

Communications Toolkit

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Welcome

Dear *Pool Safely* Partner:

We are pleased to provide you with *Pool Safely* campaign materials for your use. The U.S. Consumer Product Safety Commission (CPSC) created *Pool Safely: Simple Steps Save Lives*, a first-of-its-kind public education campaign, to reduce fatal and non-fatal drownings and drain entrapments in swimming pools and spas.

The campaign is part of CPSC's effort to effectively implement the *Virginia Graeme Baker Pool and Spa Safety Act (P&SS Act)*, a federal law that has made tens of thousands of pools and spas safer for swimmers, especially children. *Pool Safely* is designed to raise public awareness, promote industry compliance and help children be safer in and around the water.

Here's why *Pool Safely* is so important. Simply put, drowning is a public health crisis in the U.S. Drowning is sadly the leading cause of unintentional death involving children age 1-4. CPSC estimates that 367 children younger than 15 fatally drown in swimming pools and spas each year and more than 5,600 children go to hospital emergency rooms due to non-fatal injuries. An unknown number of these hospitalizations result in permanent disability, including brain damage. I believe these deaths and injuries are 100 percent preventable.

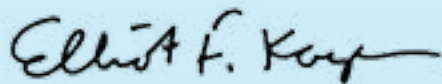
The *Pool Safely* campaign, which launched in May 2010, is one of our top educational priorities. The campaign combines the efforts of a wide variety of partners, including: drowning prevention advocates, water and children's safety groups, industry leaders and state and local officials involved in pool and spa regulation.

Efforts by *Pool Safely* partners to continue the progress of the campaign are critical to its sustainability and success. The materials in this toolkit will help you educate your constituents, customers, networks and communities about the *Pool Safely* campaign. The campaign conveys a simple and important message: adding extra safety steps in and around pools and spas can make all the difference.

You never know which safety step will save a life...until it does.

No matter your business or organization, you will find something you can use to help educate the public about water safety. I encourage you to learn more by visiting www.PoolSafely.gov.

Sincerely,

A handwritten signature in black ink that reads "Elliot F. Kaye". The signature is fluid and cursive, with a long horizontal stroke at the end.

Elliot F. Kaye
Chairman
U.S. Consumer Product Safety Commission

How To Use the Communications Toolkit

The *Pool Safely* campaign offers a variety of helpful materials that will add to your existing company's or organization's communications. These include brochures, tip cards, stickers, posters, advertisements and public service announcements to be used in local media markets. The toolkit also provides a "how-to" kit for holding your own *Pool Safely* event and excellent tips for engaging the media.

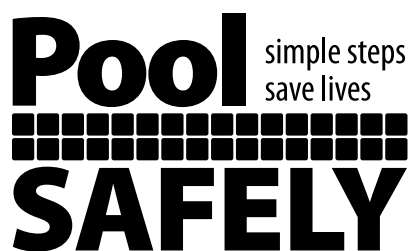
- First, messaging can be used to inform your customers, networks, and communities about the *Pool Safely* campaign. Brochures, tip cards, point of purchase display, and posters can be used to educate the public about the *Pool Safely* campaign and its water safety steps. A fan, temporary tattoos, beach balls and stickers present promotional items useful for showing your organization is partner in the *Pool Safely* campaign.
- Next, you'll be able to use *Pool Safely* materials in newspapers on billboard or buses or anywhere you want. Radio, television and web public service announcements can help you take the *Pool Safely* campaign message to the airwaves.
- Then, you will find information on the *Pool Safely* campaign's water safety steps, including a kids' safety page.
- Finally, the *Pool Safely* "how-to" kit walks you through the process of holding your own water safety press conference and/or event.

The certain materials outlined in the toolkit are available for reproduction at your expense through On Demand printing. For more information on customizing materials, email poolsafely@cpsc.gov. The Table of Contents identifies campaign materials with an asterisk that are available for your company or organization's personalization.

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**Denotes availability for personalization*



ENGLISH




SPANISH

Logos

Available in English and Spanish


Pool Safely logos are available in four color process, 2 color, and black and white.

Refer to the Style Guide on the DVD for requirements to use the *Pool Safely* logo.



ADULTS: TAKE THE POOL SAFELY PLEDGE!

Take one minute to make sure your family is safer this year by pledging to *Pool Safely*.



I, _____, pledge to *Pool Safely*.
I pledge to (check all that are applicable):

- _____ Designate a water watcher every single time children in my care are in or near the water.
- _____ Make sure my kids know how to swim.
- _____ As a parent or guardian, learn CPR.
- _____ Always remove portable pool ladders when not in use.
- _____ Ensure all permanent pools have a proper fence and gate and safer drain covers.

To learn more tips on how to stay safe around water visit www.PoolSafely.gov.

_____ pledged to *Pool Safely*.
(Fill In Name)

(Zip Code)



KIDS: TAKE THE POOL SAFELY PLEDGE!

Take one minute to make sure your family is safer this year by pledging to *Pool Safely*.



I, _____, pledge to *Pool Safely*. I will never swim alone and will ask my parents to sign me up for swimming lessons. I will stay away from drains in the pool or hot tub. I will have fun and always follow these safety steps when I'm in and around the water.

To learn more tips on how to stay safe around water visit www.PoolSafely.gov/Kids.

_____ pledged to *Pool Safely*.
(Fill In Name)

(Zip Code)

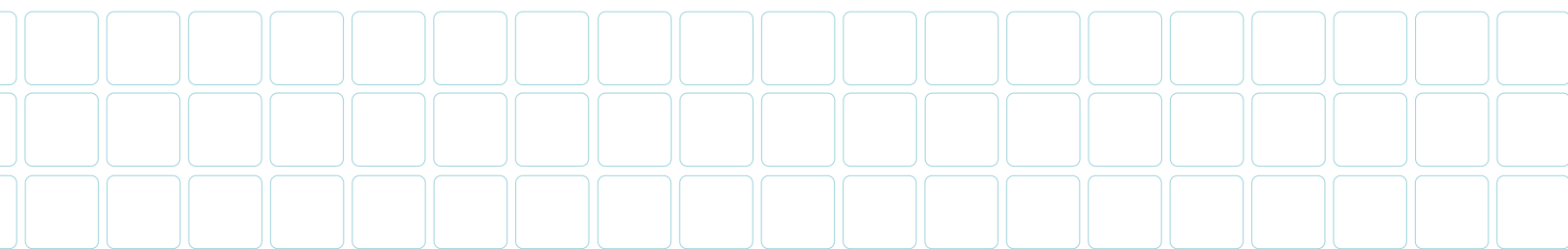
Hard Copy Adult and Kids Pledge Cards

Available in English and Spanish

These Pledge cards can be used at your events to have attendees take the *Pool Safely* Pledge. Pledge signers keep the top half of the card and the bottom half is perforated and sent back to CPSC.

5.5" x 7" printed on 86# Yupo Cover.

Available for personalization.



I Took the Pledge Stickers

Available in English and Spanish

Distribute these colorful stickers to adults and kids who take the *Pool Safely* event.

2" x 2" printed on white Bopp removeable.

Available for personalization.



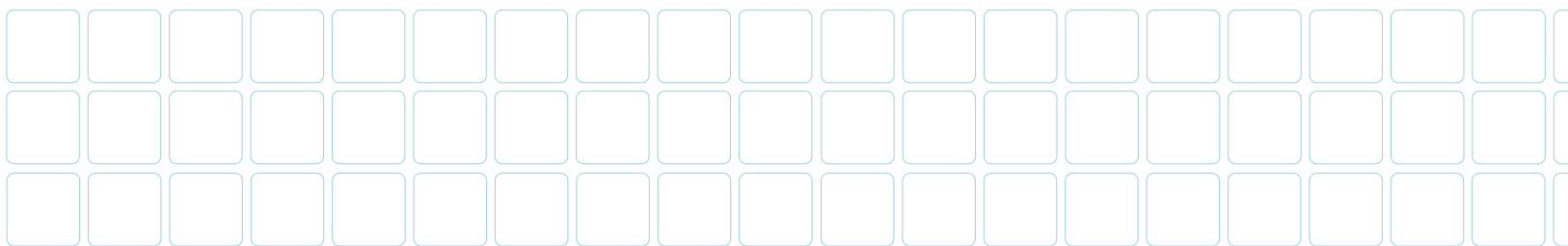
SPLISH AND SPLASH



ENGLISH



SPANISH



Temporary Tattoos

Available in English and Spanish

These temporary tattoos can be used by anyone to help spread the word about the *Pool Safely* campaign.

2" x 2", shown in actual size.



Mini Beach Balls

Available in English

These mini beach balls are a fun tool for spreading the word about the *Pool Safely* campaign. They are best inflated with a ball pump.

4" to 6" around when inflated.



FRONT



BACK

Fan

Available in English and Spanish

The fan can be used to promote the *Pool Safely* campaign and its water safety steps, while helping consumers stay cool by the pool.

7.5" x 10.25", printed on 16pt Carolina Coated 2S, Film laminate 2S, die cut.



FRONT



BACK

Fan

Available in English and Spanish

The fan can be used to promote the *Pool Safely* campaign and its water safety steps, while helping consumers stay cool by the pool.

7.5" x 10.25", printed on 16pt Carolina Coated 2S, Film laminate 2S, die cut.



3.5" x 5", printed on Carolina Coated 25, film laminate 25.



Vigilante del agua

Yo soy responsable de vigilar a los niños
para protegerlos del ahogamiento.

