Communications Plan for
2015 *Healthy* Pools Campaign

Campaign: Red Eye Color, not Blue Dye, Indicates Pee in a Pool

Summary: Did your eyes turn red while swimming? Someone likely peed in the pool, says the U.S. Centers for Disease Control and Prevention (CDC), the National Swimming Pool Foundation, and the Water Quality and Health Council. This colorful fact is contrary to the viewpoints of most Americans, who incorrectly believe chlorine causes swimmers' eyes to turn red and that you can add a chemical to pools that will produce a bold color in the presence of pee.

Key Quotes:
- "Peeing in a pool depletes chlorine and actually produces an irritant that makes people's eyes turn red," says Michele Hlavsa, chief of CDC's Healthy Swimming program.
- "There isn't a dye that turns red, it's the eyes that turn red. Our kids' eyes are the real color indicator of where someone has peed in a pool," says Thomas M. Lachocki, CEO of the National Swimming Pool Foundation.
- "That 'chlorine' smell at the pool isn't actually chlorine. What you smell are chemicals that form when chlorine mixes with pee, sweat, and dirt from swimmers' bodies. These chemicals – not chlorine – can cause your eyes to become red and sting, make your nose run, and make you cough," says Chris Wiant, Chief of the Water Quality & Health Council.

Survey Data:
- 7 in 10 Americans incorrectly blame chlorine for causing swimmers' eyes to become red and irritated. *(True or False: Red eyes while swimming is an indicator that there is too much chlorine in the pool. 71% Yes; 29% No)*
- Nearly half of Americans believe that there is a chemical that is added to pools that turns a conspicuous color in the presence of pee. *(True or False: There is a chemical that is added to pools to turn a conspicuous color in the presence of urine. 47% Yes; 53% No)*
- More than half of Americans believe that swimming pool chlorine can turn your hair green. *(True or False: Chlorine in swimming pools can turn your hair green. 55% Yes; 45% No)*
- More than half of Americans admit to peeing in a swimming pool. *(Have you ever peed in a swimming pool before? 55% Yes; 45% No)*
- 4 in 5 Americans know how to swim. *(Do you know how to swim? 82% Yes; 18% No)*

Calls to Action:
- The Centers for Disease Control and Prevention and the American Chemistry Council have collaborated on a brochure that includes key messages about healthy swimming. Order a free CDC brochure at www.cdc.gov/healthywater/swimming/resources/brochures.html
- The Water Quality and Health Council is making free pool test kits available this summer through its Healthy Pools campaign. Order a free pool test kit at www.healthypools.org

Deliverables:
- Earned media pitch (based on press release, messaging above)
- Updated social media static graphics for Healthy Pools pages and accounts
- Sharable social media graphics (may also be shared with earned media partners)
- Sharable social media video documenting the biggest swimming pool myths

Distribution: The earned media pitch and press release will be distributed to targeted media outlets on the Tuesday morning of Healthy and Safe Swimming Week (May 18), with the press release going to through PR Newswire or a similar distribution service later that afternoon. We will also update static graphics (e.g., cover photos, banners) on the Healthy Pools social media pages and accounts, and start sharing social media graphics and the swimming pool myths video. The graphics and video will be promoted to targeted social media audiences using the remaining Q1 2015 ACC advertising budget ($4,200).

Timeline:
May 14 – Finalize earned media pitch
May 18 – Distribute press release and related media to targeted outlets, as well as through PR Newswire or a similar service
May 18 – Update static social media graphics, start sharing social media content and myths video
August 10 – Compile noteworthy clips (traditional, blog & social) into Campaign Results Report