



University of Pisa - Italy



Communication Observatory

Seeing the sea from land: a project to increase the public awareness of recreation waters quality. Results of a pilot questionnaire

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SEEING THE SEA FROM LAND

QUESTIONNAIRE ABOUT KNOWLEDGE, RISK PERCEPTION AND BEHAVIORS RELATED TO BATHING WATERS QUALITY

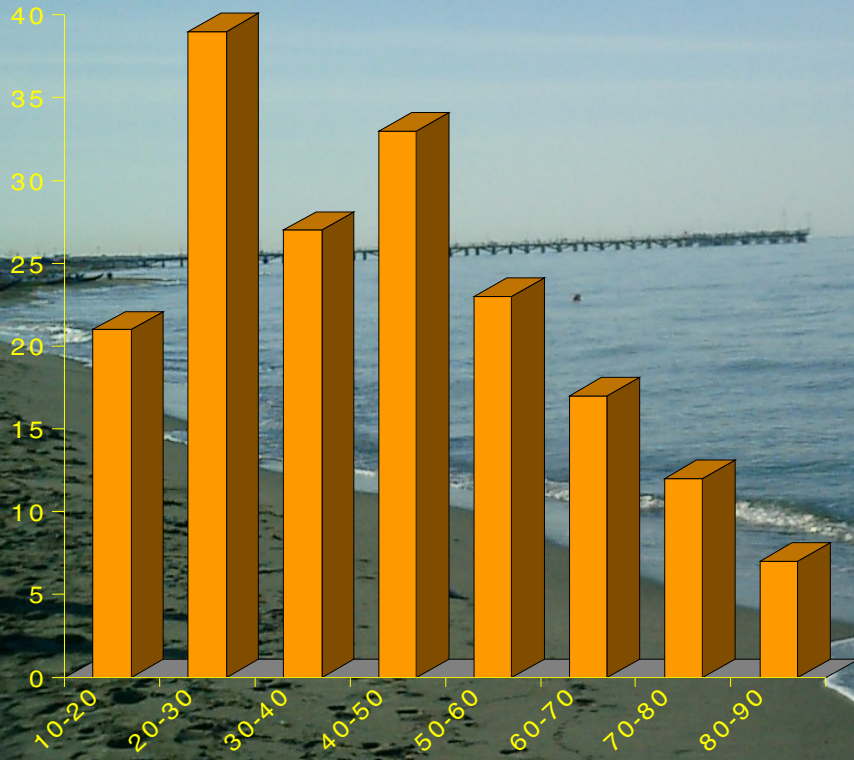


180 people visiting beaches of the northern coastal area of Tuscany were interviewed during the bathing season 2005.

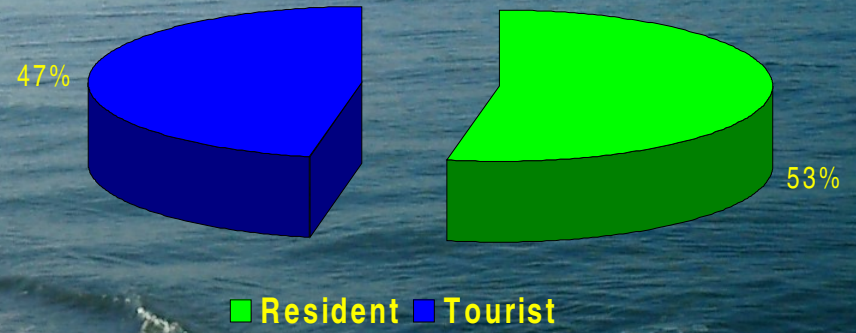
30 questions questionnaire:

- ✓ age class and area of residence
- ✓ bathing habits
- ✓ sources of information on water quality
- ✓ knowledge about the meaning of microbial parameters
- ✓ risk perception
- ✓ health problems possibly related to bathing

