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

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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 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
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

Take the Pool Safely Pledge

Share this Pledge:  

Haga la Promesa de Piscina Segura, Diversión Asegurada

Comparta esta Promesa:  

PoolSafely.gov/Pledge

PoolSafely.gov/Promesa
#TakeThePledge

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
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
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
• 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