



Drowning Prevention: Programs and Strategies

Tuesday, May 15, 2012
2:00 to 3:00 p.m. Eastern Standard Time

Presenters:

Kim Burgess, Cindy Johnson, Angela Mickalide, Kathleen Reilly

Moderator: Jennifer Allison

On your telephone please dial:

1-866-835-7973

The webcast will begin shortly.

Your phone lines are currently muted.

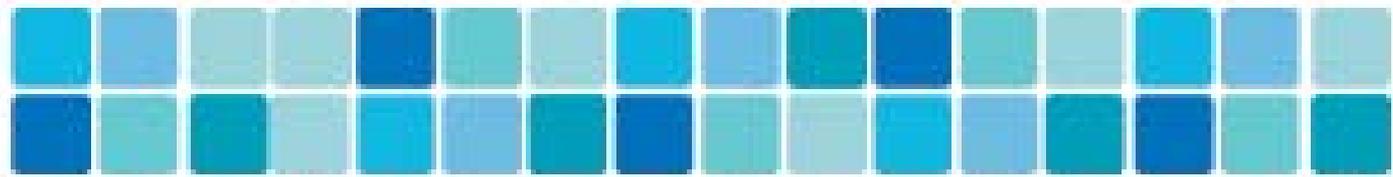


Meeting Orientation Slide

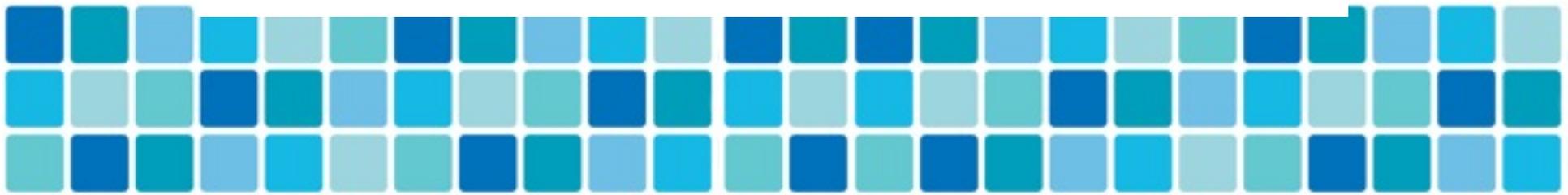
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Pool

simple steps
save lives



SAFELY



CPSC's *Pool Safely* Campaign 2012

The Virginia Graeme Baker Pool & Spa Safety Act

- Updates – Widmeyer Communications on board
- Public Affairs Campaign Messaging
- Public and Partner Outreach
- Advertising and PSA Outreach
- Partnerships
 - Continued Education and Outreach
 - Campaign Sustainability through Partners and the Media
- Rapid Response

Pool Safely Materials and Resources



Portable Pools



Portable Pools

Fence Them! Cover Them! Put Them Away!



Water Watcher Cards



FOR KIDS



Basic Water Safety Steps in and around Pools and Spas

**Drowning is a leading –
but preventable –
cause of death for children
under the age of five.**

- Never go in to the water alone – always have an adult and/or parent watching.
- Learn how to swim.
- Never play or swim near drains or suction outlets in pools and spas.
- Never swim in a pool or hot tub that has a broken, loose or missing drain cover.
- Learn water safety skills and other life-saving techniques.

Pool SAFETY
SAFELY



public education campaign funded by
U.S. Consumer Product Safety Commission

PoolSafety.gov



Partner Engagement



- We can't do it without you, our partners
 - Campaign Safety Partners
 - Campaign Safety Leaders
 - More than **500** contacts in the **Campaign Safety Community**



American Red Cross



Healthy Pools.
Healthy Bodies.



UNITED STATES SWIM SCHOOL ASSOCIATION



Education and Training

CPSC worked with leading industry organizations to create several excellent videos now available on PoolSafely.gov:

- **“Got it Covered”** provides safety information for Lifeguards about entrapment and drowning prevention. You can view the [video online](#) or order a hard copy by emailing poolsafely@cpsc.gov. This terrific new video was created by the Association of Pool and Spa Professionals in cooperation with CPSC.

Video and Online Training

Guidance to Compliance” is CPSC’s 8-chapter training video for the proper inspection of pools and spas for compliance with the Virginia Graeme Baker Pool & Spa Safety Act. This is available for [viewing online](#) or in hard copy and can be ordered at poolssafely@cpsc.gov. Each chapter can be viewed separately or you can watch the 45-minute video in its entirety.

Public Service Announcements/DVDs

- “[Drain Covers and Your Safety](#)” is now available for you to download. This two-minute video was produced to support public education about compliance with the Virginia Graeme Baker Pool & Spa Safety Act.
- *Pool Safely* has a **seven-part educational video** in English and Spanish that is available on our website: www.PoolSafely.gov/videos/.
- The *Pool Safely* public service announcements can be viewed on [YouTube](#) or in hard copy by contacting poolsafely@cpsc.gov.
- **NDPA**’s excellent “Simple Steps for Safer Pools” providing advice to all residential pool owners. See all videos on www.ndpa.org, two PSAs (Mission Impossible and Competiting Dads) plus Safer 3’s video for kids.

Opportunities for Partner Groups

- Printed materials available **free of charge** while supplies last
- Customizable PDFs of select materials
- Loaner exhibit materials
- Social media/earned media promotion
- Engagement online/website highlights

Pool Safely Online

Pool simple steps
save lives
SAFELY

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THE P&SS ACT EN ESPAÑOL

Recalled Pool & Spa Products

POOL & SPA SAFETY FOR PARENTS & FAMILIES FOR OPERATORS & INDUSTRY FOR STATE & LOCAL OFFICIALS FOR PARTNER ORGANIZATIONS NEWS & MEDIA RESOURCES SHARE YOUR STORIES

Upcoming Pool Safely Events Near You

In 2011, the *Pool Safely* campaign will have a presence at many exciting events around the country where we will meet members of the public, children's safety experts and industry partners to talk about the Simple Steps to Save Lives.

Find an event near you

Connect With Us

SIGN UP FOR E-MAIL ALERTS

Kids' Corner

Watch the Adventures of Splish & Splash

Try the Parent & Child Activity and more

Who is Virginia Graeme Baker?

Seven-year-old Virginia Graeme Baker's tragic death inspired her family to advocate for pool and spa safety and moved Congress to act to prevent entrapments.

Read more about her story.

NEWS **EVENTS** **TWEETS** **VIDEOS**

March 18th, 2011
Government Investigation Raises Concerns About Pool and Spa Drain Cover Testing and Entrapment Risks

November 5th, 2010
CPSC Pool Safety Campaign Partners with Industry on Education and Outreach

September 30th, 2010
Communities Celebrate Pool Safety Day Across America

Pool & Spa Safety Educational Video

(Read the transcript or watch in Windows Media format or on YouTube.)

View the other Educational Video Chapters

Resources

- Pool Safely Campaign Manager Kathleen Reilly (kreilly@cpsc.gov)
- 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 listserv
 - www.poolsafely.gov/signup.aspx



Piscina Segura pasos simples salvan vidas

DIVERSION ASEGURADA

Pool simple steps save lives

SAFELY

Poolsafely.gov
Twitter: @poolsafely

PoolSafely.





