

Pool Safely 2010 Webinar

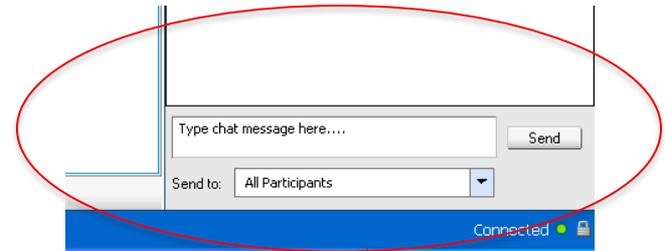
A National Call to Action to Pool Safely
this Labor Day Weekend

August 26, 2010



Welcome

- All participant lines have been muted for this webinar
- If you have a question during the presentation, please type your question into the **Chat** panel
- Questions received during the presentation will be addressed at the end by the appropriate presenter
- If you would like to have your line un-muted to ask a follow-up question or clarify question, please click **Raise Hand**



Presenters



Scott Wolfson
U.S. Consumer Product
Safety Commission
Director, Public Affairs

**Angela Mickalide, Ph.D.,
CHES**
Home Safety Council
Director of Education and
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Linda Kirby
Phoenix Fire Department
Injury Prevention
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Lifesaving Resources, Inc.
Consultant for Aquatics
Safety and Water Rescue



What We'll Cover

- 2010 Summer Swim Season Snapshot
- *Pool Safely* Campaign Overview
- Community Drowning Prevention Strategies
- Labor Day Weekend Call to Action
- Resources for More Information
- Q&A

Annual Drowning Statistics and 2010 Summer Swimming Season Snapshot



2010 Summer Swim Season

- Since Memorial Day, media outlets have reported 342 drowning and non-fatal drowning incidents among children under 15 in pools and spas in 42 states and Washington, DC
 - 168 drowning deaths
 - 174 non-fatal drownings
- Of the 342 incidents, California has the most total incidents and the most drownings; Florida and Arizona have the most non-fatal drownings



Source: Media reports tracked by CPSC and Widmeyer Communications



Prevalence of Drowning in U.S.

- Among children under age 15:
 - 4,200 emergency department-treated submersion injuries/year (average 2007-2009)
 - 385 fatalities/year (average 2005-2007)
- Non-fatal drownings can cause long-term disabilities:
 - Memory problems
 - Learning disabilities
 - Permanent vegetative state



Source: CPSC Pool or Spa Submersion: Estimated Injuries and Reported Fatalities, 2010 Report



Drowning Risk Factors

- Gender
 - 66 percent of submersion fatalities and 60 percent of emergency room-treated submersion injuries occur in males
- Age
 - 77 percent of submersion injuries/fatalities occurred in children younger than 5
- Race
 - According to the CDC, fatal drowning rates are higher among African Americans, American Indians and Alaskan Natives than whites
 - The rates are notably higher among children



Source: CPSC Pool or Spa Submersion: Estimated Injuries and Reported Fatalities, 2010 Report



2010 Summer Trouble Spots

- California: 40 total incidents
 - 25 child drownings
 - 15 non-fatal child drownings
- Florida: 32 total incidents
 - 14 child drownings
 - 18 non-fatal child drownings
- Arizona: 32 total incidents
 - 10 child drownings
 - 18 non-fatal child drownings
- Texas: 28 total incidents
 - 12 child drownings
 - 16 non-fatal child drownings



Anecdotal Trends of Note

- According to the media reports:
 - 60 percent of incidents have occurred in residential pools
 - First responders were engaged in at least 236 of the 342 reported incidents
 - 231 of the 342 reported incidents (67 percent) involved children ages 4 and under
 - Two-year-old males: 60
 - Two-year-old females: 39
 - Three-year-old males: 32
 - Three-year-old females: 18



Source: Media reports tracked by CPSC and Widmeyer Communications



U.S. Consumer Product Safety Commission's *Pool Safely* Campaign Overview



The Virginia Graeme Baker Pool & Spa Safety Act

- The P&SS Act was enacted to prevent entrapments, including eviscerations
- As of December 19, 2008, public pools and spas must have drain covers that meet the ASME/ANSI A112.19.8-2007 standard
- *The Pool Safely* campaign fulfills the Act's requirement for a public information and education campaign

Campaign Planning

- Audience research
 - Landscape scan
 - In-depth interviews
 - Consumer focus groups
- Brand development
 - Positive and empowering
 - Instructional



Campaign Launch

- May 24 launch event in home district of P&SS Act chief sponsor, Rep. Debbie Wasserman Schultz
- Participants included CPSC Chairman Inez Tenenbaum, Rep. Wasserman Schultz, Virginia Graeme Baker's mother, Nancy Baker, and Olympians Jason Lezak and Janet Evans
- Resulting news coverage kicked off national awareness of the new campaign as well as CPSC's 2010 entrapment and submersion reports



Campaign Sustainability

- Announcements and events throughout the 2010 summer swim season
- Engagement of a robust roster of national and regional partners
 - Campaign Safety Partners
 - Campaign Safety Leaders
 - Campaign Safety Community



