



Pool Safety Information and Resources: Reducing Child Drownings, Near-Drownings, Submersions, and Entrapment Incidents in Swimming Pools and Spas

Presenter: Ellyn J. Pollack, M.A., APR, Fellow PRSA

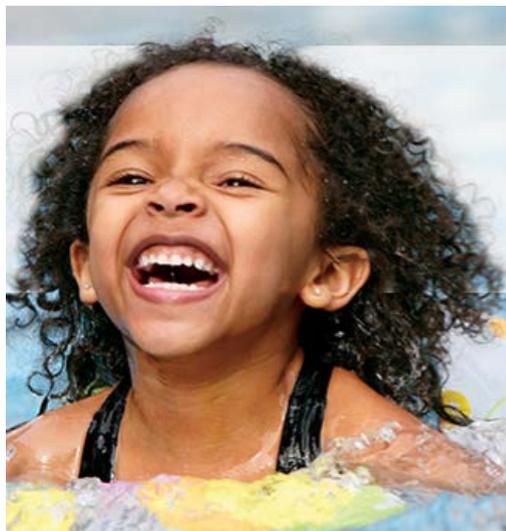
June 18, 2014



Meeting Orientation

- If you are having any technical problems joining the webinar please contact the Adobe Connect at **1-800-416-7640**.
- Type any additional questions into the Q&A box to the left of the slides.
- This webinar will be recorded and archived and a copy of this session will be sent out to all registrants after the meeting.

Pool Safely



Pool simple steps
save lives
SAFELY



Pool simple steps
save lives
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Pool Safely Campaign Overview

- *Pool Safely* supports The Virginia Graeme Baker Pool & Spa Safety Act, which mandates all public pools and spas in the U.S. have anti-entrapment drain covers and other equipment, where needed, to prevent entrapments.
- *Pool Safely* is the public affairs education and information program supporting the Act.

Poll Question 1

POLL QUESTION

How many pool and spa drownings occur each year in the United States?

- a. 85
- b. 210
- c. 350
- d. 400

Pool Safely Campaign Goal

- The campaign's goal is to save lives by eliminating entrapments in pools and spas and by reducing the number of child drownings, especially for those younger than five.



Pool Safely Campaign Activities

- Engage a range of partners to actively reach out to all audiences and develop a national network to promote water safety education.
- Expand media outreach efforts and secure additional coverage nationwide.
- Disseminate materials and promote print and online resources.



Pool Safely Campaign Activities

- Expanded broadcast and print Public Service Announcements distribution.
- Work with state and local governments to support compliance with the Virginia Graeme Baker Pool & Spa Safety Act.
- Encourage residential pool and spa owners to install anti-entrapment equipment and fences around all pools and spas.



POLL QUESTION 2

Have you taken the *Pool Safely* Pledge?

A. Yes

B. No

Pool Safely Pledge

- New in 2014 is the *Pool Safely* Pledge, available in English and Spanish
- Targeted at both children and adults
- Serves as a call to action, and a reminder of the safety steps to use when in/around the water



Pool Safely Pledge

2014

Pool simple steps
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PLEDGE

En Español

TAKE THE *POOL SAFELY* PLEDGE

Take one minute to make sure your family stays safe this year by pledging to *Pool Safely*.

Share this Pledge:    

PoolSafely.gov/Pledge



KID PLEDGE



ADULT PLEDGE

English

HAGA LA PROMESA DE *PISCINA SEGURA, DIVERSION ASEGURADA*

Tómese un minuto para asegurarse de que su familia se mantenga segura este año; haga la promesa de *Piscina segura, diversión asegurada*.