NDPA / Safer 3 Early Childhood Education Drowning Prevention Program

Cindy Johnson
NDPA, SFL, Blue Buoy Swim School

Children's Safety Network Webinar

May 15, 2012

2pm – 3pm,



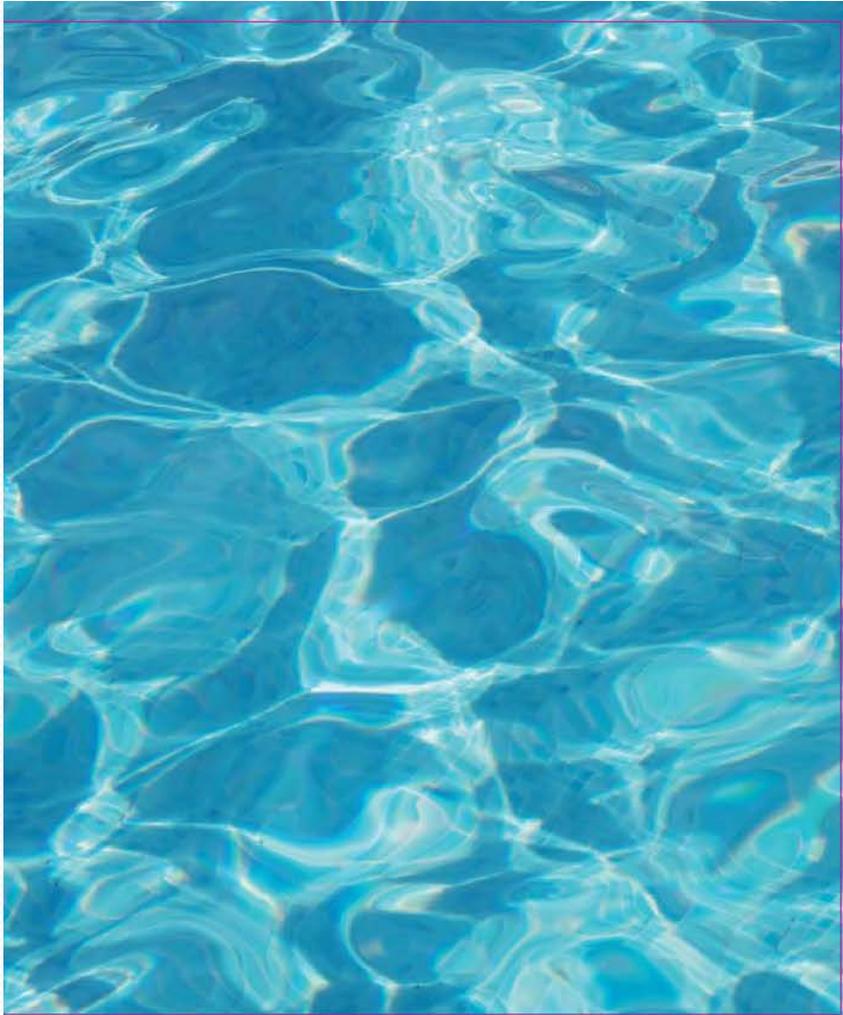
- NDPA formed in 2004 to unite organizations, individuals and agencies to support national and community-based drowning prevention efforts.
- NDPA developed a wide variety of programs and services to help the U.S. Consumer Product Safety Commission (CPSC) achieve the educational requirements of the VGB Pool and Spa Safety Act.
- The Safer 3 Early Childhood Education Drowning Prevention Program was developed under the CPSC contract.

What is the Safer 3?

- Initiative to dramatically reduce drowning by:
 - Educate families to ask “Where’s OUR Risk?”
 - Implement strategies to reduce and manage their risk
- “R” in “Safer” indicates always risk (no “Safe”)
- Where’s MY risk of drowning? (3 main areas)
 - Safer Water (bucket, bathtub, pool, spa, lake, river, ocean)
 - Empty buckets, barriers, swim by a guard
 - Safer Kids/people (potential victim)
 - Active adult supervision, swim lessons, follow rules
 - Safer Response
 - Learn CPR, keep phone by pool, emergency action plan

Safer 3 Early Education Drowning Prevention Program

- Developed to help preschool through early primary grade children understand basic water safety.
- Children are shown how to recognize risks associated with water & how to reduce those risks by learning about the Safer 3.
- By introducing these concepts, we can change the way people see their role & their responsibility to provide “safer” water experiences for themselves & their families.



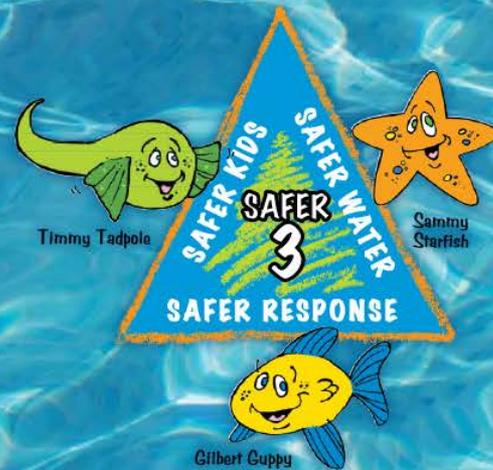
Early Education Drowning Prevention Program

Safer 3



Safer 3

Early Education Drowning Prevention Program



Timmy Tadpole

Sammy Starfish

Gilbert Guppy

Presented by the National Drowning Prevention Alliance in partnership with the Swim for Life Foundation

Sponsored by the U.S. Consumer Product Safety Commission



www.npda.org



www.safer3.org



www.PoolSafely.gov

Safer 3 Early Education Drowning Prevention Program



Presented by the National Drowning Prevention Alliance
in partnership with the Swim for Life Foundation

Sponsored by the U.S. Consumer Product Safety Commission



Safer 3 Early Childhood Drowning Prevention Program Table of Contents



INTRODUCTION

- Introduction to the Safer 3 Early Childhood Drowning Prevention Program
- How to Teach the Safer 3 Early Childhood Drowning Prevention Program
- What is the Safer 3?
- Early Growth Indicators

LESSON 1 - INTRODUCTION AND LEARNING GOALS

- Curriculum
- Activity Sheets

LESSON 2 - SAFER WATER

- Curriculum
- Activity Sheets

LESSON 3 - SAFER KIDS

- Curriculum
- Activity Sheets

LESSON 4 - SAFER RESPONSE

- Curriculum
- Activity Sheets

LESSON 5 - CULMINATION

- Curriculum
- Activity Sheets

SCOPE AND SEQUENCE



Safer 3 Early Childhood Education Drowning Prevention Program Lesson 1 Introduction



KEY TERMS		
Safe (Safer)	Water Safety	Drowning
Guppy	Tadpole	Starfish
Risk (Dangers)	Response	Swimming (Pool)
Pool Rules	Life Guard	Swimming Lessons

EARLY GROWTH INDICATORS/LEARNING GOALS

- See accompanied Scope and Sequence (Attachment 1)

RECOMMENDED GRADE LEVELS/TIME:

- Pre-K/K
- 2 Hours

TOPICS

1. Introduction to Safer 3 Early Education Drowning Prevention Program. (Introduce Characters: Bongo, Timmy Tadpole, Sammy Starfish, and Gilbert Guppy)
2. Introduce water safety and the risk of drowning.

OBJECTIVES

After completing the following lesson and activities, students will be able to:

- Identify the three components of the Safer 3 Early Education Drowning Prevention Program.
- Understand Key Terms.
- Understand some of the many risks associated with water.

MATERIALS, EQUIPMENT AND SUPPLIES

- Big Book, The Safer 3 Water Safety Adventure
- Safer 3 Poster (Triangle Logo)
- Picture-Word Cards (Key Terms); Oral Language Card 1 (Water Scene) Oral Language Card 2 (Safer 3 Pledge); Key Terms/Story Vocabulary Posters
- Activity Pages 1-4 (A1 Identify the Characters; A2 Graph and cut-outs (6 sets); A3 Safer 3 Pledge Badge/double sided tape, A4 Safer 3 Puppet Cut Outs/Popsicle sticks **(A4 is also used in Lesson 4 Center Time)**)
- Safer 3 CD; Catch the Wave Lyrics
- Set of 6 The Safer 3 Water Safety Adventure books and Listening Center
- Dramatic play gear (bathing suits, life jacket, mask, snorkel, fins, water toys)

MEETING TIME (whole group)

Oral Language and Vocabulary
Phonological Awareness

INTRODUCTION:

People need to know about water safety, the risks associated with water, and how to prevent drowning wherever there is water: at home, in and around a swimming pool, and at the beach, river or lake.

- **Draw on Previous Learning and Experience**
- **Display Key Terms Poster** (Link new vocabulary to prior knowledge.)

Ask students:

1. What are some things we do with water? (drink, bathe, clean, play)
 2. Who knows how to **swim**?
 3. Who has ever taken **swimming lessons**?
 4. Where are some places we swim? (Pool, Ocean, Lake)
- **Display Oral Language Card 1(OLC1)**
 1. Tell students that this is a photograph of a swimming pool. Explain that a swimming pool is a place where some people go to swim.
 2. Discuss appropriate vocabulary represented in OLC1(**Lifeguard, Pool Rules**)
 - Discuss what other things children can do in the water. Expand to include what children can do at a swimming pool, at a lake, river or the ocean.

