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POOL SAFELY CAMPAIGN ANNOUNCES PARTNERSHIPS CONTINUING THROUGH SUMMER 2013

WASHINGTON – The federal government’s public education and information campaign to promote pool and spa safety—[Pool Safely](#)—today announced it has established agreements with prominent national Campaign Safety Partners (CSP) through the 2013 swim season.

The *Pool Safely* campaign established these partnerships when it was launched in spring 2010 to present safety messages around the country. The campaign provides information and materials for the partners to distribute to their networks and incorporate into existing public safety outreach programs. In addition, *Pool Safely* sponsors and participates in media or community events with partners. In anticipation of the 2013 summer swim season, the U.S. Consumer Product Safety Commission (CPSC) has established new agreements with these organizations to continue these activities next year.

“Our partners have been and will continue to be key to the success of the *Pool Safely* campaign,” said CPSC Chairman Inez Tenenbaum. “We’re proud to stand with these organizations and work together to prevent child drownings in pools and spas. The *Pool Safely* campaign has a simple, but important message: practice as many water safety steps as you can in and around the water.”

Campaign Safety Partners are typically national organizations with established networks and a proven track record on health and safety campaigns. The *Pool Safely* Campaign Safety Partners include:

- Abbey’s Hope
- American Red Cross
- Asian American Hotel Owners Association
- Association of Pool and Spa Professionals
- Colin’s Hope
- Infant Swimming Resource
- The Josh Project
- The National Aquatic Safety Company
- National Drowning Prevention Alliance
- The National Swimming Pool Foundation
- Safe Kids USA
- Swim for Life Foundation / Safer 3 Drowning Prevention Program
- The United States Swim School Association
- USA Swimming Foundation/Make a Splash Initiative
- West Bend Mutual Insurance Company
- World Waterpark Association
- The Y

The *Pool Safely* campaign attended the American Public Health Association’s Annual Meeting & Expo last week in San Francisco. The campaign will present *Pool Safely* messages and materials to audiences at the following events:

- November 6-8, 2012: International Pool, Spa & Patio Expo
- November 9-12, 2012: REALTORS Conference & Expo
- November 11-13, 2012: International Hotel, Motel & Restaurant Show
- January 29-31, 2013: NESPA Pool and Spa Show
- February 21-23, 2013: Western Pool and Spa Show
- March 13-15, 2013: National Drowning Prevention Symposium

CPSC's *Pool Safely* campaign has a simple message for parents and children: *adopt and practice as many safety steps around the water as possible—because you can never know which safety step will save a life—until it does.* To pool safely is to stay close and watch your children near the water; learn life-saving techniques like CPR and how to swim; and install protective barriers like four-foot fences and compliant safety drain covers. You can learn more about these simple steps that save lives [here](#).

About CPSC

The *Pool Safely* campaign is CPSC's national public education and information program to reduce child drownings, near-drowning and entrapment incidents in swimming pools and spas. The campaign resulted from the requirements of Section 1407 of the Virginia Graeme Baker Pool and Spa Safety Act (P&SS Act), federal legislation signed into law in 2007, which mandated new requirements for pool and spa safety. Parents, caregivers and the media are encouraged to visit PoolSafely.gov or [@PoolSafely](https://twitter.com/PoolSafely) on Twitter for vital safety information regarding the prevention of child submersions in and around pools and spas.

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