC HEALTH

The Collaboration for Evidence, Research and Impact in Public Health (CERIPH) (formerly the Western Australian Centre for Health Promotion Research) is a multi-disciplinary research group within the School of Population Health at Curtin University, operating since 1986.

Vision

CERIPH seeks solutions that promote health, prevent disease and protect populations from harm. We build individual and organisational capacity through our partnerships, applied research, education and workforce training. In recognising the complexity of health and its determinants, our multi-disciplinary collaboration provides leadership and evidence to support action across educational, organisational, socio-economic, environmental and political domains to improve population health in our region.

Function

The team has expertise in developing, implementing, and evaluating formative and longitudinal intervention research in areas such as early childhood health and nutrition; physical activity and nutrition; alcohol and other drug use; seniors' health; mental health; drowning prevention HIV and sexual health. CERIPH is a unique research group in that all core staff hold front-line research and teaching positions. The group aims to foster the practice of health promotion by encompassing the nexus between research and practice.

CERIPH has built and demonstrated high-level expertise and research strength in:

- Building sustained partnerships and collaborations with vulnerable and most at-risk communities and relevant community, government and private sector organisations
- Health promotion approaches using community and settings-based interventions, peer and social influence, social marketing, advocacy, community mobilisation and sector capacity building
- Promotion and dissemination of evidence-based practice and building practice-based evidence
- Provision of research training and capacity building techniques to undergraduate and postgraduate students, allied health promotion professionals and community workers.

ABBREVIATIONS

Ads	Advertisements
CERIPH	Collaboration for Evidence, Research and Impact in Public Health
CPR	Cardiopulmonary Resuscitation
DDD	Don't Drink and Drown
DoHWA	Department of Health Western Australia
M	Mean
N	Number
RLSSWA	Royal Life Saving Society WA
SD	Standard deviation
SPSS	Statistical Package for Social Science
T1	Time point 1 (baseline)
T2	Time point 2
T3	Time point 3
T4	Time point 4
TV	Television
WA	Western Australia
YWSP	Youth Water Safety Project

KEY FINDINGS & IMPLICATIONS

Background

Young people continue to be over-represented in drowning incidents in Western Australia (WA), despite careful design and implementation of youth-focused drowning prevention programs. The Royal Life Saving Society WA (RLSSWA) has been delivering youth focussed drowning prevention programs since 2004. The current Youth Water Safety program (YWSP) commenced in 2019, continuing to focus on young people aged 15-24 years. The program aims to increase knowledge and skills regarding the prevention of drowning and aquatic injury in and around water, including awareness about the risks associated with consuming alcohol and other drugs in and around water. One key program strategy is the 'Be a Mermate' campaign (the Campaign). The Campaign uses a multi-strategy approach and incorporates state-wide Broadcaster Video On Demand, advertising, social media and small print media (posters). This report presents the fourth phase (T4: 2023) of evaluation findings of YWSP, with comparisons to time points 1 (T1: 2019) and 3 (T3: 2021).

Evaluation approach

The current evaluation was conducted for the period July 2022 – June 2023 using a population level cross-sectional online survey. For reference T1 (Baseline) (November- December 2019) is used to refer to time point one, the period before the first wave of the Campaign (n=516) and T3 (March-May 2021) to time point three, the period following the Campaign (n=429). Time point 4 (T4) data were collected two years later, (February – March 2023) following the fourth wave of the media campaign (n=428). The T2 sample size (n=63) was too small for meaningful comparisons and subsequently was omitted from the report. Collection protocols required an equal proportion of males and females; an 80%/20% metropolitan/regional split; and a 40%/60% split of age categories (those aged 15 – 19 and those aged 20 – 24). The final samples were n=425 (T1), n=334 (T3) and n=327 (T4). Descriptive statistics summarised: demographic; water-based activity; factors influencing behaviour; drowning and water safety; and campaign recall. Independent t-tests analysed: alcohol consumption, sensation-seeking and peer influence. The current report summarises campaign recall and recognition and key messages, advertising diagnostics, and behavioural intent from T4 participants. Comparisons are made by time point (T1 and T3) as well as by age (15 – 19 years and 20 - 24 years) and by gender (male and female); however, only comparisons of interest are reported.

Key findings and implications

Overall the T4 results continue to suggest that the Campaign is tracking in a positive and reinforcing way when compared with both T3 and T1. This is a pleasing outcome for the Campaign and drowning prevention efforts more broadly for RLSSWA and young people in WA. The evaluation highlights areas for further examination in some cases, specifically by gender and age group, potentially by diversity for the program and the Campaign strategies, for 2024 and beyond. We present the results below using recent evidence to provide context for key findings, together with implications for future practice, research and policy endeavours.

Demographics

Data collected for age were consistent with prescribed sampling protocols. Compared with T1, more participants in T4 were older (20-24 years), born overseas, and attending university. Compared with T3, more participants in T4 were male, born overseas, identified as Aboriginal or Torres Strait Islander, and less participants attended university. However, consistent with T1 and T3 findings and previous Don't Drink and Drown (DDD) evaluation reports, females and participants in the metropolitan area were over-represented in T4. Of interest, participants from the *community and personal services industry* were less represented, when comparing T1 with T4 and T3 with T4; a pleasing observation that may reflect different recruitment strategies which facilitated a more diverse participant pool. An increase in participants from the clerical and administrative sector, sales and management sectors provides a more diverse range of responses and less social bias from participants who engage with, and work in the aquatic industry; and who are more likely to have an existing relationship with RLSSWA. Consequently, T4 responses may be more consistent with or representative of the broader young adult population in WA.

In previous reports we recommended the need to broaden the socio-demographic composition of the sample and examine recruitment processes to include those from culturally diverse backgrounds and regional locations. Different recruitment strategies have afforded some diversity, however the recommendation remains with a suggestion towards greater investment in a panel recruitment strategy. The slight shifts in the demographic profile at T4 from T3 and from T1 should help inform future formative work as RLSSWA move into the next phase of the 'Be a Mermate' campaign. Investing in formative work to segment the target group by gender, age, education, country of birth, Aboriginality and occupation may be a valuable approach to design future campaign strategies.

Attitudes and behaviours relating to water safety

<u>Water-based activity</u>

Swimming confidence was significantly lower at T4 compared with both T3 and T1. This is an unexpected finding, and whilst we have seen the impact of COVID-19 on participation rates in swimming lessons for younger children (1), COVID-19 also represent the single biggest challenge to contemporary community sport globally (2). Compliance with social distancing policies, return-to-pool protocols, has changed the way young people engage in sporting activities including swimming (2). For the first time, at T3, participants reported relaxing in water as a top-three water-based activity; this was also achieved at T4. Pool swimming returned to the same level of participation at T4 as at T1. Flat water ocean swimming decreased in

popularity from T1 to T4. However, more than two-thirds of the T4 participants took part in ocean swimming and more than half of the participants took part in fishing. The opportunity to engage in activities that do not require social distancing such as surfing and do not attract entrance fees such as a home swimming pool may make these activities attractive to young adults (1, 3). These T4 findings continue to reflect the coastal and demographic context in which the participants live, work and play, and the continued popularity of recreational fishing in Australia (4). The recruitment using a panel may explain the finding. The need to explore perceived and actual swimming confidence and ability and include objective measures of swimming competence (5) in future evaluation and research endeavours remains a worthwhile pursuit.

Factors influencing behaviour

The Campaign focuses on factors with the potential to influence behaviours, specifically alcohol consumption (6-8), sensation-seeking (7, 9, 10) and peer influences (7, 11). Findings demonstrated a significant downward shift in alcohol consumption across T1, T3 and T4 with a change in the AUDIT-C score tracking from 4.5, 4.3 to 4.0, respectively. Across all time points, there were no significant differences in drinking risk by age, however, differences remain by gender. Young people's drinking patterns have changed markedly in Western Australia (WA) over the past 10 years (12). Emerging research suggests young people's tendency to drink less is due to increasing awareness of the health effects of alcohol, changes in parenting style, increased use of social media, changes in gender identities and the health and fitness trend (13). Future research could build on existing work around the alcogenic environment in which young people are exposed to harmful products extending this into places and spaces in which young people recreate in and around waterways (7, 14) . It will be beneficial to continue to monitor the trend over the next 3 – 5 years and continue to explore what encourages young people to drink less or abstain from alcohol.

At T4, sensation-seeking scores continued downwards compared with T3 and T1. In contrast, peer susceptibility scores were low; and have remained low across the campaign period T1 through T4. These findings are positive, significant and align with the social norms focus of the Campaign materials. At T4 there were no significant differences by gender and age for sensation-seeking and peer influence. The opposite was found at T3 with significant differences by age (younger) and gender (males) for both sensation-seeking and peer influence, while in T1 only gender was different (although not significant). The T4 findings for sensation-seeking and peer influence are consistent with recent Australian research (7, 15). whereby peer influence and sensation-seeking influenced swimming after drinking alcohol, a practice that those more likely to swim and drink felt would be admired by their peers, however this is no longer the domain of males. Recent WA research found young females were also likely to drink and swim and impress their peers, providing an interesting and previously untapped insight into the female perspective on the role of peers and sensation seeking (7). The T1 and T3 findings were consistent with an Australian study that found young males who have positive attitudes towards drinking and swimming, considered their peers to hold similar attitudes towards drinking and swimming and would perform the action (16). In T1 and T3 we highlighted that young males who scored high on sensation-seeking tended to mix with peers who drink

more frequently (9, 18) and that compared with their older peers, younger adults may have had less exposure to risk environments or to opportunities to build their skills and self-efficacy to reduce risks that may be inherent in sensation-seeking activities (17). Whilst not significant this continues to be evident at T4 with younger males pushing the boundaries of sensation seeking and the decisive influence of peers.

Evaluation findings across all time points highlight the opportunity to interrogate and target peer group norms (e.g., peer education), skills and self-efficacy (e.g., assertiveness training) (17, 18) as part of the suite of strategies delivered to younger adults. The findings also suggest the need for segmented prevention messages that account for gender, ethnic and cultural diversity and the differing peer roles that young people hold within and across their social networks given the moderating effect of social influence (7, 19). A continued investment in understanding peer and social influence within and between youth social networks is prudent, including the role of influential individuals.

Social Norms, Attitudes and Beliefs

At T4 we explored *calling out your mates' risky behaviour* and *looking out for your mates whilst in and around water* approval from partners and friends only. At T4 there has been a steady increase in approval by friends *calling out your mates' risky behaviour* when compared with T3 and T1. Across all time points *looking out for your mates whilst in and around water approval* has remained stable and high at around eight out of ten participants approving the behaviour. This is a pleasing result as this message is the key tenet of the two advertisements 'Pool' and 'River' explicitly role modelling *calling out your mates*. At T4, significantly more participants thought their partner and friends would approve of *calling out mates* compared with T1. At both T4 and T3 females felt friends were very likely to approve however, males remained neutral. The overall evaluation findings reiterate the importance of exploring strategies and messaging with both a gender and peer focus for the next phase of the program.

Calling out mates was rated beneficial and unpleasant when participating in an activity in and around water ways. However, at T4, calling out your mates was significantly less unpleasant, by almost half (23% v 44.9%) of participants compared with T3, and similarly with T1 (23% v 46.8%). This posits target audience cut through of the messages and cues to action in the *Be a Mermate* TV advertisements. Females were more likely to consider the behaviour beneficial than males. There was no significant difference by age at T4; this contrasted with T3 where younger participants considered the behaviour more harmful than the older participants. This is an interesting shift at T4 suggesting younger participants may have become more adept at negotiating their highly complex social environments and feel they can call out their mates without retribution. Careful messaging that serves to strengthen highly valued friendship bonds and social norms whilst promoting protective behaviours requires further exploration.

Looking out for your mates was rated beneficial and pleasant, however at T4, benefits were significantly lower compared with T3 and compared with T1. Whilst two-thirds of participants continue to rate the behaviour as pleasant, this has remained consistent over all three time-points. At T4 there were no shifts in age or gender which contrasts with T3 where females were significantly more likely to rate this behaviour as beneficial. Extending media messages and other program strategies to focus on the interaction between

multiple members of social groups and which seek to change not just individual, but peer group understandings regarding protective behaviours would be a valuable addition.

Knowledge

New knowledge questions were added to the T4 evaluation. Water safety knowledge was high, suggesting the campaign messages are having a reinforcing effect on those who are already water safe. Despite different question sets water safety knowledge was high at both T3 and T1. Findings at T4 for knowledge of *CPR, reminders to tell someone you are swimming alone* and *tips for safe places to swim* should be future targets for YWSP. Asking knowledge-based questions still has merit as it can target common misconceptions and ensure that individuals possess accurate knowledge about drowning risks and prevention methods. Knowledge questions can explore the specifics of behaviour and the environment e.g. swimming skills, safe places to swim, and the impact of blood alcohol concentration (BAC) levels which can inform the framing of the Campaign materials to allow young people to make informed decisions about water safety. Previous evaluation has recommended exploring the demographic of participants who scored low on the knowledge scale to allow for better segmentation of the target group and the design and delivery of tailored educational resources and skills workshops for these groups, which remains valid. The evaluation highlights the importance of well-funded, long-running health promotion programs targeting young people to prevent drowning.

Perception of Risk

Two risk perception indicators were explored at T4: seriousness of effects and peer influence. Compared with T3, perceptions of the serious consequence of drinking around waterways had been maintained and had increased significantly from T1. This aligns with Campaign media objective 2 to increase awareness of behavioural and environmental risk; and is a positive outcome for the 'Be a Mermate' media strategy. At T4, peer influence remains low and similar when compared with T3, however it is significantly higher when compared with T1. This re-invigorates the conversation around the role of peers and subjective norms (15). At T4, females rated the serious consequences significantly higher compared with males, while males rated the influence of peers more highly. These results were also observed at T3 and T1. There were no differences for either indicator between age groups at T4 or T1, unlike T3 where younger participants were less likely to consider drinking around water with serious effects, or to be influenced by their peers. Exploring the role of peer influence on perceptions of risk by demographic profiles may afford insights into the relationships between media consumption, environmental and social context and uptake of the Campaign messages translating to behaviour change. Understanding the relationship between social influence and social identity may provide further insight into how messages align with target group self-identity and represent their interests and values, continues to be worthy of further investigation.

Behaviour

Swimming alone and swimming cold or tired were the most commonly reported risk practices at T4; also seen at T3 and T1. Never swimming outside of patrolled areas increased at T4 when compared with T3, after having decreased when compared with T1. The influence of external factors such as the pandemic facilitating more regional travel to unpatrolled beaches, ability to socially distance and a smaller aquatic

workforce may explain the changes in swimming at unpatrolled beaches (3). At T4 females were significantly less likely to dive into shallow water and swim in prohibited areas when compared with males. This outcome is consistent with previous YWSP evaluation findings and the broader Australian literature (15, 20), suggesting that males are more likely to engage in risk-taking behaviour. There is a need for sustained work to reinforce the importance of environmental cues such as safety and warning signage and purchasing and wearing protective equipment. Of interest, ignoring safety advice, diving headfirst into the water, swimming in probited areas and not wearing a lifejacket all decreased between T1 and T4, indicating some cut-through of the Campaign messages. Some behaviours have changed between time points by age groups. At T4 the older cohort reported they were more likely to see their friends swim in prohibited areas compared with T3, while the younger cohort reported they were more likely to see their friends swim in prohibited areas which was not evident in T1. A recent review (6) suggests increased cues (media and environmental) are one way to reinforce protective behaviour, including delivery of campaign resources on-site at popular aquatic locations, particularly during public holidays and summer, and targeted placement of campaign resources on key websites such as weather and travel sites that young people utilise. These approaches will require evaluation and funding support.

Media Campaign

Recall, recognition and awareness

Almost 40% of the participants recalled advertising focused on water safety and young people, which was similar to T3. At T4 almost one in five participants were **aware** of the 'Be a Mermate' advertisement; consistent with T3. Of interest, around one in ten of participants specifically **recalled** the 'Be a Mermate' advertisement, a drop from one-third of the participants at T3. A number of reasons may account for the decrease in recall, including a change in recruitment strategies which may have increased the diversity of the sample. In addition, the images and messaging in the adverts may be experiencing fatigue whereby the novel elements of the ads featuring the 'mermate' may no longer grab young people's attention, diminishing unprompted recall. Increasingly, sophisticated alcohol advertising widely promotes drinking in and around the water, making it difficult for drowning prevention messages to compete (21, 22). However, recall drop-off is not uncommon highlighting the need for continuous monitoring, evaluation, and adaptation of communication strategies to maintain relevance and engagement with the target audience. Participants identifying the DDD campaign reduced from almost two-thirds to just one-fifth at T4. The dilution of the DDD brand is an expected finding as the brand has not been featured since 2019.

RLSSWA continues to be a well recalled brand with or without a campaign message with T4 findings similar to T3.

Main Messages and Campaign Diagnostics

At T4 most participants reported that the Campaign's main messages were well received. At T4 the message 'Alcohol and water do not mix' message was less well received compared with T3. Four years since the launch of 'Be a Mermate' advert, salience and message wear-out are timely considerations. At T4 and T3 nine out of ten participants agreed the advertisements (ads) were easy to understand and made them think about water safety. Similarly at T4 compared with T3 around half thought the ad told them something new

or indicated they would talk about the ad with their friends. At T4 fewer participants agreed the 'ads grab my attention' these results may contribute to expedited wear out (23) and may require a refresh of the intended messages and creative execution in the short- medium term to prevent diminishing recognition. Almost half of the participants had seen the ads via multiple media sites, including mainstream TV streaming services and Facebook, reinforcing the importance of a multi-channel distribution strategy. At T4 the number of participants who had seen the ads on Instagram doubled compared with T3. This finding aligns with the evidence that young people use different platforms for different messages and highlights the need to use the channels in the way that young adults already use them, including relatable role models on Instagram, support groups on Facebook, and easy to follow instruction videos via YouTube (24).

Campaign Posters

Posters were introduced at T3. Poster recognition increased at T4 compared with T3 (22.5% v 15.6%), with over half of participants from regional WA recognising the posters. This finding may be explained by the targeted poster placement at Leavers' events and other regional centres and/or sampling bias. At T4, three-quarters of participants thought the Campaign conveyed the main messages very well, which was consistent with T3. The exception was message 3 'Alcohol and water do not mix' with a drop from 75.5% to 66.2%. This is worthy of further interrogation and/or refinement for the next campaign.

Social media tiles were introduced to the evaluation at T4. Almost three-quarters of participants recognised the tiles from Instagram. Around half of participants thought the social media tiles conveyed the messages well, with 'Don't swig and swim' the most well received followed by 'Don't know? Don't dive'.

Social Media Tiles

The use of digital media tiles as a low-cost, high-reach, environmentally friendly choice to disseminate messages (24, 25) continues to be a viable option for this target group, extending the reach and impact of conventional media strategies. The choice to use social media tiles in T4 aligns with recommendations in the previous evaluation as a strategy to complement the online placement of Campaign materials. The platforms of choice will be important to gauge as the target group ages and evolves and switches platform allegiance and as new platforms are established.

Action and Intention

Most participants considered 'calling their out mates' risky behaviour', consistent with T3 findings. Most also intended 'paying more attention to their mates' behaviour' though slightly fewer than at T3. These practices align with the Campaign messaging and materials and amplify the T4 finding that fewer participants felt that looking out for your mates had benefits. In T4 as with T3 messages resonated most with females, with eight out of ten being more likely to call out their mates' risky behaviour, pay more attention to their mates' behaviour, pay more attention to their own behaviour. More than half intended to talk with their mates about the amount to alcohol they drink. in contrast to T3, females at T4 were less likely to drink **no** alcohol when compared with males. This is an interesting shift and is reinforced by a recent review that found females are the forgotten risk group in unintentional drowning (26). At T4 there were no significant differences in intended behaviours between age groups, in contrast with T3 where

younger participants were more likely to call out their mates' risky behaviour compared with the older participants. This finding may suggest that after four years, the Campaign materials continue to resonate across the target audience as a function of sustained messaging. Overall, Campaign materials positively influenced calling out risky behaviour and significant shifts in behavioural intention of female participants.