SHARED WRITING



1. Ask students to share with you what they can do in the water.
2. Create a list of their responses, labeling responses with each student's name.
3. Use the sentence frame,
"I can _____ in the water." (pool, lake, river, ocean, bathtub). (Student's name)

CENTER TIME (small group)

Managing Centers: Establish a routine with students to make their Center Time play productive and organized.

1. **Plan** (Model activities in each center, give students the choice of where they will work, help students plan center activities.)
2. **Engage** (Ask open-ended questions, observe student behavior.)
3. **Reflect** (Ask students to reflect on what they did and learned.)

Listening Center/Book Corner

- As students listen to *The Safer 3 Water Safety Adventure* book, ask them to follow along, tracking from left to right. (Audio Tracks 1-3)
- Ask students to discuss their favorite part of the story.
- Ask students to look at the characters and setting.
- Complete Activity 1 (A1). Identify the Characters. Identify which Pal is from the ocean and which are not.

Dramatic Play

- Students use props to act out water activities and water safety.
- Encourage students to use water-related vocabulary as they act out scenes.
- Ask students, "What equipment are you using?"
- Ask students, "What safety gear are you wearing?"

Math

- Display the Safer 3 Pals, Bongo and the Magic Mermaid Queen and identify the colors and shapes of each.
- Predict the number of each, then sort the Safer 3 Pals, Bongo, and Magic Mermaid Queen and count each.
- Graph the number of each on Activity Sheet 2 (A2).

Literacy

- Display OLC 2
- Ask students to recite the Safer 3 pledge.
- Ask students to color and cut out the Safer 3 Pledge Badge (A3).
- Using double sided tape, affix badges to students' shirts.

Art

- Color and cut out the Safer 3 Water pals, Bongo and Mermaid Queen.
- Tape or glue characters to popsicle sticks to make puppets.
- Ask students to use their puppets to discuss water safety.

DIFFERENTIATED INSTRUCTION

OPTIONS FOR YOUNGER STUDENTS

- Retell the story in your own words using puppets.
- Create a shorter version of the text (story) or break the story up into shorter chunks.

CHALLENGE

- Ask students to retell the story as he/she pages through the text.
- Create a bar graph and label each column in number form.

ENRICHMENT SUPPORT

- Use target vocabulary to reinforce student's work. (For example, "You are wearing a life jacket. A life jacket is safe to wear around water.")
- Use simple sentences.

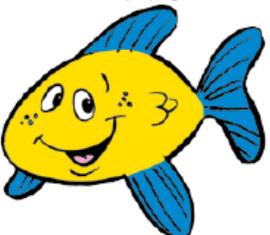
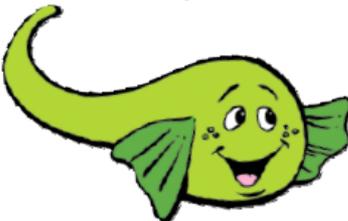
ENGLISH LANGUAGE LEARNERS

- Before reading *The Safer 3 Water Safety Adventure*, page through the book and discuss the illustrations. Prompt students to tell you what they see. Encourage them to use as many action words as they can.
- Some English language learners might not be familiar with math vocabulary (sort and graph). Demonstrate each and ask students to demonstrate their understanding.
- Gather water related items, label and place them around the room. Ask students to repeat the name using the sentence frame, "This is a ____."

HOME SCHOOL CONNECTION

- Send home a copy of the NDPA/Swim for Life Parent Introduction Letter.
- Send home the *Catch the Wave* Lyrics so families can learn and sing together.

Key Terms Picture/Word Cards

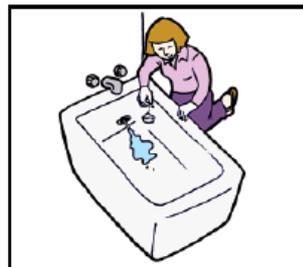
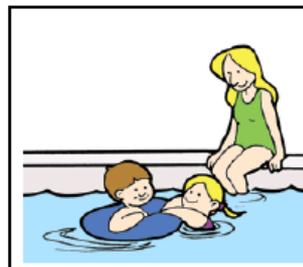
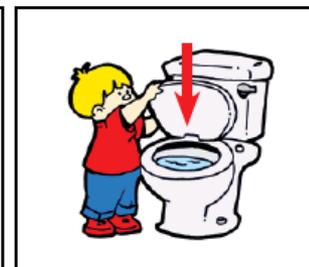
<p>Safe (Safer)</p> 	<p>Water Safety</p> 
<p>Guppy</p> 	<p>Tadpole</p> 
<p>Risk (Dangers)</p> 	<p>Response</p> 

Name: _____

Activity 8 I Can Do My Part To Be Water Smart

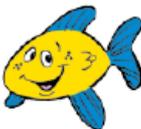


Place a checkmark on the blocks that show what you will do to be water smart.

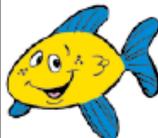
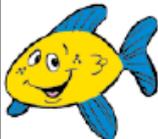
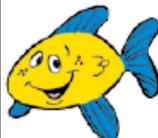
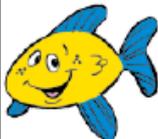


Activity 2 Graph the Safer 3

Count, then graph the Safer 3 on the graph below.

				
Bongo	Sammy Starfish	Timmy Tadpole	Gilbert Guppy	Mermaid Queen

Leader Instructions: Cut out the Safer 3 characters below. Select a set number of each to be counted and graphed on (A2) Graph the Safer 3 Activity Sheet.

				
Bongo	Sammy Starfish	Timmy Tadpole	Gilbert Guppy	Mermaid Queen
				
Bongo	Sammy Starfish	Timmy Tadpole	Gilbert Guppy	Mermaid Queen
				
Bongo	Sammy Starfish	Timmy Tadpole	Gilbert Guppy	Mermaid Queen
				
Bongo	Sammy Starfish	Timmy Tadpole	Gilbert Guppy	Mermaid Queen

Safer 3 Early Education Drowning Prevention Program

- Supplemental materials are also used as stand-alone items for water safety events, etc.
 - Safer 3 Storybook & Story/song CD
 - Coloring Book, Activity Book
 - Temporary Tattoos
 - Children's Water Safety Quest DVD
 - Simple Steps to Safer Pools DVD (for adults)





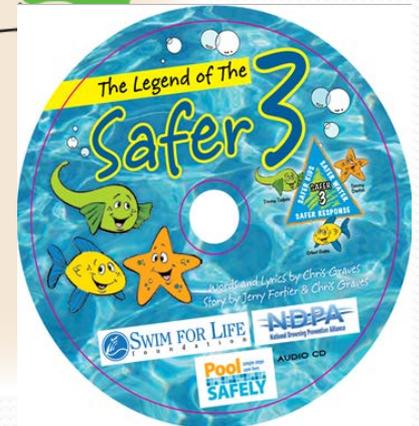
The Legend of The Safer 3



Water Safety Adventure Storybook

Hi, kids! My name is Bongo. It's that time of year when you and your family want to go swimming. I have some friends who want to help you stay safer in the water. Let me introduce you to the Water Pals... Sammy Starfish, Timmy Tadpole, and Gilbert Guppy!