Pasos simples salvan vidas www.poolsafely.gov/espanol

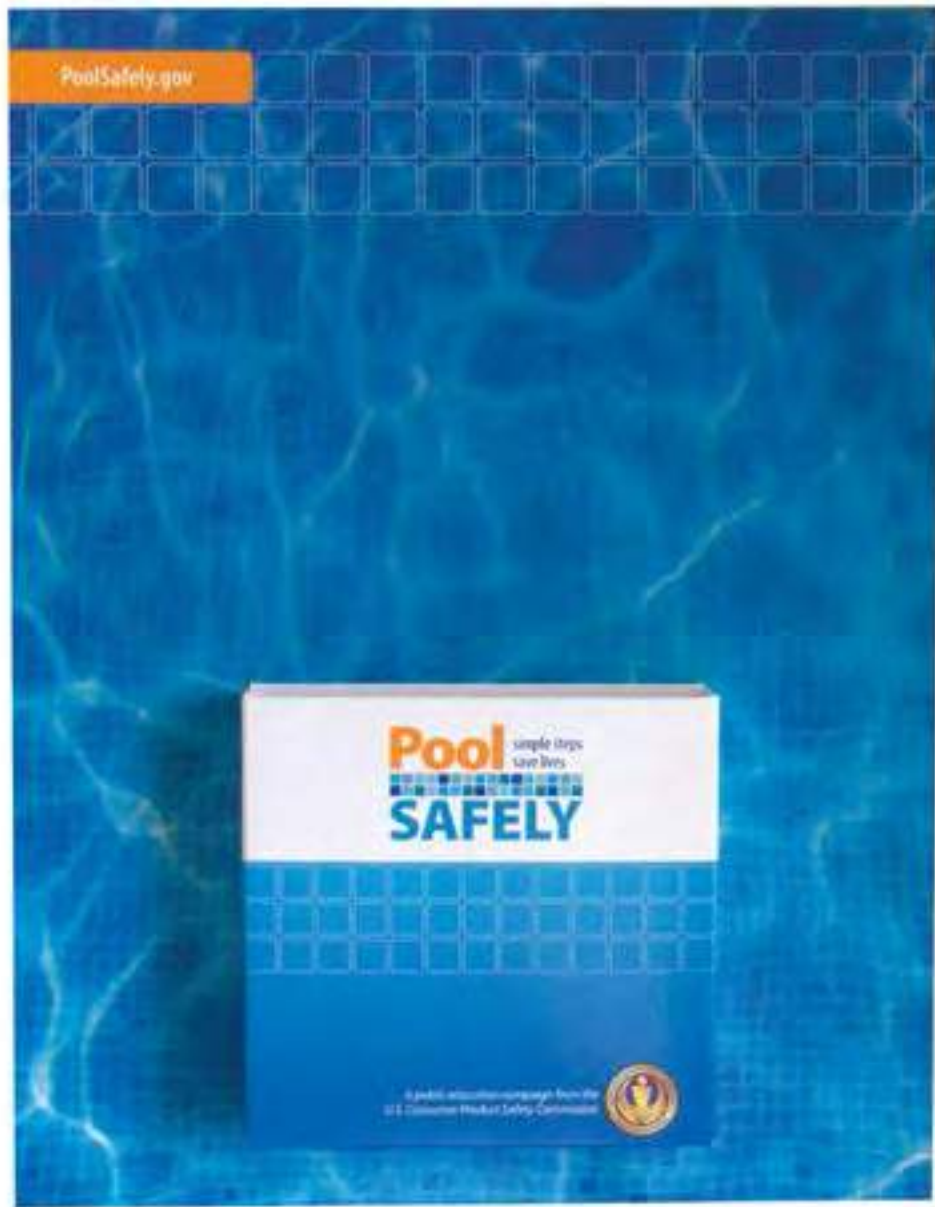


Water Watcher Card

Available in English and Spanish

The Water Watcher Cards are for adults to use to let others know that they are busy watching children in the water. Adults can take turns being the Water Watcher.

3.5" x 5", printed on Carolina Coated 25, film laminate 25.



Point-of-Purchase Display Stand

Available in English

This display will hold the Tip Cards for use in distribution to consumers, see pages 16 and 17.

8.5" x 11" easel back with a 4.25" box, printed on 19pt Invercote C reato CS2.



FRONT



INTERIOR



EXTERIOR

Tri-Fold Brochure

Available in English and Spanish

This brochure has information about the *Pool Safely* campaign and its water safety steps, and information on the *Virginia Graeme Baker Pool and Spa Safety Act*.

8.5" x 11" tri-fold, printed on 80# Endurance Gloss Cover.

Available for personalization.

Available for Personalization

Personalize with your company's or organization's contact information.

To personalize email:
poolsafely@cpsc.gov

Pasos Para la Seguridad Alrededor de la Piscina



La Ley de Seguridad en Piscinas y Spas

Piscina Segura pasos simples salvan vidas

DIVERSION ASEGUADA



Una campaña de educación pública de la Comisión de Seguridad de Productos del Consumidor de EE.UU.

FRONT

La Ley de Seguridad en Piscinas y Spas



La Ley Virginia Graeme Baker de Seguridad en Piscinas y Spas (PASS Act por su denominación en inglés) se promulgó para prevenir el riesgo trágico y evitable de los atrapamientos en desagües e instalaciones en piscinas y spas.

Para más información, visite www.PoolSafely.gov.

Virginia Graeme Baker
En junio de 2002, Virginia Graeme Baker, una niña de 7 años, murió después de haber quedado atrapada en el desagüe (de una bañera de hidromasaje (hot tub)) debido a la poderosa fuerza de succión. La succión del desagüe era tan poderosa que la fuerza de dos hombres fue necesaria para retirarla del desagüe. Graeme formó parte de una comunidad de madres y equipo de buceo y nadada sin ayuda desde los 3 años. Después de haber sido hallada bajo el agua por su hermana gemela, la madre de Graeme, Nancy Baker intentó sin éxito sacar a Graeme del desagüe. La señora Baker dijo que Graeme parecía estar adherida al fondo del spa como si estuviera atada o intimidada desde abajo. Los hombres que finalmente liberaron a Graeme del spa tiraron tan fuerte que la cubierta del spa se rompió debido a la fuerza.

El atrapamiento causado por la poderosa succión del desagüe de una piscina o spa puede atrapar a un niño o a un adulto. No use una piscina o spa si hay cubiertas para desagües chatas, dañadas o faltantes. Los propietarios de piscinas y spas públicos deben hacer inspecciones sus instalaciones por un ingeniero licenciado e instalar tapas que cumplan con la ley de Seguridad en Piscinas y Spas.

Reporte atrapamientos en desagües de piscinas y spas:
Comuníquese con la CPSC al (800) 638-2772 o por correo electrónico: info@cpsc.gov

INTERIOR

Pasos Para la Seguridad Alrededor de la Piscina

La Ley de Seguridad en Piscinas y Spas

Piscina Segura pasos simples salvan vidas

DIVERSION ASEGUADA



Una campaña de educación pública de la Comisión de Seguridad de Productos del Consumidor de EE.UU.

Exterior

La Ley de Seguridad en Piscinas y Spas

Piscina Segura pasos simples salvan vidas

DIVERSION ASEGUADA



Una campaña de educación pública de la Comisión de Seguridad de Productos del Consumidor de EE.UU.

EXTERIOR

Tri-Fold Brochure

Available in English and Spanish

This brochure has information about the *Pool Safely* campaign and its water safety steps, and information on the *Virginia Graeme Baker Pool and Spa Safety Act*.

8.5" x 11" tri-fold, printed on 80# Endurance Gloss Cover.

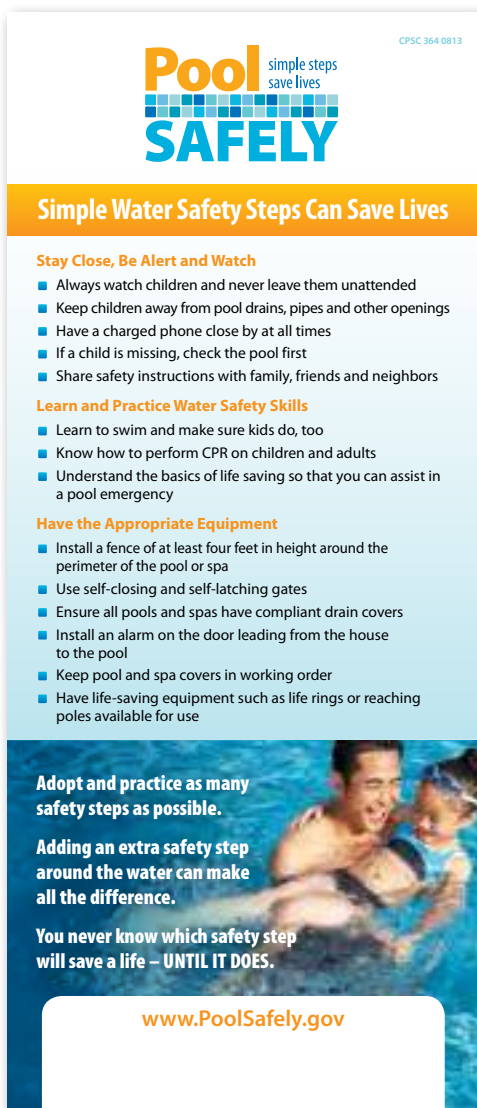
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Available for Personalization

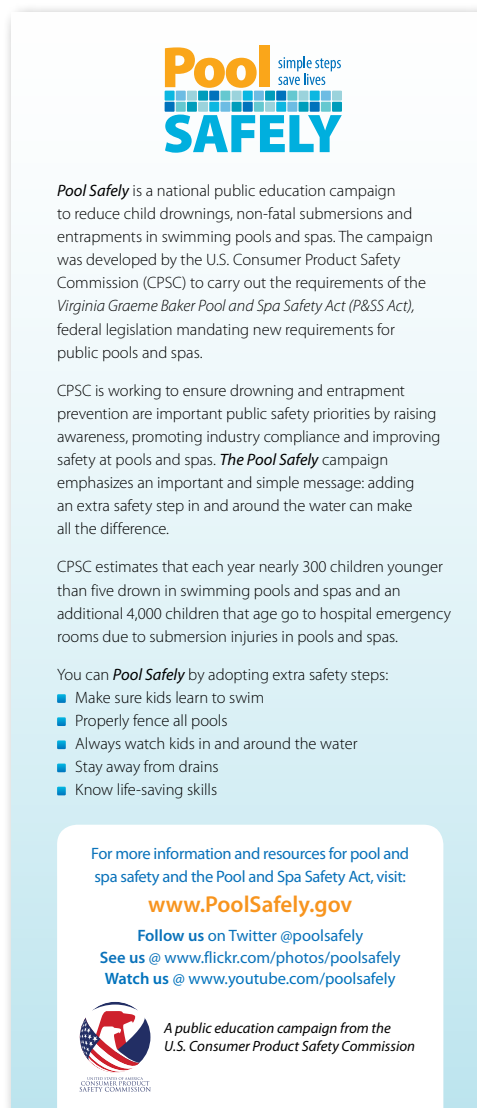
Personalize with your company's or organization's contact information.

To personalize email: poolsafely@cpsc.gov

Your company's information



FRONT



BACK



Available for Personalization

Personalize with your company's or organization's contact information.

To personalize email:
poolsafely@cpsc.gov

Tip Card

Available in English and Spanish

Similar to the Consumer Tri-Fold, this card can double as either a display at retail point-of-purchase locations or as a convenient bill stuffer for consumers. These can be displayed in the Point-of-Purchase stands found on page 14.

4" x 9.25", printed on 120# Endurance Gloss Cover.

Available for personalization.

CPCSC 364 0013

Piscina Segura

pasos
simples
salvan
vidas

DIVERSION ASEGURADA

Pasos Simples Salvan Vidas

Permanezca cerca, alerta y vigilante

- Siempre vigile a los niños y nunca los deje sin atención
- Mantenga a los niños alejados de desagües, tuberías y otras aberturas de las piscinas
- Tenga un teléfono con la batería cargada a mano en todo momento
- Si hay un niño extraviado, búsquelo primero en la piscina
- Comparta las instrucciones de seguridad con familiares, amigos y vecinos

Aprenda y practique habilidades sobre la seguridad en el agua

- Aprenda a nadar y asegúrese de que los niños también sepan hacerlo
- Sepa cómo aplicar RCP a niños y adultos
- Entienda las nociones básicas de rescate para poder ayudar en caso de emergencia en la piscina

Tenga el equipo adecuado


- Instale una cerca de al menos cuatro pies de altura alrededor del perímetro de la piscina o spa
- Use portones de cierre automático y pestillo automático
- Asegúrese que todas las piscinas y spas tengan cubiertas para desagües que cumplan con las normas
- Instale una alarma en la puerta que comunica la casa con el área de la piscina
- Mantenga las cubiertas de la piscina y del spa en buenas condiciones
- Tenga a disposición equipos de rescate como salvavidas o bastones de alcance para su uso inmediato

Adopte y ponga en práctica tantas medidas de seguridad como sea posible.