Youth Water Safety Program

'Be a Mermate' brand recognition has been sustained since T3, with almost one quarter of participants consistently recognising the slogan and recalling the logo. We anticipate this finding will continue to build. Popular summer events such as Leavers and music festivals were most likely to be where participants had seen or heard the logo, however at T4 this had slightly decreased compared with T3. Of interest the number of participants who had seen the logo via word of mouth and school presentations almost doubled at T4 compared with T3. Finally the 10% drop-off in recognition via streaming services and outdoor advertising at T4 should be investigated. Potentially this may require an exploration of wear out, whereby the initial novelty or appeal of using humour wears off, and the target audience becomes desensitised to the logo and slogan; and fatigue, as people lose interest seeing repetitive advertisements. In addition consideration can be paid toward audience shift, whereby the slogan and logo might have resonated well with the initial audience, but as the target audience ages, the slogan and logo may not effectively engage or connect with the evolving audience (23, 27). These are important considerations prior to the finalisation of the next iteration of the Campaign materials for the YWSP.

Finally, a reflection on the YWSP program:

> "*The ad where you had a bunch of young men drinking by a lake, and one of the guys climbs a tree that's hanging over water and gets a little carried away, before he gets called out by the mascot (who is so f*cking cool anyway, that man has SWAG and I would buy merch).*" (17 y.o, trans)

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INTRODUCTION

Since 2004, the Department of Health WA (DoHWA) has funded the Royal Life Saving Society Western Australia (RLSSWA) to coordinate the Youth Water Safety Program (YWSP) (previously Don't Drink and Drown) for young people aged 15-24 years. YWSP aims to increase knowledge and skills regarding preventing drowning in and around water, including awareness about the risks associated with consuming alcohol and other drugs in and around water.

The current program comprises strategies including the 'Be a Mermate' state-wide media campaign, school and community presentations and resource distribution. Key outcomes are an increase in the proportion of young people who:

1. report positive attitudes and behaviours relating to water safety;
2. are aware of drowning risks and prevention strategies; and
3. can recall key program messages.

Specifically, the objectives of the 'Be a Mermate' media campaign are to:

1. increase the confidence of the target group to have difficult conversations with their peers to prevent risk-taking behaviour in and around water;
2. increase awareness of risks (behavioural and environmental) in and around water; and
3. increase knowledge of strategies to reduce the risk of fatal and non-fatal drownings and ways to prevent risk-taking behaviour in and around water.

YWSP promotes five key actions for individuals to stay safe around water:

1. Before going swimming, assess the conditions and spot the risks;
2. Always know your limits and abilities;
3. Alcohol and swimming don't mix;
4. Never swim alone. It's safer to swim with a friend; and
5. In a drowning emergency, call 000 and begin CPR.

RLSSWA commissioned the Drowning Prevention, Evidence and Evaluation Project team in CERIPH to evaluate the Youth Water Safety Program. The project team is composed of Dr Justine Leavy, Dr Gemma Crawford, Malena Della Bona, Brooklyn Royce and Nicola D'Orazio.

This report presents the evaluation findings for the period July 2022 – June 2023 (T4). As this is the final report for this contract, comparisons are made with T1 and T3.

METHODS

This report presents evaluation findings assessing the impact of the 'Be a Mermate' campaign for the period July 2022 – June 2023. Results examine the effects of swim ability and other factors influencing behaviour: alcohol, sensation seeking, peer influence and social norms on water safety; attitudes and norms; knowledge; perception of risk; and campaign awareness.

Media Waves

The campaign used two advertisements: Ad 1 'Pool' and Ad 2 'River'. Figures 1 & 2 depict stills from the Campaign. Media wave one aired for the first time in December 2019 until the end of January 2020. For the second media wave, advertisements were live from December 2020 until the end of February 2021. Media wave three took place from December 2021 until the end of January 2022 and included digital advertisements, social media tiles and convenience ads. Media wave four commenced in November 2022 and finished at the end of January 2023. This wave included social media tiles and digital advertisements.

Figure 1: Stills from Ad 1 Mermate - Pool

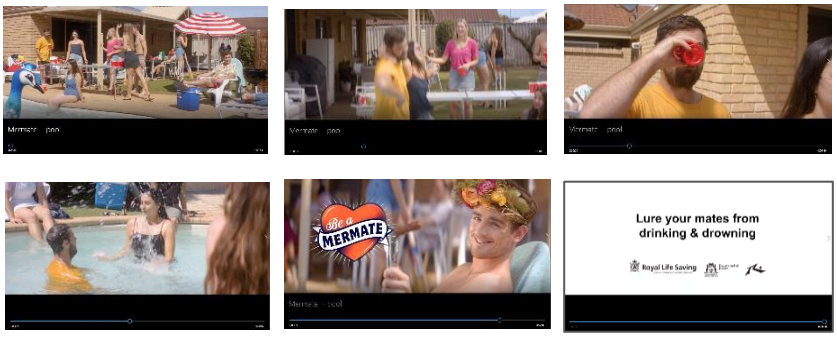
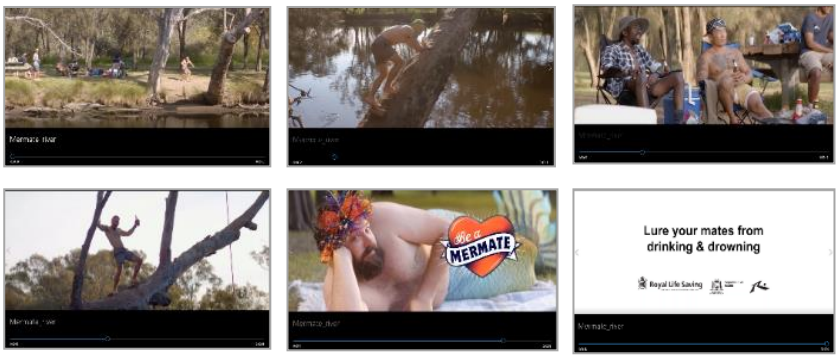


Figure 2: Stills from Ad 2 Mermate - River



Posters were added to the Campaign's suite of resources during media wave two (T3) and used throughout December 2020 and January 2021 and again in the summer of 2022-23 (T4). Four posters were located in restrooms across seven licenced venues in regional locations, including Geraldton, Port Hedland, Mandurah, Dunsborough, Bunbury, Busselton and Yallingup. Similar graphics were used in Campaign merchandise and online posts.

Figure 3: Campaign posters

Social media tiles were added to the analysis of the campaign suite of resources at T4 (Figure 4).

Figure 4: Campaign social media tiles

Approach

CERIPH used a mixed-methods approach to evaluate YWSP. Specifically, a cross-sectional survey was administered, both online and via intercept at relevant events. In T4, Qualtrics Panels were introduced to support recruitment. The Curtin University's Human Research Ethics Committee (HRE 201/2014) provided ethical approval for this evaluation.

Data Collection

Data were collected across four time points. Baseline data were collected in November 2019 (T1). Time point two (T2) data were collected in March 2020 (interrupted due to COVID-19 lockdown). Low participation at T2 (n=63) means T3 becomes the first post-campaign data collection period, and T2 data has been excluded from analysis. Time point three (T3) data collection was planned for six weeks, following media wave two and subsequently extended for ten days to allow further recruitment. Time point 4 data collection took place between February - March 2023.

This report provides a detailed analysis of data from T4 with comparisons made with T1 and T3 data. Table 1 outlines data collection methods used by RLSSWA at T1, T3 and T4. At T4, social media and emails to people in the target

group who had undertaken an RLSSWA training course promoted the Qualtrics survey link. Intercept surveys were used at relevant events (e.g. University open days). Qualtrics Panels were also employed to recruit participants.

Table 1: Data collection

	Western Australians aged 15 - 24 years old		
	T1	T3	T4
Recruiter	Recruited by RLSSWA		Recruited by RLSSWA & Qualtrics Panels
Incentive	$500 cash		$500 cash (RLSSWA recruitment) Panel payments (Qualtrics Panel)
How	20-minute online survey	24 minute online & intercept survey	21 minute online survey
Completion time* (minutes)	M=16.9 SD=12.1	M= 16.3 SD=11.9	M= 12.0 SD=11.9
When	06/11/2019 – 07/12/2019	06/03/2021 – 01/05/2021	11/02/2023 - 28/03/2023
Surveys collected	n=516	n=429	n=428
Data analysed	n=425	n=334	n=327

*participants who took less than 5 minutes or longer than 1.5 hours (T1 n=39, T3 n=25, T4 n=16) were excluded, with the assumption that they completed less than 60% of the survey or kept their browser open longer than required.

WA population data guided RLSSWA collection protocols: an equal proportion of males and females; an 80% metropolitan and 20% regional split; and representative age categories of 40% 15 – 19 years, 60% 20 – 24 years. Upon request from panel participant provider Qualtrics, protocols were adjusted to aid timely recruitment (60% female, 40% male & 70% metropolitan, 30% regional).

Measures

Existing scales measured factors influencing behaviours (alcohol, sensation-seeking and peer influence) and risk perception at T4. Table 2 lists measures and describes scoring, analysis and source.

Table 2: Measures - scoring, analysis and source

Scoring and analysis	Source
ALCOHOL CONSUMPTION - Alcohol Use Disorder Identification Test - Consumption (AUDIT-C)	
Three questions assess consumption of alcohol (frequency, amount, frequency of high consumption). Scores for each question range from 0 to 4 points, with higher scores equating to higher consumption rates. AUDIT-C scores range from 0 to 12. Risk categories based on Australian guidelines: *low (0-3), higher risk (4+).* YWSP Survey (T1, T3 & T4) Q20 – 22	Bradley, K. A., DeBenedetti, A. F., Volk, R. J., Williams, E. C., Frank, D., & Kivlahan, D. R. (2007). AUDIT-C as a Brief Screen for Alcohol Misuse in Primary Care. Alcoholism: Clinical and Experimental Research, 31(7), 1208-1217. doi:10.1111/j.1530-0277.2007.00403.x
SENSATION SEEKING - Brief Sensation Seeking Scale (BSSS-4)	
Four items identify each of the factors of sensation-seeking, namely thrill and adventure-seeking, experience-seeking, disinhibition, and boredom susceptibility.	Vallone, D., Allen, JA., Clayton, RR & Xiao, H. (2007). How reliable and valid is the Brief Sensation Seeking Scale (BSSS-4) for youth of

Scoring and analysis	Source
Individual responses to the four items were coded from 1 to 5. Higher scores correspond to a higher level of sensation-seeking. Mean sensation-seeking scores (ranging from 1 – 5) were calculated by averaging the individual response for the four factors. YWSP Survey (T1, T3 & T4) Q23	various racial/ethnic groups? Addiction, 102(Suppl 2) 71 -78. doi:10.1111/j.1360-0443.2007.01957.x
PEER INFLUENCE - Susceptibility to Peer Influence	
Eight statements (based on the Resistance to Peer Influence scale (RPI)) assessed on a four-point scale. Each statement is coded as *not true at all (1)* to *very true (4)*. Three items (1, 5 & 7) were reverse coded so that higher scores reflect greater susceptibility to peer influence. Mean peer influence score (ranging from 1 to 4) was determined by averaging the individual statement scores. YWSP Survey (T1, T3 & T4) Q24	Meldrum, R. C., Miller, H. V., & Flexon, J. L. (2013). Susceptibility to Peer Influence, Self-Control, and Delinquency. Sociological Inquiry, 83(1), 106-129. doi:10.1111/j.1475-682x.2012.00434.x Steinberg, L., & Monahan, K. C. (2007). Age differences in resistance to peer influence. Developmental psychology, 43(6), 1531–1543. doi.org/10.1037/0012-1649.43.6.1
RISK PERCEPTION (consuming alcohol in and around water) – Benthin's Scale of Perceived Risk	
A seven-point scale assessed each of the nine measures separately: Seriousness of effect: *mild (1) – serious (7)* Peer Influence: *not at all (1) – greatly (7)* YWSP Survey (T1, T3 & T4) Q37D & G	Benthin, A., Slovic, P., & Severson, H. (1993). A Psychometric study of adolescent risk perception. Journal of Adolescence, 16(2), 153-168 doi.org/10.1006/jado.1993.1014
TOTAL CAMPAIGN AWARENESS	
Total recall (unprompted): Participants asked, "In the last 6 months, do you remember seeing any ads about water safety and young people?". Participants are then asked to describe the ads they recall seeing. Recorded as an open-ended verbatim response that is coded as "yes" for recalling advertisements or "no" for recall unrelated to the advertisement. Recognition (prompted): Participants asked; Have you seen the following ads?". Categorical response recorded as "yes" or "no". Total awareness: Calculated as the total number of individuals who either recall the advertisement (total recall) or recognize it when prompted (i.e., "total recall" + "recognition"). YWSP Survey (T3 & T4) QC1, QC2 and QC4	Leavy, J.E., Rosenberg, M., Bauman, A.E., et al. (2013). Effects of Find Thirty every day®: Cross-sectional findings from a Western Australian population-wide mass media campaign, 2008-2010. Health Education & Behavior. 40(4):480-492. doi:10.1177/1090198112459515

See Appendix A for questions as at T4

Changes to survey

There is some variation between survey questions used at T4 compared with T3. Table 3 outlines the changes and associated rationale for modification of the survey questions.

Table 3: Variations between T4 and T3 surveys

T4 Question	*T3 Question*	*Rationale*
Swim ability		
17. Using a scale from 1 to 7, where 1 is "poor" and 7 is "excellent", what is your current swimming ability? I cannot swim (0) poor (1) - excellent (7)	17. Using a scale from 1 to 7, where 1 is "poor" and 7 is "excellent", what is your current swimming ability? poor (1) - excellent (7)	Added 'I cannot swim' as a response option. Due to removal of Q18

T4 Question	*T3 Question*	*Rationale*
18. How many metres can you swim in a swimming pool without stopping or touching the bottom? Can't swim (1); Less than 50 metres (2); 50 to 100 metres (3); 100 to 200 metres (4); 200 to 500 metres (5); More than 500 metres (6)	Removed	Reduce survey length. One swim ability question (Q17) kept.
Social norms		
Using the scale below, how likely are the following people to APPROVE of you... 27. Calling out your mates' risky behaviour? 28. Looking out for your mates whilst in and around water? Very Unlikely (1); Unlikely (2); Neither likely nor unlikely (3); Likely (4); Very Likely (5) NOT APPLICABLE (0) Partner/ Girlfriend/ Boyfriend Mates/ Friends	Using the scale below, how likely are the following people to APPROVE of you... 25. Jumping from rocks into water? 26. Drinking alcohol and participating in water-based activities? 27. Calling out your mates' risky behaviour? 28. Looking out for your mates whilst in and around water Very Unlikely (1); Unlikely (2); Neither likely nor unlikely (3); Likely (4); Very Likely (5) NOT APPLICABLE (0) Partner/ Girlfriend/ Boyfriend Mates/ Friends	Removed risk taking behaviour questions (jump from rocks and consume alcohol). Retained questions related to the campaign messages (protective behaviours -call out mates, look out for mates)
Knowledge		
Removed	33A. The safest method of rescuing a drowning person is to reach out with a rigid arm rather than entering the water. Is this statement true or false? True (1); False (0)	General drowning prevention knowledge score questions removed and replaced with questions related to the campaign messages.
Removed	33B1. Which of the following would you commence CPR on? An unconscious breathing person (0); An unconscious, not breathing person (1)	
Removed	33C. Could an 'esky' lid be used to help keep someone afloat until being rescued? Yes (1); No (0)	
Removed	33D. Upon an unexpected immersion into water, tight fitted clothes should be... left on (1); removed (2); brightly coloured (3)	
Removed	33E1. If you are in a boat that capsizes you should... swim away as fast as possible (0); stay with the boat unless its headed for a hazard (1)	
Removed	33F. Life jackets are only needed if you cannot swim or the conditions are rough. Is this statement true or false? True (0); False (1)	
Removed	33G. Is it safe to fish alone? Yes (3); Sometimes (2); No (1)	
Removed	33H. Can hyperventilating while swimming cause you to blackout and drown? Yes (1); No (2); Unsure (3)	
Removed	Q35.How aware are you of the following strategies to reduce the risk of drowning in young people? 1. Before going swimming, assess the conditions and spot the risks	Removed to shorten survey length. These strategies all had high recall at T3.

T4 Question	*T3 Question*	*Rationale*
	2. Always know your limits and abilities 3. Never swim alone. It's safer with a friend 4. Alcohol and swimming don't mix 5. In a drowning emergency, call 000 and begin CPR Not at all aware of this strategy (1); *I am aware of this strategy, but haven't considered changing my behaviour (2); I am aware of this strategy and intend to change my behaviour (3); I am aware of this strategy and have made some changes to my behaviour (4); I am aware of this strategy and ensure my behaviour reflects this (5).*	
Q44. When you go to swim at a new location, what are the TOP 3 ways to decide if it's safe to swim? Weather conditions (1); Water conditions (2); Signs warning of hazards in and around the water (3); Other people already swimming, which means it must be safe (4)	Not in T3 survey	Knowledge questions related to the campaign messages replaced general knowledge of drowning prevention questions.
Q45. When is it safe to dive into the water? When you know the depth (1); Never (2); After your mate does it first (3)	Not in T3 survey	
Q46. If someone is drinking alcohol around water, the alcohol could: (select all that apply) Drinking alcohol will have no effect (1); Make it easier for them to float in the water (2); Increase their chance of falling and slipping (3); Make their vocal cords spasm (hard to shout) (4); Make them disoriented and not know which way to swim (5)	Not in T3 survey	
Q47. Is SWIMMING with a Blood Alcohol Content (BAC) of 0.05 as dangerous as driving a car with a BAC of 0.05? Less dangerous (2); As dangerous (1); More dangerous (3)	Not in T3 survey	
Q48. When swimming, it's safest to… Swim with friends (1); Tell someone where you're going if you're swimming alone (2)	Not in T3 survey	
Q49. When should you commence CPR? When a person is… Not breathing (1); Not breathing and no pulse (2); Unconscious (3)	Not in T3 survey	
Risk perception		
37. The next few questions are about the potential risks when a person drinks alcohol whilst in and around water. Use the scale provided for each question. D. If an accident, or something bad happened because of drinking alcohol whilst in and around water would you expect the effects to be mild or serious? Mild (1) - (7) Serious G. To what extent would YOU be influenced by your friends to drink alcohol whilst in and around water? Not at all (1) - (7) Greatly	37. The next few questions are about the potential risks when a person drinks alcohol whilst in and around water. Use the scale provided for each question. A. What is the risk of YOU personally getting hurt, if you drink alcohol whilst in and around water? Very much at risk (1) - (7) Not at all at risk B. What is the risk of someone YOUR AGE getting hurt, if they drink alcohol whilst in and around water? Very much at risk (1) - (7) Not at all at risk	Removed 7/9 items to shorten the survey length. Kept items (seriousness and peer influence) that impacted youth risk taking in and around water at T3.

T4 Question	*T3 Question*	*Rationale*
	C. To what extent are the benefits of drinking alcohol whilst in and around water greater than the risks (dangers) associated with it? Risks greater than benefits (1) - (7) Benefits greater than risks D. If an accident, or something bad happened because of drinking alcohol whilst in and around water would you expect the effects to be mild or serious? Mild (1) - (7) Serious E. If an accident, or something bad happened because of drinking alcohol whilst in and around water to what extent would it provide important information to young people that similar or worse things might happen in the future? Low value information (1) - (7) High value information F. If someone YOUR AGE drank alcohol whilst in and around water, to what extent could they control the risks associated with it? Cannot be controlled (1) - (7) Can be controlled completely G. To what extent would YOU be influenced by your friends to drink alcohol whilst in and around water? Not at all (1) - (7) Greatly H. To what extent are YOUNG PEOPLE who are drinking alcohol whilst in and around water admired by their peers? Not at all (1) - (7) Greatly I. To what extent can young people AVOID drinking alcohol whilst in and around water? Not at all (1) - (7) Greatly	
Media Campaign*		
QSM1_A Have you seen any of these social media tiles before today? *< images of T4 social media tile>*	Not in T3 survey	Reflects campaign material at T4
QSM1_B. How well do you think the social media tiles convey each of the following messages… 1. Spot before you swim 2. Don't know? Don't dive 3. Don't swig and swim 4. Float with friends 5. OMG's = 000 & CPR Not at all well (1); Not very well (2); Just OK (3); Very well (4); Extremely well (5)	Not in T3 survey	Reflects campaign messages at T4

Data analysis

Data were entered into the Statistical Package for Social Sciences version 26 (SPSS v26) and cleaned before analysis. Participants who did not meet the recruitment criteria and those who had not completed more than three-quarters of the survey were excluded (T1 n=91; T3 n=95; T4 n=101). At T4 n=22 participants did not open the survey past the first page, n=26 had no postcode or age recorded and n=53 did not progress more that 45% into the survey.