Comparta esta Promesa:    

PoolSafely.gov/Promesa

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PROMESA PARA NIÑOS



PROMESA PARA ADULTOS

#TakeThePledge

 <h2>KID PLEDGE</h2> <p>I, <u>TYPE YOUR NAME</u>, pledge to <i>Pool Safely</i> in 2014 I will never swim alone and will ask my parents to sign me up for swimming lessons. I will stay away from drains in the pool or hot tub. I will have fun, but always be safe when I'm in and around the water.</p> <p>PLEDGE</p> <p> KIDS PAGE  RESOURCES</p>	 <h2>ADULT PLEDGE</h2> <p>I, <u>TYPE YOUR NAME</u>, pledge to <i>Pool Safely</i> in 2014 I pledge to (check all that are applicable):</p> <ul style="list-style-type: none">✓ Designate a water watcher every single time children in my care are in or near the water. (Learn More)✓ Make sure my kids know how to swim. (Learn More)✓ As a parent or guardian, learn CPR. (Learn More)✓ Always remove portable pool ladders when not in use. (Learn More)✓ Ensure all permanent pools have a proper fence and gate and safe drain covers. (Learn More) <p>Zipcode: <input type="text"/></p> <p>PLEDGE</p> <p> KIDS PAGE  RESOURCES</p>	 <h2>PROMESA PARA NIÑOS</h2> <p>Yo, <u>ESCRIBE TU NOMBRE</u>, hago la promesa de <i>Piscina segura, diversión asegurada</i> en 2014. Jamás nadaré solo y pediré a mis padres que me inscriban a clases de natación. Me mantendré lejos de drenajes en piscinas o en bañeras de hidromasaje. Me divertiré, pero siempre me mantendré seguro al estar dentro o cerca del agua.</p> <p>PROMESA</p> <p></p>	 <h2>PROMESA PARA ADULTOS</h2> <p>Yo, <u>ESCRIBE SU NOMBRE</u>, hago la promesa de <i>Piscina segura, diversión asegurada</i> en 2014. Prometo (marque todos los que son aplicables):</p> <ul style="list-style-type: none">✓ Designar a alguien que vigile cada vez que un niño a mi cuidado esté en el agua o cerca de ella. (Más información)✓ Asegurarme de que mis hijos sepan nadar. (Más información)✓ Como padre o tutor, aprender a aplicar resucitación cardiopulmonar. (Más información)✓ Quite siempre escaleras de la piscina portátiles cuando no están en uso. (Más información)✓ Asegurarme de que todas las piscinas permanentes tengan una cerca de protección adecuada, seguro en las puertas de acceso y tapas en los drenajes. (Más información) <p>Zipcode: <input type="text"/></p> <p>PROMESA</p> <p></p>
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When you take the pledge, don't forget to tweet it using #TakeThePledge!

Pool Safely Pledge Week

July 14-20, 2014

- The goal of the *Pool Safely* Pledge week is to have as many partners as possible have their constituents sign the pledge.
- Interested in participating?
 - Send an email to poolsafely@widmeyer.com expressing your interest and we will be sure to loop you in on the Pledge Week activities and milestones.

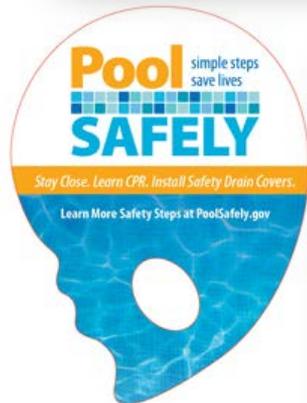
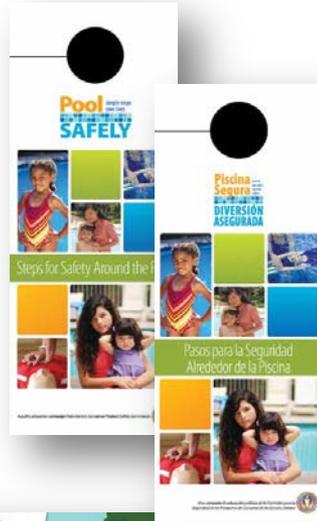
Poll Question 3

POLL QUESTION

African American children between the ages of 5 and 19 are how many times more likely to drown than Caucasian children of that age?

