

Preventing Drowning: Local to National Approaches

Webinar Transcript

Morag Mackay: Welcome, everybody. This is the Preventing Drowning Local to National Approaches. The Children's Safety Network is supported by the Health Resources and Services Administration of the U.S. Department of Health and Human Services under the Child and Adolescent Injury and Violence Prevention Resource Center's Cooperative Agreement. for \$800,000, with 0% financed with non-governmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. government.

Morag Mackay: I'm Morag Mackay. I'm Chief Research and Network Officer at Safe Kids Worldwide, and I'm also a board member and a member of the steering committee of the U.S. National Water Safety Action Plan. And additionally, I'm a member of Children's Safety Now Alliance, and I'm really pleased to be with you today as both moderator and speaker. Our second speaker is Clare Grace Jones. She is a Senior Training and Technical Assistance Associate with the EDC. She is a public health expert. She specializes in capacity building, instructional design, adult learning, quality improvement, and systems change. And she has over 20 years of experience partnering with state and community organizations to strengthen systems focused on maternal and child health, injury prevention, behavioral health, and public health. She is passionate about creating engaging learning environments, fostering collaboration, and supporting systems that help children and families thrive. At the EDC, she provides national training and technical assistance through initiatives such as the Collaborative on Advancing Healthy Experiences in Out of School Time and the Maternal, Infant, and Early Childhood Home Visiting Technical Assistance Resource Center. Previously, her work involved leading the development of the Drowning Prevention Change Package for the Children's Safety Network, which she'll be talking about today, and advancing quality improvement through learning collaboratives and developing resources to strengthen cross-system partnerships.

It's my pleasure to talk to you today about the U.S. National Water Safety Action Plan, and give you a bit of an overview and update on where it's at. I'm sure many of you, if not all of you, are familiar with the plan. So this is really, I think, talking about developments and things that have progressed since it launched in 2023.

My presentation will talk to you about what the plan is, then I'm really going to spend some time talking about some of the tools for action that have been developed, give you some examples of some of the action underway, and then talk at the end a little bit about opportunities for engagement with the plan.

What is the U.S. National Water Safety Action Plan? Essentially, it was a call to action providing a national roadmap for collective action to reduce drowning in the U.S. It provides a framework and tools to support the development and implementation of evidence-informed, context-specific water safety action plans at three different levels, state, county, and community. We also identified national implications or actions that, if undertaken, would strengthen and support action at those other levels, and increase the likelihood of successful outcomes. And we've also done some advocacy around existing research gaps that, if addressed, would strengthen our ability to address drowning.

The vision of the plan is a United States where everyone is safe in, on, and around the water. And the mission is to prevent drowning in the United States through evidence-informed action and transform the country into a nation where water safety is a natural part of everyday life, and people enjoy the benefits of water safely. And we've added the link to the actual plan document in the chat.

It's we started developing in 2018, and it was launched in 2023, and it really focuses on 6 different areas. In addition to data and public health surveillance, we also talk about barriers, entrapment, and electrical safety. Life jacket, personal flotation devices, and other flotation, rescue and CPR, lifeguards and supervision, and water safety, water competency, and swimming lessons. So, we had working groups that worked to develop a series of recommendations around those six areas to support those efforts at the state, county, and local levels. Levels in terms of developing specific action plans that met or addressed the specific context for those folks. Children, which is obviously who we're talking about today, are not the only group at risk of drowning, but they are a key group, and if you look at these six areas, it's clear that they are all extremely important when it comes to preventing drowning amongst children.

What have we got with respect to tools that would help support this effort? One of the most important ones is the Reflection to Action process, which is a 12-step process that was developed to really support the development of those evidence-based context-specific action plans. The first six steps are the reflection phase. It talks about getting started, how do you gather together a group of potential partners to work on a plan, whether that's at the local, state, or county level. Then we talk about who are the potential partners or

collaborators in your Jurisdiction, whichever one that is that you're working in, who would be able to, help you develop that plan.

We spend some time talking about the waterscape and hazards. What is... what are the aquatic environments? Are you a coastal location where you've got the coast? Have you got rivers or lakes going through nearby or going through your community? Do you have a lot of people with backyard pools, or are you further north and pools are less accessible? Are you in an agricultural community where you've got things like aqueducts that you need to think about, or in some of the areas of the country that are lying at lower levels where retention ponds become an issue. What are your waterscape... what is your water scape, and what are the hazards associated with each of those types of water? Then we look at drowning data. What... Can you see, about the drowning issue in your community? What... how many people are being... are fatally drowning or non-fatally drowning? And what groups are at particular risk?