Descriptive statistics summarised T4 results, with comparisons made with T1 and T3 where appropriate:

- Demographic characteristics - age, postcode, gender, country of birth, Aboriginality, time in Australia, education and employment.
- Water-based activity - swim ability (confidence), water activities undertaken.
- Factors influencing behaviour - alcohol consumption, sensation-seeking, peer influence and social norms.
- Drowning and water safety-related responses - attitudes and beliefs, water safety knowledge, perception of risk and behaviour.
- Campaign recall, recognition, awareness, key messages and advertising diagnostics.
- Poster & social media executions recognition and messages
- Campaign related behavioural intent
- Slogan and logo recognition.

Comparisons between categorical data were analysed, where relevant, using chi-square. Fisher Exact Test was used when assumptions for Pearson chi-square were violated. Alcohol consumption, sensation-seeking scores, peer influence means and perception of risk items (seriousness of effect and peer influence) were analysed using independent sample t-tests.

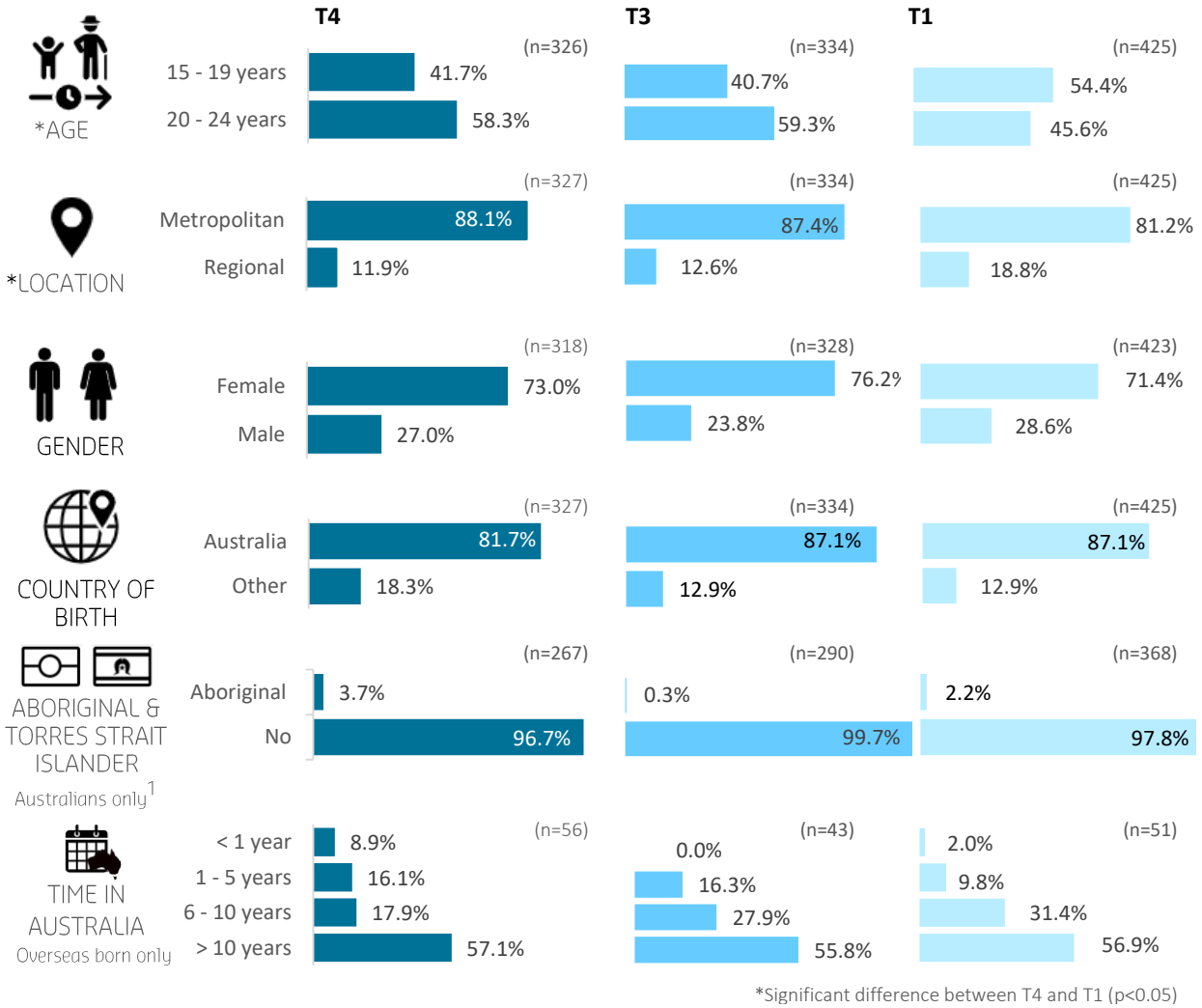
Comparisons were made by time point (T4 with T1 and/or T3), age (15–19 years and 20-24 years) and gender (male and female) where appropriate. Only comparisons of interest and/or significant are reported. P-values <0.05 were considered statistically significant.

RESULTS

DEMOGRAPHICS

Figure 5 - 7 depict demographic data for time points 1, 3 and 4. At T4, data collection protocols were met for age; female participants and those from the metropolitan area were over-represented. The majority of participants were born in Australia (87.1%, n=370), had completed year 12 (90.7%, n=294) and were employed on a part-time or casual basis (64.7%, n=211). As in previous reports, significant differences were noted in age and location, with a larger proportion of T4 participants aged 20-24 years (58.3%, n=190) located in the metropolitan area (88.1%, n=288) compared to T1 (age 20-24 years, 45.6%, n=194) living in metropolitan area (81.2%, n=345). There were significant differences when comparing T4 and T3 for current study type (fulltime: T4 56.9%, n=185; T3 67.9%, n=226) and institution (at university: T4 80.6%, n=175; T3 86.0%, n=215). Significant difference in occupation were seen between T4 and both T1 and T3 (See Figure 7).

Figure 5: Demographics



*Significant difference between T4 and T1 (p<0.05)

[1] At T4 and T3, Aboriginal and Torres Strait Islander categories differ from T1 (at T1 Aboriginal and/or Torres Strait Islanders were grouped. T3 & T4 categories included Yes, Aboriginal; Yes, Torres Strait Islander; Yes, Aboriginal and Torres strait Islander; and No). At T4, one participant identified as Torres Strait Islander and two identified as Aboriginal and Torres Strait Islander. At T3 one participant identified as Torres Strait Islander.

Figure 6: Demographics - education

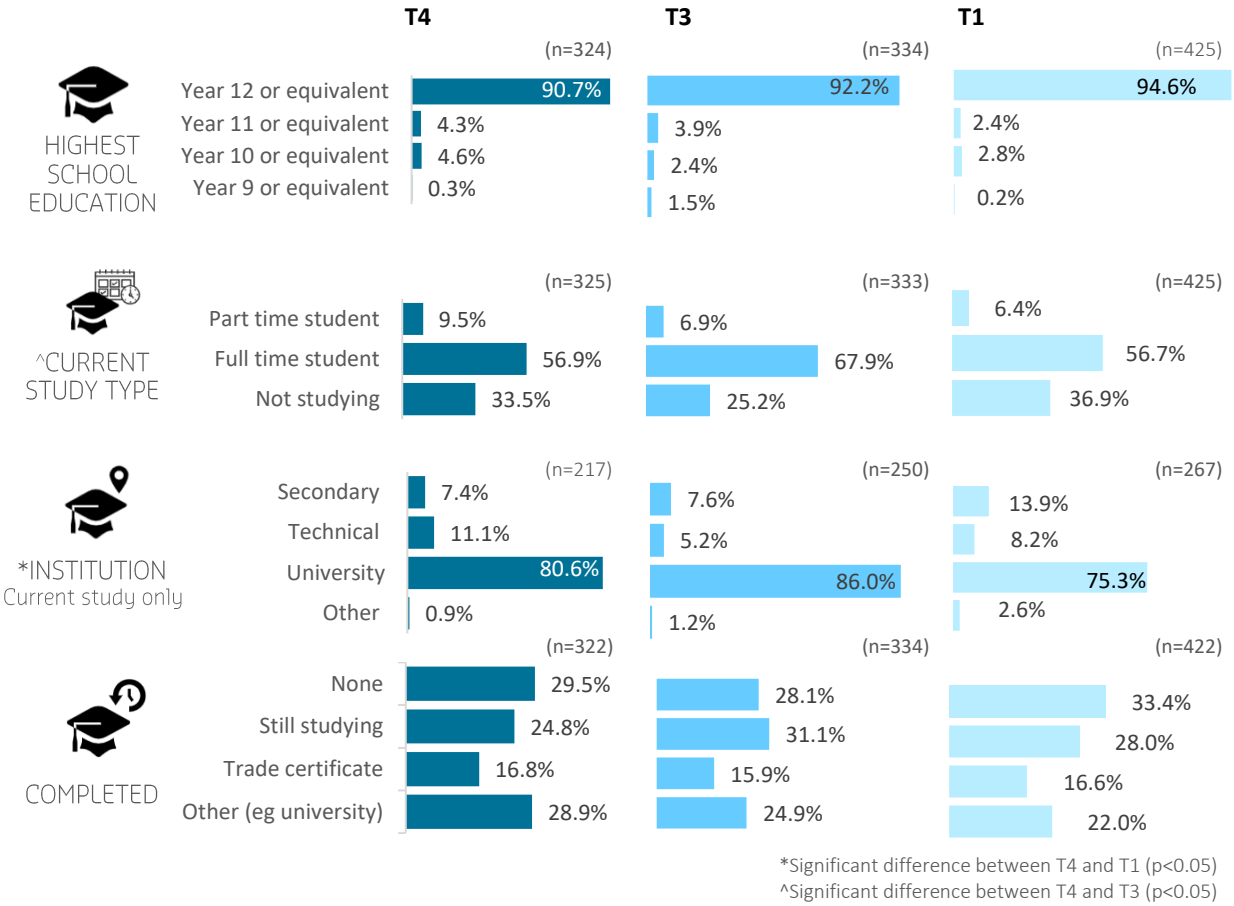
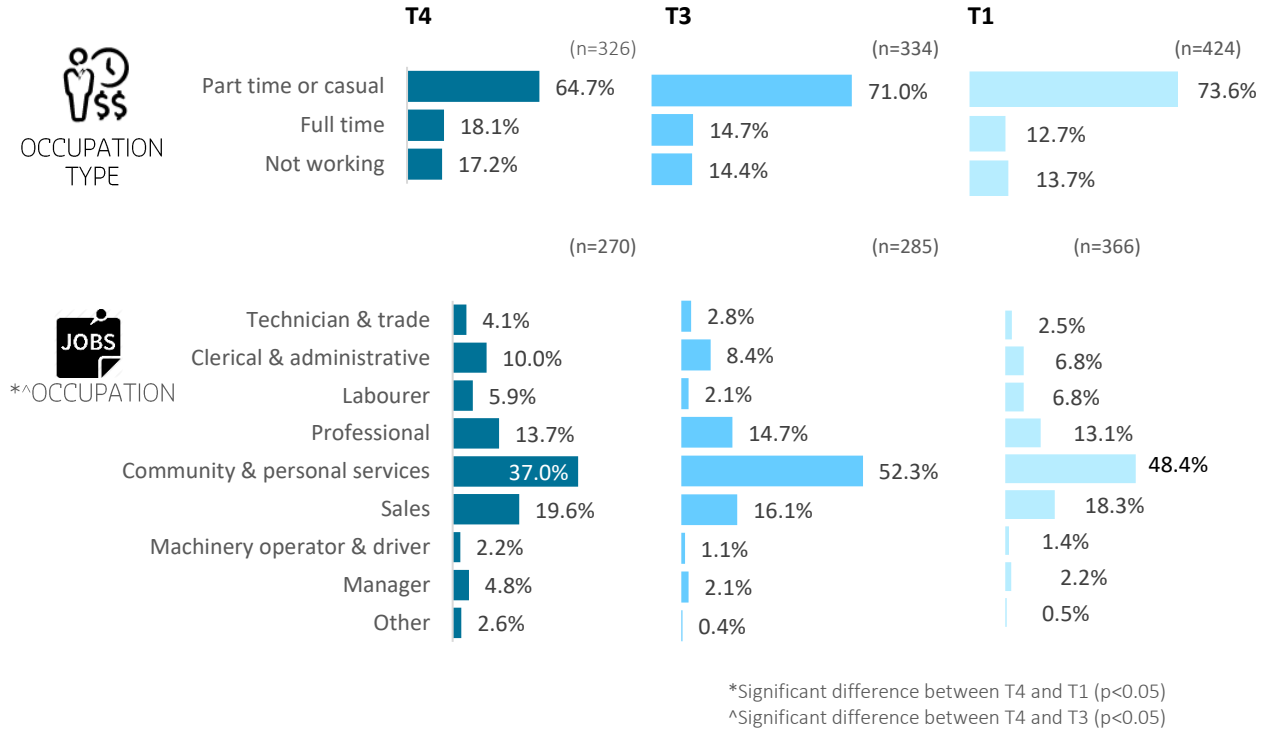


Figure 7: Demographics - employment

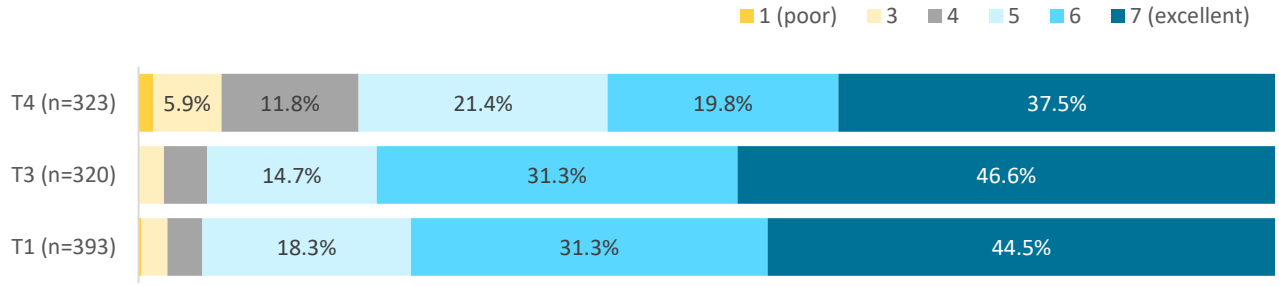


WATER-BASED ACTIVITY

Swim ability

At T4 most participants reported being able swimmers, however significantly less than at T1 or T3, with 78.7% (n=254) scoring their swimming ability five or more on the 7 point Likert scale (T3 92.6%, n=296; T1 94.1%, n=370) (Figure 8).

Figure 8: Swim ability (confidence)

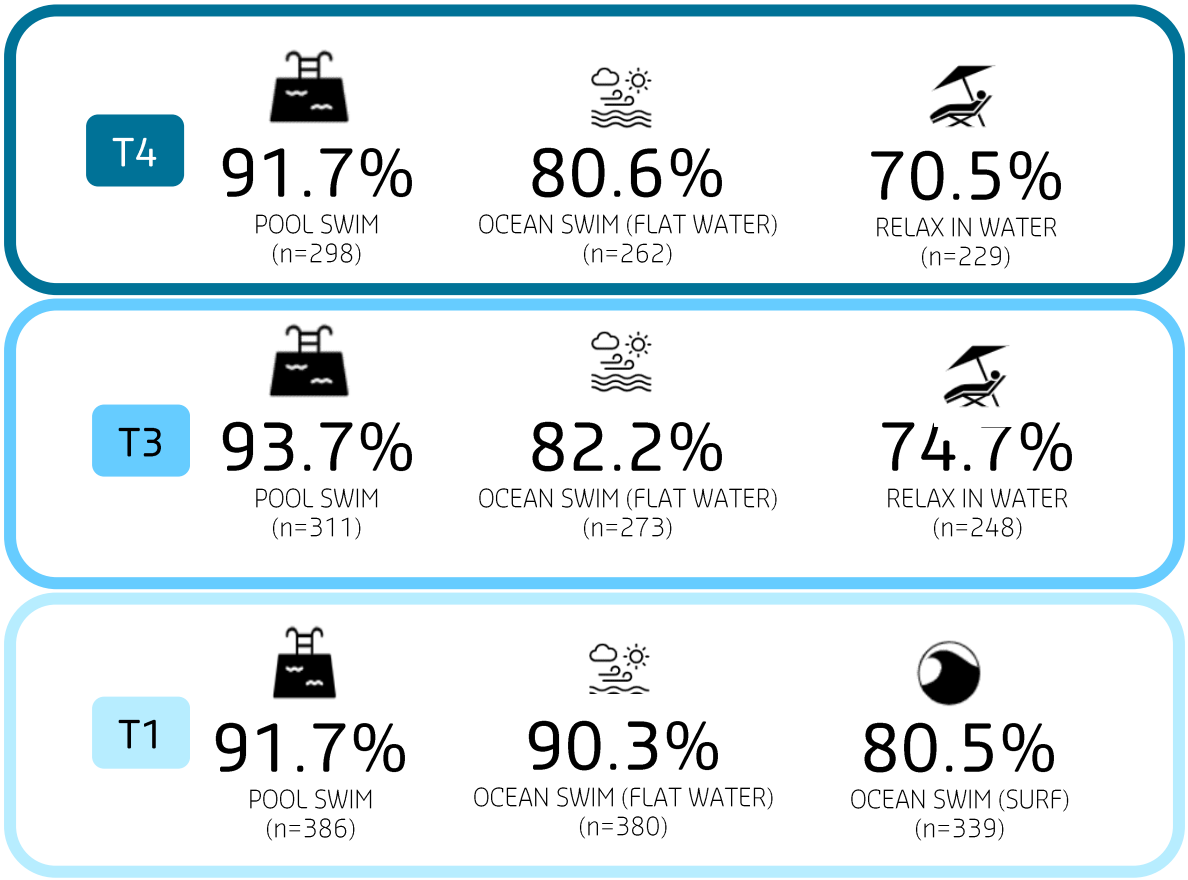


Figures below 5% are not annotated
Significant difference between T1 and T3 (p<0.05)
Significant difference between T4 and T3 (p<0.05)

Water-based activity undertaken

Figure 9 shows the top three water-based activities participants reported undertaking in summer. At T4 the top three responses replicated those seen at T3.