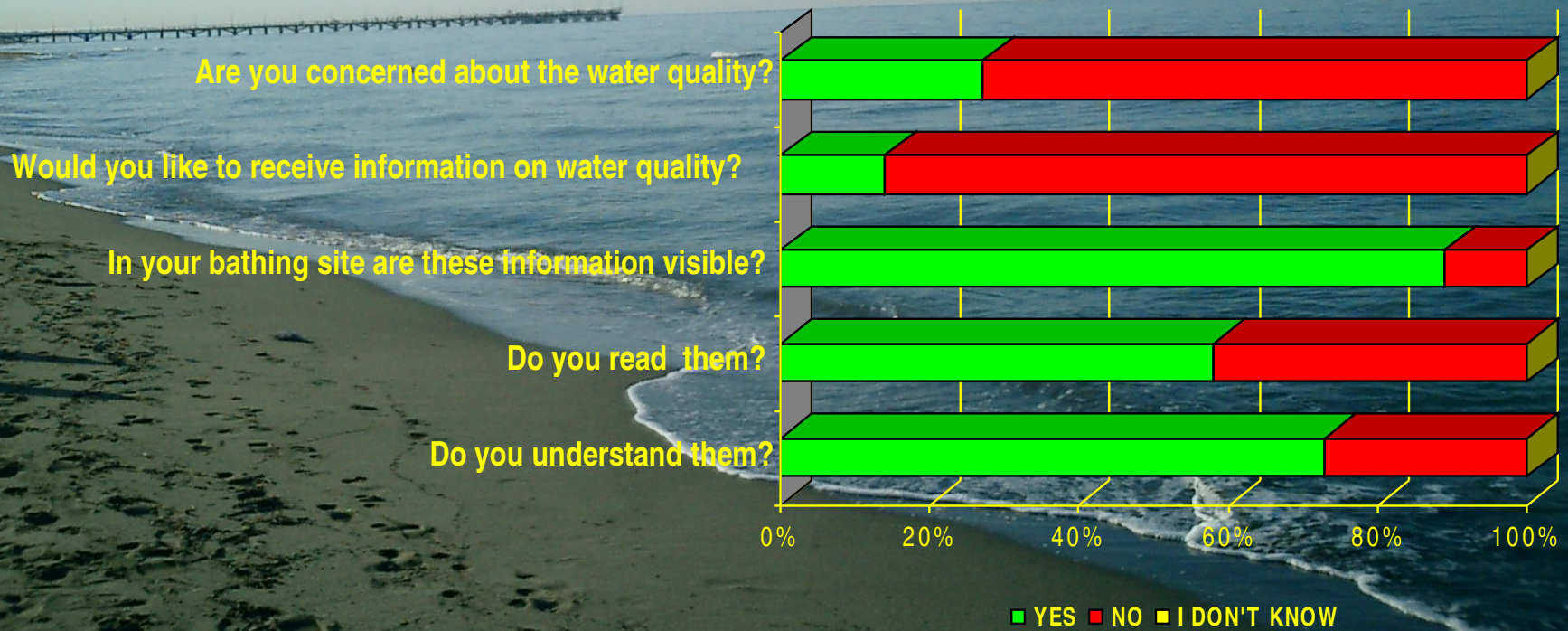
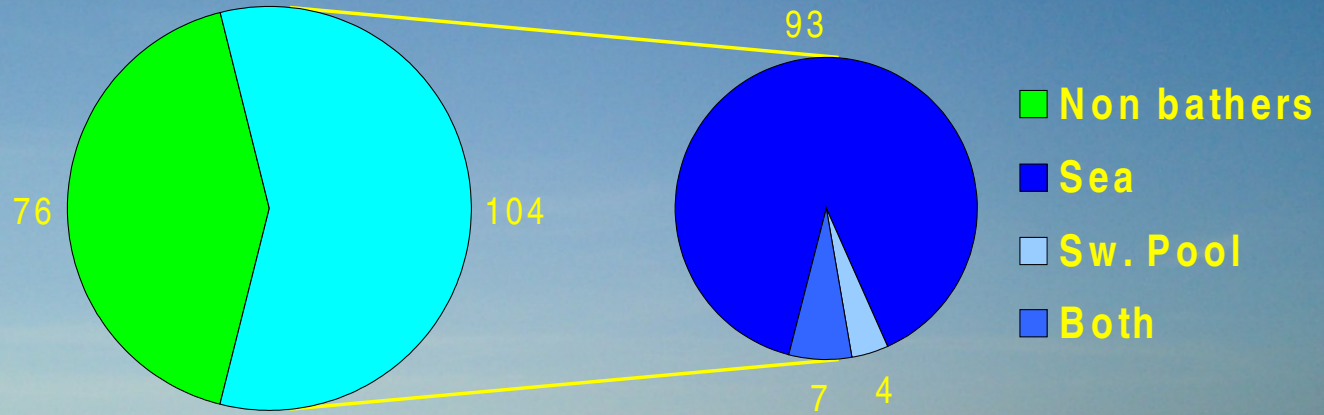
AGE DISTRIBUTION