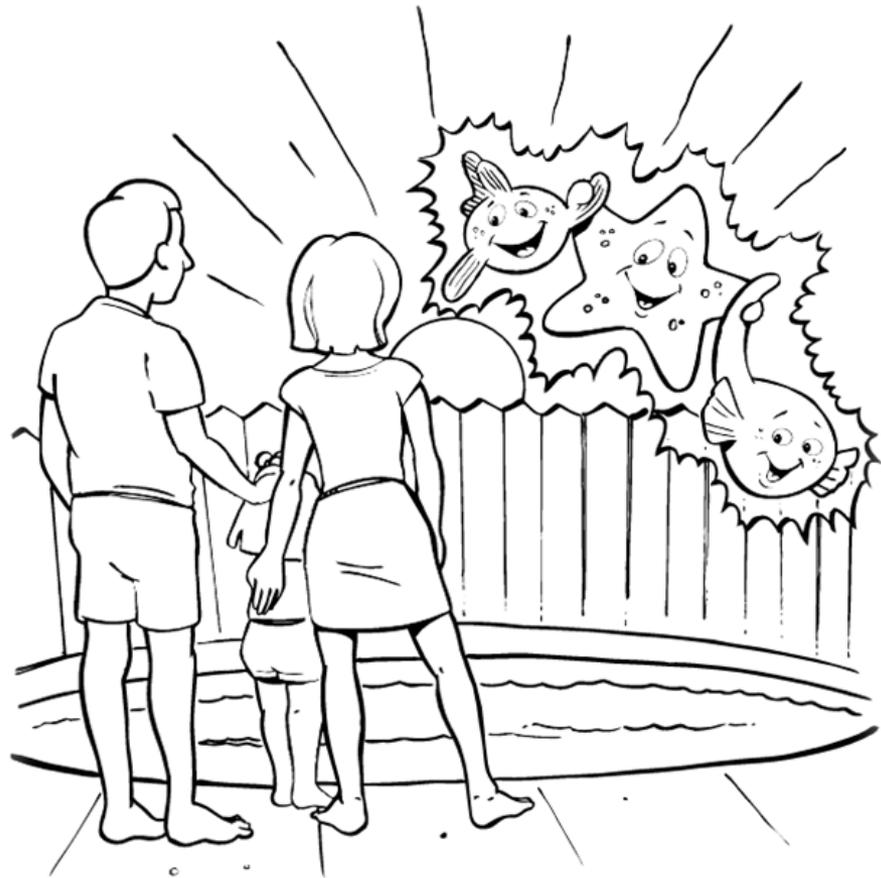
They had an amazing adventure while becoming the Safer 3. Now they teach kids how to be safer around water. Here's your chance to join in their adventure. And you just might see me again a bit later in the story. So join the fun now!



The Legend of The Safer 3



Water Safety Adventure Coloring Book

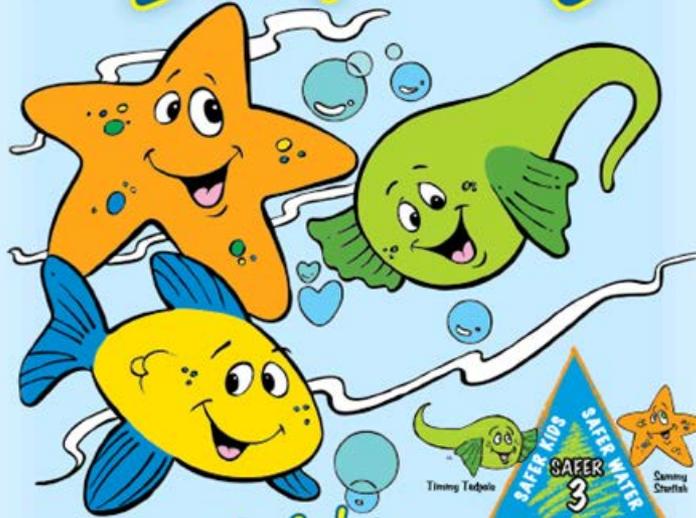


As the happy family stood near the pool, the Water Pals waved goodbye to them and shouted,

**"Remember - Drowning IS Preventable!
Follow the Safer 3!"**



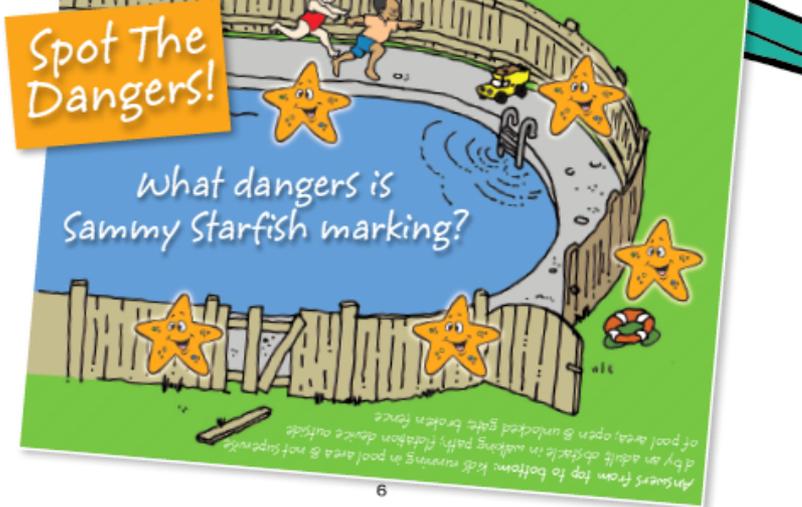
The Safer 3



Water Safety Adventure Activity Book



Install, maintain and use proper fencing, gates, gate latches, alarms and other safety equipment around the pool!



Spot The Dangers!

What dangers is Sammy Starfish marking?

Answers from top to bottom: kid running on pool area & not supervised by an adult, adult in walking path, flotation device outside of pool area, open & unlocked gate, broken fence



Drowning IS Preventable

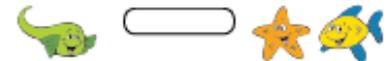
Follow the Safer 3

Water Watcher

While wearing this tag, I accept responsibility for guarding the pool to protect children from drowning. I will not leave the pool area without a replacement at any time.



www.ndpa.org



Children Drown... Without a Sound!

- I will limit the number of kids in the pool area and get help if I need it before kids go into the water.
- I will continuously scan with my eyes the water's surface and the bottom of the pool.
- I will avoid poolside chats, eating, talking on a phone and all other distractions such as reading, phone conversations and socializing.
- I will stop unsafe play and running in the pool area.
- I will keep a phone by the pool for emergency use only.
- I will locate and learn how to use the pool safety equipment.
- I will call 911 and follow instructions to administer CPR & First Aid.



NDPA
National Drowning Prevention Alliance

Pool SAFELY
simple steps save lives

Pilot Curriculum Distribution

- Two New York School Districts serving nearly 5,000 pre-K – 2nd grade children (add'l pending)
- Southern Calif. Kinder Care & Tutor Time pre-schools
- Throughout the U.S. at individual pre-schools & day care facilities.

Curriculum Distribution

- The core lesson plan, the additional storybook, coloring book, story/song CD and DVD this program are available in file format.
- We are working with Smart Moves to offer an online version of the full curriculum, including activity sheets and supporting material.

Curriculum Online Version (In process)

The screenshot shows a web browser window with the URL <http://www.smartmovesplanner.com/User/FolderForm.aspx?cmd=load&id=ec3>. The page features a navigation bar with a logo on the left and five circular buttons: HOME (blue), ABOUT US (green), CONTACT US (light green), SHOP (yellow), and SMART PLANNER LOGIN (orange). Below the navigation bar is a secondary menu with links: Welcome Cindy | My Home | Browse Activities | Browse Lessons | My Account | Help & User Guides | Glossary | Logout.

