Presenters:
Kim Burgess, Cindy Johnson, Angela Mickalide, Kathleen Reilly

Moderator: Jennifer Allison

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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

Fence Them! Cover Them! Put Them Away!
Water Watcher Cards

Water Watcher
I am responsible for watching children
to protect them from drowning.

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 a 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 and other life-saving techniques.

Pool Safety. Make it count—PoolSafely.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
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 poolsafely@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.PoolSafety.gov/videos/](http://www.PoolSafety.gov/videos/).

• The *Pool Safely* public service announcements can be viewed on [YouTube](https://www.youtube.com) 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](http://www.ndpa.org), two PSAs (Mission Impossible and Competing 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
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
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.
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 Education Drowning Prevention Program

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

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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
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)
  - 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.
  - 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

<table>
<thead>
<tr>
<th>Safe (Safer)</th>
<th>Water Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Lifebuoy" /></td>
<td><img src="image" alt="Safety Smart" /></td>
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<table>
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<th>Tadpole</th>
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<tr>
<td><img src="image" alt="Guppy Fish" /></td>
<td><img src="image" alt="Tadpole Fish" /></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Risk (Dangers)</th>
<th>Response</th>
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<tbody>
<tr>
<td><img src="image" alt="Danger of Drowning" /></td>
<td><img src="image" alt="Emergency Vehicles" /></td>
</tr>
</tbody>
</table>

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.

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.
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)
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!
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 Safer3
Water Safety Adventure Activity Book

Swim for Life Foundation

Spot The Dangers!
What dangers is Sammy Starfish marking?

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

Spot The Dangers!
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.

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.
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.
<table>
<thead>
<tr>
<th>Equipment</th>
<th>Today's Topics</th>
<th>Today's Topics continued</th>
<th>Recommended grade levels</th>
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<tbody>
<tr>
<td>• Big Book, The Safer 3 Water Safety Adventure</td>
<td>• Art</td>
<td>• Circle Time</td>
<td></td>
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<tr>
<td>• Picutre-word cards</td>
<td>• Center Time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Oral Language Card 1 (Water Scene) Oral</td>
<td>• Circle Time</td>
<td></td>
<td></td>
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<tr>
<td>language Card 2 (Safer 3 pledge)</td>
<td>• Dramatic Play</td>
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<td></td>
<td>• Story Time</td>
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<td></td>
<td>• Wrap up/ Writing</td>
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<td></td>
<td>• Activity</td>
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</tbody>
</table>

**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**

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

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

Center Time

3 Center Time
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
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 • Picutre-word cards Oral Language Card 1 (Water Scene) Oral language Card 2 (Safer 3 pledge)

Images
Key Terms Poster
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
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
Oral Language Card

Video Upload
Motor Boat (SD).mp4

Edit Activity
<table>
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<tr>
<th>Safe (Safer)</th>
<th>Water Safety</th>
<th>Drowning</th>
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<tr>
<td>Guppy</td>
<td>Tadpole</td>
<td>Starfish</td>
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<tr>
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<td>Response</td>
<td>Swimming (Pool)</td>
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<tr>
<td>Pool Rules</td>
<td>Lifeguard</td>
<td>Swimming Lessons</td>
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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.youtube.com/user/NDPA nondrown/videos

http://www.facebook.com/#!/safer3
http://www.facebook.com/#!/NationalDrowningPreventionAlliance

http://www.ndpa.org
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
Always swim with a grownup.
Wear a life jacket when you are in or around water outdoors.

Siempre nada con un adulto.
Usa un chaleco salvavidas cuando estés adentro o cerca de agua al aire libre.

Look for the lifeguard.
Stay away from pool drains.
Walk. Do not run near the pool.

Busca al guardavidas.
Mantente alejado del desagüe de la piscina.
Camina. No corras cerca de la piscina.
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**

1. Stop your child from getting to water.
   - Slide pool cover down on the deck and keep it locked.
   - Keep covers on and locked when not in use.
   - If you have a pool or spa in your yard, a safety fence keeps kids out.
   - If you have a pool or spa, they must be properly staffed with a lifeguard.

**Look**

1. Keep an eye on your child.
   - Keep children within your sight.
   - Keep children away from pool alarms.
   - Keep children away from pool drain covers.

**Learn**

1. Teach your child water safety skills.
2. Discuss water safety rules.
3. Teach your child to swim before age 4.
4. Teach your child to swim.

Please visit www.homesafetycouncil.org/startsaferesources for water safety games for you and your children.
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 reach 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.
- Approximately three children die in America every day from drowning.
- New research shows that children ages 1 to 4 may be less likely to drown if they have had formal swimming lessons.
- 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.

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 (2007). In 2009, 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 (PoolSafe.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,

Mari-K Appy
President
Safe Kids USA

Angela Mickalide
Director, Research and Programs
Safe Kids Worldwide

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
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.
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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
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
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.
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:

• 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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Thank you for attending today’s session!