

Naam presentator: Kristine De Martelaer

Titel abstract/symposium: **Effects of a water safety campaign in the Netherlands**

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Effects of a water safety campaign in the Netherlands

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Introduction

As children and adolescents continue to be overrepresented in drowning statistics, a need exists to scientifically evaluate educational interventions to study their impact on behavior change regarding water safety (Leavy et al., 2016; Mennings et al., 2014).

A water safety program for 10-12 year old children in primary school in the Netherlands was evaluated. The Attitude-Social-Influences-Self-Efficacy model was used to assess effectiveness. Research shows that perceived utility of a program might influence effectiveness. The Unified Theory of Acceptance and Use of Technology was used to investigate if perceived utility can account for variance in effectiveness.

Methods

A quasi-experimental quantitative design with an experimental group and a control group was used. Pre- and post-test questionnaires were administered to assess effectiveness. Data on perceived utility of the program was assessed with a different questionnaire, administered after completion of the water safety program.

Self-report questionnaires were used.

Results

T-test analysis showed effect of the program on the variable social influences. Regression analyses showed variance in scores on attitude on the post-test could be explained by perceived utility of the program.

Conclusion/discussion

Effect of the program on the variable social influences is in line with research on supplying coping mechanisms as an effective way of motivating people to change their behavior.

Results of the regression analysis indicate that perceived usefulness of a program is important to take into account when assessing program-effectiveness. Replication and extension of this study should provide more insight into which elements work or need to be altered when designing a water safety program.

References

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