Partnership Activities

- **June:** *Pool Safely* PSA Campaign with American Red Cross and YMCA of the USA
- **July:** Kids Safety Program with Safe Kids USA and National Drowning Prevention Association
- **August:** Back to School, Back to Safety with Home Safety Council
- **September:** Pool Safety Everyday with Abbey's Hope and World Waterpark Association
- **October/November:** Industry engagement led by the Association of Pool and Spa Professionals



Drowning Prevention and Water Safety in the Community

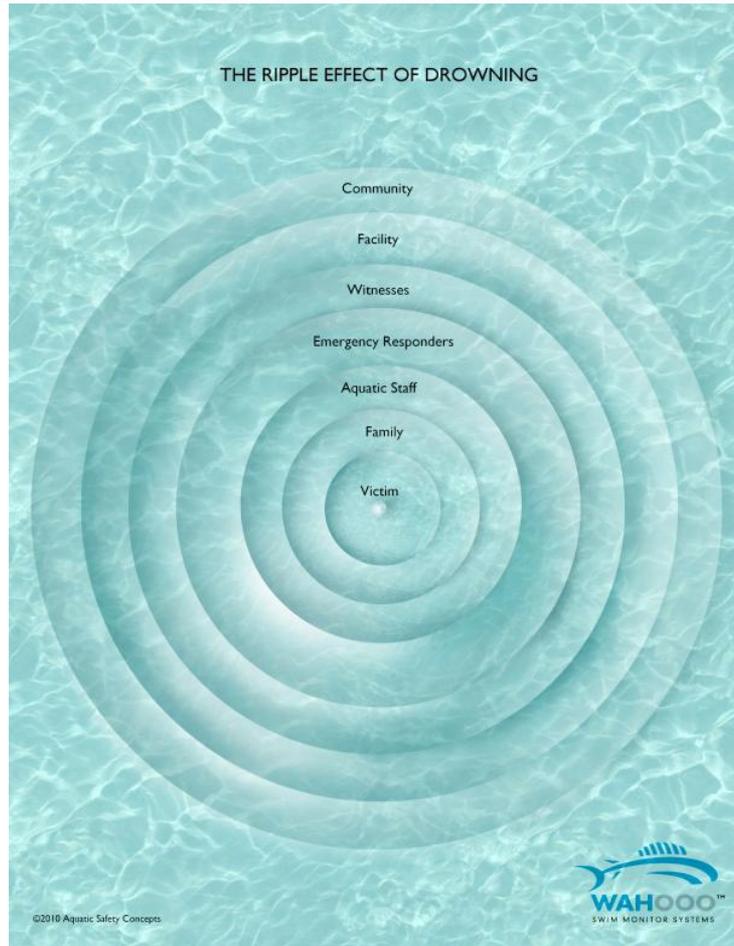


The Rule of Numbers

Frequency : Probability

- The more citizens who use your facility or property increases the **probability** of a **significant incident**
- Each day that passes without a significant incident brings you one day closer to when that **incident will occur**

The Ripple Effect



Standard for Technical Rescue

- Conduct a **threat assessment**
 - Physical **hazards**
 - Activities that place person at heightened **risk**

Hazard + Risk = Danger

- Determine the level of **operational capability** required
 - Awareness
 - Operations
 - Technician



NFPA 1670

- **Plan** for the incident
- **Train** for the incident
- Acquire the **resources** required to safely and effectively **manage** the incident

Mitigate Drowning: Standard of Care

- **Prevention** strategies
- **Early recognition**
- **Effective management**



Just A Few Seconds: Drowning Prevention Campaign

- Created in July 1989 by:
 - Phoenix Fire Department
 - United Phoenix Firefighters Local 493
 - Arizona Broadcasters Association
- Three “E”s of Injury Prevention
 - Education
 - Engineering
 - Enforcement



The Three “E”s

- Education
 - All media sources utilized
- Engineering
 - Passage of barrier ordinance with retroactivity
- Enforcement
 - Discovery by PFD crews
 - Penalties/fines levied by Development Services (City Building Department)

First Responder Involvement

- Lifesaver Saturday – large scale community CPR training/certification
- Neighborhood walks to heighten awareness of drowning
- Special “tone” at stations to alert crews of drowning incident

Program Success

- “Just A Few Seconds” title came from crew interviews
- Message was apolitical - focused on child supervision
- One year after program launch, drowning calls were reduced by 50%
- Program was nationally recognized and received numerous awards



Success = PFD Culture

- First responders continued support because of several factors:
 - Involvement in slogan
 - Campaign resulted in reduced calls
 - Support from leadership: management and labor

Community Support

- Drowning Prevention Coalition of Arizona
- Tucson Fire Department
- Fire departments in Maricopa County



Cultural Relevance

- Program materials translated in to Spanish in 1992 – not culturally relevant
- 2005 – PFD forms partnership with Arvizu Advertising and Food City Inc. to develop “Ninos Seguros, Seguro Que Si!”
- Culturally relevant messages/materials developed for Spanish-speaking community