Figure 9: Top water-based activities



Multiple response categories

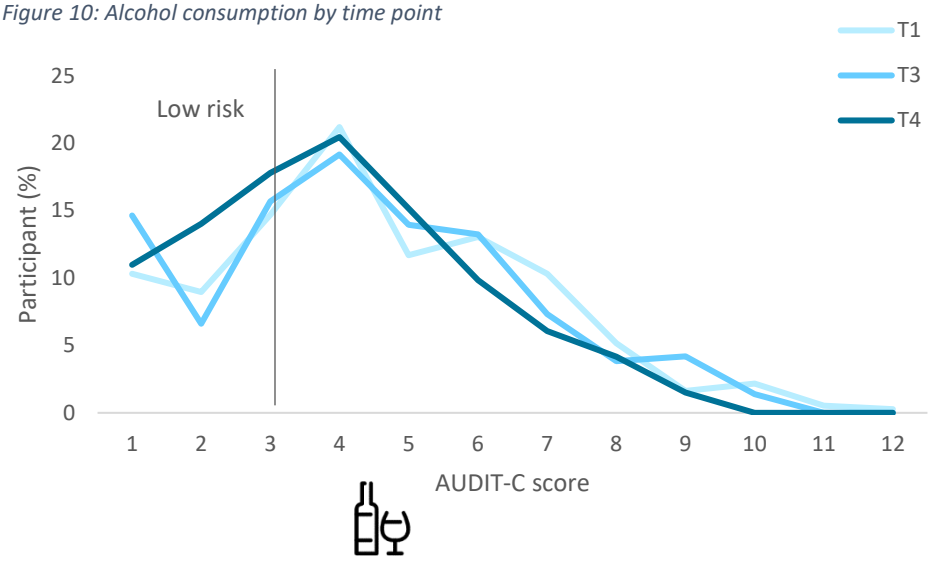
Other water based activities at T4 included: ocean swimming in surf (63.1%, n=205); fishing (54.8%, n=178); river, lake or dam swimming (48.6%, n=158); kayak, canoe or stand up paddle boarding (43.4%, n=141); boating (32.9%, n=107); surfing (22.2%, n=72); jet ski or water ski (15.1%, n=49); and wind or kitesurfing (2.2%, n=7).

FACTORS INFLUENCING BEHAVIOUR

Alcohol

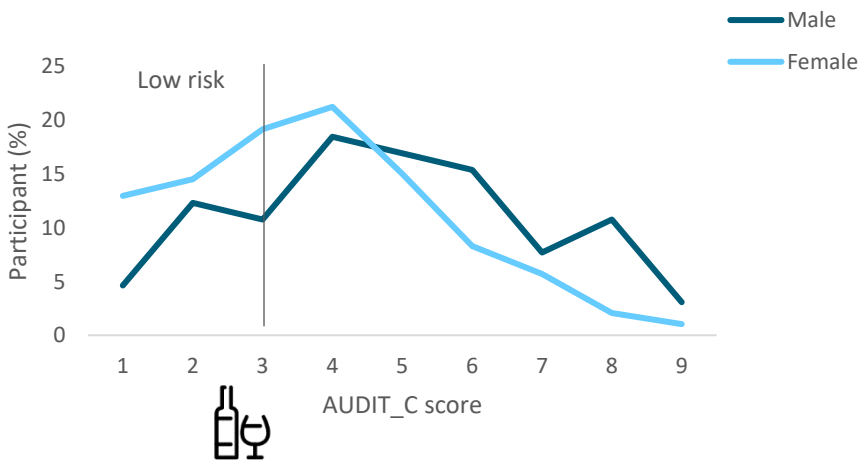
At T4, the mean AUDIT-C score was 4.0 (n=264, SD=2.0). A significant difference was seen compared with scores at T1 (n=368, M=4.5, SD=2.3) and T3 (n=287, M=4.3, SD=2.3) (Figure 10). At T4, 2 in 5 participants reported consuming alcohol at a low-risk level (42.8%, n=113). This is a higher proportion than at T1 (T1 34.1%, n=125) and T3 (36.9%, n=125).

Figure 10: Alcohol consumption by time point



As at T1, a significant difference was seen in drinking risk by gender at T4 (Figure 11). As at T1 and T3, there was no significant difference in drinking risk age at T4.

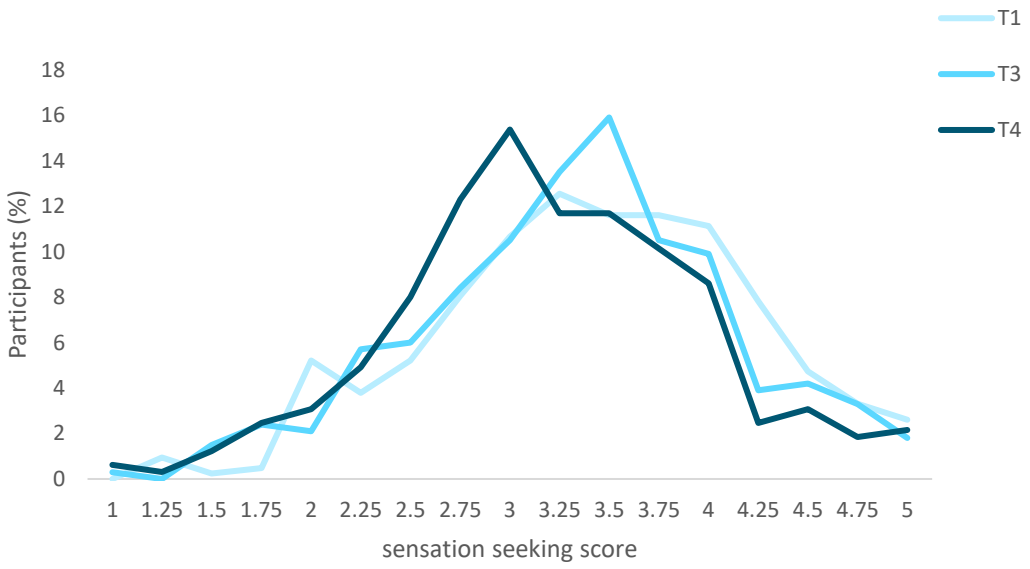
Figure 11: Alcohol consumption by gender at T4 only



Sensation seeking

At T4, the mean sensation-seeking score was 3.2 (n=325, SD=0.8). Scores ranged from 1 to 5, with 1 indicating low and 5 signifying high sensation-seeking. There was a significant difference with scores at T1 (n= 422, M=3.4, SD=0.8) and T3 (n=333, M=3.3, SD=0.8) (Figure 12). At T4, scores did not vary significantly by gender or age.

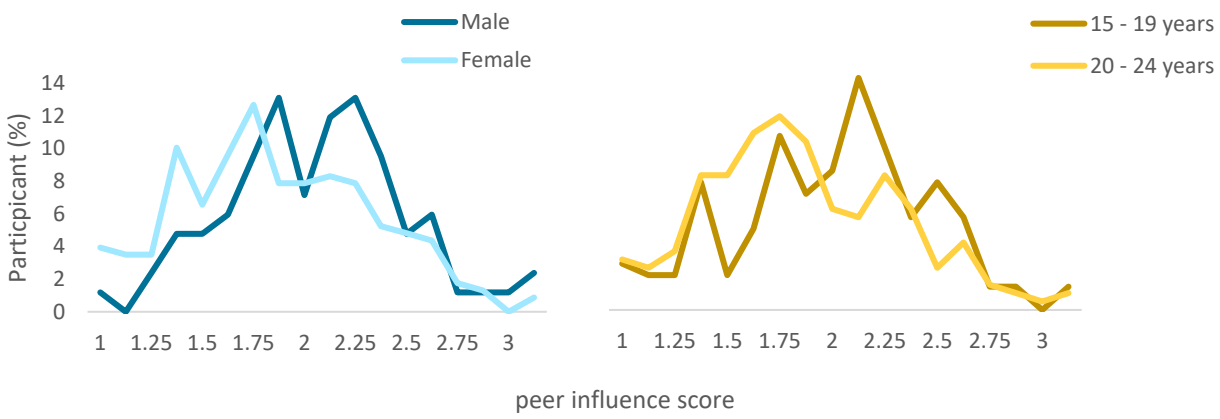
Figure 12: Sensation seeking score by time point



Peer influence

At T4, the mean peer influence score was 1.9 (n=321, SD=0.5). Scores can range from 1 to 4, with 1 representing low peer influence and 4 representing high peer influence. There was no significant difference with scores at T1 (n= 420, M=1.9, SD=0.4) or T3 (n=333, M=1.9, SD=0.5). At T4, peer influence scores varied by gender (n=321), with males (M=2.1, SD=0.4) reporting mean peer influence scores 0.2 higher, 95% CI [0.07, 0.31], than female participants (M=1.9, SD=0.5). Variation was also seen between age categories with those aged 15–19 years (M=2.0, SD=0.5) reporting mean sensation-seeking scores 0.14 higher, 95% CI [0.03, 0.24], than those aged 20-24 years at T3 (Figure 13).

Figure 13: Peer influence by gender and age (T4)

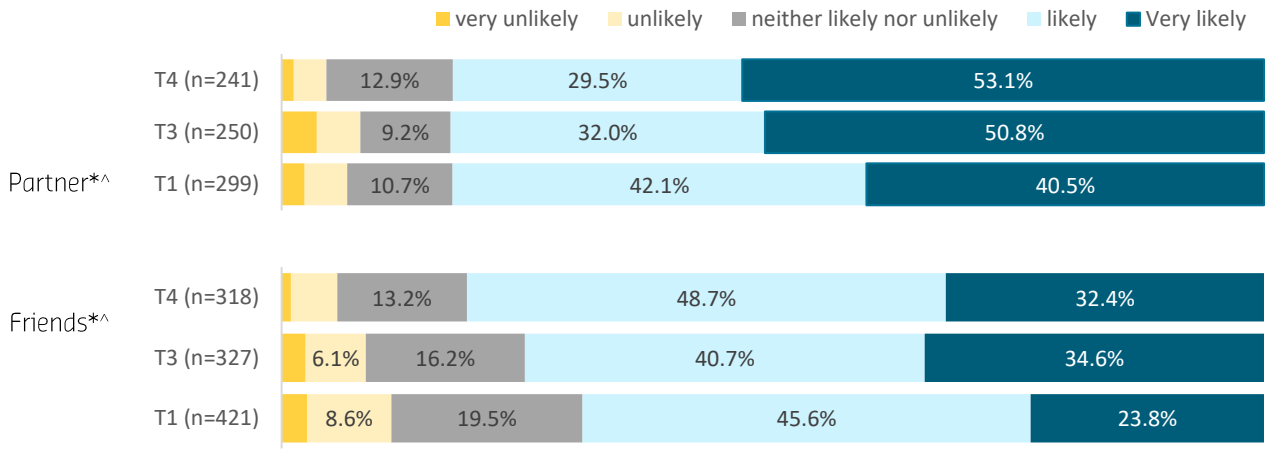


Social norms

Participants rated how likely it would be that other people (partner and friends) would approve of them undertaking protective behaviours: *call out your mates' risky behaviour* (Figure 14 and 15) and *look out for your mates whilst in and around water* (Figure 16) in the next 6 months.

Participants indicated their friends (T4 81.1%, n=258; T3 75.2%, n=246; T1 69.4%, n=292) and partners (T4 82.6%, n=199; T3 82.8%, n=207; T1 82.6%, n=247) would be likely or very likely to approve of them calling out their mates' risky behaviour. At as T3, significantly more participants at T4 (32.4%, n=103) thought their friends would be very likely to approve than at T1 (23.8%, n=100). At T4, significantly more participants thought their partner would be very likely approve, compared with T1 (T4 53.1%, n=128; T1 40.5%, n=121) (not seen at T3).

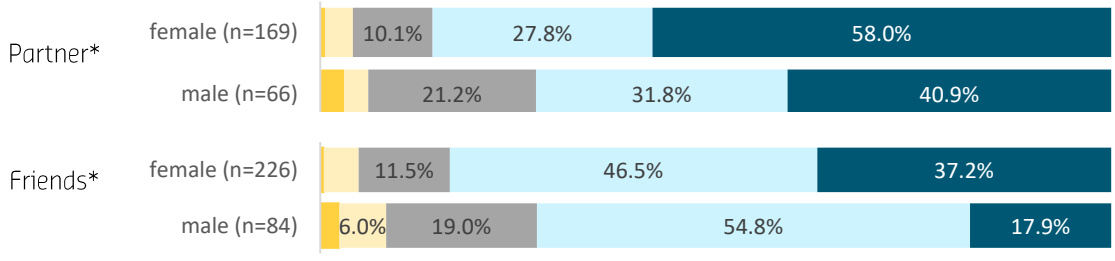
Figure 14: Approval of calling out your mates' risky behaviour



Figures below 5% are not annotated
*Significant difference between T1 and T4 (p<0.05)

Significant gender differences were observed at T4. More females thought their partner (58.0%, n=98) and friends (37.2%, n=84) would very likely approve than males (partner 40.9%, n=27; friends 17.9%, n=15). More males indicated their partner and friends would be neutral (neither likely nor unlikely to approve) compared with females (see Figure 15). In comparison, at T3 significant differences in gender were only seen for friends' approval (not shown).

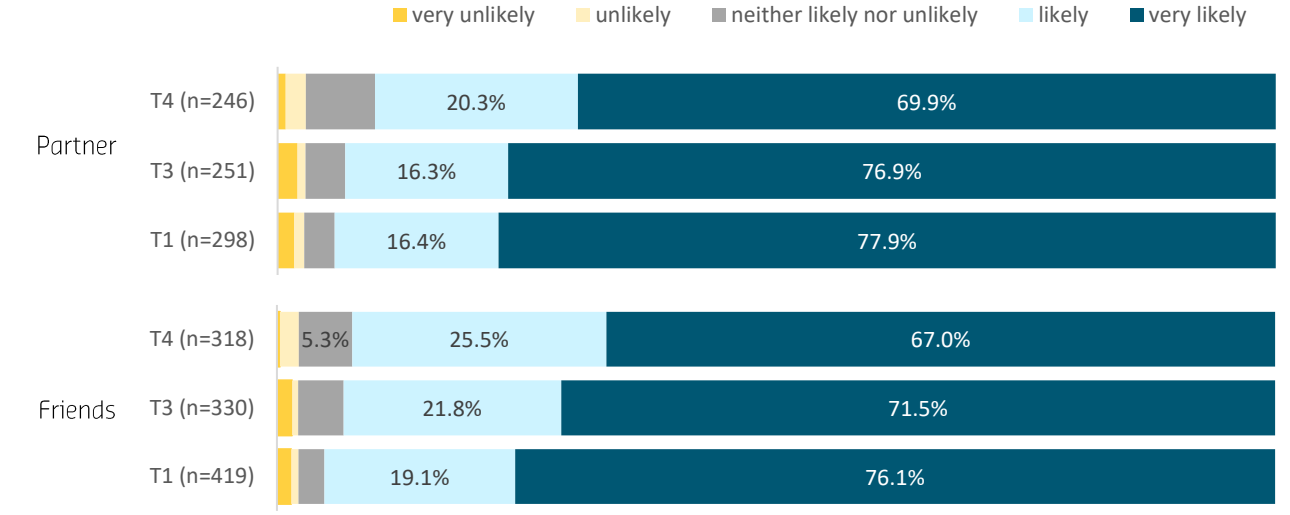
Figure 15: Approval of protective behaviours (gender comparison) at T4



Figures below 5% are not annotated
^Significant difference between gender at T4 (p<0.05)

Most participants indicated it was likely their partner (T4 90.2%, n=222; T3 93.2%, n=234; T1 94.3%, n=281) and friends (T4 92.5%, n=294; T3 93.3%, n=208; T1 95.2%, n=399) would approve of them looking out for mates.

Figure 16: Approval of looking out for mates



Figures below 5% are not annotated

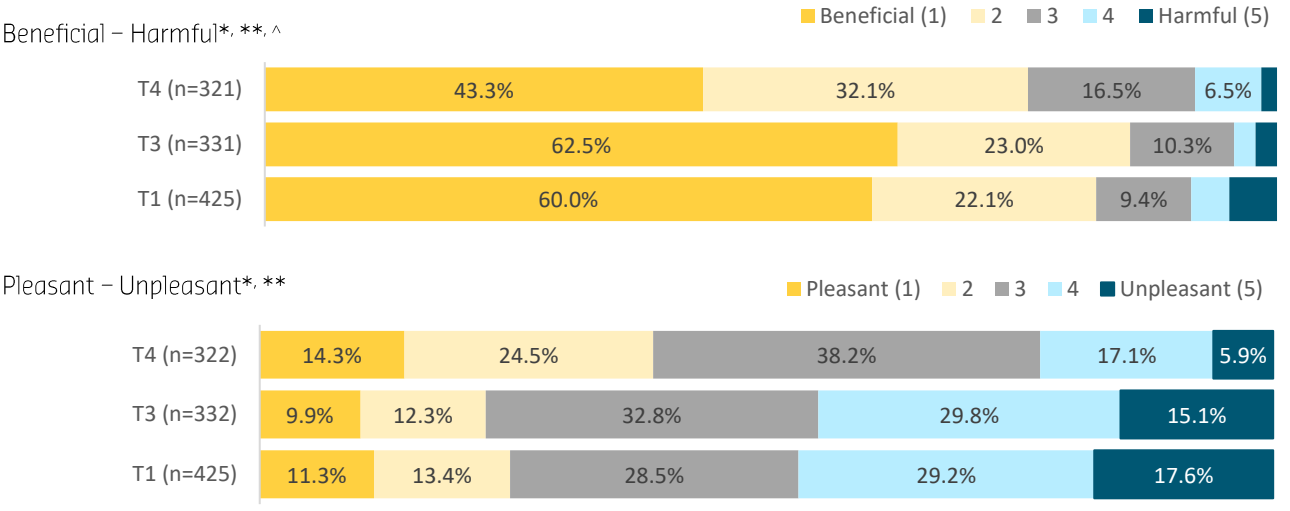
ATTITUDES

Protective behaviours, *calling out your mates' risky behaviour* (Figure 17) and *looking out for your mates whilst in around water* (Figure 18), were rated for harm and pleasure.

Calling out your mates' risky behaviour

More than three quarters of participants identified that *calling out your mates' risky* behaviour was beneficial (i.e. rated 1 or 2) (75.4%, n=242) which is significantly less than at T1 (82.1%, n=349) and T3 (85.5%, n=283). Just under a quarter of participants (23.0%, n=74) rated this as unpleasant (rated 4 or 5) which is significantly less than T1 (46.6%, n=197) and T3 (44.9%, n=149). At T4, female participants (80.3%, n=184) were more likely to consider this behaviour beneficial than males (61.2%, n=52). There was no significant difference by age at T4.

Figure 17: Attitudes and beliefs - Call out your mates' risky behaviour

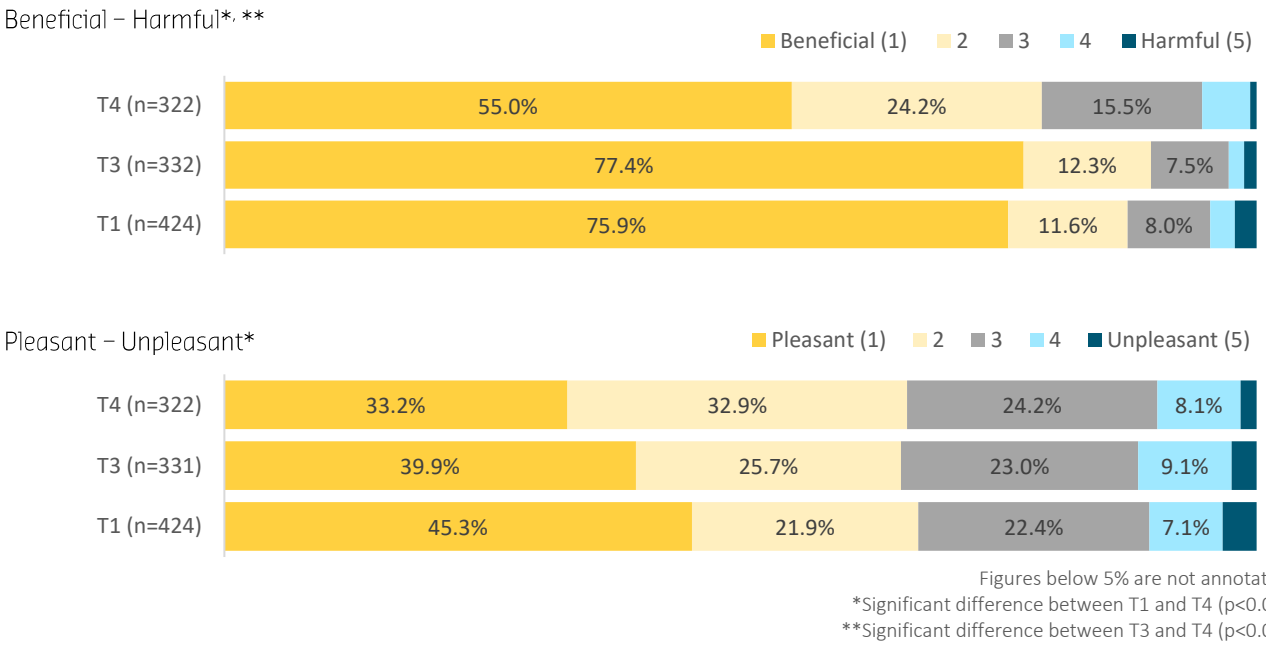


Figures below 5% are not annotated
*Significant difference between T1 and T4 (p<0.05)
**Significant difference between T3 and T4 (p<0.05)
^ Significant difference by gender at T4 (p<0.05)

Looking out for your mates

At T4, fewer participants considered *looking out for your mates* to be beneficial (i.e. rated 1 or 2) (79.2%, n=255) compared with both T3 (89.8%, n=298) and T1 (87.5%, n=371). At T4, level of pleasantness was significant different to T1 (See Figure 18). The majority continued to think it would be pleasant (rated 1 or 2) (66.1%, n=211). At T4, there were no significant differences by age or gender.