Agregar una medida adicional de seguridad cuando esté alrededor del agua puede marcar la diferencia.

Nunca se sabe qué medida de seguridad salvará una vida – HASTA QUE SUCEDE.

www.PoolSafely.gov



DIVERSIÓN ASEGUADA

Piscina Segura, Diversión Asegurada es una campaña pública nacional para reducir los ahogamientos y sumersiones no fatales, así como los incidentes de atrapamiento de niños en piscinas y spas públicos. La campaña educativa fue desarrollada por la Comisión de Seguridad de Productos del Consumidor de EE.UU. (U.S. Consumer Product Safety Commission, CPSC, por su nombre y siglas en inglés) para cumplir con los requisitos de la Ley Virginia Graeme Baker de Seguridad en Piscinas y Spas (Ley P&SS, por su denominación en inglés), una legislación federal que exige nuevos requisitos para piscinas y spas públicos, incluida una campaña educativa pública.

La CPSC está trabajando para garantizar que la prevención de ahogamientos y atrapamientos se convierta en una prioridad importante para la seguridad pública mediante la concientización, la promoción del cumplimiento de la industria y el mejoramiento de la seguridad en piscinas y spas. La campaña Piscina Segura enfatiza un mensaje importante y simple: agregar medidas adicionales de seguridad en el agua y alrededor de ella puede marcar la diferencia.

La CPSC estima que cada año casi 300 niños menores de 5 años mueren ahogados en piscinas y spas y 4,000 adicionales de esa edad van a salas de emergencia de hospitales debido a lesiones causadas durante inmersiones en piscinas y spas.

Usted puede hacer de su piscina una Piscina Segura adoptando medidas adicionales de seguridad:

- Asegúrese de que los niños aprendan a nadar
- Cerque adecuadamente todas las piscinas
- Siempre vigile a los niños en el agua y alrededor de ella
- Manténgase alejado de los desagües
- Aprenda habilidades de rescate


Para más información y recursos sobre seguridad en y alrededor de piscinas y spas, y sobre la Ley de Seguridad en Piscinas y Spas, visite:

www.PoolSafely.gov

Siga la campaña en Twitter [@poolsafely](https://twitter.com/poolsafely)

Fotos en www.flickr.com/photos/poolsafely/

Videos en www.youtube.com/poolsafely



Una campaña de educación pública de la
Comisión de Seguridad de Productos
del Consumidor de EE.UU.



**Piscina
Segura**

para
niños
y adolescentes

**DIVERSION
ASEGURADA**

Pasos Simples Salvan Vidas

Permanezca cerca, alerta y vigilante

- Siempre vigile a los niños y nunca los deje sin atención
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- Si hay un niño extraviado, búsquelo primero en la piscina
- Comparta las instrucciones de seguridad con familiares, amigos y vecinos

Aprenda y practique habilidades sobre la seguridad en el agua

- Aprenda a nadar y asegúrese de que los niños también sepan hacerlo
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- Entienda las nociones básicas de rescate para poder ayudar en caso de emergencia en la piscina

Tenga el equipo adecuado

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- Mantenga las cubiertas de la piscina y del spa en buenas condiciones
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Adopte y ponga en práctica tantas medidas de seguridad como sea posible.

Agregue una medida adicional de seguridad cuando esté alrededor del agua puede marcar la diferencia.

Nunca se sabe qué medida de seguridad salvará una vida – HASTA QUE SUCEDE.

www.PoolSafely.gov

Your company's information

Available for Personalization

Personalize with your
company's or organization's
contact information.

To personalize email:

poolsafely@cpsc.gov

FRONT

[BACK](#)

Tip Card

Available in English and Spanish

Similar to the Consumer Tri-Fold, this card can double as either a display at retail point-of-purchase locations or as a convenient bill stuffer for consumers. These can be displayed in the Point-of-Purchase stands found on page 14.

4" x 9.25", printed on 120# Endurance Gloss Cover.

Available for personalization.



FRONT



BACK

Portable Pool Tip Card

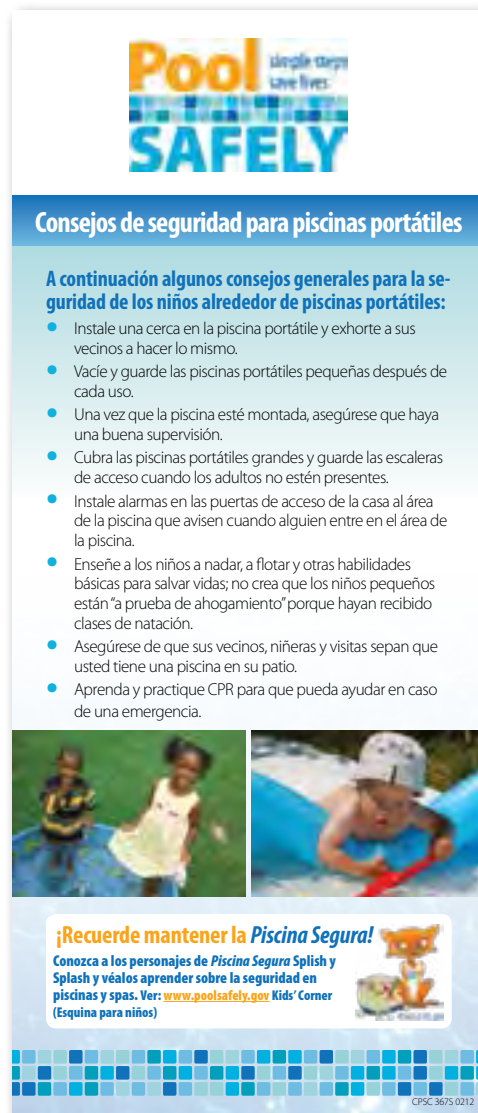
Available in English and Spanish

Portable pools come in a variety of sizes and too often lack barriers. This tip card provides safety tips to consumers about protecting young children around all sizes of portable pools.

4" x 9.5" on 120# Endurance Cover.



FRONT



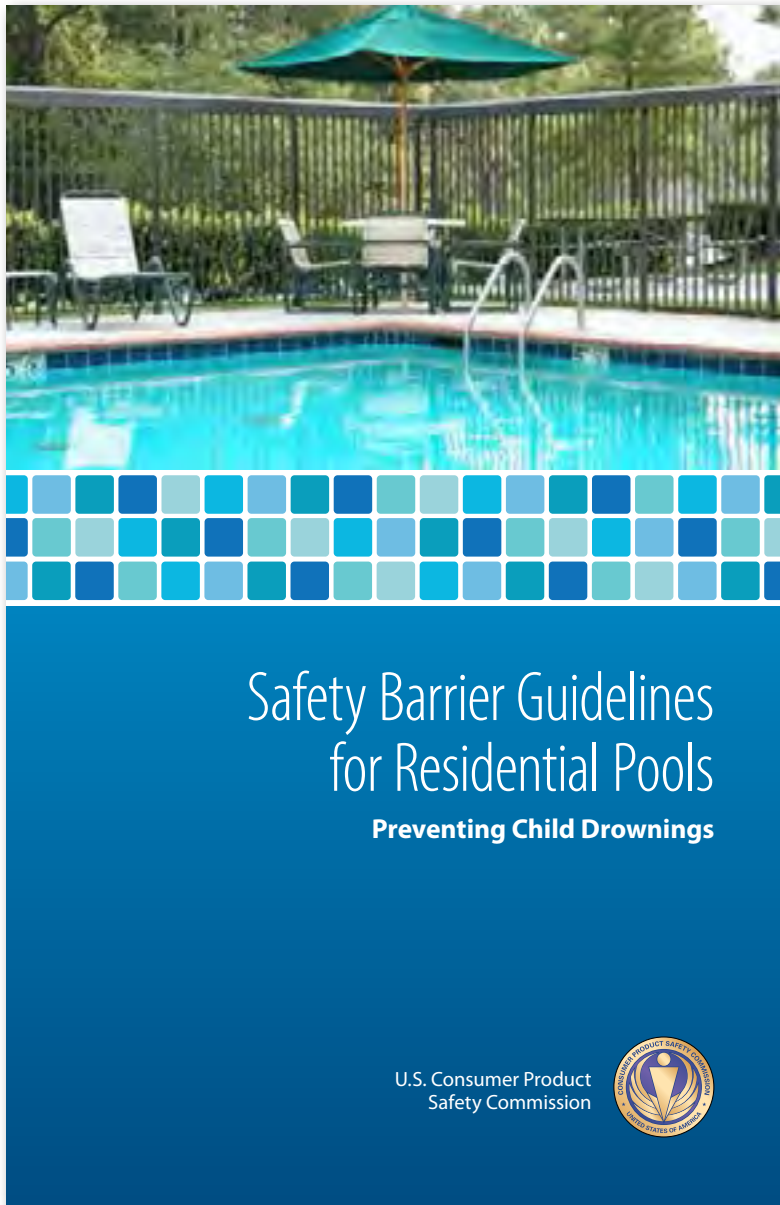
BACK

Portable Pool Tip Card

Available in English and Spanish

Portable pools come in a variety of sizes and too often lack barriers. This tip card provides safety tips to consumers about protecting young children around all sizes of portable pools.

4" x 9.5" on 120# Endurance Cover.



Safety Barrier Guidelines for Residential Pools

Available in English

This booklet provides guidelines for various fences, covers, gates and alarms that serve as barriers to entry into residential pools.

5.5" x 8.5", 18 pages including cover.



Barriers

Barriers are not child proof, but they provide layers of protection for a child when there is a lapse in adult supervision. Barriers give parents additional time to find a child before the unexpected can occur.

Barriers include a fence or wall, door alarms for the house, and a power safety cover over the pool. Use the following recommendations as a guide.

Barrier Locations

Barriers should be located so as to prohibit permanent structures, equipment or similar objects from being used to climb the barriers.

Fences

A fence completely surrounding the pool is better than one with the house serving as the fourth side. Fences should be a minimum of 4 feet high, although fences 5 feet or higher are preferable.

If the home serves as one side of the barrier install **door alarms** on all doors leading to the pool area. Make sure the doors have self-closing and self-latching devices or locks beyond the reach of children to prevent them from opening the door and gaining access to the pool.

Pool covers add another layer of protection and there are a wide variety of styles on the market. Keep pool covers well-maintained and make sure the control devices are kept out of the reach of children.

A successful pool barrier prevents a child from getting **OVER, UNDER, or THROUGH** and keeps the child from gaining access to the pool except when supervising adults are present.

How To Prevent a Child from Getting OVER a Pool Barrier

A young child can get over a pool barrier if the barrier is too low or if the barrier has handholds or footholds to use when climbing. The top of a pool barrier should be at least 48 inches above grade, measured on the side of the barrier which faces away from the swimming pool. Some states, counties or municipalities require pool barriers of 60 inches.

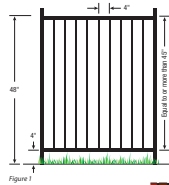


Figure 1

Eliminate handholds and footholds and minimize the size of openings in a barrier's construction.

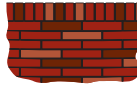


Figure 2

For a Solid Barrier

No indentations or protrusions should be present, other than normal construction tolerances and masonry joints.