Once you've got that sort of background, we then move on to current efforts. So, what is currently happening in that jurisdiction around drowning prevention? And that, you know, at a state level, that might be what policies are in place that support drowning prevention, but at a local community level, it might be What swim schools do we have? How many of our open water sites have lifeguards? Those sorts of questions to really understand what is currently in place. And then the last step of the reflection phase is really putting it all together, sort of a bit of a big matrix to really see who are the people, what is the water, what are the data telling us, what do we already have in place, and really trying to identify gaps or strengths that can be built on, limitations where you really need to start thinking about what might need to be put in place to prevent those Further drownings from happening.

That's the reflection phase. The second six steps are the action phase. It starts with critical issues, where you're synthesizing that information from that matrix you've put together in the last step of the reflection phase, to really understand what are key issues and key gaps that you might want to address going forward with your action plan. The next step is looking at what potential actions are out there that you could take that would address those critical issues, or start to fill those gaps, and that includes thinking about things like infrastructure and capacity. And once you've identified those potential actions, then there's an opportunity to prioritize and say, okay, we've got all this work to do, but for a two-year plan, this is what we think we might be able to achieve, so we're going to prioritize these issues. And it really helps you look at, we usually recommend developing some criteria to help you come up with those priorities, but sort of narrowing down to what is doable within existing resources, and then you generate your plan, look at developing

smart objectives, identifying roles and responsibilities for each of the actions you're proposing to undertake, laying out the implementation steps, and Once you've got a plan in place, launching and implementing it. So, launching it is really important to have the folks that you want to work with you to implement it.

What is proposed within the plan, what their potential role might be. Are they collaborators? Are they actually... would they be leading implementation? And then, of course, monitoring momentum. So, measuring and communicating any progress that's made, and revisiting periodically to see whether you've maintained, some activity on it, and eventually going through the whole process again, or identifying that next set of critical issues, maybe 2 or 3 years down the road, to continue, to address drowning in your community.

That tool is available as a PDF, and we provided that link, but there are also a number of other tools available on the plan website. There's that guidance to support local action planning. There are the action recommendations database, which I'll talk a little bit more about. There's a document on national implications, which are activities that we're undertaking at a national level to support state, county, and local level planning. We developed a research agenda to advocate for increased funding for research, and also to encourage researchers to take up applied research questions.

And then there are a number of other resources that are available. The Action Recommendations Database is sort of the meat of the website, in a way. This is where all of the recommendations that came out of the working groups for those six areas that I mentioned earlier are listed. It's a... it's an online database that is searchable. You can search by the six areas. You can search by the spectrum level from the spectrum of prevention, so we've aligned Each of the recommendations with one or more of the levels of the spectrum of prevention, so you... if you're really interested in educating providers, you can just look at recommendations that address educating providers. or if you're interested in strengthening individual knowledge and skills, you can just select those. It allows you to look at the specific, spectrum level of, depending on where your interest is. You're also able to look at implementation levels. Some of the recommendations are more specific at a national or state level. Others are more relevant to a community or county level, depending on what they're calling for. You can, again, sort by those, depending on what it is that you're doing. And then we also had an independent panel review each of the recommendations and the evidence backing each of them, and assign them as high, medium, and low level of evidence. So again, if you're really interested in those... Recommendations that are only backed by a reasonably high level of evidence, then you can sort that way.

When you click on a specific recommendation, it pulls up a whole lot of additional information. In addition to the things that I just mentioned, the spectrum level, the evidence level, and the implementation level, it also provides a rationale behind the recommendation, it speaks to anticipated impact in the event that you implement this recommendation. It provides the evidence and the evidence sources backing up that recommendation. If there are any high-risk populations that would be addressed by implementing that recommendation, they are noted. We also provide some suggested evaluation metrics, from the perspective of longer-term impact or interim impact, things you might want to measure as you look to implement and then monitor, the progress on a given recommendation. And finally, there are implementat... there's some implementation guidance, including, anticipated facilitators and barriers that might impact As you move through implementation of that.

So that... lots of information on each of them for you to review and think through as you're thinking about the feasibility of adopting and implementing any one of the recommendations.