Figure 18: Attitudes and beliefs - Look out for your mates

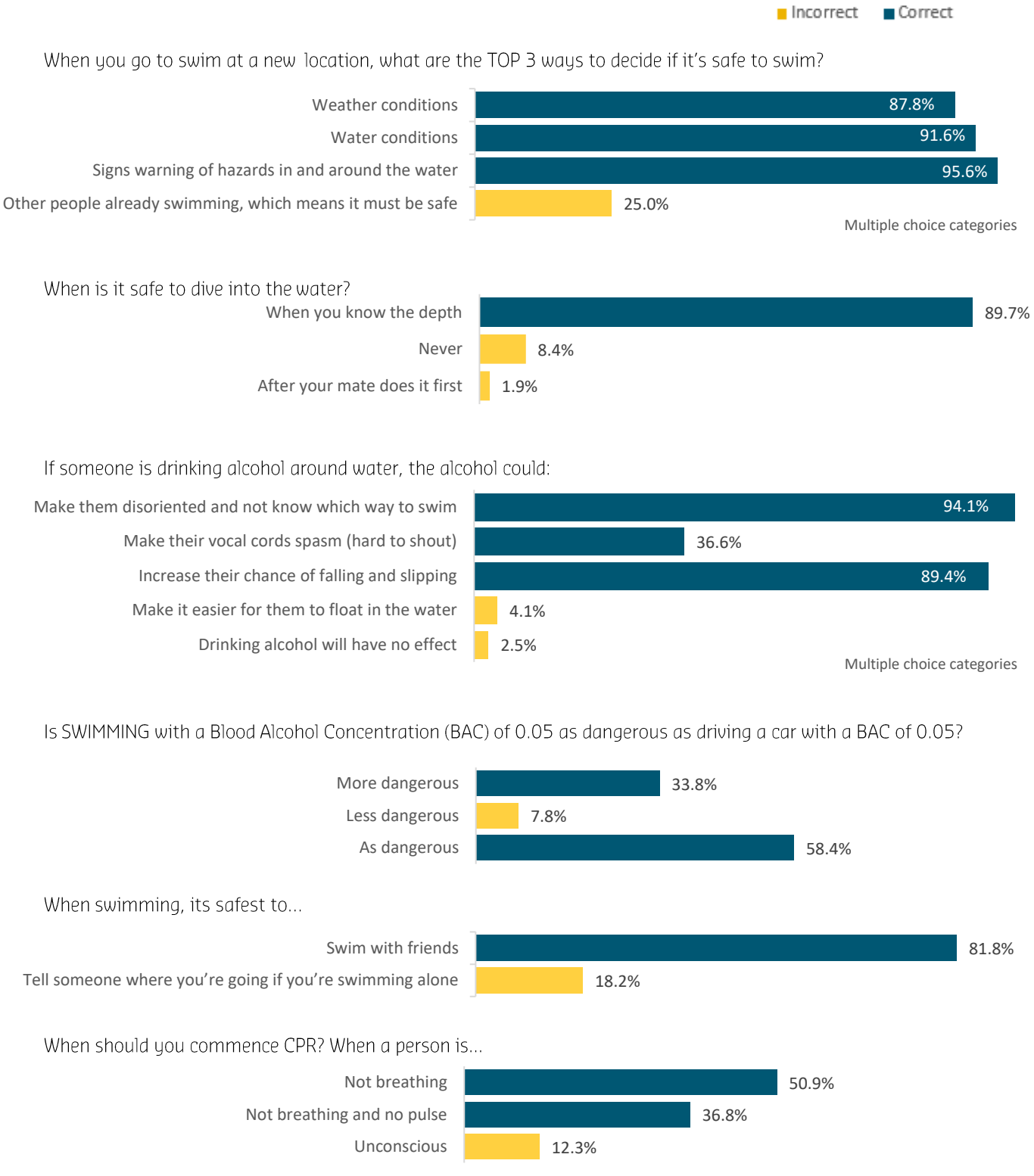


Figures below 5% are not annotated
*Significant difference between T1 and T4 (p<0.05)
**Significant difference between T3 and T4 (p<0.05)

KNOWLEDGE

At T4, new knowledge questions related to campaign messages were included. Generally knowledge questions were answered correctly by most participants (Figure 19). Questions most likely to be answered incorrectly included: ways to decide if it is safe to swim (25.0%, n=80), swimming safety (18.2%, n=58) and CPR (12.3%, n=39).

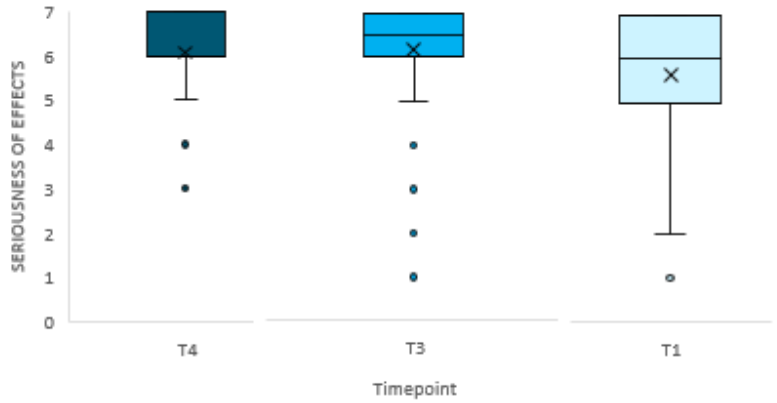
Figure 19: Knowledge questions



PERCEPTION OF RISK

Two questions assessed the seriousness of effect and peer influence for *drinking alcohol around water* (using seven-point Likert scales from positive responses (1) to negative (7) responses). At T4, participants recognised the *effects* as serious, if something bad was to happen (M=6.1, SD=1.0). This is significantly different from T1 (M=5.7, SD=1.3). Figure 20 shows the distribution of seriousness of effect scores at the three time points (T1, T3 and T4).

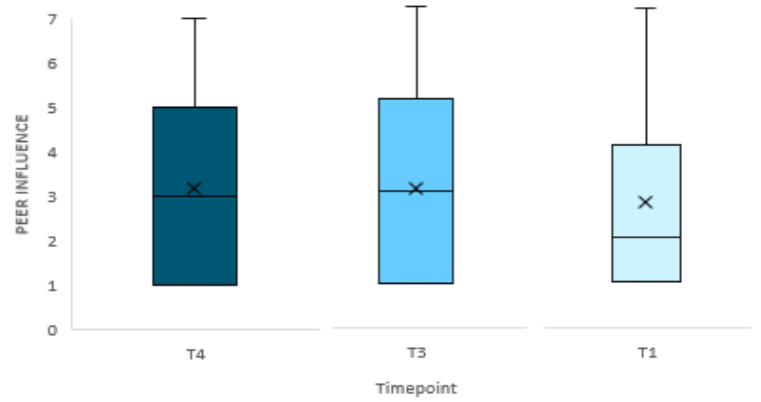
Figure 20: Boxplot of seriousness of effect at time points 1,3 & 4



Significant difference between T1 and T4 (p<0.05)

At T4, participants rated the *influence of their peers*, as low (M=3.2, SD=1.8), but significantly higher than at T1 (M=2.8, SD=1.8). Figure 21 shows the spread of peer influence scores at the three time points (T1, T3 and T4).

Figure 21: Boxplot of peer influence at time points 1, 3 & 4



Significant difference between T1 and T4 (p<0.05)

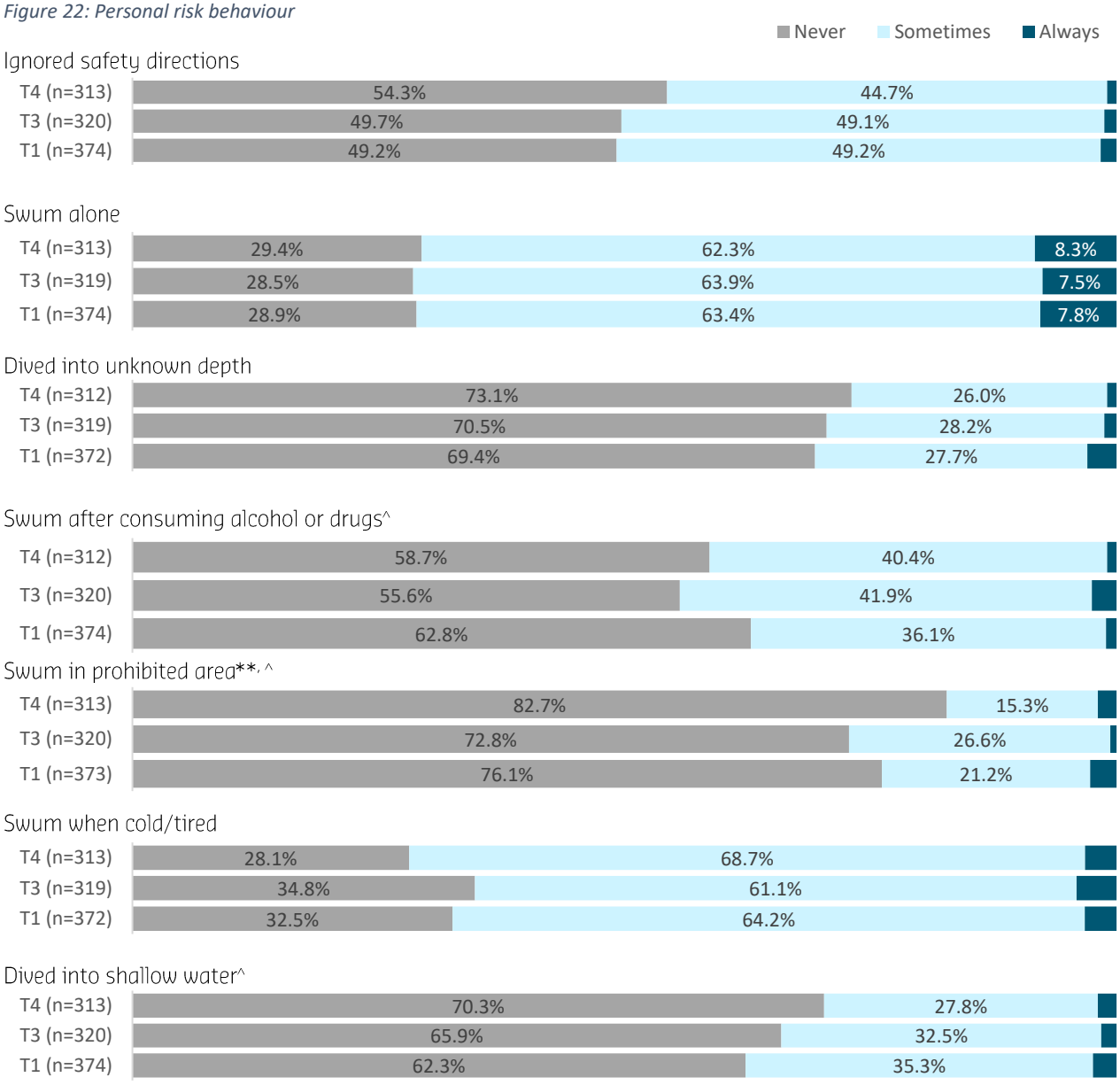
At T4, there was a significant difference between the seriousness of effect when comparing by gender. Female participants indicated *drinking around water* as having more serious effect if something bad was to happen (M=6.3, SD=0.9) than male participants (M=5.6, SD=1.2). At T4, male participants also rated the *influence of their peers* more highly than female participants (male M=3.5, SD=1.7; female M=3.1, SD=1.8). Similar results were seen at T1 and T3. There was no significant difference in seriousness of effect or peer influence between age groups.

BEHAVIOUR

Own behaviour

At T4 the most frequently reported risk behaviour was *swimming while cold/tired* (71.9%,n=225) and *swimming alone* (70.6%, n=221). The majority of participants reported never *swimming in a prohibited area* (82.7%, n=259) or *dived into unknown depths* (73.1%, n=228). There were no significant differences between time points T1 and T4 for any risk behaviours. There was a significant difference between T3 and T4 for *swimming in a prohibited area* only (see Figure 22).

Figure 22: Personal risk behaviour



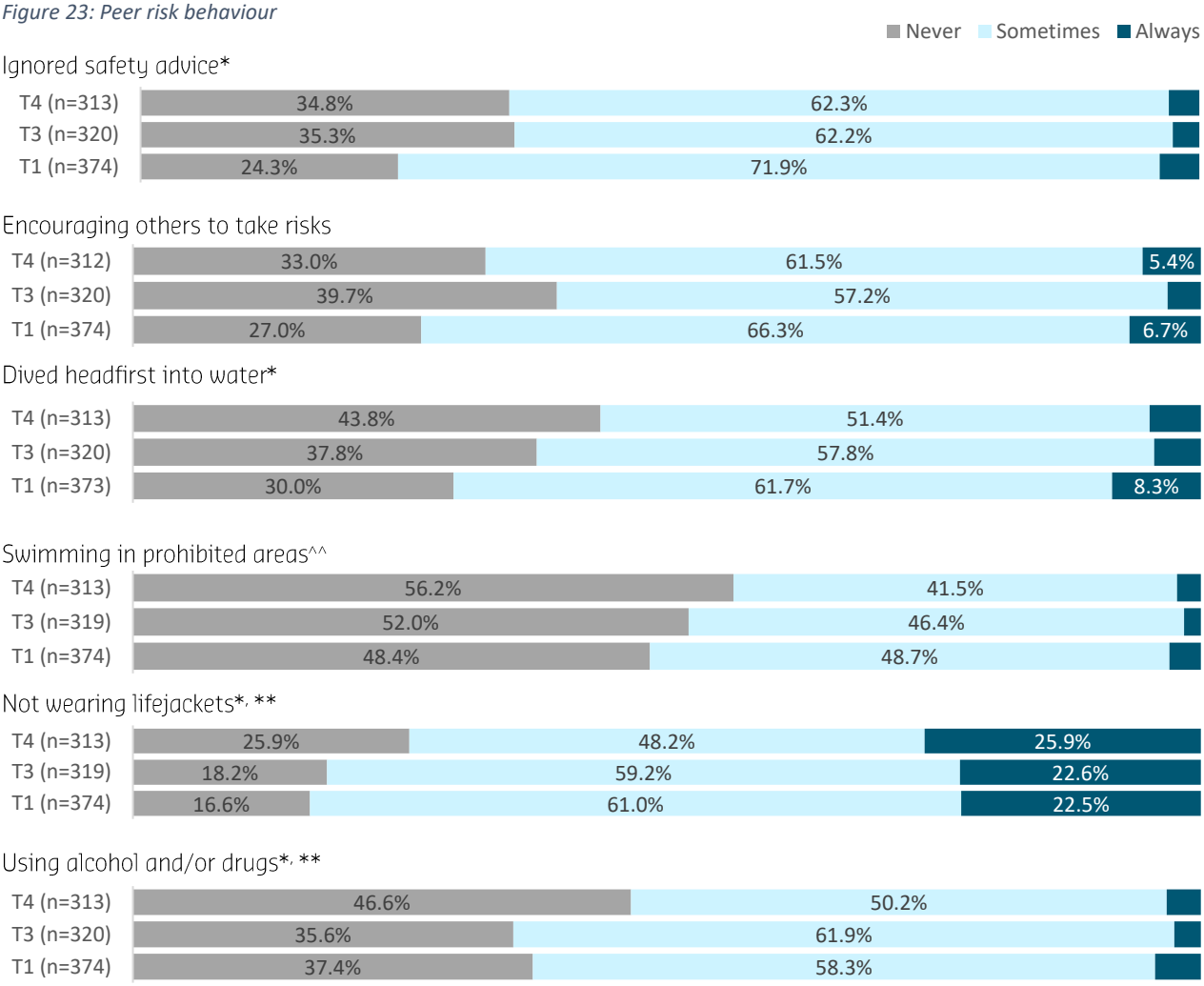
Figures below 5% are not annotated
** Significant difference between T3 and T4 ($p<0.05$)
^Significant difference by gender at T4 ($p<0.05$)

At T4, male participants were more likely to report 'always' *swimming after consuming alcohol or drugs* (male 3.7%, n=3; female 0%, n=0)). Female participants were more likely to report 'never' *diving into shallow water* (female 73.5%, n=164; male 59.8%, n=49) and *swimming in a prohibited area* (female 88.3%, n=197, male 67.1%, n=55) (data not shown). At T4, there was no significant difference between age groups.

Friends' behaviour

Consistent with T1 and T3 findings, the most frequently reported risk behaviour participants had seen friends undertake at T4 was *not wearing lifejackets* (74.2%, n=232), though this was significantly less than T1 (83.4%, n=312) and T3 (81.8%, n=261). Half of the participants reported never seeing friends *swimming in a prohibited area* (56.2%, n=146); this is consistent with T1 (48.4%, n=181) and T3 (52.0%, n=166) findings. There were significant differences between time points for *ignoring safety advice*, *diving headfirst into water*, *not wearing a lifejacket* and *using alcohol and or drugs* (see Figure 23). At T4, there were significant age differences between those who never saw *friends swimming in prohibited areas* (15-19 years 51.1%, n=67; 20-24 years 59.9%, n=109). The reverse was seen at T3 (15-19 years 63.0%, n=80; 20-24 years 44.8%, n=86).