The main content area is divided into several sections:

- Search Activities:** A sidebar with filters for Activity Name, Skill Level (Any), Skill Type (Any), Equipment (Any), and Ownership (Any). It includes a Search button and a Glossary link.
- Recent Activities:** A list of activity links including Meeting Time, Circle Time, Center Time L2, Meeting Time (Whole Group) 1, Differentiated Instruction, Close the Day, Wrap Up/ Writing Activity, Listening Center/ Book Corner, and Center Time.
- Recent Lessons:** A list of lesson links for Safer 3 - ECDPP - Lesson 1, 2, and 3, with Create New and Browse Lessons buttons.
- Edit Safer 3:** A form to edit the folder name, currently set to "Safer 3". It includes Save Changes and Delete Folder buttons.
- Classes in Safer 3:** A section showing two class folders: All Classes and ECDPP. It includes Edit Class, Delete Class, Create New Class, and Create New Lesson buttons.
- Lessons:** A list of lessons with Lesson Goals and Lesson Objectives. Each lesson entry includes Copy Lesson and Edit Lesson buttons.
 - Safer 3 - ECDPP - Lesson 1:** Lesson Goals: After completing the following lesson and activities, students will be able to: - identify the three components of the Safer 3 Early Education Drowning Prevention Programme - Understand Key terms - Understand some of the many risks associated with water.
 - Safer 3 - ECDPP - Lesson 2:** Lesson Goals: After completing the following lesson and activities, students will be able to: - identify the three components of the Safer 3 Early Education Drowning Prevention Programme - Understand Key terms - Understand some of the many risks associated with water.
 - Safer 3 - ECDPP - Lesson 3:** Lesson Goals: (Text partially obscured)

Safer 3 - ECDPP - Lesson 1

Equipment

- Big Book, The Safer 3 Water Safety Adventure
- Picture-word cards Oral Language Card 1 (Water Scene) Oral language Card 2 (Safer 3 pledge)

Today's Topics

- Art
- Center Time
- Circle Time
- Dramatic Play
- Story Time
- Wrap up/ Writing Activity

Today's Topics continued

- Circle Time

Recommended grade levels

Objectives

- After completing the following lesson and activities, students will be able to:
- identify the three components of the Safer 3 Early Education Drowning Prevention Programme
 - Understand Key terms
 - Understand some of the many risks associated with water

Meeting Time

1

Meeting Time

[Activity Details](#)

INTRODUCTION • People need to know about water safety, the risks associated with

Meeting Time

1

Meeting Time

[Activity Details](#)

INTRODUCTION • People need to know about water safety, the risks associated with water, and how to prevent drowning wherever there is water: at home, in and around the swimming pool, and at the beach, river or lake.

Story Time

2

Story Time

[Activity Details](#)

Building Background • Display big book • literacy connection • Language and Vocabulary • Modelling Comprehension

Center Time

3

Center Time

[Activity Details](#)

Managing Centers: Establish a routine with students to make their Center Time play • productive and organized. • 1. Plan (Model activities in each center, give students the choice of where they will work, • help students plan center activities.) • 2. Engage (Ask open-ended questions, observe student behavior.) • 3. Reflect (Ask students to reflect on what they did and learned.)

Circle Time

4

Circle Time

[Activity Details](#)

Lesson 1

Meeting Time • Safer 3

Activity Overview

INTRODUCTION • People need to know about water safety, the risks associated with water, and how to prevent drowning wherever there is water: at home, in and around the swimming pool, and at the beach, river or lake.

Developments

- DRAW ON PREVIOUS LEARNING AND EXPERIENCE
- DISPLAY KEY TERMS POSTER (link new vocabulary to prior knowledge)

Ask students:

1. What are some things we do with water? (drink, bathe, clean, play)
2. Who knows how to SWIM?
3. Who has ever taken SWIMMING LESSONS?
4. Where are some places we swim? (Pool, Ocean, Lake)

DISPLAY ORAL LANGUAGE CARD

1. Tell students that this is a photograph of a swimming pool. Explain that a swimming pool is a place some people go to swim
 2. Discuss appropriate vocabulary represented in OLC1 (LIFEGUARD, POOL RULES)
- Discuss what other things children can do in the water. Expand to include what children can do at a swimming pool, at a lake, river or ocean

SHARED WRITING

1. Ask student to share with you what they can do in the water
2. Create a list of their responses, labeling responses with each student's name
3. Use the sentence frame

SHARED WRITING

1. Ask student to share with you what they can do in the water
2. Create a list of their responses, labeling responses with each student's name
3. Use the sentence frame.
"I can _____ in the water" (pool, lake, river, ocean, bathtub). (Students name)

Explain to students that they will be introduced to five new friends: Bongo, Timmy Tadpole, Sammy Starfish, Gilbert Guppy, and the Mermaid Queen.

Explain to students that they will be learning about water safety and the Safer 3 (Safer kids, Safer Water and Safer and Safer responses).

DISPLAY THE SAFER 3 TRIANGLE LOGO POSTER

DISPLAY PICTURE CARDS

1. Name Picture cards and meaning.
2. Emphasize the beginning sounds of each.
3. Ask students to repeat the names of each picture card as they are read aloud.

Audio Track

Story Vocabulary

Adventure • Ambulance • Safer kids • Safer Response • Safer Water • Safer 3

Equipment

Big Book, The Safer 3 Water Safety Adventure • Picture-word cards Oral Language Card 1 (Water Scene) Oral language Card 2 (Safer 3 pledge)

Images



Key Terms Poster

[Edit Activity](#)

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Art

Lesson 1

Safer 3

Activity Overview

Color and cut out the Safer 3 Water pals, Bongo and Mermaid Queen. • • Tape or glue characters to popsicle sticks to make puppets. • • Ask students to use their puppets to discuss water safety.

Developments

Color and cut out the Safer 3 Water pals, Bongo and Mermaid Queen.

- Tape or glue characters to popsicle sticks to make puppets.
- Ask students to use their puppets to discuss water safety.

Audio Track

Video Upload

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Equipment

Big Book, The Safer 3 Water Safety Adventure • Picture-word cards Oral Language Card 1 (Water Scene) Oral language Card 2 (Safer 3 pledge)

Images



KEY TERMS		
Wear Goggles	Wear Life Jacket	Obey Signs
Wade	Swim	Don't Drink
Wade Safely	Wade Slowly	Swimming Pool
Wade Slowly	Wade Slowly	Swimming Lesson

Key Terms Poster



Oral Language Card



Video Upload

[Motor Boat \(SD\).mp4](#)

Video Demo File

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KEY TERMS		
Safe (Safer)	Water Safety	Drowning
Guppy	Tadpole	Starfish
Risk (Dangers)	Response	Swimming (Pool)
Pool Rules	Lifeguard	Swimming Lessons

Lesson 1 Key Terms Poster

Image 1 of 3

CLOSE 

[Edit Activity](#)

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Key Partners Moving Forward

- CPSC
- NDPA
- Swim for Life Foundation
- US Swim School Association
- Swim Australia / SwimSAFER
- Smart Moves (online platform)
- Interest from New Zealand, Mexico, Brazil
- We're always looking for new partners!

Contact Info

Cindy Johnson
Treasurer, Swim for Life Foundation & NDPA
714-227-6000
cindy@swimforlife.org



<http://www.safer3.org>



<http://www.ndpa.org>



<http://www.youtube.com/user/NDPANodrown/videos>



<http://www.facebook.com/#!/safer3>

<http://www.facebook.com/#!/NationalDrowningPreventionAlliance>



Safe Kids
WORLDWIDE®

WATER SAFETY PROGRAMS

Angela Mickalide, PhD, MCHES
Director of Research

Children's Safety Network Webinar
May 15, 2012
2 pm – 3 pm

OUR MISSION

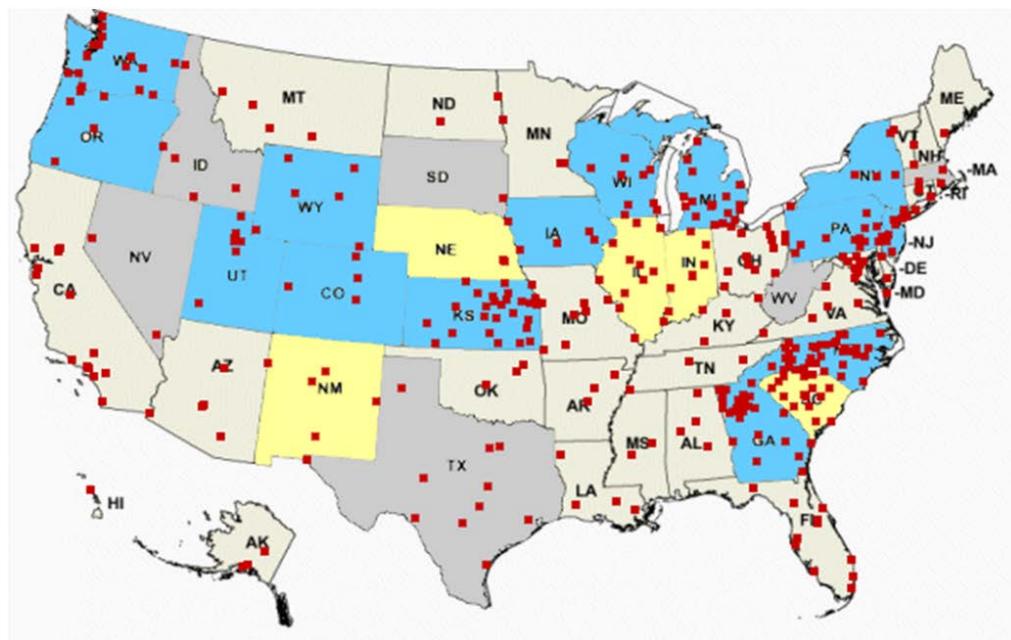
Safe Kids Worldwide is a global network of organizations with a mission of preventing unintentional childhood injury, a leading cause of death and disability for children.