Something new that we've added to the database in the last few months is that you can actually, as... once you've reviewed it, you say, this is great, I really want to pull these four down. There's a box that you can click. on each of the recommendations when you come out of that detailed view back to the overall view, that will allow you to download a PDF that includes those detailed sheets for each of the recommendations that you've selected. If you filter again after you've clicked on these, you will lose those, so... just so you're aware, but when you're done, and you've got what you've selected, and you know everything that you want to include in that one PDF,

Morag Mackay: You can download your choices as a PDF. Alternately, if you want to download them one at a time, as you identify them as a separate PDF, that is also possible. But it just means that they're a bit more portable, you can take them to meetings, utilize them as you think through, in a planning process.

Morag Mackay: We have also added an action dashboard, and really what this is, just a map of the U.S, where we've identified states that are... have a published state plan, are in process of developing one, are starting to think about developing one, and then we've also highlighted locations where there are regional or county plans under development, as well as... and those are the blue circles. And then finally, the geo... code, yellow symbol is where there's a local or community plan underway. If you click on each of those states that are highlighted, or one of the symbols, it will take you to another page that will give you more detail on progress and what's happening in that particular location. If you decide to

take up the challenge, that call to action, and start developing a plan, there's a way for you to identify that you're working on something, and you can be added to this map.

Morag Mackay: So now I want to talk about some of the action, examples of action underway.

Morag Mackay: We have some amazing state plans that have been developed. California, Hawaii, and New Jersey have now all published their plans. And what is fascinating is you download these, and again, we've provided you with a link so you can go and look at these, is they are all unique, because each context is unique, and each state's approach to this is slightly different. I love the Hawaii plan in particular, because it's just... their culture is embedded throughout it. California was the first state to take on this strategy, and they have had a state summit every year since, I believe it is 2022 now. They are constantly building efforts around this, and New Jersey just, published theirs last year, and, are underway with activities. But there are other states, Florida and Texas have drafts of their reports, and those will be launched soon, but it's really valuable to read through and see how they've approached it, because each of their frameworks are slightly different, and what they prioritized as activities for their specific context.

There have also been several working groups that have been established, since we launched the plan to begin to address some of those national implications. So this particular example is, a... national recommendation for U.S. Coast Guard-approved personal flotation device and life jacket use, and it's a working document that was developed, by a working group, that sort of continued on from the original working group, and it's really... trying to lay out and address some of the national implications so that we have, sort of, at a national level, recommendations for how other jurisdictions should be thinking about and talking about the use of U.S. Coast Guard-approved personal flotation devices and life jackets.

It is published, it's available online, you've got the link. There is a... the working group is continuing to develop this going forward, but this initial working document is... sort of outlines the scope from the perspective of what they will be working from going forward.

Another really interesting piece of work is this personal flotation Device Educational Standard for K-12. This was addressed in partnership between the National Association of State Voting Law Administrators, or NASBLA, and ANSI, the American National Standards Institute. It lays out a standard when you're doing education, of The K-12 age group around the use of personal flotation devices.

And is available, and we've provided that link as well, if that's an area that you're looking at. I've given you an update, I've shared some examples of some of the progress, but let's talk a little bit about opportunities for engagement. At the national level, there is an opportunity on the website for you to indicate that you are interested in being more involved. There is also a quarterly newsletter, which provides updates on the U.S. National Water Safety Action Plan that you can sign up for. We offer monthly office hours, alternating months for those working at the state level and working at the community level, and again, that information is available on the website, and those occur throughout the year. We also have webinars periodically around specific product, projects that are ongoing, or specific topics related to the development of a plan. Again, those will be found on the website.

There is a drowning prevention research interest group, which is in partnership with SAVR and Safe Kids Worldwide. If you're interested in the research side of things, you can sign up to be part of that interest group. You do not have to be a member of SAVR to participate on that group. And then, if you're interested in any of the working groups, as we start to announce working groups, you can also indicate your interest there. At the state level, if there is a plan in existence and you haven't been involved, reach out to them. Let them know what your interest is, and if there isn't a plan and there are partners around the table that would like to get started with the state level, again, there's lots of guidance To help you get started, but we would love to see more states beginning to develop. state plans.

Similarly, at a local, whether that's a county or a community level, if something started and you aren't already involved, they are always looking for more people to help them, with development or implementation. And if there isn't something underway, again, you want to be an agitator, an instigator. We encourage you to think about, are there partners that you could bring around the table to start talking about how you could Address drowning at that level. The final thing I want to share is that as part of developing the plan, the national-level organizations that worked on the plan realized there is real opportunity when we collaborate. So those of us that work with the child population for the last two years.