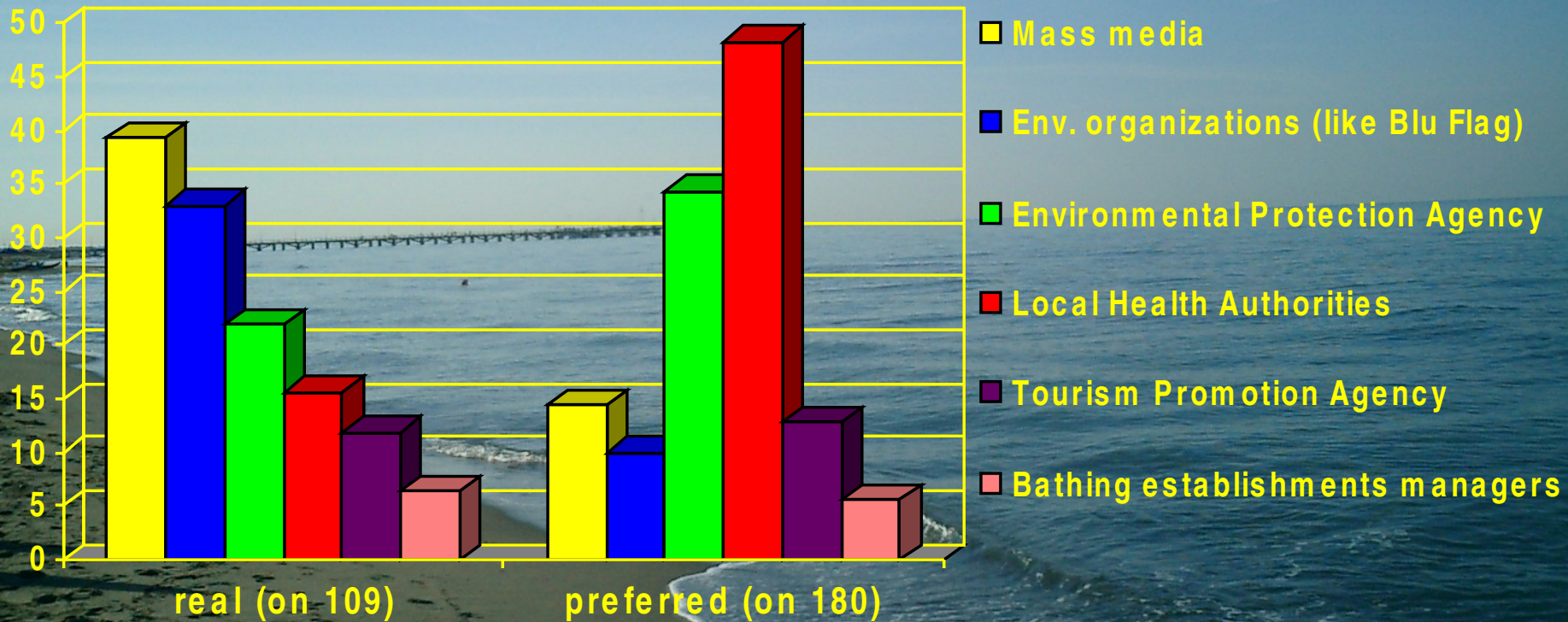
RESIDENCE



BATHING HABITS

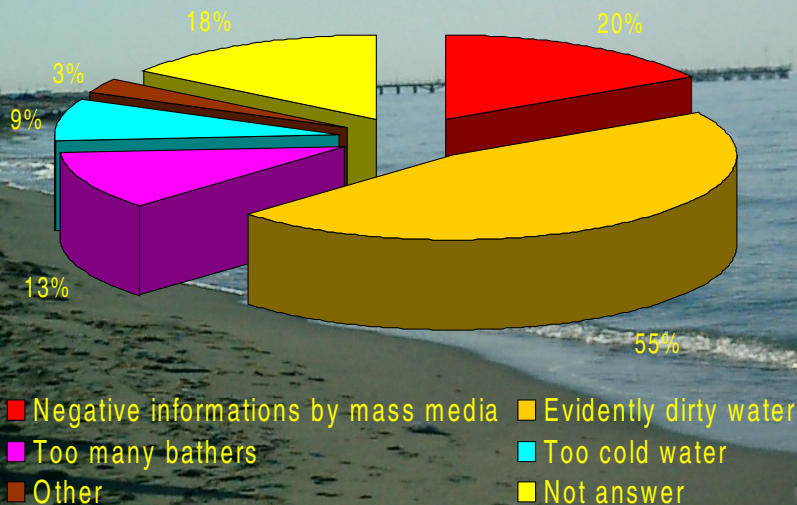


SOURCES OF INFORMATION ON WATER QUALITY

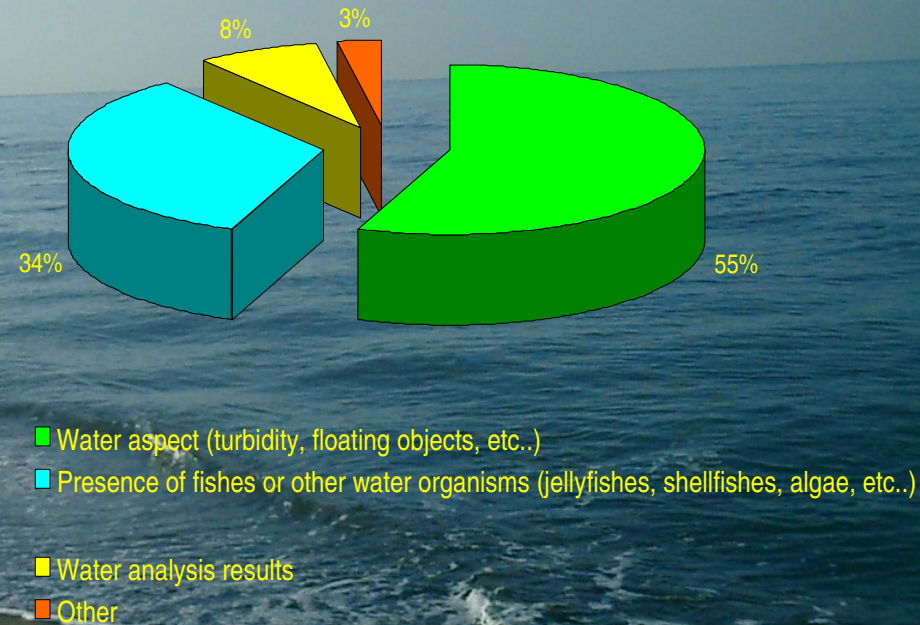