WHERE WE WORK

22 MEMBER COUNTRIES...AND GROWING

Australia	Malaysia
Austria	Mexico
Brazil	New Zealand
Canada	Philippines
China	South Africa
Germany	Thailand
India	Uganda
Israel	United Arab Emirates
Italy	United States
Jordan	Uruguay
Korea	Vietnam

600 STATE AND LOCAL SAFE KIDS
COALITIONS AND CHAPTERS IN THE
UNITED STATES



OUR GOAL

**PREVENT CHILDHOOD INJURY
WORLDWIDE**

REACHING PARENTS AND CAREGIVERS, CHANGING BEHAVIORS AND CHANGING OUTCOMES

RESEARCH

PROGRAMS

UNITED STATES
INTERNATIONAL

ADVOCACY

AWARENESS

RESOURCE MOBILIZATION

RISK AREAS ADDRESSED

MOTOR VEHICLES

Buckle-Up/Child Passenger Safety
Certification of Car Seat Technicians
Hyperthermia/Spot the Tot
Start Safe Travel
Countdown 2 Drive

PEDESTRIAN

Walk This Way

DROWNING, POOL AND SPA, BOATING

Boating and Open Water
Pool and Spa
Safe Kids Training Academy
Start Safe Water

FIRE & BURNS

Start Safe Fire
Safe Kids Training Academy
Smoke and CO Detectors
Cooking Safety

POISONING

Safe Medication Use

CHOKING, SUFFOCATION, SAFE SLEEP & TOY

Button Battery Campaign

RECREATION SPORTS SAFETY

Bicycle Safety
Playground Safety
Youth Sports Safety

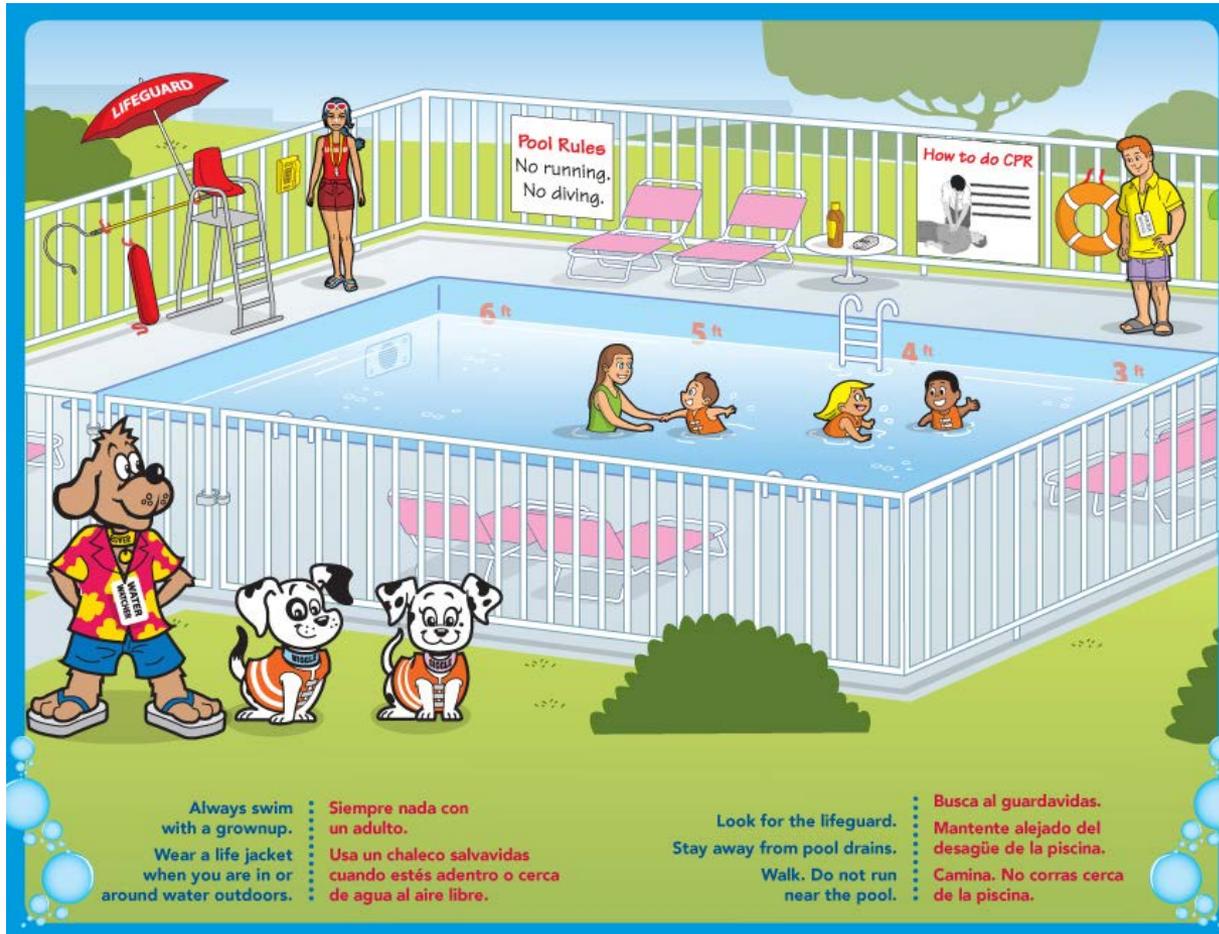
START SAFE: A WATER SAFETY PROGRAM FOR YOUNG CHILDREN AND THEIR FAMILIES



WIGGLE AND GIGGLE LEARN ABOUT POOL SAFETY BILINGUAL STORYBOOK FRONT COVER



WIGGLE AND GIGGLE LEARN ABOUT POOL SAFETY BILINGUAL STORYBOOK INSIDE SPREAD



FLASHCARDS FOR CHILDREN – GET WET



FLASHCARDS FOR CHILDREN – NOT YET



WE ARE WATER SAFETY RANGERS POSTER FOR CHILDREN



MESSAGES FOR PARENTS AND CAREGIVERS

■ Lock

■ Look

■ Learn

Parent & Caregiver Booklet
Water Safety Tips to Help Keep Your Family Safe

Most kids like to play in water. But you know water can be dangerous. In fact, drowning is the most common cause of accidental death for kids ages 1 to 4! And, for every drowning, there are 2 more kids who need emergency care, and another 2 who are hospitalized for nonfatal drowning injuries (injuries resulting from being under water too long)! It only takes a small amount of water for young children to drown.

The nonprofit Home Safety Council® (HSC), which has merged with Safe Kids Worldwide, created this booklet as part of **Start Safe: A Water Safety Program for Young Children and Their Families**. Use the tips in this booklet to help keep your children safe in and around water. Remember to **Lock, Look, and Learn** when it comes to your children and water! Talk to your children about water safety so they know the rules.



Lock
Stop your child from getting to water.