The last webinar of this year's series is actually next week on September 30th, so It's really interesting, and it will really align with some of what's being talked about today. It's going to talk about Child Water Safety in Partnership with schools. So, we encourage you, if you haven't already registered and you're available, to go ahead and register. If you're not available at the time, but you register, you can still download a copy of the webinar or view a copy of the webinar later.

That's my, presentation and update. The first email here is the general email to the Water Safety Action Plan, which goes to our Executive Director. And the second one is, again, the

website. Please go and check out the website. There's so much valuable information on there, and it's updated on an ongoing basis. We very much appreciate, all of you for considering how you might contribute to the U.S. National Water Safety Action Plan. Thank you.

Clare Grace Jones: Thank you so much, Morag. I actually want to acknowledge, it worked great to put the webinar together this way and start with all of that information because the CSN's Drowning Prevention Change Package really, was so influenced, and built upon the expertise of Morag, of other folks that, reviewed, that gave their input, that had done, research on what works well, evidence-based strategies, things that were working in local communities, and so I absolutely want to give credit to those who, helped put this change package together and review it, as well as, the U.S. National Safety, plan, because they really did a lot of the legwork in trying to pull people together that had expertise in this field and figure out what works.

Alright, so before we take a look at our new resource for drowning prevention, I really wanted to just take a few minutes to share CSN's approach to child injury and fatality prevention, and how focusing on quality improvement in this area leads to positive health impact when we narrow our focus and talk more specifically, about drowning prevention as we go. Over the last 10 years, CSN has developed and tested this framework for quality improvement and innovation in child safety. It focuses on building public will and state and jurisdiction capacity in key areas that are really essential to building sustainable and scalable child safety results. The cornerstones of this approach, to capacity and coalition building include identifying and using data-driven evidence-based and evidence-informed strategies. I feel like if you all at home are, you know, want something a little fun to do during this webinar, you could make yourself a little bingo card, because you're gonna hear me say evidence-based and evidence-informed, quite a few times, probably, before I'm, finished talking.

But what this all comes back is to improving that expertise, looking, to have the outcome of positive health impact. And we can Thank you. And also want to acknowledge that the CSN framework, is supported, by the process... by the improvement... the model for improvement, I will get that right, IHI, whose model really centers on clarifying, the aim, which is what we're trying to accomplish. Determining the changes that you think will result in improvement, and towards achieving your aim, and then what data you're going to collect and analyze to know how that change is actually resulting in an improvement. These are the questions that we ask. Again, what are we trying to accomplish? How do we know this change is an improvement? And what change can we make that will result in an improvement? And we do this through a continual, process of quality improvement.

All of our change packages are designed, you know, we have multiple change packages across child injury areas. They're all designed to help you really streamline implementation of those evidence-based practices. We know that, sometimes there are challenges in capacity, and funding may be limited, and we all want to be doing and putting our energy energy and our time and our money into the things that we know will be most effective. And so, we have really taken, taken on that work for you, and looking to see across the literature, again, across, you know, experts in this area, to see what is effective, and let's pull that all together in one document so that you know if you're using these change packages, if you're selecting these change ideas, and looking to make sure that they fit within the context of the community that you are wanting to address, that you are more likely to reach successful outcomes. It's grounded in evidence; it connects strategies to measurement. I love... I didn't put it in this deck, but I love that Jenny, who's also on the call from CSN, often has a slide with a picture of a cow on it, and talks about how just measuring something doesn't necessarily make any difference. You know, you want your cow to be the biggest and strongest at the county fair, you know, just weighing it every day is not gonna change anything. You have to put in a change strategy and say, okay, now let me try this different thing.

Let me now weigh the cow and see, did this make a difference? If it did, maybe I'll keep on doing it. Maybe I'll keep on doing it and add something else to the mix. If it didn't, I'm gonna try something else. And so, you know, really thinking about how all of these pieces work together, we have put that together in the change package for you, so it really weaves together, thinking about capacity, thinking about continuous quality improvement, thinking about sustainability, and thinking about how to set and then measure your progress towards your outcomes. We also hope that with having these change packages and the other work that the Children's Safety Network does, specifically, also with our Child Safety and Learning Collaboratives.