Figure 23: Peer risk behaviour



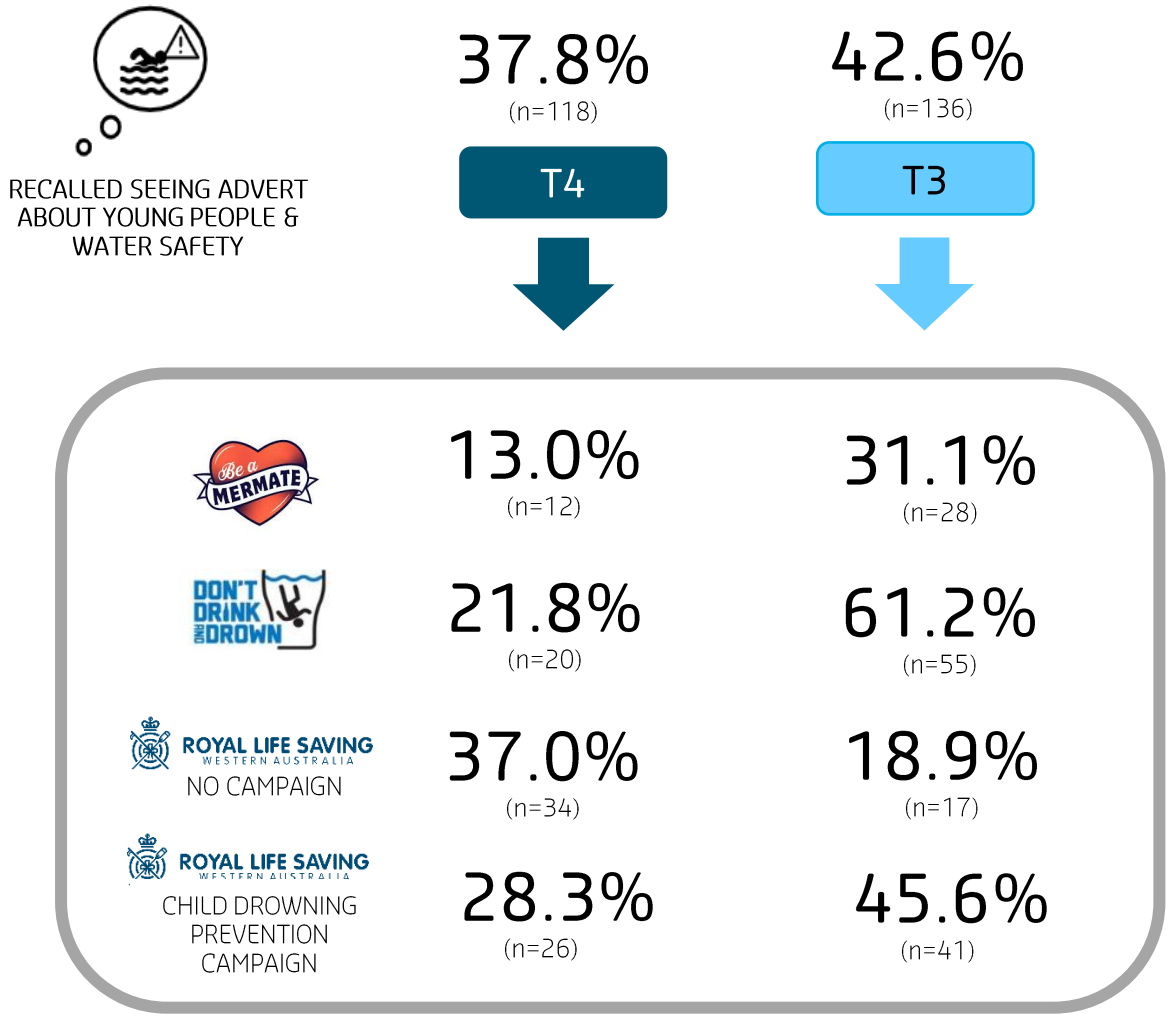
Figures below 5% are not annotated
*Significant difference between T1 and T4 (p<0.05)
** Significant difference between T3 and T4 (p<0.05)
^^Significant difference in age groups at T4 (p<0.05)

MEDIA CAMPAIGN

Recall, recognition and awareness of advertisements

At T4, around 40% of participants remembered seeing any advertising about water safety and young people (37.8%, n=118) (Figure 24). This is similar to findings at T3 (42.6%, n=136). Of those who described an ad they remembered (n=92), around one in seven participants (13.3%, n=12) recalled '*Be a Mermate'*. As expected, after four years since its use, recall of the Don't Drink and Drown campaign or message (21.8%, n=20) was lower than T3 (61.2%, n=55).

Figure 24: Advertisement recall

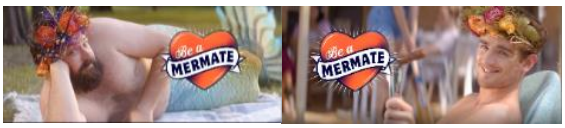


Multiple response categories

Of all those asked about seeing an ad (n=312), 3.8% recalled the '*Be a Mermate'* advert (n=12).

Figure 25 highlights total recall, recognition and total awareness of the ads included in the '*Be a Mermate'* campaign. Total awareness is a combination of total recall and recognition of the '*Be a Mermate'* ads. It includes all respondents who recalled or recognised the campaign advertisements.

Figure 25: Recall, recognition and total awareness of the "Be a Mermate" advertisements

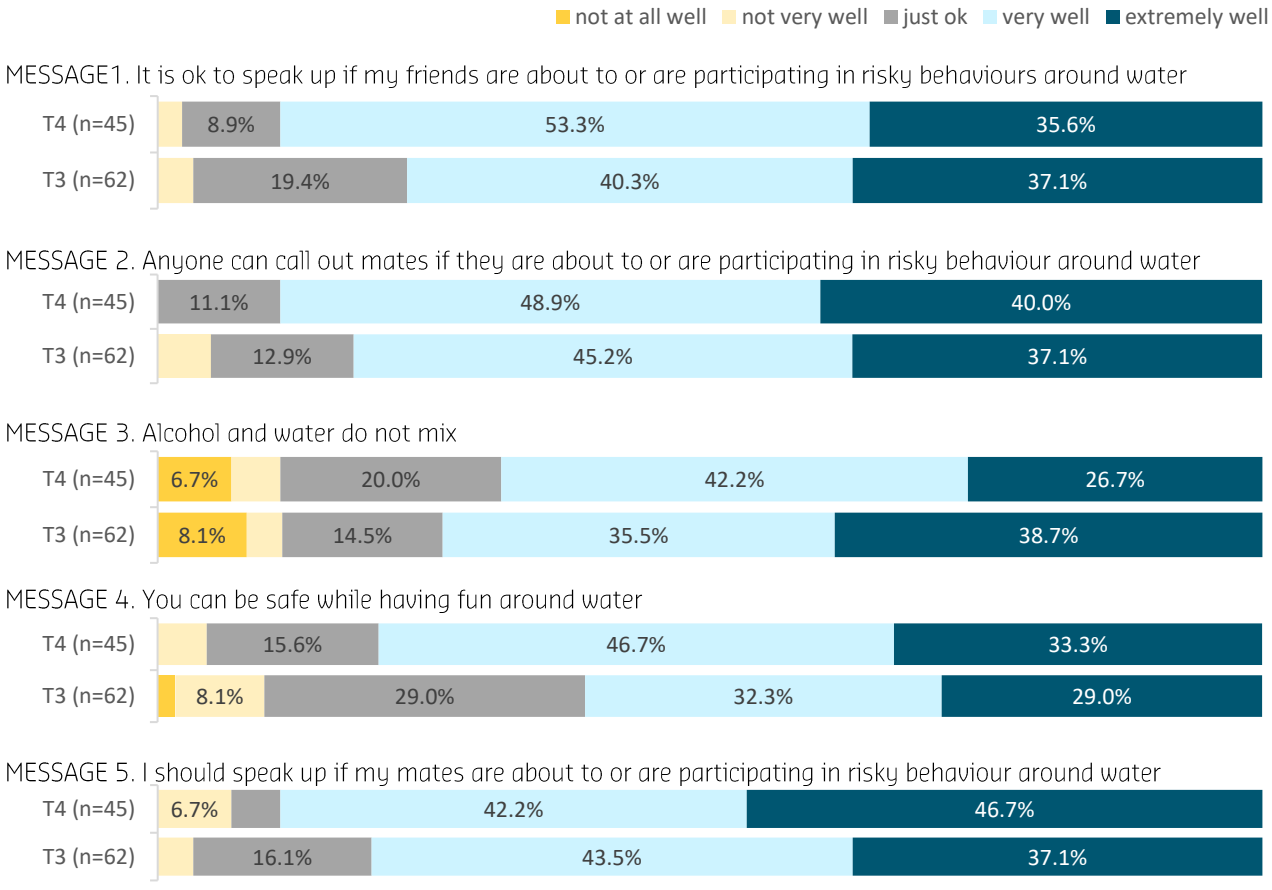


	TOTAL RECALL	RECOGNITION	TOTAL AWARENESS
T4	3.8% (n=12)	16.3% (n=50)	17.3% (n=53)
T3	8.9% (n=28)	19.7% (n=62)	20.4% (n=64)

Main messages

Participants were asked if the ads reflected their intended messages. Figure 26 shows participant responses when prompted with the Campaign messages. At T4, the majority of participants indicated the main campaign messages were represented well (Message 1 88.9%, n=40; Message 2 88.9%, n=40; Message 3 68.9%, n=31; Message 4 80.0%, n=3; Message 5 88.9%, n=40). This was similar to findings at T3, with no significant difference between the time points.

Figure 26: Main campaign messages from advertisements

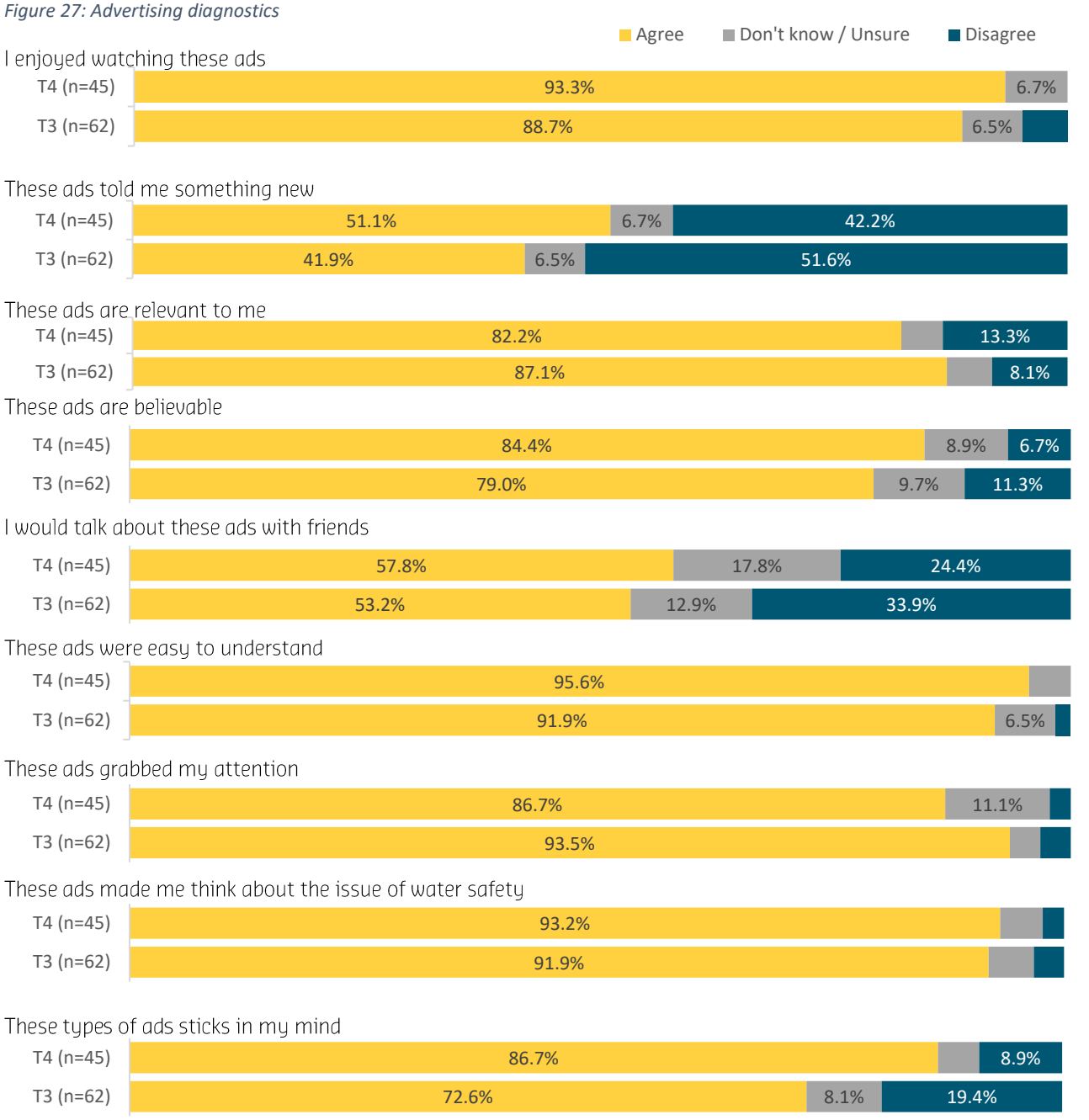


Figures below 5% are not annotated

Advertising diagnostics

To evaluate key components of the execution, those who recognised the '*Be a Mermate*' campaign were asked whether they agreed or disagreed with a series of statements (Figure 27). At T4, almost all participants agreed that the ads were easy to understand (95.6%, n=43), made them think about water safety (93.2%, n=41) and were enjoyable to watch (93.3%, n=42). Most participants thought the ads grabbed their attention (86.7%, n=39), sticks in their mind (86.7%, n=39), were believable (84.4%, n=38) and relevant (82.2%, n=37). Fewer participants indicated that they would talk about the ads with their friends (57.8%, n=26) and that the ads told them something new (51.1%, n=23).

Figure 27: Advertising diagnostics

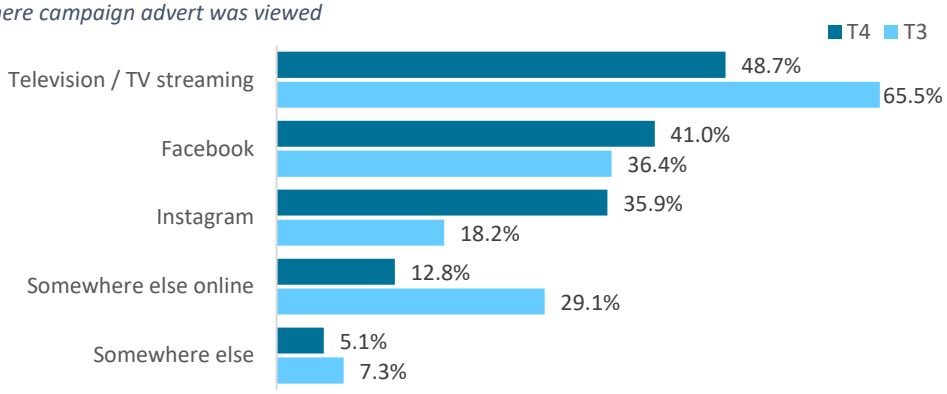


Figures below 5% are not annotated

Where and who

At T4, most participants who indicated where they saw the ad (n=39), saw it on television or streaming service (48.7%, n=19). At T4, double the proportion of participants (35.6%, n=14) had seen the ads on Instagram compared to T3 (18.2%, n=10). (Figure 28).

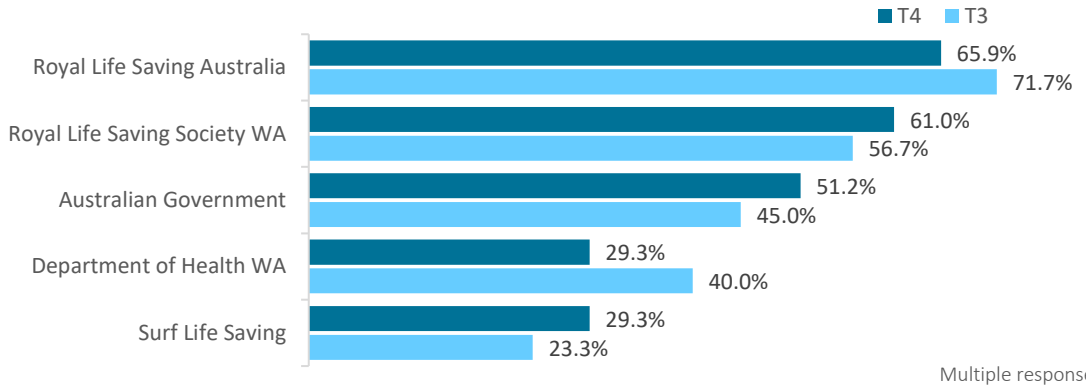
Figure 28: Where campaign advert was viewed



Multiple response categories

Around 60% of participants who answered the question regarding who was responsible for developing the advertisements, identified RLSSWA (61.0%, n=25) as responsible for developing the advertisements (Figure 29).

Figure 29: Campaign development



Multiple response categories

Campaign posters

Figure 30 presents poster recognition at two time points. Over half of responses indicated recognition from regional areas (58.3%, n=56). 'Somewhere else' responses (16.7%, n=11) included university open days, in the City and on merchandise.

Figure 30: Recognition of campaign posters

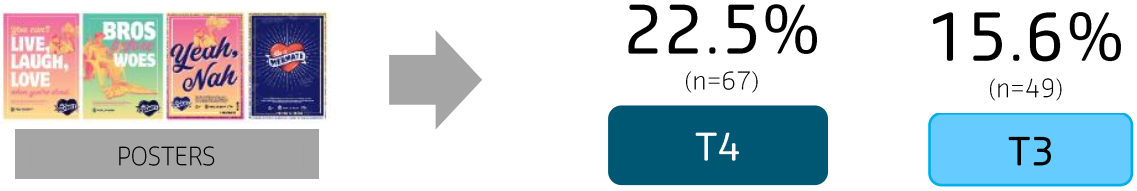
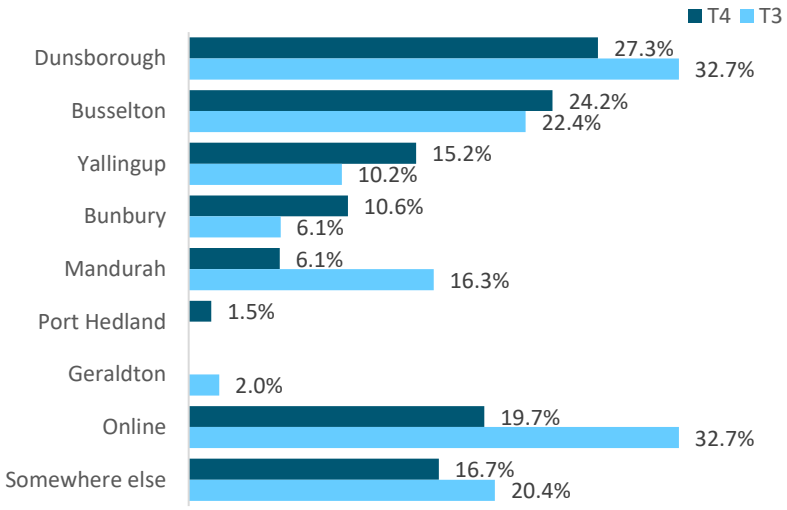


Figure 31 indicates where participants recalled seeing the posters.