For Above Ground Pools

Above ground pools should have barriers. The pool structure itself serves as a barrier or a barrier is mounted on top of the pool structure. There are two possible ways to prevent young children from climbing up into an above ground pool. The steps or ladder can be designed to be secured, locked or removed to prevent access, or the steps or ladder can be surrounded by a barrier such as those described in these guidelines.



Figure 8a

Figure 8b

Figure 8c

Above Ground Pool with Barrier on Top of Pool

If an above ground pool has a barrier on the top of the pool, the maximum vertical clearance between the top of the pool and the bottom of the barrier should not exceed 4 inches.



Figure 9

How to Prevent a Child from Getting UNDER a Pool Barrier

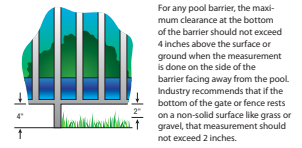


Figure 10

For any pool barrier, the maximum clearance at the bottom of the barrier should not exceed 4 inches above the surface or ground when the measurement is done on the side of the barrier facing away from the pool. Industry recommends that if the bottom of the gate or fence rests on a non-solid surface like grass or gravel, that measurement should not exceed 2 inches.

How to Prevent a Child from Getting THROUGH a Pool Barrier

Preventing a child from getting through a pool barrier can be done by restricting the sizes of openings in a barrier and by using self-closing and self-latching gates.

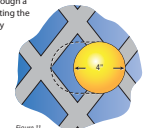


Figure 11

To prevent a young child from getting through a fence or other barrier, all openings should be small enough so that a 4-inch diameter sphere cannot pass through. This size is based on the head breadth and chest depth of a young child.

Portable Pools



Portable pools are becoming more popular. They vary in size and height, from tiny blow-up pools to larger thousands-of-gallons designs. Portable pools present a real danger to young children.

Never leave children unsupervised around portable pools. It is recommended that portable pools be fenced, covered or emptied and stored away. Instruct neighbors, friends and caregivers about their presence and the potential dangers of a portable pool in your yard.

Removable Mesh Fences

Mesh fences are specifically made for swimming pools or other small bodies of water. Although mesh fences are meant to be removable, the safest mesh pool fences are locked into the deck so that they cannot be removed without the extensive use of tools.



Like other pool fences, mesh fences should be a minimum of 48" in height. The distance between vertical support poles and the attached mesh, along with other manufactured factors, should be designed to hinder a child's ability to climb the fence. The removable vertical support posts should extend a minimum of 3 inches below grade and they should be spaced no greater than 40 inches apart. The bottom of the mesh barrier should not be more than 1 inch above the deck or installed surface.

For more information on Removable Mesh Fencing see ASTM standard F 2286 - 05.

Gates

There are two kinds of gates which might be found on a residential property: pedestrian gates and vehicle or other types of gates. Both can play a part in the design of a swimming pool barrier. All gates should be designed with a locking device.



Pedestrian Gates

These are the gates people walk through. Swimming pool barriers should be equipped with a gate or gates which restrict access to the pool.

Gates should open out from the pool and should be self-closing and self-latching. If a gate is properly designed and not completely latched, a young child pushing on the gate in order to enter the pool area will at least close the gate and may actually engage the latch.



Figure 12

The weak link in the strongest and highest fence is a gate that fails to close and latch completely. For a gate to close completely every time, it must be in proper working order.

When the release mechanism of the self-latching device on the gate is less than 54 inches from the bottom of the gate, the release mechanism for the gate should be at least 3 inches below the top of the gate on the side facing the pool. Placing the release mechanism at this height prevents a young child from reaching over the top of a gate and releasing the latch.

Also, the gate and barrier should have no opening greater than 1/2 inch within 18 inches of the latch release mechanism. This prevents a young child from reaching through the gate and releasing the latch.

All Other Gates (Vehicle Entrances, Etc.)

Other gates should be equipped with self-latching devices. The self-latching devices should be installed as described for pedestrian gates.

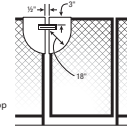


Figure 13



When the House Forms Part of the Pool Barrier

In many homes, doors open directly from the house onto the pool area or onto a patio leading to the pool. In such cases, the side of the house leading to the pool is an important part of the pool barrier. Passage through any door from the house to the pool should be controlled by security measures.

The importance of controlling a young child's movement from the house to pool is demonstrated by the statistics obtained in CPSC's submission reports. Residential locations dominate in incidents involving children younger than 5 accounting for 85% of fatalities and 54 percent of injuries (from CPSC's 2012 Pool and Spa Submersion Report, see page 3).



Figure 14

Door Alarms

All doors that allow access to a swimming pool should be equipped with an audible alarm which sounds when the door and/or screen are opened. Alarms should meet the requirements of *UL 2017 General-Purpose Signaling Devices and Systems*, Section 77 with the following features:

- Sound lasting for 30 seconds or more within 7 seconds after the door is opened.
- The alarm should be loud: at least 85 dBA (decibels) when measured 10 feet away from the alarm mechanism.
- The alarm sound should be distinct from other sounds in the house, such as the telephone, doorbell and smoke alarm.
- The alarm should have an automatic reset feature to temporarily deactivate the alarm for up to 15 seconds to allow adults to pass through house doors without setting off the alarm. The deactivation switch could be a touchpad (keypad) or a manual switch, and should be located at least 54 inches above the threshold and out of the reach of children.

Self-closing doors with self-latching devices could be used in conjunction with door alarms to safeguard doors which give access to a swimming pool.

Safety Barrier Guidelines for Residential Pools (continued)



Posters

Available in English and Spanish

These posters can be used to demonstrate that your business or organization supports the *Pool Safety* campaign.

Available in 18" x 24" printed on 100# Endurance Gloss Text

Available in 11" x 17" and 8.5" x 11" PDF download only



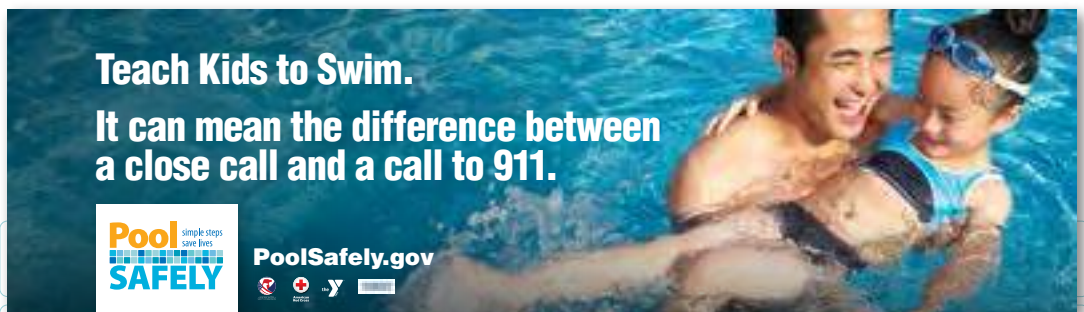
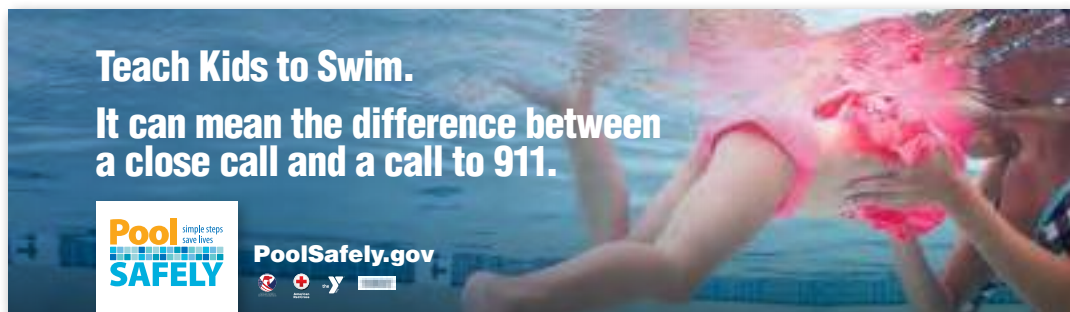
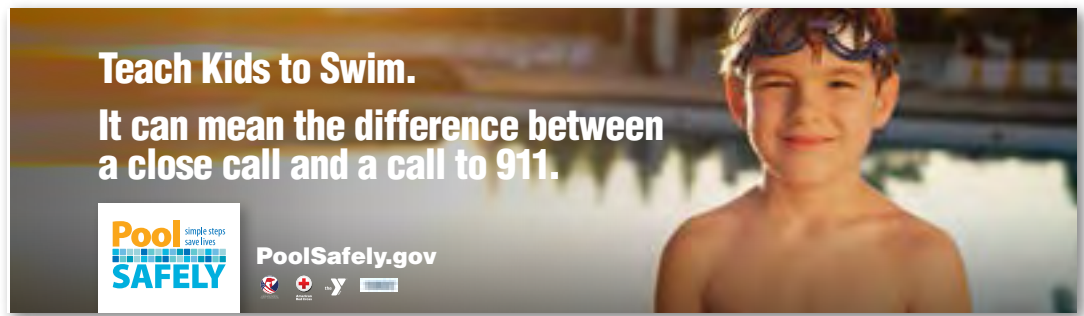
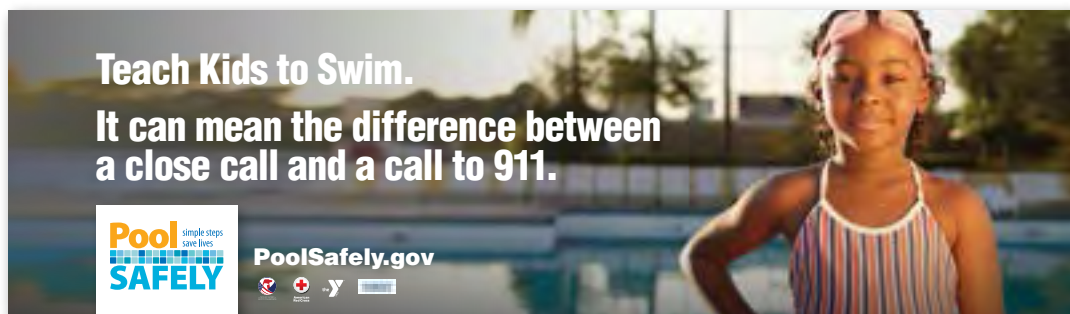
Posters

Available in English and Spanish

These posters can be used to demonstrate that your business or organization supports the *Pool Safely* campaign.