That we're going to be able to build collective impact, that states and jurisdictions and local community folks that are doing this work can all come together around a set of change ideas, and that if lots of folks in lots of different places are working together to implement those, we will have a larger, impact on child safety and reducing child fatality. And again, all of this is always about continuous improvement. So a little bit how the change package is organized. First, I want to say, whenever I'm talking about the change packages, I honestly like to just describe them like a menu. I think you open the change package.

There's a really nice way, at the beginning of the change package that explains how to use the change package, you know, acronyms, gives examples, you know, here's an example

goal, here's an example aim that you might want to use. And then it has a list of, drivers and change ideas, and I really, you know, want you to be able to open this up and to look through and to say, okay. which of these do I think that I have or could build the capacity to address? Because I know this list, again, already is well researched, already has the evidence behind it, we have folks that have been, you know, using these change ideas and know that they're effective, and so it's really an opportunity for you to be able to go through and choose what is going to work best in your state, in your community, and context.

The way the change package is organized, is by driver diagram. So, we look at primary drivers, secondary drivers, and then what change ideas, are... do... are going to have... could have an impact on those drivers, and what are some ideas for how to measure whether you're having that impact or not. It's organized across the socio-ecological model. We'll take a look at that in a second, if that's not something you're already familiar with, as far as, thinking about, sort of, the relationship and the individual, how are you then impacting communities and organizations, and how are you having sort of this larger, environmental, societal impact? We've talked a little bit about change ideas already. These are the evidence-based or evidence-informed strategies, that you'll find throughout the change package. And then the suggested measures, help you assess your project. They don't necessarily correlate one-to-one, so you'll see when we look in an example of the change package why they're more suggested.

But we also know that this gives you some flexibility that multiple change ideas may be able to, influence a single measure. So, quick review. Socio-ecological model. I, put all these little, what are they called? Icons here, because I really like to think about, you know, visually, what does the socioecological model mean? And so, you know, here we've got the individual. So, what are the things that I'm doing that are going to impact this one individual fish? So, maybe it's something I feed that fish specifically. Maybe it's the specific contain... You know, specific, you know, things that I do for that one fish. But then we start to... and that's great. That fish certainly appreciates that impact, but I'm just impacting one fish at a time. Then we think about, you know, what's kind of next at this relationship level? So here's the fish mom and dad, and maybe the fish mom and dad Could use some support in figuring out how to keep that fish happy and safe. What are the things they could feed that fish so that he will grow big and strong?

And so, what are the things that we might do to kind of influence the relationship level? We'd bring it out again to the community and organizational level. So, what's happening in the community that could be impacting, the community, as well as those relationships, as well as that fish? And so, are there organized? I think of, this makes me think of anyone who's seen, I think it's in Finding Nemo, but it might be in the Dory one, where they have,

like, a fish school, and the big turtle comes and sort of takes all the fishes together, and they all swim together to go off to school. And so having an initiative like that, where there's something that's going to then have this positive influence on a whole bunch of fish all at the same time.

And then we look at societal, and so again, I think about things like, what does the environment look like? Are there, fish hooks? Those of you who are Spongebob folks may have seen the episode where they think it's fun to go and jump up and down on the hooks and don't know that they're dangerous. Maybe, is there some coral? Maybe, was there a policy put into place that the, that protects that coral so that the fish have a safe place to learn and to grow? Hopefully that was helpful. We're going to look at just a couple more slides, and then I want to hear from all of you and get into an activity. So if we can ... Using the change package, again, this is in the change package, so don't worry too much, just, you know, let it all... just sort of take it all in today, and then you can go back. The change package is available, now, publicly on the CSN website.

We're using a data-driven process throughout all of these steps. It's going to walk you through this process. You want to gather your team, you want to create your smart aims, you want to think about goals and objectives. You're going to identify which drivers you want to have an impact on, select your change ideas, select your measures, set your targets for those measures, and then you want to determine how you're going to collect the data and how you're going to know you're making progress. So let's We're going to take a closer look, at the change package. Again, I really want you just to take the big picture of this. We weren't intending for you to be able to read all of it. I just want you to get a sense of how it's organized. And so, for example, in this slide, you can see, primary driver one, which, here is the societal level, and then a secondary driver here is ensuring that at that societal level, there are knowledgeable, partners and organizations. There's then a list of change ideas, and there are more than these. This is just the screenshot that I grabbed that you can look at to see what might be a good fit to work toward having, increasing the knowledge of those policymakers, which also then will improve the culture around drowning prevention. And then down the side are some recommended measures that may be a good fit. You may also have data collection that there are other measures that are a better fit, for your context.