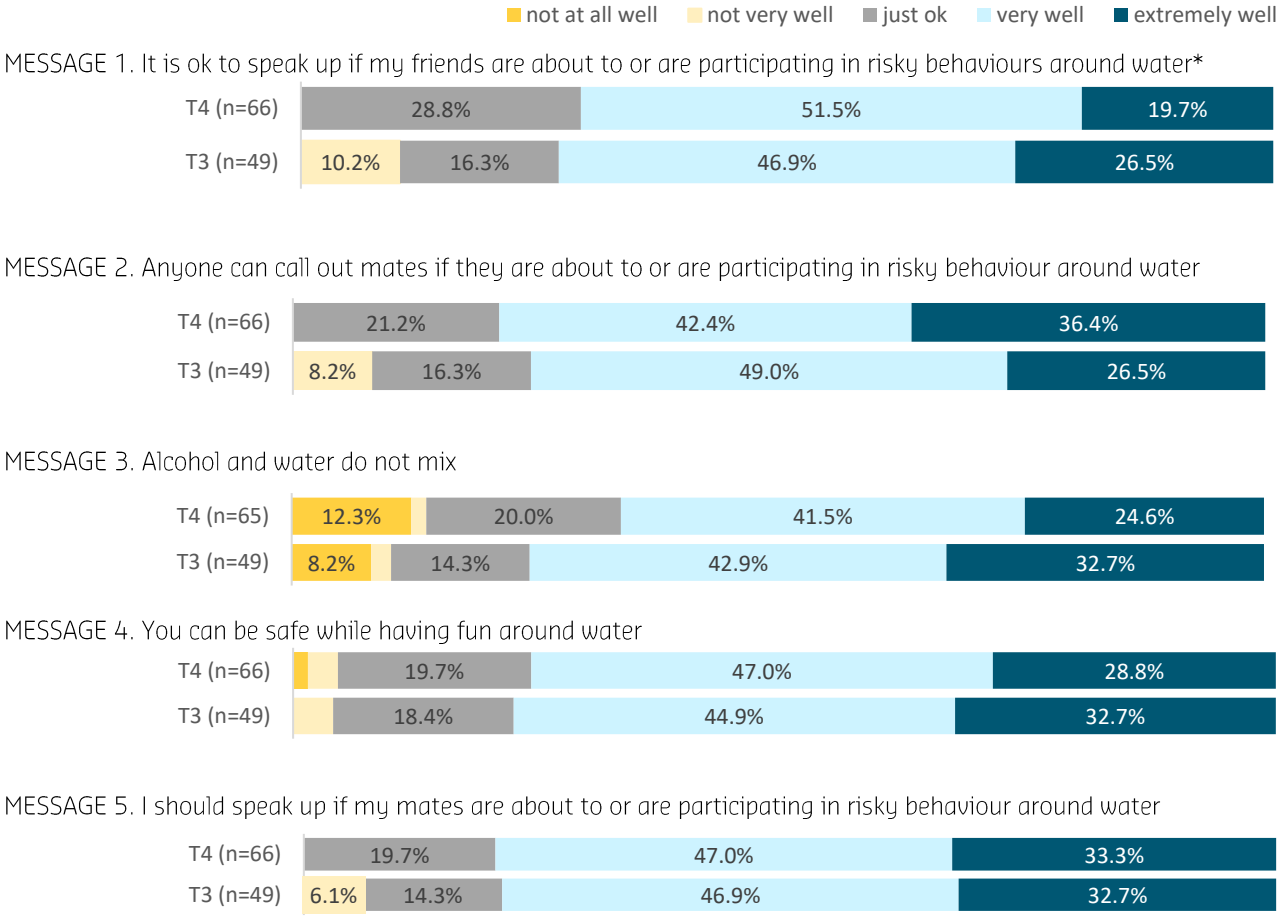
Figure 31: Location posters seen



Multiple response categories
Percentage of respondents shown

When asked whether the posters conveyed the main campaign messages, the majority of participants thought they did so well (Message 1 71.2%, n=47; Message 2 78.8%, n=52; Message 3 66.2%, n=43; Message 4 75.8%, n=50; Message 5 80.3%, n=53) (Figure 32).

Figure 32: Main campaign messages from posters



Figures below 5% are not annotated
* Significant difference between T3 and T4 (p<0.05)

Social media tiles

Social media tile executions were included in the survey at T4 only (Figure 33). Of those participants that recognised the social media tiles (n=31), the majority recognised the tiles from Instagram (73.3%, n=22).

Figure 33: Recognition and location of social media tiles

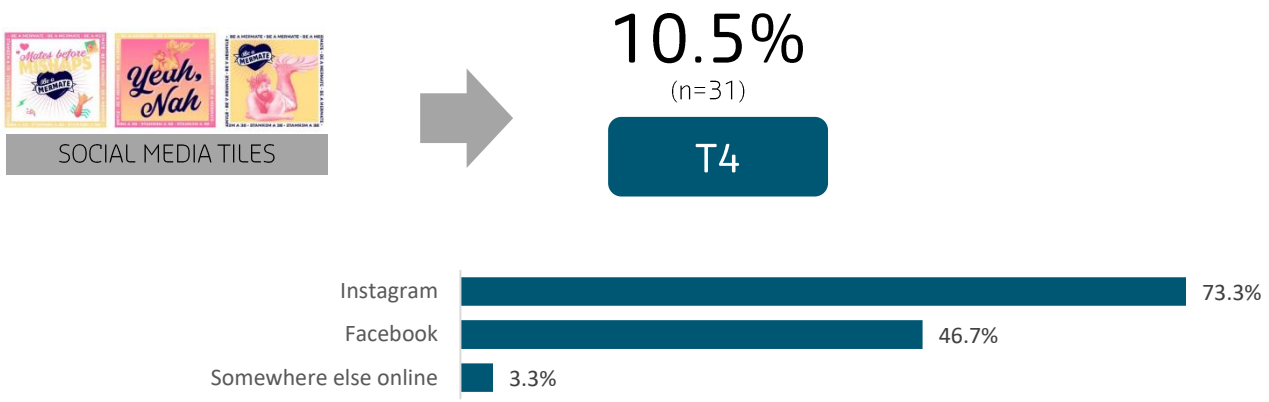
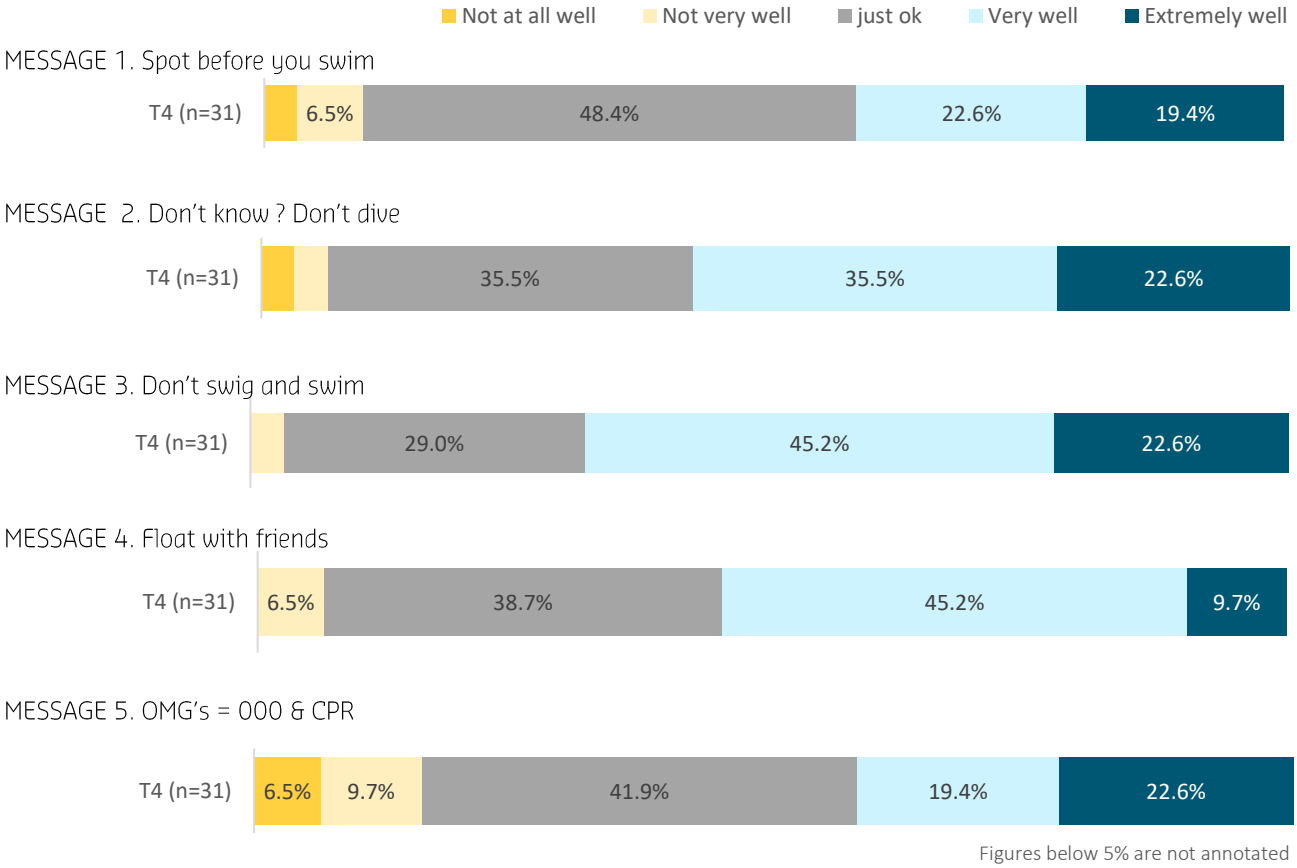


Figure 34 shows participant responses regarding how well the social media tiles conveyed the campaign messages.

Figure 34: Main message (social media tiles)

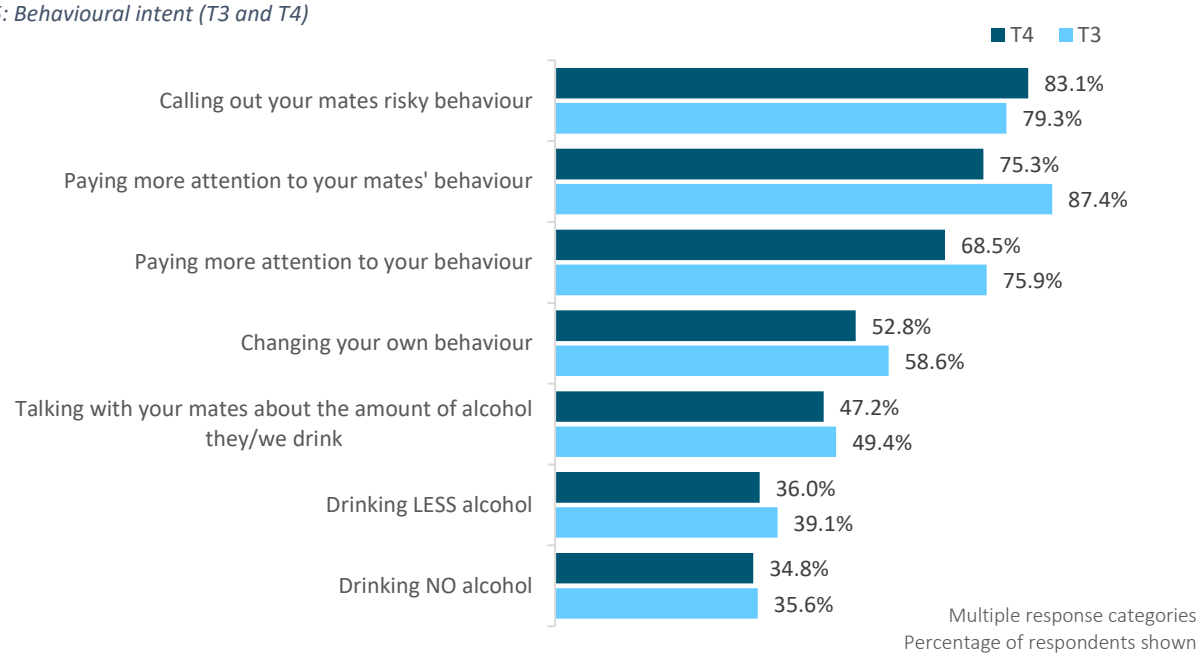


Figures below 5% are not annotated

Action and intention

Those who recognised the Campaign ad or posters were asked whether it made them think about doing anything (i.e. intend to make a change in their behaviour regarding water safety). Figure 35 describes the percentage of respondents who intended to make the behavioural change.

Figure 35: Behavioural intent (T3 and T4)



At T4, significant differences in behavioural intent were identified by gender (Figure 36). The biggest differences were seen for *pay more attention to your mates' behaviour* (male 44.4%, n=12; female 79.7%, n=47).

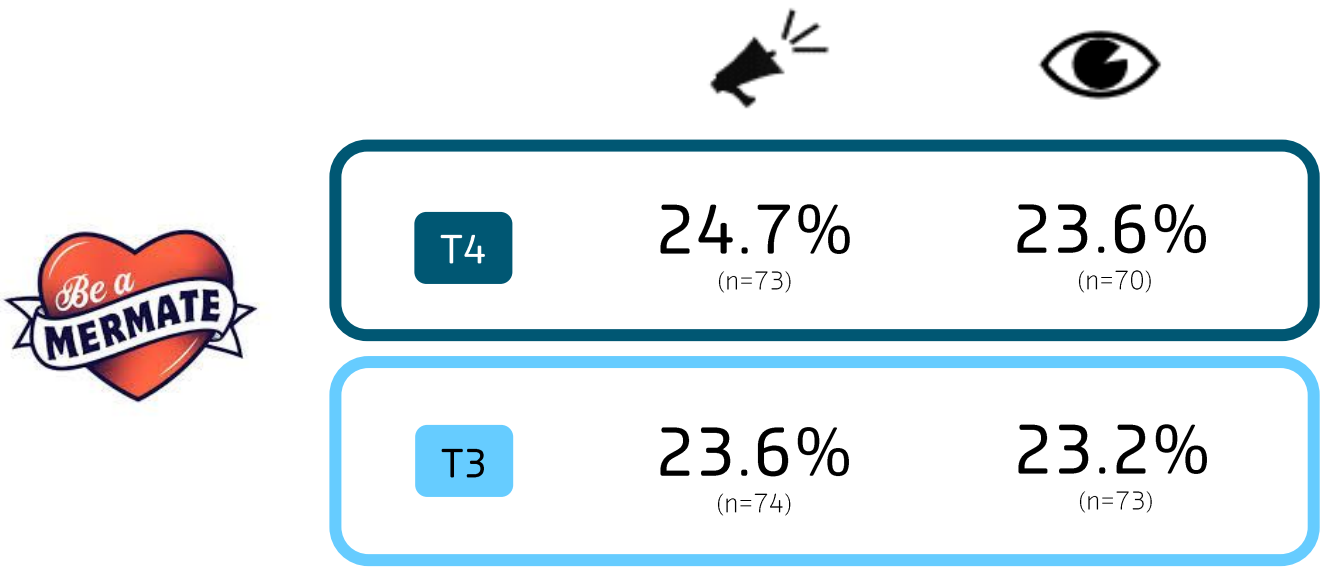
Figure 36: Behavioural intent by gender (T4)

At T4, there was no significant difference in behavioural intention between the age categories.

Program slogan & logo recognition

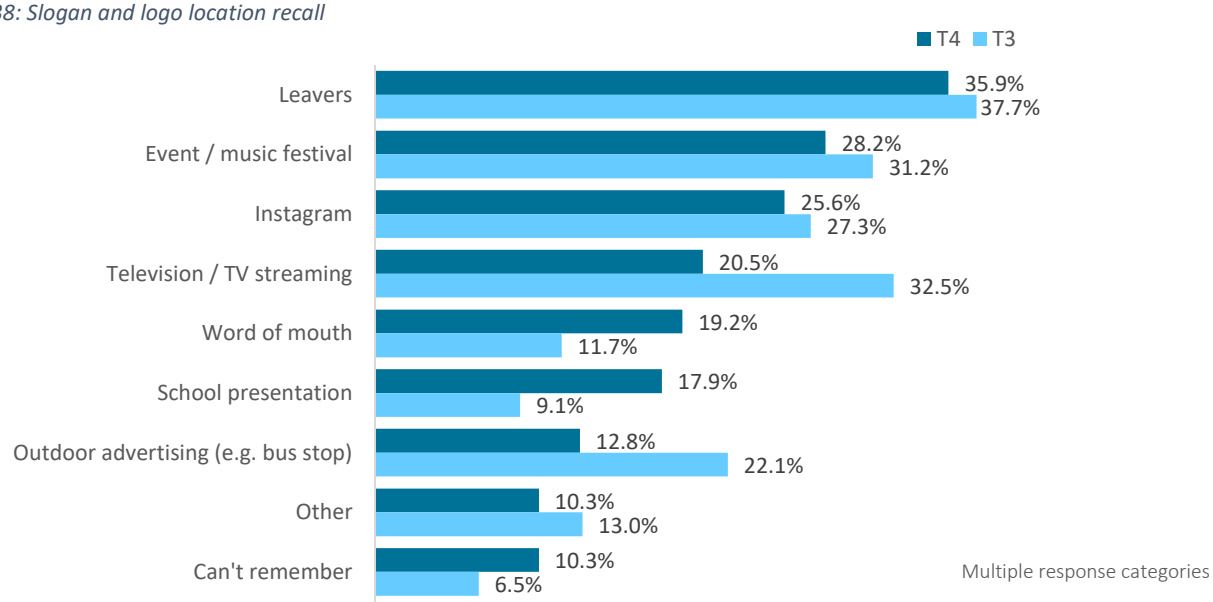
At T4, around a quarter of all participants had heard of the '*Be a Mermate*' campaign (24.7%, n=73) and recognised the logo when prompted (23.6%, n=70). This is consistent with T3 findings (heard of slogan 23.6%, n=74; recognised logo 23.2%, n=73) (Figure 37).

Figure 37: Slogan and logo recognition



Participants who had seen or heard the '*Be a Mermate*' slogan or logo were asked where they had seen or heard it (Figure 38). At T4, the top location was *Leavers' events* (35.9%, n=28), followed by *events or festivals* (28.2%, n=22) and *Instagram* (25.6%, n=20). At T4, a smaller proportion of participants were remembered seeing or hearing it from *TV or streaming services* (20.5%, n=16) or *outdoor advertising* (12.8%, n=10) compared to T3 (TV or streaming services 32.5%, n=25; outdoor advertising 22.1% n=17). The *other* (T4 n=8; T3 n=10) category included university campus, RLSSWA emails, pub toilet doors and merchandise.

Figure 38: Slogan and logo location recall



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APPENDIX A

YWSP survey 2023 (T4)

Start of Block: INTRODUCTION

Royal Life Saving Society WA is keen to find out more about the health of young people. You can help by completing this 20 minute survey. It includes questions about you, what you like to do in and around water and any advertising you may have seen.

It would be great if you could answer the questions honestly, there's no right or wrong answers. Don't worry, no one will know what you said, we group the responses to produce the results. It's up to you whether to take part or not, and if you change your mind, you can stop without giving us a reason – just click out of the survey. Once you've completed the survey you can go in the draw to **win $500 cash**. The first 100 to enter will receive 4 entries into the draw.

The survey works best on a desktop, so if you have access to one, we recommend you complete it that way.

Some things to remember as you take the survey:
Use the bar at the top of the page to track your progress.
If you're using a desk top, hover boxes will give you definitions for some key words throughout the survey.

Curtin University is conducting this survey for Royal Life Saving Society WA and have approval for this project through the Human Research Ethics Committee (Approval Number HR201/2014).

Want to know more before you start? Read the Project Information Sheet. You can always contact the Project Staff on (08) 9266 4017 or (08) 9266 4851. If you wish to speak with someone not directly involved, in particular, any matters concerning the conduct of the study or your rights as a participant, or if you wish to make a confidential complaint contact the Ethics Officer on (08) 9266 9223 or the Manager, Research Integrity on (08) 9266 7093 or email hrec@curtin.edu.au.

○ I have read the information above and would like to complete the survey (1)

End of Block: INTRODUCTION

Start of Block: DEMOGRAPHICS - response

PREFACE 1 *This first lot of questions will tell us about you. It helps us build a picture of who is taking our survey.*

Q1
What is your current age? (i.e. the age you turned on your last birthday)
_____

Q2 What is your postcode?_____

Display This Question: If If What is your postcode? Text Response Is Less Than 6000; Or Or What is your postcode? Text Response Is Greater Than 6999; Or Or What is your current age? (i.e. the age you turned on your last birthday) Text Response Is Less Than 15; Or Or What is your current age? (i.e. the age you turned on your last birthday) Text Response Is Greater Than 24

DNQ1 Sorry, you don't meet the criteria for this survey. Thanks for your interest.

Skip To: End of Survey If DNQ1 Is Displayed

Q3 Do you currently identify as...?

- ○ Male (1)
- ○ Female (2)
- ○ Transgender (3)
- ○ Other (please specify) (4) _____
- ○ I prefer not to say (5)

End of Block: DEMOGRAPHICS - response

Start of Block: DEMOGRAPHICS - education

Q4 Are you currently attending a school or other educational institution?

- ○ No (1)
- ○ Yes, I am a full time student (2)
- ○ Yes, I am a part time student (3)

Skip To: Q6 If Q4 = 1

Q5 What type of educational institution do you currently attend?

- ○ Secondary school (1)
- ○ Technical or further educational institution (eg TAFE) (2)
- ○ University (3)
- ○ Other educational institution (4)

Q6 What is the highest level of secondary school educational that you have completed?

- ○ Year 9 or equivalent (1)
- ○ Year 10 or equivalent (2)
- ○ Year 11 or equivalent (3)
- ○ Year 12 or equivalent (4)

Q7 Have you completed any other educational qualification (including trade certificate)?