Available in 18" x 24" printed on 100# Endurance Gloss Text

Available in 11" x 17" and 8.5" x 11" PDF download only



Bus Advertisements/Bus Backs

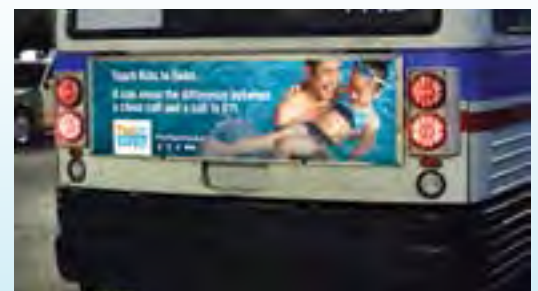
Available in English and Spanish

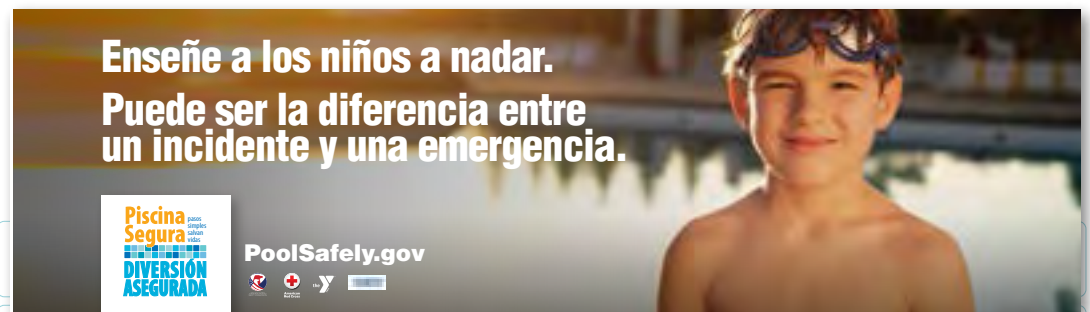
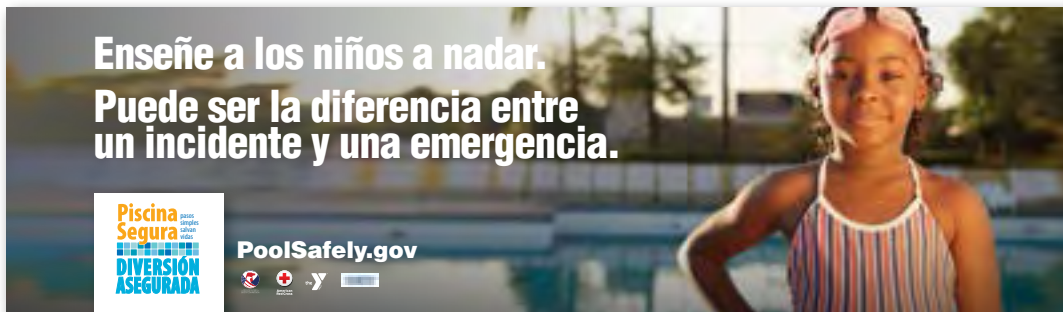
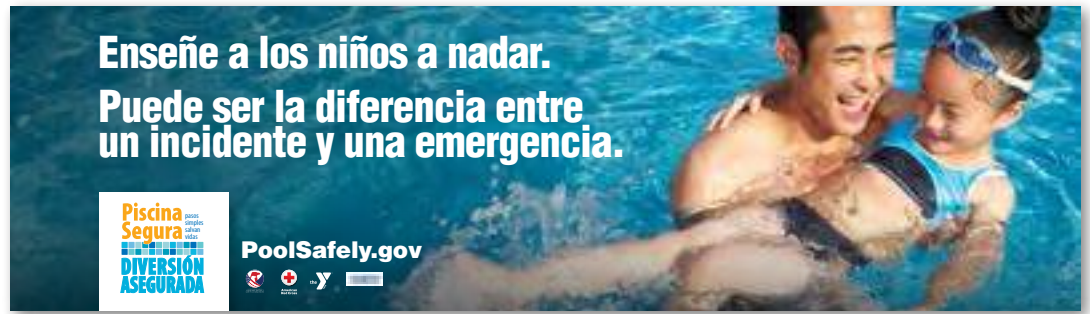
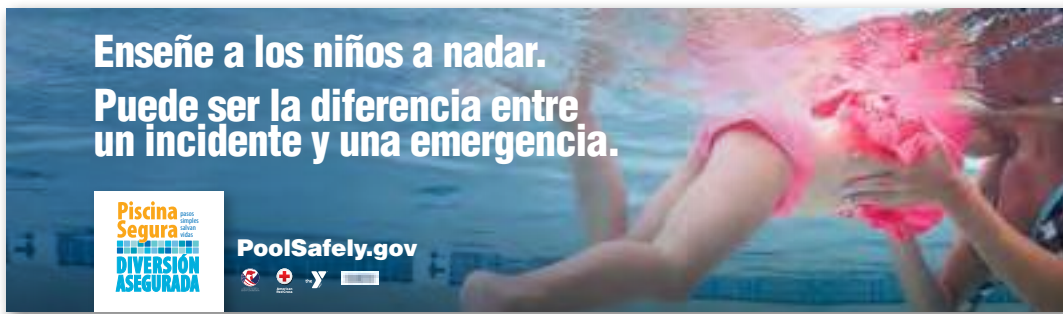
Sponsoring large scale ads in your community will spread the word about the *Pool Safely* campaign.

Actual size 19" x 69", 1:4 artwork scale 4.75" x 17.25"

This is a typical size. Check with your vendor for actual specifications.

Please email poolsafely@cpsc.gov before ordering.





Bus Advertisements/Bus Backs

Available in English and Spanish

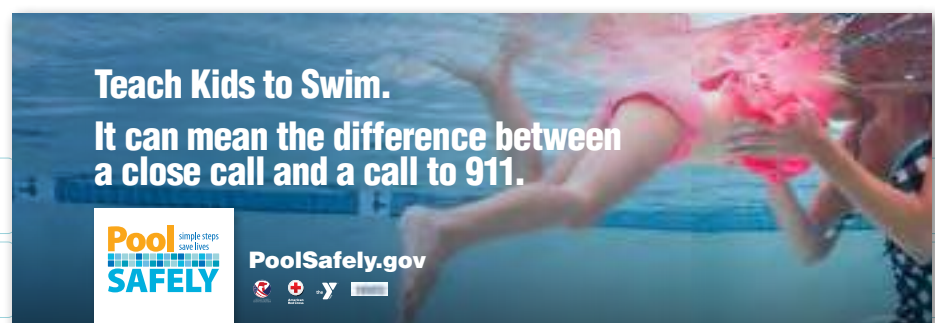
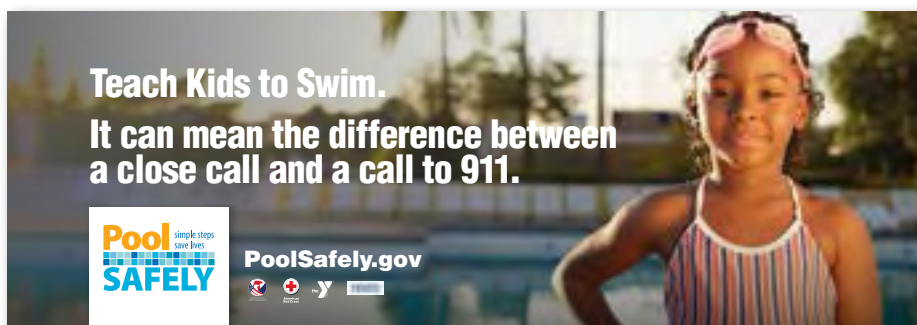
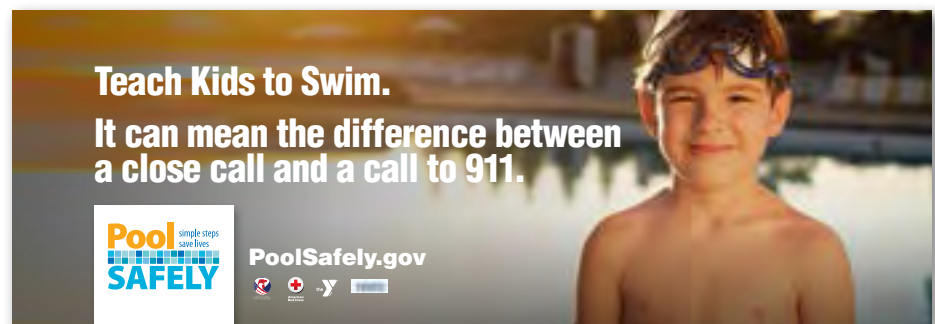
Sponsoring large scale ads in your community will spread the word about the *Pool Safety* campaign.

Actual size 19" x 69", 1:4 artwork scale 4.75" x 17.25"

This is a typical size. Check with your vendor for actual specifications.

Please email poolsafely@cpsc.gov before ordering.





Bus Advertisements/Bus Sides

Available in English and Spanish

Sponsoring large scale ads in your community will spread the word about the *Pool Safely* campaign.

Actual size 30" x 144", 1:4 artwork scale 7.5" x 30"

This is a typical size. Check with your vendor for actual specifications.

Please email poolsafely@cpsc.gov before ordering.





Bus Advertisements/Bus Sides

Available in English and Spanish

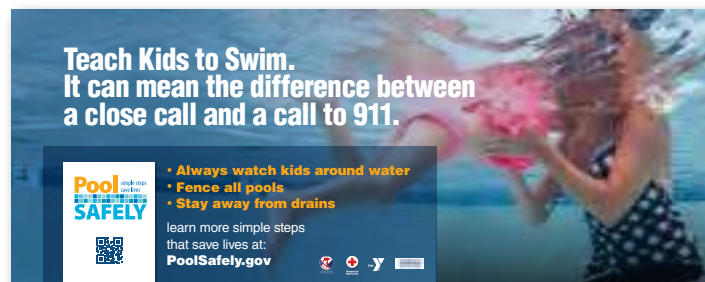
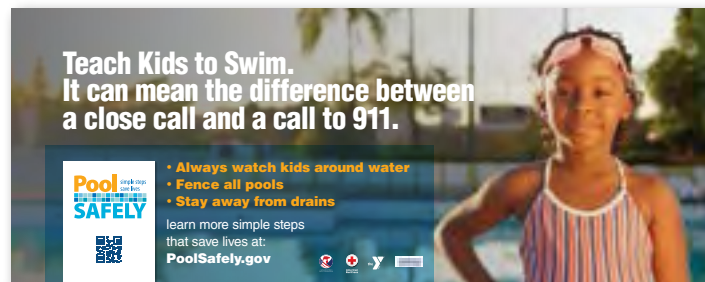
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Actual size 30" x 144", 1:4 artwork scale 7.5" x 30"

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Please email poolsafely@cpsc.gov before ordering.





Bus Advertisements/Interior Cards

Available in English and Spanish

Sponsoring large scale ads in your community will spread the word about the *Pool Safely* campaign.

Actual size 11" x 28", 1:1 artwork scale

This is a typical size. Check with your vendor for actual specifications.

Please email poolsafely@cpsc.gov before ordering.





Bus Advertisements/Interior Cards

Available in English and Spanish

Sponsoring large scale ads in your community will spread the word about the *Pool Safety* campaign.

Actual size 11" x 28", 1:1 artwork scale

This is a typical size. Check with your vendor for actual specifications.

Please email poolsafely@cpsc.gov before ordering.





Billboards

Available in English and Spanish

Sponsoring large scale ads in your community will spread the word about the *Pool Safely* campaign.

Thirty sheet billboard 125" x 272", 1:12 artwork ratio 10.1875" x 22.7"

This is a typical size. Check with your vendor for actual specifications.

Please email poolsafely@cpsc.gov before ordering.