This slide gives you an example of, then moving to primary driver 2, which is the organizational level. Again, then broken into secondary drivers that you can impact to have that influence on that primary driver, your change ideas, and your recommended measures. And we can Here's, which, gives ideas around primary driver 3, which is the relationship and individual level. And then if we can ... And then here's the measurement

strategy that is included in the change package, and so these are suggestions that we are making for, ways that you could measure to see if implementing your change idea is having an impact. We can

The change package, the Drowning Prevention Change Package, as well as our other change packages, includes an extensive list of references and resources. This is just a screen grab of what you can find, but again, after the webinar, we really encourage you to go, to the actual drowning, change package, and you'll find that these are all listed in the back with clickable, links. And we can I also wanted to share with you that we, have as a companion, we have outcome measure worksheets, and they help your team to really continue to narrow in and define the outcomes and populations, as well as the ICD codes that you want to use, to track, to track your efforts. They help you identify data systems and who kind of owns those data systems, so you may need to, look to have some collaboration or have a data use agreement with, another, you know, part of your organization or another entity.

They help you, think about how to get monthly data, whether that's on deaths, or ED visits, or hospitalizations, or whatever is applicable to the work that you're doing. And it really helps you look at trends and test improvements so that you can measure, impact. They're also really helpful for identifying and then addressing, data gaps. And we can Alright, so... I am, kind of done sharing in one direction to you, and now I would like to, hear from all of you, the expertise that all of you bring to this topic. I'd love to know what are some things that you're already doing, what are things you really are excited to do, what are the challenges that you're facing in your drowning prevention work, and where have you seen success? And then also would love, you to share with us some of the partners that you're engaging. And so, if you're not familiar with Padlet.

You can either scan this QR code with your phone, or I would suggest, if you're able to, to use the link that is in the chat, because it's a little bit easier to navigate, from a laptop or a, you know, some kind of screen. You're gonna navigate to Padlet, and you're gonna see that the questions are, all across the Padlet, and we're gonna share that view in just a minute here. When you press the plus, it lets you type your response. And your responses will appear here. I also want to encourage you, you'll see this little emoji icon. You can actually like and react to other people's posts, as well as comment on them, and so we really want this to be an opportunity for you to have some, robust kind of back and forth and sharing of ideas. So, I hope all of you will navigate to the Padlet.

Morag Mackay: Really looking forward to learning a little more about what people are doing.

Clare Grace Jones: Yeah, me too. I always love the Section 2 on partner engagement. I find sometimes there are just such interesting partners that folks maybe wouldn't normally think of, that can, you know, really move things forward.

Morag Mackay: I think particularly when we come from a public health background, there is a whole world out there of aquatics that we may be less familiar with, and I think starting to learn who some of your aquatic partners are is a great initial connection.

Clare Grace Jones: Absolutely. Alright, so they're starting to come in.

Morag Mackay: We see the stormwater around retention and detention ponds. That is a huge issue, particularly down in Florida.

Clare Grace Jones: Yeah, and again, I'd love, you know, whether you're the person that posted it, or this is something you're interested in as well, you know, for example, community education and presentations. If that person wants to push, touch that, click that little comment, bubble, or anyone else wants to click the comment bubble and say more. You know, what are you being asked to talk about? What are people interested in hearing about in a community? Who are some of the audiences? You know, maybe you've got an idea for an audience that someone else maybe hasn't thought of connecting with, and so we'd love anybody that wants to, you know, kind of keep drilling these down. Passing regulations about retention ponds. Again, you have something specific you could point folks to that, is an example of something that you've used, or tips for, you know, if I had to do this again, I would skip this part, or I would absolutely start with this part first. That would be amazing.

Strategies people are interested in implementing, so I see life jacket stations and adolescent water safety education. I will note, that a lot of these things are strategies that are included in the drowning prevention change packages, and so thinking about things like. Access to, life jackets, access to swimming lessons and water safety education. I see under barriers, limited adherence on bathtub safety as a body of water, and would be really interested if anyone has had success in that area. You know, what have you done, maybe, in terms of some promotion, or some folks that you've partnered with to share those messages? Maria, if you want to keep scrolling, I'm finding a need to raise awareness among peers. Morag just, you know, really just said this, emphasizing why water safety needs to be part of teaching, why this is an important component of the public health work that folks are doing. Working with, specific populations.