PERCEPTION OF WATER QUALITY

If you do not bathe, which is the most important reason?



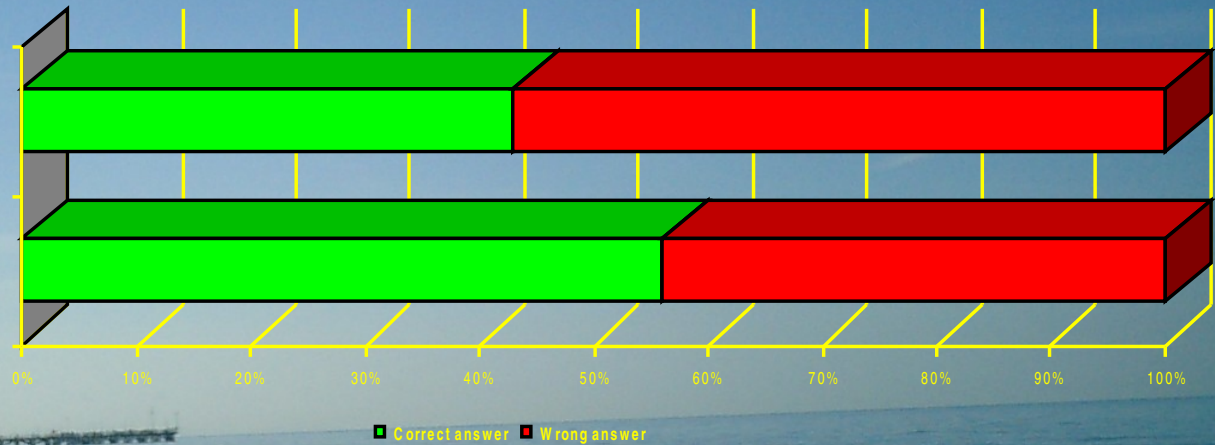
Which elements do you consider to assess the bathing water quality?