Billboards

Available in English and Spanish

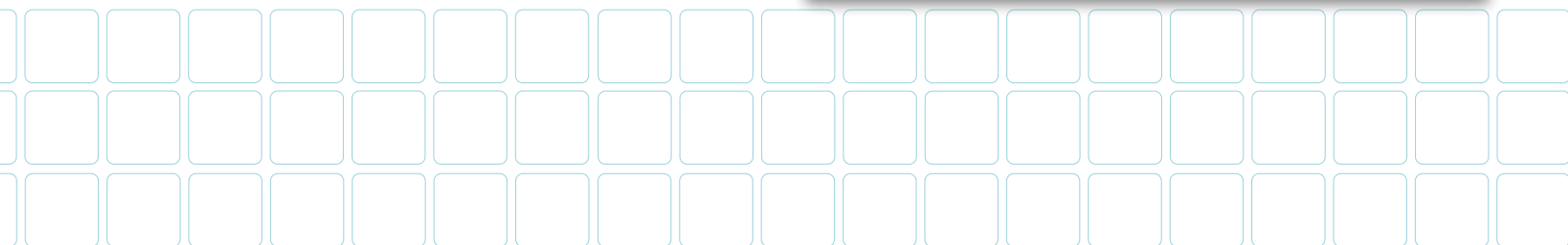
Sponsoring large scale ads in your community will spread the word about the *Pool Safely* campaign.

Thirty sheet billboard 125" x 272", 1:12 artwork ratio 10.1875" x 22.7"

This is a typical size. Check with your vendor for actual specifications.

Please email poolsafely@cpsc.gov before ordering.





Subway/Mall Dioramas

Available in English and Spanish

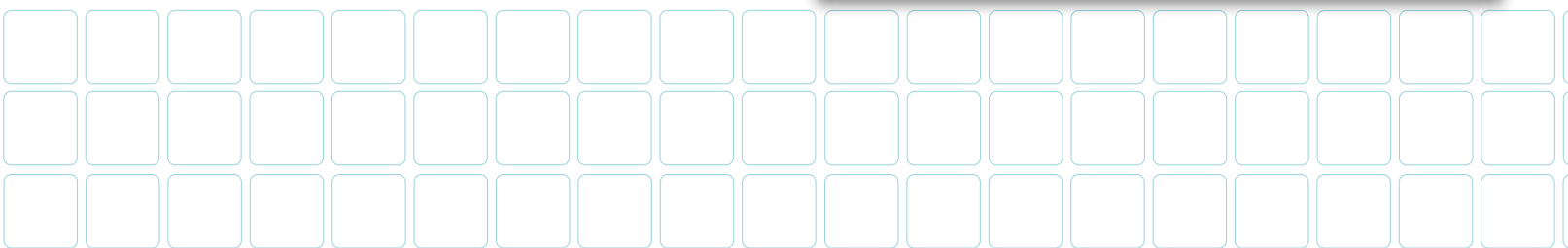
Sponsoring large scale ads in your community will spread the word about the *Pool Safety* campaign. This version may be suitable for local subway or other transit use.

Actual size: 40" x 60", artwork scale : 1:4 10.75" x 15.5"

This is a typical size. Check with your vendor for actual specifications.

Please email poolsafely@cpsc.gov before ordering.





Subway/Mall Dioramas

Available in English and Spanish

Sponsoring large scale ads in your community will spread the word about the *Pool Safety* campaign. This version may be suitable for local subway or other transit use.

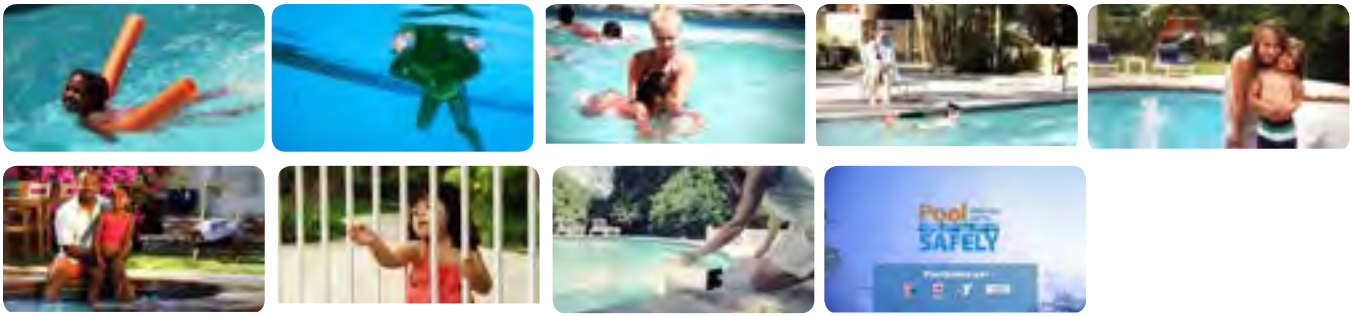
Actual size: 40" x 60", artwork scale: 1:4 10.75" x 15.5"

This is a typical size. Check with your vendor for actual specifications.

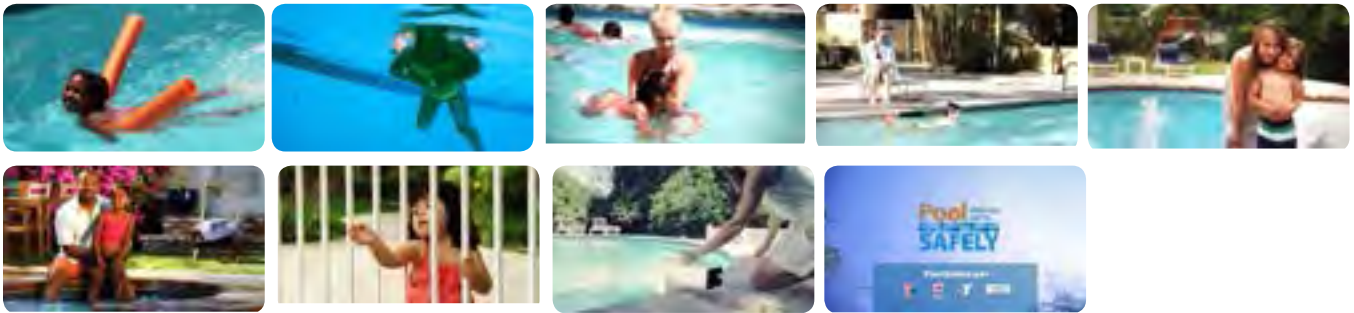
Please email poolsafely@cpsc.gov before ordering.



English



Spanish



Television and Radio Public Service Announcements

Available in English and Spanish

These campaign advertisements can be provided to television and radio stations to highlight the *Pool Safely* campaign and its water safety steps. They are available at www.PoolSafely.gov.

:15 second spots

:30 second spots

:60 second spots

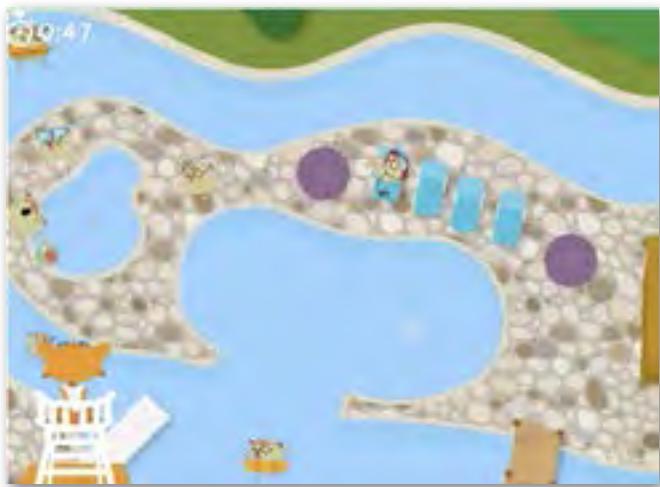


DVD – Inspection for Compliance with VGB

Available in English

This DVD provides pool and spa operators and service specialists, as well as state and local regulators, with the information they need to make pools and spas compliant and to inspect for compliance with the Act.

Available at www.PoolSafely.gov and in DVD format.



THE ADVENTURES OF SPLISH & SPLASH



Download this free interactive game
and teach your child how to be safer
in and near the water.



THE ADVENTURES OF SPLISH & SPLASH



ITUNES INSTRUCTIONS

1. To install, open the App Store app and search for "Splish & Splash."
2. Click on the GET button, then click INSTALL.
3. Once installed, click on *The Adventures of Splish & Splash*.
4. Have fun!



GOOGLE PLAY INSTRUCTIONS

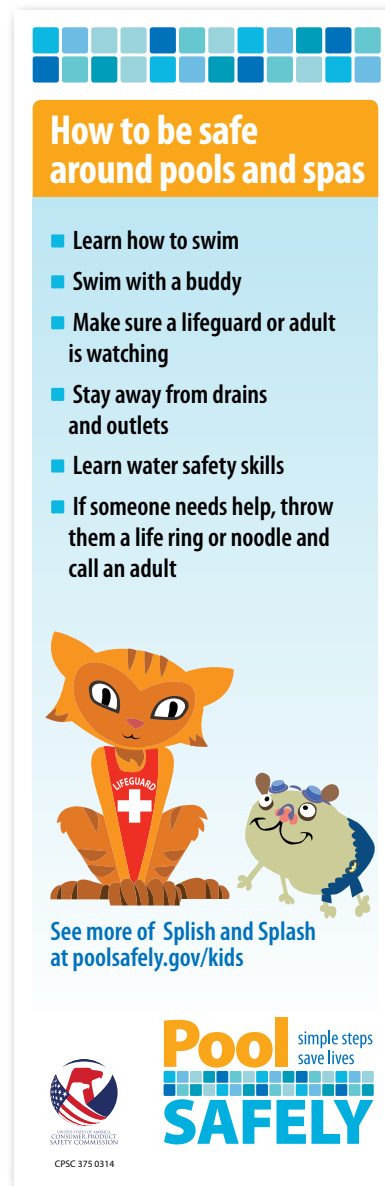
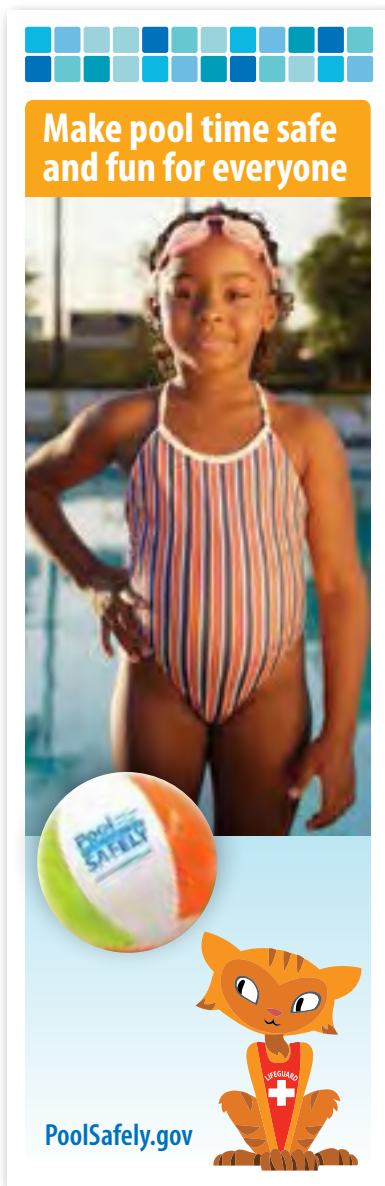
1. To install, open the Google Play Store app and search for "Splish & Splash."
2. Click INSTALL.
3. Once installed, click on *The Adventures of Splish & Splash*.
4. Have fun!