I know that that is something, one of the, one of the, I think it's at the organizational level, change ideas, is to think about, you know, some proactive education, especially for populations that we know are more likely to be impacted, by drowning or by near drowning. Barrier, is limited funding. You'll probably get lots of thumbs up on that, because I think that is a very common barrier. Partner engagement. We've got folks, talk... engaging with their Department of, Parks and Rec. Working with populations that aren't, as familiar with shock that you get from jumping into very cold water and that big, deep breath that it, what is that, Morag? Like, your autonomic sort of response?

Working with schools, I mean, schools, when you can, you know, get them on board and talk about the what's in it for them in terms of keeping their kids healthy and safe. Schools have a huge reach and influence in a community. What else have we got? DFPS, and privatized agencies when engaging with families. Yeah, so maybe Child Protective Services, maybe there's things that would be helpful to be sharing with not only workers, but to get to foster families, to get to folks that are in some sort of guardianship role. You know, I think especially, you know, often in those populations, maybe we're talking about folks like grandparents that, you things may, you know, the thinking may have changed, or they might not be as familiar, with some of the things that, you know, for those of us that have smaller kids or, you know, top of mind of, you know, I don't care that there's four other adults sitting around this pool.

I am going to be watching my kid, or I'm going to specifically designate that grandma is watching the child until I get back from the bathroom. You know, things that we know can be effective strategies, might not be top of mind for some folks, and so that's great. Zoning and code enforcement, Department of Developmental Disabilities, again, you know, some of the populations that we know are more at risk are, children with autism, children with epilepsy, you know, lots of children with special healthcare needs are more at risk, and so, reaching the populations that reach those populations, can be a really effective strategy.

Anytime we do something, I think that, you know, all of us, like, we go to a webinar, we go to a training, we go to a conference, and we get so excited about all these ideas, and especially with something like this, it's 1.46 in the Boston area where I am, and when I hit 2 o'clock, I've got another meeting, and I actually have meetings at 2, 3, and 4 today. And so, my mind is gonna shift from, like, that was really cool, and then, you know, I'm on to the next thing. And so I really encourage you, just take a minute right now, and maybe you literally pull out your calendar, maybe you literally write yourself a post-it note. Think about one thing that you, caught your attention in this webinar, and think about one commitment to action that you could make. So maybe Morag was, you know, generous in sharing some different content, some amazing resources, a webinar that is coming up very quickly. So,

maybe your commitment to action is right after this webinar, or tomorrow first thing. You're going to follow up on one of those. Maybe it's something that just really interested you, you want to dig into more. I also encourage you, that one of those commitments be that you go ahead and download the change package, feel free to use it, to share it. At CSN, they are here, they love to offer technical assistance. When I worked with CSN directly, honestly, it was my favorite thing to do, and so please reach out if you want additional ideas, if you want support, if you want someone to help you think about, you know, these strategies sound great, but how do I really do it in my community? Or if I don't have this existing data system, you know, what can I do to be able to measure things. They are some of my favorite people, so please reach out to them. You can do that, if you go on CSN's website, you'll see it kind of looks like this. It's a little technical assistance with a link below it that says there's a form to, Request technical assistance, you can also reach out to any members of the CSN team anytime, and we always hope you will also not just share the things that are challenging, but share your experiences with us. If you use the Drowning Change Package and you see success in your community, we would love to hear back about it and be able to celebrate that with you. and to share it. And so now,

Morag Mackay: In other cases, for example, with bathtubs, the biggest, the biggest, action you can take is close supervision of all children, because it's... the greatest risk is with children under the age of 1, but also toddlers can be, at risk for, bathtub drownings as well. So supervision becomes really important, and there is existing messaging that has been developed. Safe Kids has some, that is very helpful around what parents or caregivers should think about as they're preparing for that bath time. What do you want to have in the room with you? What do you not want to do to ensure children, when they're bathing, are safe? On the question of, populations with disability. One of the groups in particular that there is quite a bit of work going on and research going on right now are children with autism. They are at increased risk because of wandering, and there are, adapted, aquatic lessons for children, with disabilities, including those with, Autism, but we're also looking at the non-water times, which is actually when they're possibly at greatest risk, and so trying to better understand what is increasing their risk, and then looking at strategies that will address them. So part of this is just real gaps, but I will say that the YMCAs across the country, almost all of them.