KOWLEDGE AND RESPECT OF INTERDICTION

What "Presence of Coliforms" does it mean?

What "Presence of Enterococci" does it mean?

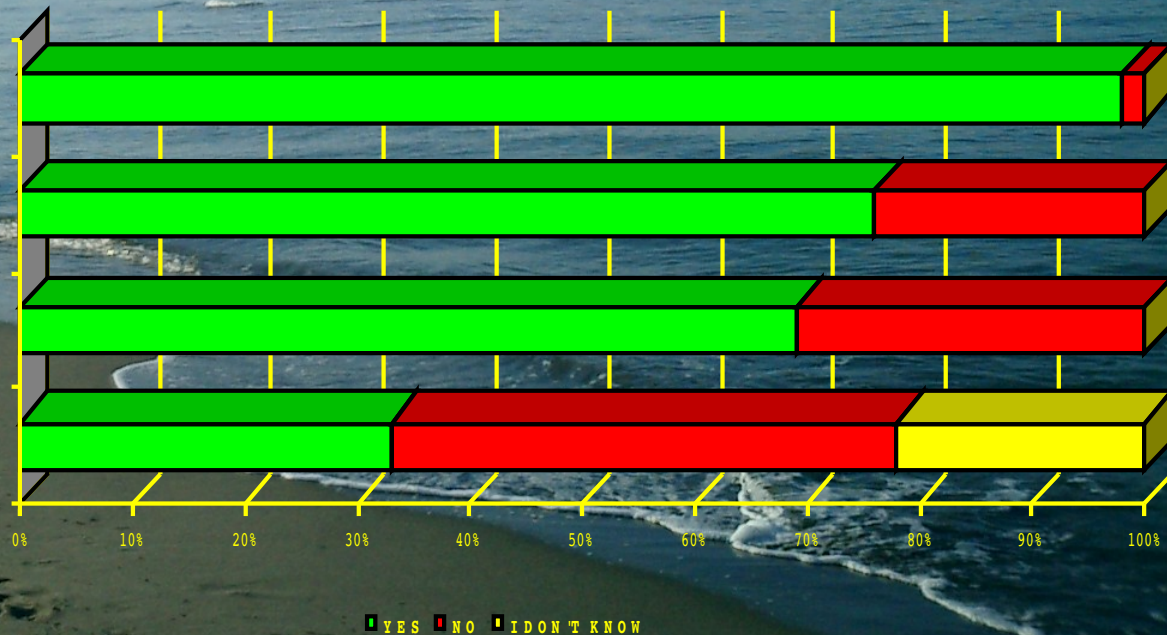


Have you ever seen people bathing in suspected water?

Have you ever seen people bathing in interdicted areas?

Have you ever seen advices of bathing prohibition?

Do you ignore advices of bathing prohibition?



RISK PERCEPTION RELATED TO WATER QUALITY

Do you choose bathing areas according to water quality?

Do you think that bathing polluted water could damage your health?

In which part of your body?