[POOLSAFELY.GOV/APP](https://www.poolsafely.gov/app)

Adventures of Splish & Splash App & App Download Card

Available in English

The Adventures of Splish & Splash, the popular Pool Safely children's game which teaches elementary school aged children about water safety, is now available on a smartphone app. These small cards feature download instructions for both Apple and Android products.

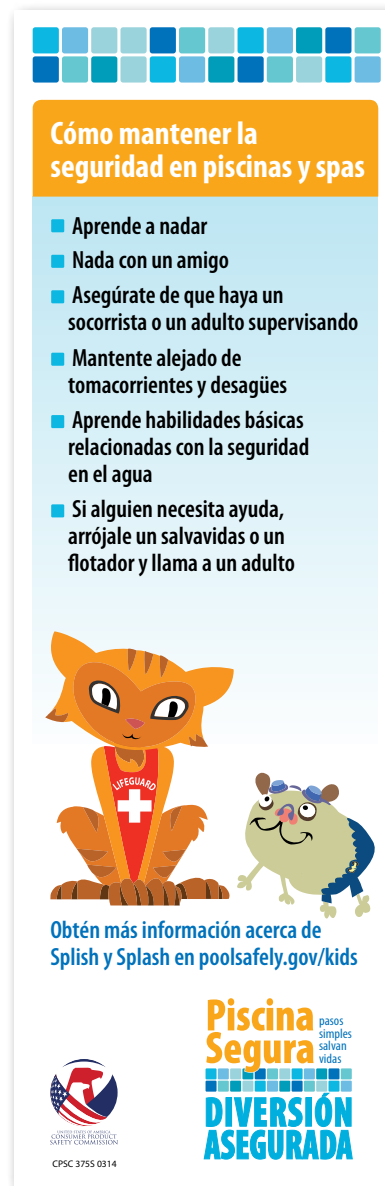
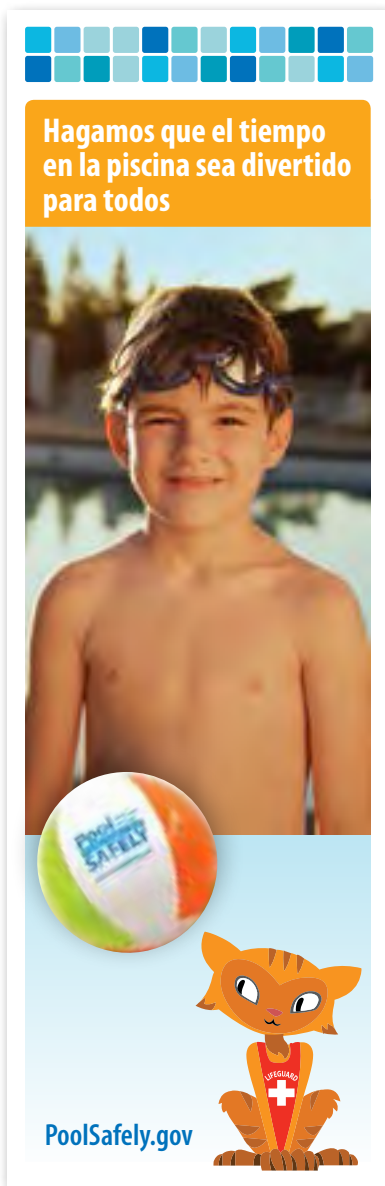


Children's Bookmarks

Available in English and Spanish

These colorful bookmarks are a handy way to teach children the simple water safety steps.

2.75" x 8.5", printed on 120# Endurance gloss cover.



Children's Bookmarks

Available in English and Spanish

These colorful bookmarks are a handy way to teach children the simple water safety steps.

2.75" x 8.5"; printed on 120# Endurance gloss cover.

The Adventures of Splish and Splash



Parent/Child Video Games

Available in English

The three interactive games for young children, *The Adventures of Splish & Splash*, will help reinforce pool safety. Kids will love the characters Splish and Splash as they help them navigate through the pool environment making the right safety choices.

Interactive game available on DVD.



Online Activity and Coloring Poster

Available in English

The online activity is a fun tool for parents and children to learn how to *Pool Safely*. After playing the parent-child online activity, children can print off a *Pool Safely* poster for coloring. The activity can be found at www.PoolSafely.gov.

8.5" x 11", printed on 60# White Offset.



Children's Poster

Available in English and Spanish

This poster featuring *The Adventures of Splish & Splash* will help reinforce pool safety to young children.

Available in 11" x 17" and 8.5" x 11" in PDF format.



Children's Poster

Available in English and Spanish

This poster featuring *The Adventures of Splash & Splash* will help reinforce pool safety to young children.

Available in 11" x 17" and 8.5" x 11" in PDF format.

Background on the U.S. Consumer Product Safety Commission and the *Pool Safely* Campaign

The U.S. Consumer Product Safety Commission (CPSC) is an independent federal regulatory agency created by Congress in 1972 charged with “protecting the public against unreasonable risks of injuries and deaths associated with consumer products.” The CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. The CPSC’s work to ensure the safety of consumer products— such as toys, cribs, power tools, cigarette lighters and household chemicals — contributed significantly to the decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

CPSC has created Pool Safely: Simple Steps Save Lives, a national public education campaign to reduce childhood drowning, non-fatal submersions and entrapments in public swimming pools and spas. The campaign was developed to carry out the requirements of the Virginia Graeme Baker Pool and Spa Safety Act (P&SS Act), federal legislation mandating new requirements for public pools and spas, including a public information safety campaign targeting all pool and spas.

In June 2002, seven-year old Virginia Graeme Baker died after becoming stuck on a hot tub drain due to a powerful suction force. The drain’s suction was so powerful that it took two adult males to pull her from the drain. Graeme was a member of a community swim and dive team and had been swimming unassisted since she was three years old. After being found underwater by her twin sister, Graeme’s mother, Nancy Baker, tried unsuccessfully to pull Graeme off the drain. Mrs. Baker said Graeme appeared to be attached

to the bottom of the spa as if she were tied or held down. The men who eventually freed Graeme from the spa pulled so hard that the drain cover broke from the force. Graeme died from drowning, but what really caused her death was suction entrapment due to a faulty drain cover.



CPSC is working to ensure drowning and entrapment prevention become important public safety priorities by raising awareness, promoting industry compliance and improving safety at pools and spas. The Pool Safely campaign gives emphasis to an important and simple message: adding extra safety steps in and around the water can make all the difference.

CPSC estimates that each year 355 children younger than five drown in swimming pools and spas and more than 5,600 children under age 15 go to hospital emergency rooms due to submersion injuries in pools and spas.

The campaign is designed to deliver the message that everyone should add proven safety steps to what they are already doing when it comes to protecting their kids around pools and spas. The public is already bombarded with personal safety and health messages. Therefore, this campaign focuses on practical, easy tips to enhance enjoyment and sense of well-being around pools and spas while inviting people to share their own experiences and best practices.

Frequently Asked Questions

What is the U.S. Consumer Product Safety Commission?

The U.S. Consumer Product Safety Commission (CPSC) is an independent federal regulatory agency created by Congress in 1972 charged with “protecting the public against unreasonable risks of injuries and deaths associated with consumer products.” In addition to pool and spa safety, CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. The CPSC’s work to ensure the safety of consumer products — such as toys, cribs, power tools, cigarette lighters, and household chemicals — contributed significantly to the decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

What is the *Pool Safely* campaign?

CPSC created *Pool Safely: Simple Steps Save Lives*, a national public education campaign to reduce childhood drowning, non-fatal submersions and entrapments in public swimming pools and spas. The campaign carries out the requirements of the *Virginia Graeme Baker Pool and Spa Safety Act* (P&SS Act), federal legislation mandating new requirements for public pools and spas, including a public information campaign for promoting safety at all pools and spas. *Pool Safely* is designed to raise public awareness, promote industry compliance and improve safety at pools and spas.

What is the Virginia Graeme Baker Pool and Spa Safety Act?

The *Virginia Graeme Baker Pool and Spa Safety Act* was enacted by Congress and signed by President Bush on December 19, 2007. Designed to prevent child drownings and the tragic and hidden hazard of drain and other entrapments in pools and spas, the law became effective on December 19, 2008. Under the law, all public pools and spas must have ASME/ANSI A112.19.8-2007 compliant drain covers installed and a second anti-entrapment system installed, when there is a single main drain other than an unblockable drain.

This important child safety law strives to:

- Enhance the safety of public and private pools and spas
- Encourage the use of layers of protection

- Reduce child drownings in pools and spas (nearly 300 each year involving children younger than five)
- Reduce the number of suction entrapment incidents, injuries and deaths
- Educate the public on the importance of constant supervision of children in and around water
- Increase water safety education and teaching all children to swim

To learn more about the Act, please visit www.PoolSafely.gov.

Who is Virginia Graeme Baker?

In June 2002, seven-year old Virginia Graeme Baker died after becoming stuck on a hot tub drain due to a powerful suction force. The drain’s suction was so powerful that it took two adult males to pull her from the drain. Graeme was a member of a community swim and dive team and had been swimming unassisted since she was three years old. After being found underwater by her twin sister, Graeme’s mother, Nancy Baker, tried unsuccessfully to pull Graeme off the drain. Mrs. Baker said Graeme appeared to be attached to the bottom of the spa as if she were tied or held down. The men who eventually freed Graeme from the spa pulled so hard that the drain cover broke from the force. Graeme died from drowning, but the real cause of her death was suction entrapment due to a faulty drain cover.

What are the goals of the *Pool Safely* campaign?

The *Pool Safely* campaign aims to reduce the number of child drownings, non-fatal drownings and entrapments in and around pools and spas. Drowning is the leading cause of preventable death of children under the age of five. The campaign aims to provide the American public, mainly parents, children, consumers and industry professionals, with easy water safety steps that can save a life.

What does “*Pool Safely*” mean?

To *Pool Safely* is to adopt and practice as many water safety steps as possible when in and around pools and spas. Adding an extra water safety step can make all the difference. You can never know which safety step can save a life — until it does. The *Pool Safely* campaign encourages many water safety steps, such as constantly watching

children in and around the water, knowing life saving skills like how to swim and CPR (Cardiopulmonary Resuscitation), and installing safety equipment in and around the pool.

How many incidents of child drownings and near-drownings occur each year?

According to CPSC data, 355 children younger than five drown in swimming pools and spas each year and more than 5,600 children under age 15 go to hospital emergency rooms due to submersion injuries in pools and spas. CPSC publishes annual reports on submersion incidents and another on circulation/suction entrapment incidents in the U.S. To review these reports visit www.PoolSafely.gov.

Who is involved in the *Pool Safely* campaign?

The *Pool Safely* campaign launched in May 2010 with the support of drowning prevention and public safety organizations. The campaign combines the efforts of a wide variety of partnering organizations, including drowning prevention, water and childrens' safety groups; industry leaders and the pool and spa community; and state and local entities involved in pool and spa regulation. Many of these organizations are campaign partners.