Have some sort of adaptive aquatics program, so that is a great resource for you to look at at a community level and talk to. Another question, again, related to, specific groups was one asking about evidence-based strategies that address some of the other existing disparities. And so there are a couple of, additional resources that I want to share with you. The CDC Foundation has been, doing research to first Hand understands some of the

barriers and facilitators for groups at greater risk. And they, have a report based on some focus groups that they did, which is a really interesting read. In addition, they have a program called Basic Swimming and Water Safety Skills Training in the United States, which awarded grants to community organizations in partnership with local schools in 10 states. And that's one of the projects that will be talked about in our webinar next week.

Additionally, there is an amazing group, Diversity in Aquatics, which is a non-profit organization with a dedicated network across the country that is promoting water safety, drowning prevention, and equitable access to aquatics for disproportionately impacted populations. they have this amazing water safety festival that they take community to community, and what I love about it is that they bring all the local community partners that would be relevant to water safety together. They do a bunch of activities together, and then when they're done, those community partners have developed connections, and it's starting to build a real sense of community around the water safety issue, and often those Festivals are repeated year over year, so it's a really wonderful way to engage with families that maybe have not been exposed to the water safety piece, previously. We had another question, asking about, Where is it? Are there formal efforts underway to link local swim schools to teach young children to swim as early as the AAP recommends?

As I noted, the CDC Foundation has this amazing program with its first two years was trying to reach 20,000 children and learn from it from a research perspective, but there are also quite a bit of work underway from a policy perspective. There are a number of states that have, participated in the Every Child a Swimmer, which really is not requiring delivery of swimming lessons, but it requires public schools and states that adopt this law to provide parents and guardians with information on the importance of water safety education and formal swimming lessons. And that's been adopted in Florida, Alaska, Arizona, California, Georgia, New Mexico, and most recently New York. There are other states that require some level of water safety education through their public education programs, including Arkansas, Louisiana, and Washington. Some states have swim voucher programs for families that are less well-off. To offset the cost of swimming lessons, which is one of the greatest barriers to kids learning to swim.

But there's also a lot of local action through advocacy and coordination, which is looking at increasing access to swimming lessons, particularly for those groups at risk, through offering swim scholarships, partnerships between schools. who, swim schools who do the in-water part of water safety, and then, for example, Safe Kids Coalition's doing the dry ground water safety education. So really partnering, to ensure that all children in the community have access, to swim... Lessons and water safety, learning. And I think one of the reasons that the U.S. National Water Safety Action Plan calls for those local plans is it

engages those local partners, and that's really, you know, the schools, and that's really where you can start to... to see some progress. So I say join, register for that webinar, because that's a great project. To learn more about, and the lessons they're learning through it.

It looks like, unfortunately, we're run out of time for more questions, but as I said, I will look at the remaining ones and ensure that I provide an answer for the rest of them. I want to take this opportunity to thank Clare Grace. That was a great overview of the change package for drowning prevention. It's at a level of detail, one level of detail down in some ways, from the recommendations within the action plan, so it's just a wonderful additional tool to consider as you look at the action you might take. I also want to thank those of you that submitted questions. As I said, we will get to them all. I'm sure that the Children's Safety Network will share our contact information when they send out the information, so if you've got more questions, we'd be happy to answer them.

Links shared in the Zoom chat

- [U.S. National Water Safety Action Plan website](#)
- [U.S. National Water Safety Action Plan document](#)
- [National Implications document](#)
- [Research Agenda document](#)
- [Reflection to Action Process document](#)
- [California Water Safety Strategy](#)
- [Hawaii Water Safety Coalition](#)
- [New Jersey Swim Safety Strategy](#)
- [National Recommendations for U.S. Coast Guard-Approved PFD and Life Jacket Use](#)
- [ANSI/NASBLA 1200-2026 K-12 Personal Flotation Device Education Standard](#)
- [Registration for the Child Water Safety Partnership webinar](#)
- [Drowning Prevention Change Package](#)
- [Drowning Prevention Outcome Measure Worksheet](#)
- [CSN Technical Assistance Request Form](#)
- [CDC Foundation: Understanding and Preventing Drowning](#)
- [Diversity in Aquatics](#)
- [Every Child a Swimmer legislation toolkit and resources](#)
- [CSN newsletter signup](#)
- [CSN on LinkedIn](#)

- [CSN on Facebook](#)
- [CSN on X](#)