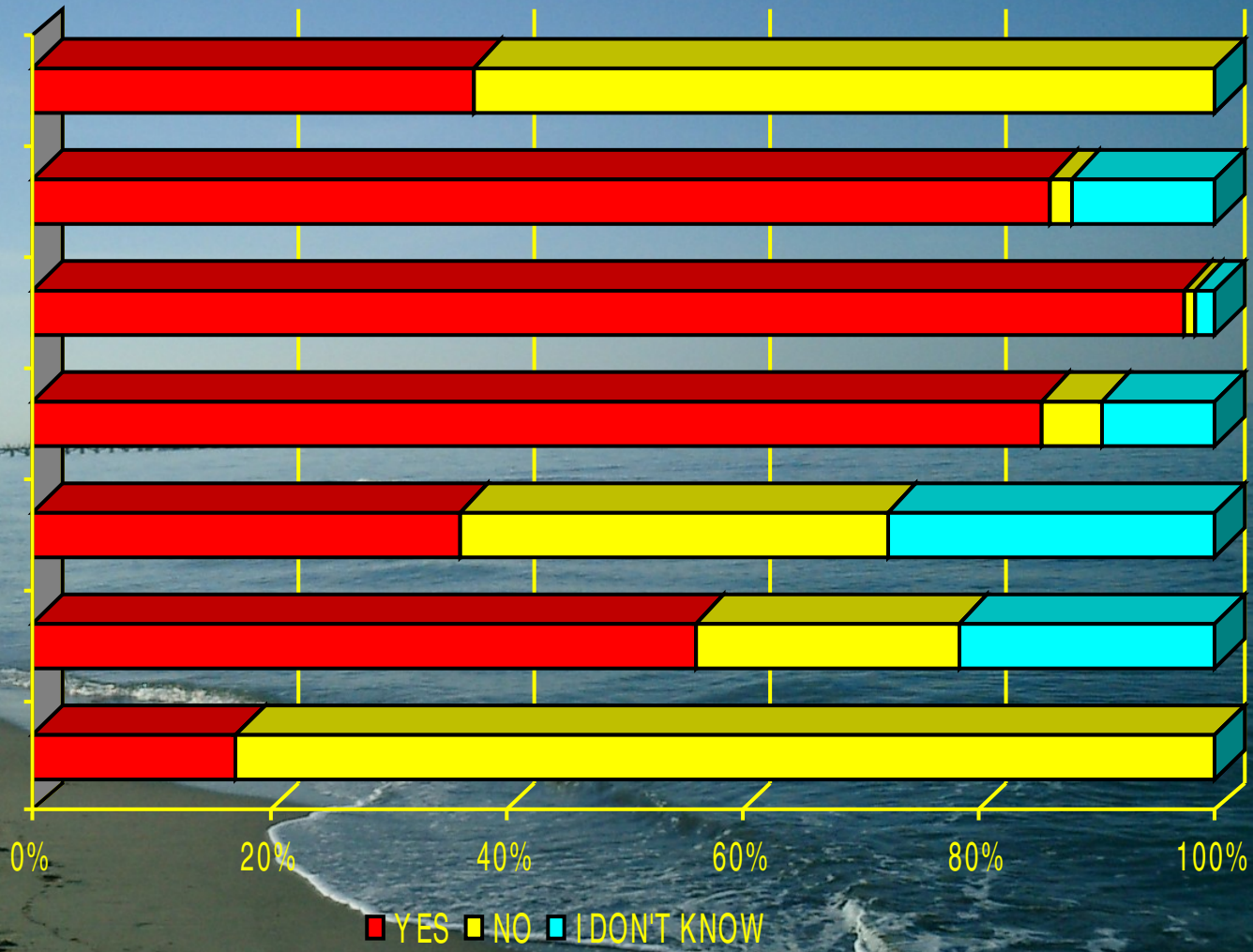
Skin

Eyes

Troath

Intestine

Have you ever had health problems possibly related to bathing?



CONCLUSIONS

- ✓ The surveyed population showed a low level of information, knowledge and risk perception related to the quality of bathing waters
- ✓ The majority of interviewed people don't choose destination on the basis of monitoring data, that are however not completely visible and understandable.
- ✓ Then it is evident the need of a better information of the public for the active participation of the local population and of beach visitors in the health protection and in the management of recreational water use areas.
- ✓ This implies that the institutions involved in monitoring and risk management should ensure good quality, readily understandable and easily accessible information.