1. Empty buckets and drain bathtubs after you use them.
2. Keep toilet seats closed and use toilet seat locks.
3. Put a fence that is at least 4 feet high around all 4 sides of pools and spas.
4. Have a gate that closes by itself and locks.
5. Keep the gate locked when no adult is there.
6. Keep spas and hot tubs covered and locked when not in use.
7. If a door in your home opens onto your pool, put an alarm on the door and keep it locked.
8. If you have a pet door to the backyard, children can use it to get out. You need a 4-sided fence to separate the pool from the yard.
9. Empty blow-up or kiddie pools when they are not being used. Store them safely.
10. If you have a large blow-up pool that cannot be emptied easily, put a fence around it with a gate that locks. Take the fence down after you empty the pool.
11. Put away all pool toys when you leave the pool.
12. Cover pool and spa drains with safety guards or drain covers so the suction can't trap a child or adult.
13. Have a pool expert check your pool or spa drains to make sure they are safe.
14. Do not use a pool or spa if the drain covers are missing or broken.
15. Find out if your community pools use safe drain covers that are required by law.

Please visit
www.homesafetycouncil.org/startsafeprogram
for water safety games for you
and your children.



INSTRUCTOR'S GUIDE



Dear Teachers and Safety Educators:

Welcome to **Start Safe: A Water Safety Program for Young Children and Their Families**. This FREE program will help you educate parents and caregivers about dangers involving water—both indoors and outdoors at pools, spas, tubs, and open bodies of water. It will also help you teach the steps they can take to protect their children from drowning and water-related injuries.

Why is it important to talk to families about water safety?

- Drowning is the leading cause of accidental death for children ages 1 to 4.¹
- Approximately three children die in America every day from drowning.²
- New research shows that children ages 1 to 4 may be less likely to drown if they have had formal swimming lessons.¹
- Knowing how to swim does not mean a child can't or won't drown. We need to protect children in many ways, especially by making sure an adult is close by and paying attention when children are in or near water. It is also important to use fences and gates to keep children from getting near water when an adult is not there.

Start Safe: Water Safety includes tools to help you raise awareness among parents and caregivers about water safety. It also includes fun materials for you to use with 2- to 4-year-olds to help prepare them to make safe decisions around water.

The program has been sent to preschool teachers, fire and life safety educators, and injury prevention experts. It is our hope that teachers and safety educators will work together to present the program to children and their caregivers. This partnership approach proved very successful in pilot tests of our earlier program, **Start Safe: Fire & Burn Safety**. We've included tips in the instructor's guide based on feedback from these tests to help you work effectively as partners to use this program in your community.

To get started:

1. Review the **Start Safe: Water Safety** Instructor's Guide. It explains the program and how to use it effectively with children and their caregivers.
2. Teachers: Meet with your directors to determine the best way to share the program with parents and caregivers. Also, reach out to your local fire department or Safe Kids coalition to talk to safety educators about presenting the program.
3. Safety Educators: Contact local preschools to arrange to present the program to parents and/or conduct lessons with the children. (See the Instructor's Guide for tips.)
4. Involve a parent coordinator in your planning. Offer incentives to encourage parent participation in the program presentation.
5. Follow the script. The program teaches children a few basic water safety messages appropriate for preschoolers. Through an action plan called *Lock, Look, and Learn*, parents and caregivers learn risks related to water and preventative measures to help reduce these risks.

Start Safe: Water Safety was created by the nonprofit Home Safety Council® (HSC), which has merged with Safe Kids Worldwide, in partnership with Young Minds Inspired (YMI). The program was made possible through a generous grant from the United States Consumer Product Safety Commission (CPSC) via funding appropriated through the Virginia Graeme Baker Pool & Spa Safety Act (2008). In 2002, Virginia Graeme Baker drowned at the age of 7 after she was trapped under water by the powerful suction from a hot tub drain. The Act requires anti-entrapment drain covers and other safety devices on public pools and spas. CPSC has also launched the Pool Safety campaign (PoolSafety.gov) to raise awareness about these issues.

Thank you for using **Start Safe: Water Safety**. We know that there are many demands on your time. We hope that you find this program helpful and easy to use. With your help, we can keep young children safe in our communities and at home. Please complete the reply card to share your thoughts on the program.

Sincerely,

Meri-K Appy

Meri-K Appy
President
Safe Kids USA

Angela Mickalide

Angela D. Mickalide, Ph.D., MCHES
Director, Research and Programs
Safe Kids Worldwide

¹ CDC, *Prevent the One You Love: Drowning*, 7/27/10, (www.cdc.gov/SafeChild/Drowning)

² American Academy of Pediatrics: *AAP Green Update: Advice on Drowning Prevention*, 5/4/10, (www.aap.org/advocacy/pressroom/may2410tides.htm)

PROGRAM DISTRIBUTION AND EXPANSION

- 8,000 kits distributed nationwide in 2011
- DVD component– live action and animated in both English and Spanish with reproducible materials now available



EVALUATION BY TEACHERS

- Educational value - 99% rated the educational effectiveness as good to excellent
- Student appeal - 99% rated the appeal to children as good to excellent
- Teachers also found the program to be appropriate for the target audience of young children

COALITION PROGRAMS



COALITION PROGRAM GRANTS 2012

Pool Safety Education Program, funded by CPSC

- 37 grants of \$1,500-\$4,000 each were awarded to Safe Kids coalitions in March 2012
- Organize educational sessions and events to teach parents, caregivers, children, pool and spa owners and the community about safe pool and spa environments, key drowning and entrapment prevention messages and layers of protection.

PROGRAM TOOLKIT

Prevent Entrapment

Entrapment caused by a powerful suction from a pool or spa drain can trap a child or adult under water. Hair or jewelry can become entangled in a faulty or broken drain cover. The best defense against entrapment is to prevent it before it happens. Children's public wading pools, other pools designed specifically for children and in-ground spas that have flat drains pose the greatest risk of entrapment. Proper installation of anti-entrapment drain covers and back up devices, where needed, can make drain entrapment less likely.

- Teach children about the dangers of swimming around drains. Children should not swim or play near any drain or suction outlet.
- Do not use a pool or spa with loose, broken or missing drain covers. Contact a lifeguard or the owner about this hazard immediately.
- Make sure all pools and spas have compliant anti-entrapment drain covers as outlined in the Virginia Graeme Baker Pool and Spa Safety Act. These devices make pools and spas safer places for children to swim.



- If your drain cover was installed before 2009 or you have specific questions about the safety of the drain cover that is installed in your pool or spa, contact a qualified pool professional to have your drain inspected.

In Memory of Virginia Graeme Baker

The Virginia Graeme Baker Pool & Spa Safety Act (PSSA) takes its name from Virginia Graeme Baker (Graeme), a young girl who drowned after she was trapped under water by the powerful suction from a hot tub drain in 2002. According to the PSSA, all operating public pools and spas must have new anti-entrapment drain covers and only these new compliant covers can be sold in the U.S.



Signed into law on December 19, 2007, the PSSA became law due to the tireless efforts of Graeme's mother, Nancy Baker, her grandfather, former Secretary of State James A. Baker III, Safe Kids

Pool & Spa Safety



Pool & Spa Safety Tips

LOCK

- Put up a fence that is at least 4 feet high and surrounds all sides of the pool or spa. The fence should have a gate with a lock that closes and latches by itself.
- Use door, gate and pool alarms.
- Teach children not to play or swim near pool or spa drains.
- Use approved safety drain covers and back up devices.



LOOK

- Always watch children when they are in or near water.
- When you are watching children, don't be distracted by phone calls, text messages, reading or talking to others.
- Watch children even if they know how to swim.
- Children who can't swim or can't swim well should be within your reach.
- Keep a phone near you – use it only to call for help if there is an emergency.
- If a child is missing, check the water first.



LEARN

- Both adults and children should learn how to swim.
- Learn when to use U.S. Coast Guard approved life jackets.
- Learn how to use rescue equipment.
- Learn CPR.



Did you know?

- Most children were being watched by an adult just before they drowned.
- Drowning is one of the leading causes of death for children.
- Approximately 400 children age 14 and younger drown each year in pools and spas.
- Home swimming pools are the most common place for a child younger than age 5 to drown.