- a. 2 x more likely
- b. 3.5 x more likely
- c. 4 x more likely
- d. 5.5 x more likely

Pool Safely Materials



- *Pool Safely* offers educational materials free of cost.
- New in 2014:
 - Posters
 - Bookmarks
 - Pledge cards
- Visit the Tools & Resources page on the website for more details.

Partner Engagement

- We can't do it without you, our partners
 - **Campaign Safety Partners**
 - are highly engaged in the campaign and commit to promoting the *Pool Safely* campaign at a significant level.
 - **Campaign Safety Leaders**
 - are helping to promote awareness of the *Pool Safely* campaign by mobilizing their membership and network, promoting campaign events and participating in a required amount of specific campaign activities.
 - **Campaign Safety Community**
 - is a broader group of organizations that are kept informed of *Pool Safely* campaign developments and using their own resources to promote the campaign in their own communities.

Partner Engagement

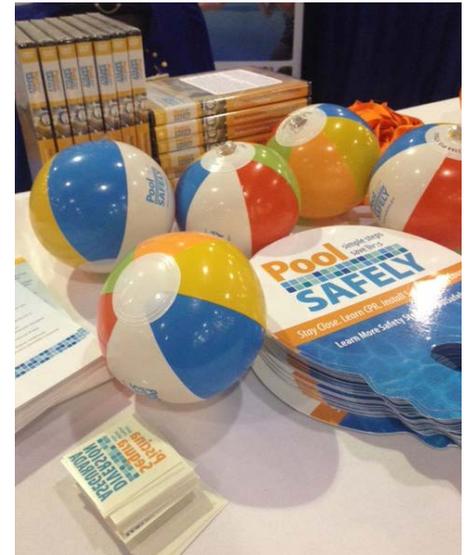


Saving Lives, One Swimmer at a Time!



Opportunities for Partner Groups

- Printed materials available **free of charge**.
- Customizable PDFs of select materials.
- Social media/earned media promotion.
- Engagement online/website highlights.
- Interested in becoming a partner?
 - Email poolsafely@widmeyer.com



PSAs

- New in 2014:
 - Additional PSAs in :15 and :60 seconds in English and Spanish
 - Walmart Checkout Channel: June 30-August 3



Pool Safely PSA

Audio will be playing through
your computer speakers only.

Please unmute your computer
speakers.

Kids Corner

- The Kids Corner of the website offers resources for parents and children including:
 - Interactive video games, The Adventures of Splish & Splash
 - Online activities
 - Poster for coloring
 - Educational videos
- New for 2014: water safety app!
 - Stay tuned for details

The Adventures of Splish and Splash



Poll Question 4

POLL QUESTION

Which state has the highest number of drownings?

a. Florida

b. Texas

c. Arizona

d. California

Upcoming *Pool Safely* Events

- *Pool Safely* attends numerous water safety events throughout the year.
- Visit our events page on the website to see where we will be!
- Some upcoming activities include:
 - June 20: The World's Largest Swimming Lesson
 - October 8: World Aquatic Health Conference
 - November 5: Pool, Spa and Patio Expo
 - November 7: REALTORS Conference

Resources

- *Pool Safely* Campaign Manager Ellyn Pollack (epollack@cpsc.gov) and
- Widmeyer Communications Email: poolsafely@widmeyer.com
- To order *Pool Safely* printed materials (in English and Spanish):
 - Contact: poolsafely@cpsc.gov
- To embed *Pool Safely* videos
 - www.youtube.com/poolsafely
- To download *Pool Safely* videos
 - Contact poolsafely@cpsc.gov for instructions
- To sign up for *Pool Safely* email newsletter
 - www.poolsafely.gov/signup.aspx
- To follow *Pool Safely* on Twitter
 - <https://twitter.com/poolsafely>
- To follow *Pool Safely* on Flickr
 - <https://www.flickr.com/photos/poolsafely/>

Virginia Graeme Baker





THANK YOU!

www.PoolSafely.gov

www.PoolSafely.gov/Pledge





Webinar Evaluation

<https://www.surveymonkey.com/s/G8QXWXK>