During 22 Year History

- Just a Few Seconds replaced by Block, Watch, Learn
- More widespread activity and support for water safety and drowning prevention efforts
- Continued focus on non-fatal drowning events

Lessons Learned

- Continue to monitor demographics
- Play nice with others
- Invite non-traditional partners
- Celebrate success

Labor Day Weekend 2010: *Pool Safely* Call to Action

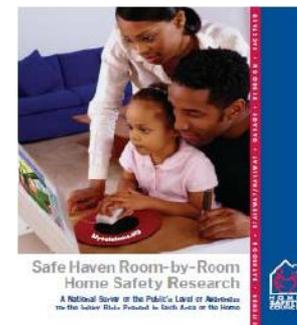
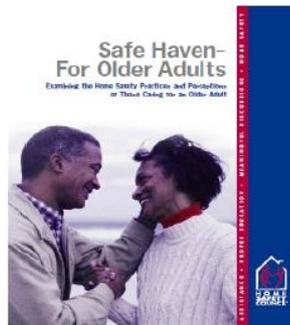
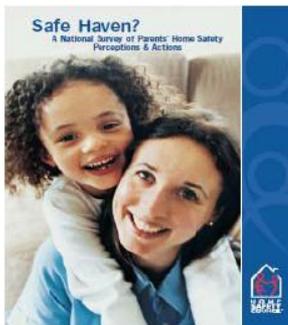


Make Drowning Prevention a Priority This Labor Day

- Post the *Pool Safely* PSA and educational video to your website and Facebook page
- Distribute *Pool Safely* materials in your community
- Place “Pool Safely to Prevent Drowning: www.poolsafely.gov” on your marquee
- Retweet @poolsafely tweets

HSC Resources

- Downloadable, easy-to-read checklists on water safety
- Safe Haven research reports which address water safety behaviors and device use
- Expert Network sign up
- All resources available at: www.homesafetycouncil.org



www.MySafeHome.org

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Safety Video Library

All-Ways Fire Safe at Home Length: 14:43

Today Show Juvenile Fire Setting Length: 5:53

MORE SAFETY VIDEOS >>

Home Safety Council
The Home Safety Council (HSC) is a national nonprofit organization dedicated to preventing home-related injuries that result in nearly 20,000 deaths and 21 million medical visits on average each year. Through national programs, partnerships and the support of volunteers, HSC educates people of all ages about home safety. HSC provides educational resources for teachers, policy makers, corporations as well as fire and life safety experts to help educate and empower families to take actions that will increase the safety of their homes. The Home Safety Council is the leading source for home safety tips, checklists and information about home fire safety, falls prevention, poison prevention, water safety, child safety, disaster preparedness as well as many other home safety topics. The Home Safety Council is a 501(c)(3) charitable organization located in Washington, DC.

WIKI YouTube facebook SHARE

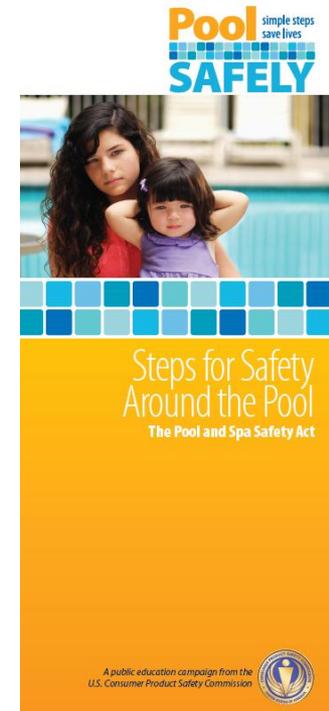
Coming Soon!

- New Expert Network Academy module dedicated exclusively to water safety
- The Expert Network Academy is a free online injury prevention training service for the fire service and others to educate the public on injury prevention and disaster preparedness
- Visit www.homesafetycouncil.org/expertnetwork in October

The screenshot shows a web-based training module titled "HSC: Water Safety" with a progress indicator of "(00:10 / 29:26)" and a "RESOURCES" link. The main content area features the "Delivering Fire and Life Safety Education" title, a subtitle "Water Safety", and three images: a woman and child in a pool, a pool fence, and a door handle. The Home Safety Council logo is visible at the bottom of the content area. A sidebar on the left contains an "Outline" menu with 25 items, with the first item "1. Delivering Fire and Life Safety Education" selected. A control bar at the bottom shows "SLIDE 1 OF 39", "CLICK TO ADVANCE", a timer "00:10 / 00:10", and a "NOTES" button.

Pool Safely Resources

- Free *Pool Safely* printed materials are available (in English and Spanish):
 - Temporary tattoos
 - Vinyl clings and stickers
 - Door hangers, brochures and tips cards
 - Fans and sunglasses
 - Contact: elizabeth.curwen@widmeyer.com
- Free *Pool Safely* videos are available:
 - www.youtube.com/poolsafely
- Sign up for CPSC listserv:
 - www.poolsafety.gov/signup.aspx
- Visit the new *Pool Safely* website (launching Sept. 2)
 - www.poolsafety.gov



Questions?