Residential Pool and Spa Safety

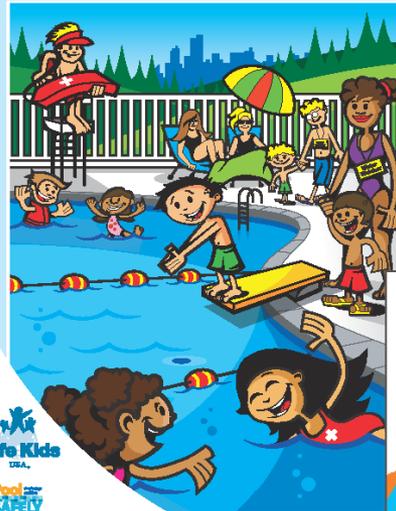
Key Facts

- An average of 2 children ages 14 and under drown every day.
- From 2000-2007, an average of nearly 750 children ages 14 and under died as a result of unintentional drowning.
- 5,016 non-fatal injuries occurred to children 14 years old or under due to near drowning incidents

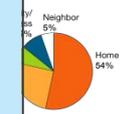


Water Safety

Activity and Coloring Book



Drowning Locations for Children ages 0-6



than other age groups
the counterparts.

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THANK YOU



Florida Child Abuse Deaths a focus on risk

**Florida Department of Health Child Abuse Death Review
Committee**

**Broward County Health Department
Drowning Prevention Coordinator
Kim Burgess**

Purpose of the State Child Death Review Team

- **Develop a community based approach to address child abuse deaths and contributing factors**
- **Achieve a greater understanding of the causes and contributing factors of deaths resulting from child abuse or neglect**
- **Identify gaps, deficiencies or problems in service delivery to children and families by public and private agencies that may be related to child abuse deaths**
- **Develop and implement data-driven recommendations for reducing child abuse and neglect deaths**

Qualifying for Review

- A report must be called into the hotline and accepted by the hotline
- DCF must investigate the case and determine that:
 - Death was a result of a parent or caretaker actually causing the death; or
 - A parent or caretaker failed to take action to prevent the death

Child Drowning

**Just a tragic accident
or is it Neglect???**

Remember

Healthy Children are not meant to die

**And if they do they deserve the right to
have the death fully investigated in
order that a cause of death might be
identified and homicide excluded**

Fatal Neglect

In cases of fatal neglect, the child's death results not from anything the caregiver does, but from a caregiver's failure to act. The neglect may be chronic (e.g., extended malnourishment) or acute (e.g., an infant who drowns because she is left unsupervised in the bathtub).

Child Abuse and Neglect Fatalities: Statistics and Interventions

National Clearinghouse on Child Abuse and Neglect Information, 2004

Fact Finders



Roles and Responsibilities

- **Protective investigators purpose is to identify risk, services needed, and make findings on the maltreatments**
- **Law Enforcement purpose is to establish if a crime has been committed**
- **Medical Examiner purpose is to identify the cause and manner of death**

Definition of Harm

F.S.39.01 (30) (3) Leaving a child without adult supervision or arrangement appropriate for the child's age or mental or physical condition, so that the child is unable to care for the child's own needs or another's basic needs or is unable to exercise good judgment in responding to any kind of physical or emotional crisis.

Definition of Adequate Supervision

- **Being provided by an attentive, functional person who is not under the influence of drugs or alcohol.**
- **They must be proximate to the child**
- **They must provide continuous supervision**

Bathtubs



West Palm Beach

Mom of drowned babies found water on as she returned to tub

By Rochelle E.B. Gilken

Palm Beach Post Staff Writer

Wednesday, April 18, 2007

The Palm Beach County Sheriff's Office is trying to sort through slightly different versions of what happened when two babies drowned at a suburban home Monday.

The distraught mother of the 10-month-old twins speaks Creole, and investigators have been unable to determine exactly how the boy and girl died in the bathtub of the home at 5500 Huddle Hill Road north of Lantana Road near Jog Road.

**UPDATED
WEEKLY**

Browse
Specials
& Deals
From Local
Dealerships

Autos
PalmBeachPost.com

Facts

- More than 10% of childhood drowning occur in bathtubs
- Bathtub drowning peaks at ages 8 up to 24 months of age
- Florida averages 7-8 bathtub drowning a year
- Neglect or child abuse should always be considered

**A Child is 100 times
more likely to drown in
a pool than be killed by
a gun**

Why

- Parents have a false sense of security about their ability to keep track of youngsters.
- Parents are under the mistaken impression that children splash and scream when they are struggling, when actually they slip under the water noiselessly, experts said.
- “In home pools, people get really comfortable with their surroundings, and so you kind of let your guard down a little bit,” said Claudia Romo, a health educator at Children’s

PREVENTABILITY

- **Preventable Deaths**
- The State Committee is charged with the responsibility of determining whether the child's
- death was preventable, based on the information provided, using the following categories:

PREVENTABILITY

- **Definitely preventable by caretaker or system or both**
- The information provided demonstrates clearly that steps or actions could have been taken that would have prevented the death from occurring. A system can be agencies such as DOH, DCF, Community Based Care, Healthy Families, Healthy Start, Law Enforcement, the Judicial system, or relatives, to name a few.
- Deaths resulting from homicidal violence are classified as “not preventable” unless the information provided clearly demonstrates that actions taken by the community or an individual other than the perpetrator/caretaker could definitely have prevented the death or could possibly have prevented the death.

PREVENTABILITY

- **Possibly preventable by caretaker or system or both**
- There is insufficient information to determine if the death was preventable.

PREVENTABILITY

- **Not preventable by caretaker or system**
- No current amount of medical, educational, social or technological resources could prevent the death from occurring.
- 76 (56%) were definitely preventable by caretaker
- 19 (14%) were definitely preventable by caretaker and system
- 17 (13%) were not preventable
- 8 (6%) were definitely preventable by caretaker and possibly system
- 8 (6%) were possibly preventable by caretaker
- 6 (4%) were definitely preventable by system
- 2 (1%) were undetermined

Drowning Issues

- Caught up in the emotion
 - Belief “The family has suffered enough”
 - “I was only gone for a minute”
 - Somebody was watching them
 - Kids were watching kids
 - Acceptance of society
 - Lack of crime scene documentation
 - Drug testing
 - Calling it “tragic accident” when in fact it is a “tragic preventable death

Pools lead in location



2010 Florida Age 0-6 Drowning: Gender, Race & Ethnic Differences

- **Age of Children**
- 5 (12%) were between ages 0-12 months
- 9 (21%) were between ages 13 months to 23 months
- **23** (55%) were between ages 2 to 3 years
- 5 (12%) were between ages 4 to 6 years

2010 Florida Age 0-6 Drowning: Gender, Race & Ethnic Differences

- **Gender of Children**
- 30 (71%) were males
- 12 (29%) were females
- **Race/Ethnicity of Children**
- 21 (50%) were White
- 8 (19%) were Black
- 8 (19%) were Haitian
- 2 (5%) were Multi-racial
- 2 (5%) were Middle Eastern
- 1 (2%) was Asian

Characteristics of the Caretaker

- **Age of Perpetrator/Caretaker**
- 25 (49%) were between the ages of 18-29 years
- 12 (24%) were between the ages of 30-38 years
- 9 (18%) were between ages of 40-48 years
- 5 (10%) were between ages of 53-72 years

Risk Factor in Neglect deaths

- **There were a total of 42 drowning deaths. Inadequate supervision was found**
- **in all drowning deaths.**
- 29 (69%) were in pools
- 10 (24%) were in other bodies of water
- 3 (7%) were in bathtubs

NEGLECT MALTREATMENT DEATHS

- 42 (49%) Drowning
- 21 (25%) Unsafe sleep
- 9 (11%) Vehicle
- 6 (7%) Drug toxicity deaths
- 3 (4%) Other neglect deaths
- 2 (2%) Medical neglect
- 1 (1%) Firearm
- 1 (1%) Fire

NEGLECT MALTREATMENT DEATHS

- **Risk Factors**
- 18 had criminal history
- 16 had substance abuse history
- 14 had prior history
- 12 had domestic violence history

Recommendations

- Training to first responders, law enforcement, hospitals on mandatory reporting
- Thorough investigations with complete and consistent documentation
- Drug testing caretakers
- Education to the parents, public and service providers on pool safety

Safer 3

- Safer Water
- Safer Kids
- Safer Response

Recognizing risks associated with water related activities and implementing strategies to reduce and manage those risks.





Questions?

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www.ChildrensSafetyNetwork.org

Thank you for attending today's session!