- ○ No (1)
- ○ No, still studying for qualification (2)
- ○ Yes, trade certificate/apprenticeship (3)
- ○ Yes, other qualification (eg university) (4)

End of Block: DEMOGRAPHICS - education

Start of Block: DEMOGRAPHICS - employment

Q8 Are you currently employed?

- ○ No (1)
- ○ Yes, full time (2)
- ○ Yes, part time or casual employee (3)

Skip To: End of Block If Q8 = 1

Q9 Which best describes your current occupation? (If you have more than 1 job, please describe your main current occupation) *Hover over responses for definitions (Hover box)*

- ○ Technician and trade worker (1)
- ○ Clerical and administrative (includes office managers, personal assistants, secretaries, and numerical clerks) (2)
- ○ Labourer (includes gardeners, deckhands, cleaners and construction labourers) (3)
- ○ Professional (includes accountants, finance brokers & teachers) (4)
- ○ Community and personal services worker (includes hospitality workers, beauty therapists, travel consultants and child carers) (5)
- ○ Sales (includes retail operators and managers, real estate agents & sales representatives) (6)
- ○ Machinery operator and driver (includes store person & drivers) (7)
- ○ Manager (includes cafe & bar managers) (8)
- ○ Other (please specify) (9) _____

End of Block: DEMOGRAPHICS - employment

Start of Block: DEMOGRAPHICS - country of birth

Q10 In which country were you born?

- ○ Australia (1)
- ○ England (2)
- ○ New Zealand (3)
- ○ India (4)
- ○ South Africa (5)
- ○ Philippines (6)
- ○ Other (please specify) (7) _____

Skip To: Q12 (1) If Q10 = 1

Q11 How long have you lived in Australia? (in years)_____

Display This Question: If Q10 = 1

Q12 (1) Do you identify as Aboriginal and/or Torres Strait Islander?

- ○ Yes, Aboriginal (1)
- ○ Yes, Torres Strait Islander (2)
- ○ Yes, Aboriginal and Torres Strait Islander (3)
- ○ No (4)

Q13 Do you speak a language other than English at home?

- ○ No, English only (1)
- ○ Yes, Mandarin (2)
- ○ Yes, Italian (3)
- ○ Yes, Vietnamese (4)
- ○ Yes, Cantonese (5)
- ○ Other (please specify) (6) _____

End of Block: DEMOGRAPHICS - country of birth

Start of Block: SWIM ABILITY

PREFACE 2 *This section will ask you about what you do. It helps us find out more about what you're like.*

Q17 Using a scale from 1 to 7, where 1 is "poor" and 7 is "excellent", how do you rate your current swimming ability?

- ○ I CANNOT SWIM (0)
- ○ Poor (1) (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ Excellent (7) (7)

Q19 In the last 12 months, which of the following activities have you undertaken? (Select all that apply)

- ☐ Pool swimming (1)
- ☐ Ocean swimming - in surf (2)
- ☐ Ocean swimming - in flat water (3)
- ☐ Swimming in the river, dam, or lake (4)
- ☐ Relaxing in the water (e.g. use a spa) (5)
- ☐ Fishing from a boat (6)
- ☐ Fishing from the shore (7)
- ☐ Fishing from the rocks (8)
- ☐ Boating (9)
- ☐ Kayaking, paddle boarding or SUP (10)
- ☐ Jet skiing or water skiing (11)
- ☐ Surfing (12)
- ☐ Kite surfing or wind surfing (13)

End of Block: SWIM ABILITY

Start of Block: FACTORS INFLUENCING BEHAVIOUR - alcohol, sensation seeking, peer influence

PREFACE 3 *The next few questions are about alcohol consumption.*

Q20 How often do you have a drink containing alcohol? Alcohol refers to beer, wine, wine coolers, liquor, spirits, cider, and mixed drinks

- Never (0)
- Monthly or less (1)
- 2-4 times a month (2)
- 2-3 times a week (3)
- 4 or more times a week (4)

Skip To: PREFACE 5 If Q20 = 0

Page Break

PREFACE 4 Standard Drink is used to refer to a standard amount of alcohol (10g) in each drink. This changes depending on the type of alcoholic drink that is consumed. The chart below shows how many standard drinks are found in different types of alcoholic drinks.

Check out the graphic before responding to the next 2 questions <image depicting standard drinks>

Q21 How many standard drinks containing alcohol do you have on a typical day (when you are drinking alcohol)?

- 1 or 2 (0)
- 3 or 4 (1)
- 5 or 6 (2)
- 7 or 9 (3)
- 10 or more (4)

Page Break

Q22 How often do you have six or more standard drinks on one occasion?

- Never (0)
- Less than monthly (1)
- Monthly (2)
- Weekly (3)
- Daily or almost daily (4)

Page Break

PREFACE 5 *The next few questions will tell us how you interact with friends and what you like to do.*

Q23 Using the scale below, how much do you disagree or agree with the following statements?

	Strongly disagree (5)	Disagree (4)	Neither agree nor disagree (3)	Agree (2)	Strongly agree (1)
I would like to explore strange places (Q23_1)	○	○	○	○	○
I like to do frightening things (Q23_2)	○	○	○	○	○
I like new and exciting experiences, even if I have to break the rules (Q23_3)	○	○	○	○	○
I prefer friends who are exciting and unpredictable (Q23_4)	○	○	○	○	○

Page Break

Q24 Using the scale below, how true are the following statements about YOU?

	Not at all true (1)	Not very true (2)	Sort of true (3)	Very true (4)
I think it's more important to be who I am than to fit in with the crowd. (Q24_1)	○	○	○	○
I would do something I know is wrong just to stay on my friends' good side. (Q24_2)	○	○	○	○
I go along with my friends just to keep them happy. (Q24_3)	○	○	○	○
I would break the law if my friends said they would. (Q24_4)	○	○	○	○
I will say my true opinion in front of my friends even if I know they will make fun of me because of it. (Q24_5)	○	○	○	○
I take more risks when I am with my friends than when I am alone. (Q24_6)	○	○	○	○
I act the same way when I am alone as I do when I am with my friends. (Q24_7)	○	○	○	○
I say things I don't really believe because I think it will make my friends respect me more. (Q24_8)	○	○	○	○

End of Block: FACTORS INFLUENCING BEHAVIOUR - alcohol, sensation seeking, peer influence

Start of Block: ATTITUDES & NORMS

PREFACE 6 *We now want to know your thoughts about being in and around water.*

Q27 Using the scale below, how likely are the following people to APPROVE of you...CALLING OUT YOUR MATES' RISKY BEHAVIOUR?

	Very Unlikely (1)	Unlikely (2)	Neither likely nor unlikely (3)	Likely (4)	Very Likely (5)	NOT APPLICABLE (0)
Partner/ Girlfriend/ Boyfriend (Q27_1)	○	○	○	○	○	○
Mates/ Friends (Q27_3)	○	○	○	○	○	○

Q28 Using the scale below, how likely are the following people to APPROVE of you...LOOKING OUT FOR YOUR MATES WHILST IN AND AROUND WATER?

	Very Unlikely (1)	Unlikely (2)	Neither likely nor unlikely (3)	Likely (4)	Very Likely (5)	NOT APPLICABLE (0)
Partner/ Girlfriend/ Boyfriend (Q28_1)	○	○	○	○	○	○
Mates/ Friends (Q28_3)	○	○	○	○	○	○

Page Break

Q31 Using a scale from 1 to 5, if you were to CALL OUT YOUR MATES' RISKY BEHAVIOUR in the next 6 months would it be... Select one rating for each line.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Pleasant (1)	○	○	○	○	○	(5) Unpleasant
Beneficial (1)	○	○	○	○	○	(5) Harmful

Q32 Using a scale from 1 to 5, if you were to LOOK OUT FOR YOUR MATES WHILST IN AND AROUND WATER in the next 6 months would it be... Select one rating for each line.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Pleasant (1)	○	○	○	○	○	(5) Unpleasant
Beneficial (1)	○	○	○	○	○	(5) Harmful

End of Block: ATTITUDES & NORMS

Start of Block: KNOWLEDGE

PREFACE 7 *The next questions ask what you know about being in and around water. For each strategy select one of the options presented.*

Q44 When you go to swim at a new location, what are the TOP 3 ways to decide if it's safe to swim?

- ☐ Weather conditions (1)
- ☐ Water conditions (2)
- ☐ Signs warning of hazards in and around the water (3)
- ☐ Other people already swimming, which means it must be safe (4)

Q45 When is it safe to dive into the water?

- ○ When you know the depth (1)
- ○ Never (2)
- ○ After your mate does it first (3)

Page Break

Q46 If someone is drinking alcohol around water, the alcohol could: *(select all that apply)*

- ☐ Drinking alcohol will have no effect (1)
- ☐ Make it easier for them to float in the water (2)
- ☐ Increase their chance of falling and slipping (3)
- ☐ Make their vocal cords spasm (hard to shout) (4)
- ☐ Make them disoriented and not know which way to swim (5)

Q47 Is SWIMMING with a Blood Alcohol Concentration (BAC) of 0.05 as dangerous as driving a car with a BAC of 0.05?

- ○ Less dangerous (2)
- ○ As dangerous (1)
- ○ More dangerous (3)

Page Break

Q48 When swimming, it's safest to...

- ○ Swim with friends (1)
- ○ Tell someone where you're going if you're swimming alone (2)

Q49 When should you commence CPR? When a person is...

- ○ Not breathing (1)
- ○ Not breathing and no pulse (2)
- ○ Unconscious (3)

End of Block: KNOWLEDGE

Start of Block: PERCEPTION OF RISK - ALCOHOL

PREFACE 8A *The next few questions are about the potential risks when a person drinks alcohol whilst in and around water. Use the scale provided for each question.*

Q37D If an accident, or something bad happened because of drinking alcohol whilst in and around water would you expect the effects to be mild or serious?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Mild (1)	○	○	○	○	○	○	○	(7) Serious

Q37G To what extent would YOU be influenced by your friends to drink alcohol whilst in and around water?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not at all (1)	○	○	○	○	○	○	○	(7) Greatly

Page Break

End of Block: PERCEPTION OF RISK - ALCOHOL

Start of Block: CURRENT BEHAVIOUR

PREFACE 9 *We now want to explore the actions of you and your mates around water.*

Q38 When swimming have you:

	Never (1)	Sometimes (2)	Always (3)
Ignored safety directions (Q38_1)	○	○	○
Swum alone (Q38_2)	○	○	○
Dived into unknown depths (Q38_3)	○	○	○
Swum after consuming alcohol/drugs (Q38_4)	○	○	○
Swum in a prohibited area (Q38_5)	○	○	○
Swum when cold/tired (Q38_6)	○	○	○
Dived into shallow water (Q38_8)	○	○	○

Q39 During water-based activity have you seen your friends:

	Never (1)	Sometimes (2)	Always (3)
Ignoring safety advice (Q39_1)	○	○	○
Encouraging others to take risks (Q39_2)	○	○	○
Diving into unknown depths (Q39_3)	○	○	○
Swimming in prohibited areas (Q39_4)	○	○	○
Not wearing lifejackets (Q39_6)	○	○	○
Using alcohol/other drugs (Q39_7)	○	○	○

End of Block: CURRENT BEHAVIOUR

Start of Block: MEDIA CAMPAIGN

PREFACE C2

You're three quarters of the way through! This research is really important to help RLSSWA understand about young people and water safety. Thanks for getting involved.

Now we'd like to know about any advertising you've seen.

QC1 Have you recently seen any advertising about young people and water safety?

- ○ Yes (1)
- ○ No (2)
- ○ Don't know / Unsure (3)

Display This Question: If QC1 = 1

QC2 Please describe the ad(s) you remember seeing in as much detail as possible._____

Page Break

PREFACE C3 *Have a look at these ads before answering the next question*

QC4 Have you seen EITHER OF THESE ADS before today? <video plays of 2 adverts>

- Yes (1)
- No (2)
- Unsure (3)

Display This Question: If QC4 = 1

QC5 What are the main messages the ad(s) are trying to tell you?_____

Display This Question: If QC4 = 1

QC6 How well do you think the ad(s) convey each of the following messages?

	Not at all well (1)	Not very well (2)	Just OK (3)	Very well (4)	Extremely well (5)
It is ok to speak up if my friends are about to, or are participating in risky behaviours around water (QC6_1)	○	○	○	○	○
Anyone can call out mates if they are about to, or are participating in risky behaviour around water (QC6_2)	○	○	○	○	○
Alcohol and water do not mix (QC6_3)	○	○	○	○	○
You can be safe while having fun around water (QC6_4)	○	○	○	○	○
I should speak up if my mates are about to, or are participating in risky behaviour around water (QC6_5)	○	○	○	○	○

Display This Question: If QC4 = 1

QC7 To what extent do you agree or disagree with the following statements?

	Disagree (2)	Agree (1)	Don't know / Unsure (3)
I enjoyed watching the ad(s) (QC7_1)	○	○	○
The ad(s) told me something new (QC7_2)	○	○	○
The ad(s) are relevant to me (QC7_3)	○	○	○
The ad(s) are believable (QC7_4)	○	○	○
I would talk about the ad(s) with friends (QC7_5)	○	○	○
The ad(s) were easy to understand (QC7_6)	○	○	○
The ad(s) grabbed my attention (QC7_7)	○	○	○
The ad(s) made me think about the issue of water safety (QC7_8)	○	○	○
These types of ad(s) stick in my mind (QC7_9)	○	○	○
I am getting fed up with these ads (QC7_10)	○	○	○

Display This Question: If QC7 = 1 [1]

QC7_1A What was it about the ad(s) that you enjoyed?_____

Display This Question: If QC7 = 4 [1]

QC7_4A What was it about the ad(s) that you think is believable?_____

Display This Question: If QC7 = 9 [1]

QC7_9A What was it about the ad(s) that sticks in your mind?_____

Display This Question: If QC4 = 1

QC8 Where did you see the ad(s)? (select all that apply)

- [ ] Television / TV streaming (1)
- [ ] Facebook (2)
- [ ] Instagram (3)
- [ ] Snapchat (7)
- [ ] YouTube (8)
- [ ] Paid streaming services (Kayo, Foxtel) (9)
- [ ] TikTok (10)
- [ ] Somewhere else online (4)
- [ ] Somewhere else (specify) (5) _____
- [ ] ⊗Don't know/Unsure (6)

Display This Question: If QC4 = 1

QC9 Who do you think is responsible for developing these ads?

- [ ] Royal Life Saving Australia (1)
- [ ] Royal Life Saving Society WA (2)
- [ ] Department of Health WA (3)
- [ ] Surf Life Saving (4)
- [ ] A local surfwear brand (5)
- [ ] Australian Government (6)
- [ ] Someone else (please specify) (7)

_____

End of Block: MEDIA CAMPAIGN

Start of Block: OUTDOOR EXECUTION

QOE1 Have you seen any of these posters before today? <poster images>

- ○ Yes (1)
- ○ No (2)
- ○ Don't know / Unsure (3)

Display This Question: If QOE1 = 1

QOE2 Where did you see the posters?

- ☐ Online - *please specify* (10)_____
- ☐ Geraldton (1)
- ☐ Port Headland (2)
- ☐ Mandurah (3)
- ☐ Dunsborough (4)
- ☐ Bunbury (5)
- ☐ Busselton (6)
- ☐ Yallingup (7)
- ☐ Other - *please specify* (8) _____
- ☐ ⊗Don't know / unsure (9)

Display This Question: If QOE1 = 1

QOE3 How well do you think the posters convey each of the following messages?

	Not at all well (1)	Not very well (2)	Just OK (3)	Very well (4)	Extremely well (5)
It is ok to speak up if my friends are about to, or are participating in risky behaviours around water (QC6_1)	○	○	○	○	○
Anyone can call out mates if they are about to, or are participating in risky behaviour around water (QC6_2)	○	○	○	○	○
Alcohol and water do not mix (QC6_3)	○	○	○	○	○
You can be safe while having fun around water (QC6_4)	○	○	○	○	○
I should speak up if my mates are about to, or are participating in risky behaviour around water (QC6_5)	○	○	○	○	○

End of Block: OUTDOOR EXECUTION

Start of Block: SOCIAL MEDIA TILES

QSM1 Have you seen any of these social media tiles before today? <social media tile images>

- ○ Yes (1)
- ○ No (2)
- ○ Don't know / Unsure (3)

Display This Question: If QSM1 = 1

QSM1_A Where did you see the social media tiles?

- ☐ Facebook (1)
- ☐ Instagram (2)
- ☐ Somewhere else online - *please specify* (3)

_____

Display This Question: If QSM1 = 1

QSM1_B How well do you think the social media tiles convey each of the following messages?

	Not at all well (1)	Not very well (2)	Just OK (3)	Very well (4)	Extremely well (5)
Spot before you swim (QSM1_B1)	○	○	○	○	○
Don't know? Don't dive (QSM1_B2)	○	○	○	○	○
Don't swig and swim (QSM1_B3)	○	○	○	○	○
Float with friends (QSM1_B4)	○	○	○	○	○
OMG's = 000 & CPR (QSM1_B5)	○	○	○	○	○

End of Block: SOCIAL MEDIA TILES

Start of Block: ACTION AND INTENTION

Display This Question: If QC4 = 1 Or QOE1 = 1Or QSM1 = 1

QC10 As a result of seeing the campaign material (ads, posters, social media tiles) did you think about doing any of the following WHEN IN OR AROUND WATER?

- [ ] Calling out your mates risky behaviour (1)
- [ ] Changing your own behaviour (2)
- [ ] Drinking LESS alcohol (3)
- [ ] Drinking NO alcohol (4)
- [ ] Talking with your mates about 'the amount of alcohol they/we drink' (5)
- [ ] Paying more attention to your behaviour (6)
- [ ] Paying more attention to your mates' behaviour (7)

Display This Question: If QC4 = 1; Or QOE1 = 1; Or QSM1 = 1

QC11 As a result of seeing the campaign material (ads, posters, social media tiles), did you think about doing anything else? _____

End of Block: ACTION AND INTENTION

Start of Block: PROGRAM

PREFACE 10 *You are nearly done. These are the last few questions.*

Q40 Before today, had you heard of the **Be a Mermate** Campaign?

- ○ Yes (1)
- ○ No (2)
- ○ Don't know / unsure (3)

Page Break

Q41 Before today, had you seen the following logo? <image of logo>

- ○ Yes (1)
- ○ No (2)
- ○ Don't know (3)

Display This Question: If Q40 = 1; Or Q41 = 1

Q42 Where did you see or hear about it? (select all that apply)

- ☐ Television / TV streaming (1)
- ☐ Outdoor advertising (e.g. bus stop) (2)
- ☐ Facebook (3)
- ☐ Website (4)
- ☐ Event / music festival (5)
- ☐ Word of mouth / from people I know (6)
- ☐ School presentation (7)
- ☐ Leavers (8)
- ☐ Instagram (9)
- ☐ Other/s (specify) (10) _____
- ☐ ⊗Can't remember (11)

End of Block: PROGRAM

Start of Block: HEAR ABOUT SURVEY AND PRIZE DRAW

Q43 How did you hear about this survey?

- ☐ RLSSWA Facebook page (1)
- ☐ RLSSWA newsletter/email subscription (8)
- ☐ A friend shared it (2)
- ☐ At a community event (3)
- ☐ From my school (4)
- ☐ Another Facebook page (which one?) (5) _____
- ☐ An online forum (which one?) (6) _____
- ☐ Other (please specify) (7) _____

Page Break

PRIZE DRAW *Thanks so much for making it through the survey! Your responses will help RLSSWA keep their program relevant and effective.*

As thanks, please fill in your details below to go in the draw to **win $500 cash.** The first 100 participants will get 4 entries into the draw. Remember your contact details will be kept separate from your responses, so enter the draw to win.

See the Terms & Conditions

- First name (1) _____
- Phone number (2) _____

End of Block: HEAR ABOUT SURVEY AND PRIZE DRAW

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