The Campaign's Partners are organized into three groups:

- **Campaign Safety Partners (CSPs)** are the top tier of partners who are well-known national or international organizations with a significant stake in drowning

and entrapment prevention, child and family safety, and pool and spa safety and related issues. They are highly engaged and are featured in key elements of the campaign. The American Red Cross, the YMCA of the USA, Safe Kids Worldwide, National Drowning Prevention Alliance, World Waterpark Association and many others are all CSPs.

- **Campaign Safety Leaders (CSLs)** are important partners due to their ability to reach the public in communities around the country. CSLs have the opportunity to become involved in many aspects of the campaign, including participation in events and campaign promotion, online engagement and distribution of campaign materials.
- **Campaign Safety Community (CSC)** is a virtually limitless group of individuals and organizations largely comprised of local coalitions and affiliates of our campaign CSPs and CSLs, as well as families touched by drowning tragedies. Any organization is welcome to join the CSC by subscribing to the *Pool Safely* listserv and promoting the *Pool Safely* campaign in their own communities.

Efforts by all *Pool Safely* partners to continue the progress and sustainability of the campaign are critical to its success.

Talking Points on the *Pool Safely* Campaign

The *Pool Safely* campaign presents significant opportunities to interact with the media and stakeholders about public and water safety. Below you will find key talking and message points on how to discuss the campaign and its water safety steps for media interviews, news articles, and stakeholder meetings.

Drowning is a leading — but preventable — cause of death and injury among children under the age of five.

Entrapment caused by powerful suction from a pool or spa's drain can trap a child or adult. All public pools and spa should have compliant drain covers.

Pool Safely is a public education campaign from the U.S. Consumer Product Safety Commission (CPSC), which was mandated by the U.S. Congress through the passage of the *Virginia Graeme Baker Pool and Spa Safety Act (P&SS Act)*.

The campaign conveys a simple message: adding extra safety steps around the water can make all the difference. You can never know which safety measure will save a life — until it does.

Pool Safely is a call-to-action for the public and a national conversation to urge Americans to change the way they think and act about pool and spa safety.

The *Pool Safely* campaign is designed to encourage the sharing of water safety best practices between the public and industry to improve safety in and around pools and spas. CPSC is partnering with national, state and local organizations with expertise in water and children's safety education.

Pool operators and service professionals are on the front lines in making sure that public pools and spas are in compliance with the Pool and Spa Safety Act. Bringing pools and spas into compliance by installing new compliant drain covers and other devices required by the Act also builds goodwill and strengthens customer and community relationships.

Simple Steps Save Lives

The greatest water safety assurance in swimming pools and spas comes from adopting and practicing as many water safety steps as possible. Adding that extra safety step in and around the water can make all the difference. You can never know which safety step will save a life — until it does.

The proven water safety steps can be organized into three categories:

- Behavioral — actions that relate to personal responsibility and action
- Knowledge-based — actions that relate to skills such as swimming, CPR (Cardiopulmonary Resuscitation) and related water safety activities
- Equipment — actions that relate to barriers such as fences and safety equipment, including compliant drain covers and other devices, as needed

The following list outlines the water safety steps that you can and should take to help keep your family and friends safe.

Behavioral: stay close, be alert and watch children in and around the pool

- Always watch children and never leave them unattended around the pool and spa
- Teach children basic water safety tips
- Avoid entrapment by keeping children away from pool and spa drains, pipes and other openings
- Have a phone close by at all times when you or your family are using a pool or spa
- If a child is missing, look for them in the pool or spa first
- Share safety instructions with family, friends and neighbors

Knowledge-based: learn and practice water safety skills

- Learn how to swim
- Learn to perform CPR on children and adults; update those skills regularly
- Understand the basics of life saving so that you can assist in a pool or spa emergency

Equipment: have the appropriate equipment

- Install a fence around of the pool and spa of at least four feet in height
- Use self-closing and self-latching gates; ask your neighbors to do the same at all residential pools
- If your house serves as the fourth side of a fence around the pool, install door alarms on doors leading from the house to the pool and always use them
- Ensure any pool and spa you use has compliant drain covers; ask if you do not know
- Maintain pool and spa covers in good working order and make sure they are secure when in use
- Consider installing a pool alarm
- Have life-saving equipment such as life rings or reaching poles available for easy use

How to Plan a Water Safety Event

Event Planning

Events provide a vehicle to attract attention to an issue and present an opportunity to build, solidify and cultivate relationships with individuals and groups in your community. Target audiences for events you may plan around drowning prevention and water safety can include parents, caregivers, educators, first responders, the media, community-based organizations, local government officials and community leaders. Below please find general event planning guidance.

Planning Team

Begin by creating a planning team that has an interest in child safety and drowning prevention. Once you have the team identified, you should get together to answer specific questions:

- What are the goals/objectives of the event?
 - What do you want members of your community to understand or do as a result of participating in the event?
- Who is the target audience?
- What resources are available?
 - Do you have a budget or do you need to raise funds to hold the event?
 - Are staff members or volunteers available to plan and work the event?
 - Can you access in-kind services, such as pro bono public relations services?
 - Do you have a resource for acquiring free giveaways?
 - Should you partner with other organizations to leverage existing resources?
- What type of event do you want to hold?
 - Seminar, health fair, luncheon, walk/run/swim, performance, press conference?
 - Will you invite a speaker(s) and do you have to arrange for fees, travel and other expenses?
- Where should the event be held and when?
 - Will this event be held outside/inside? Do you need to reserve space? If so, what type of space? Are permits required for this type of event? How many people should it accommodate?

Event Timeline

An event planning timeline can track who is responsible for what tasks and when tasks need to be completed.

Developing a timeline with specific milestones and due dates should be one of the first tasks for the event planning team. The timeline should include logistics, partnership development, publicity and program/agenda.

Promoting the Event

Getting your target audience to attend the event is directly tied to how well you promote the event. You will want to use every means you have to get the word out through both media and community channels. Partners and other community organizations can be effective in using their own networks to help you with promotion. The media, including radio, television and newspapers offer many opportunities for promoting your event.

You should ask partner and interested organizations to help you by:

- Displaying announcements of the event
- Including notices about the event in their newsletters and websites
- Handing out/displaying promotional brochures at their workplaces and businesses
- Helping you pay for advertising, if necessary
- Making announcements/handing out promotional notices at community and faith-based meetings and other gatherings
- Encouraging participation in the event by employees/clients/customers

Event Day

When your planning is complete and the event day has arrived, you should:

- Arrive at the venue early enough to ensure that it is set up properly and that all equipment is working
- Use a checklist to ensure that all tasks are complete
- Ensure that everyone working the event has an agenda and knows where they need to be and what is going on at all times
- Use a designated person to handle all questions from media, participants and volunteers; for large events, consider having an information booth

Media Outreach

Proactive Media Outreach

Raising awareness of your community's efforts around drowning prevention can be enhanced through media coverage. Here are helpful tips for engaging media and building interest in this important issue:

- Develop and refine a set of core messages. These messages are the focus of the story you want to publicize and may include the toll that child drownings and near-drownings take on a family and a community, and what parents and others should do to prevent these tragedies.
- Develop talking points for a phone pitch and/or a standardized email pitch. Having what you want to say in front of you while you are pitching makes communicating your ideas much easier.
- Know your story. Talk through what you want to say with a friend or coworker before you get on the phone.
- Look for ways to customize your pitches. Each reporter has areas of expertise and interest. Research previous reports and writings as a way to appeal to what he or she is prone to focus on and emphasize that angle in your pitch.
- Be conversational, affable and accommodating when pitching. A good relationship may help get your story in line for publication or airing.
- Be persistent and resilient. It's okay if a reporter is not initially interested in your pitch or does not have time to talk to you. Ask if you can call again at a better time or if it would be better to pitch a different reporter.

Cultivating Relationships with Local Media

Local reporters are pulled in many directions. They have many different issues to learn and report about. They also have many different individuals pitching stories to them on a regular basis. Here are some tips to consider to develop a working relationship with your local media:

- Make yourself known. Identify those reporters, columnists and editors who have an interest in children's safety and related issues. Contact them and make sure they know you are a "go-to" person on drowning prevention.
- Check in with your media contacts on occasion. Find out if there is anything you can do to help them with a current or future story. Journalists need a steady flow of story ideas and angles. Make yourself a resource.
- Communicate in a professional and effective way. Understand how a contact prefers to be reached

(phone, email, etc.) and use that preferred channel of communication.

- Keep your conversations with journalists friendly and professional, but talk about things other than your pitch on occasion. Maybe you have something in common that will make for a better all-around relationship.
- Aim to be an asset for your contact. Offer to send information or graphics files, conduct research, arrange meetings and interviews, etc.

Media Lists

A successful media development effort has good organization at its foundation. The chief way of accomplishing this is by keeping your media contact listings in a well planned, structured and easy-to-access media list. Some tips for developing your media list include:

- Keep your list separated by media type. Have one list for print reporters, bloggers, broadcast producers, wire reporters, etc.
- Do your research to establish the identity of the reporters are who cover your issue. You can determine who has covered similar topics in the past by researching previous articles/stories by the reporter.
- Create a useful list that includes the following information:
 - Name of publication, outlet or station
 - Names of relevant editors, reporters, news directors, etc. (try to have more than one contact at each outlet)
 - Mailing address
 - Telephone, fax number and email for the media outlets as well as for each individual contact on your list
 - Any important editorial information such as style guidelines, deadlines, etc.
- Polish and edit your list as you make pitch calls. Your media list is a living document that will constantly change.
- Alert your local "events" calendar section, including print and broadcast media, to help publicize an upcoming event or campaign activity.

Lobbying Editorial Writers

With editorial page writers, it's all business. They are responsible for the content and issues-framing of their newspaper. It's a big responsibility and their time is at a premium. For these reasons, it is especially important to approach them poised and prepared. A few key ways to

make the most of an opportunity to lobby them to take an interest in drowning prevention include:

- Issues that impact the region and readership are a priority with editorial writers. Consider child drowning and the elements of the CPSC campaign. How can you present it to showcase a regional angle and impact on the local populace?
- Preparation will be very important. Expect a brief but informative conversation and tough questions. Talking points will be very useful in ensuring the conversation stays on track and the messages you want to relay are reinforced.
- Have some reliable statistics available to illustrate your issue. Quantifiable facts will be of greater interest to editorial page writers than broad statements and anecdotal information.
- Make yourself a trusted and known quantity. Follow-up on communications quickly. Furnish information immediately. Be the point person for developing a piece and expediting it through your communications approval process (if applicable).

Writing and Submitting a Letter-to-the-Editor

A letter-to-the-editor written to local and regional newspapers and magazines offers the opportunity to communicate your message when the media has missed or overlooked your story. They are often written as a means to respond to a recent article, clarify facts, offer an alternative view, etc. Tips for writing and submitting a letter include:

- Check the submission specifications of the newspaper or magazine. Generally, two short paragraphs are ideal. You also must include your name, affiliation and contact information.
- Use the publication's online comment feature in addition to submitting a letter for publication.
- Look at the letters that appear in the publication. Is a certain type of letter usually printed? Try to fit your letters into a style and form that are regularly published.
- Know what you want to accomplish by submitting your letter. Have a position and a point of view. State it clearly, ideally in the first sentence.
- Make your letter timely. If you are not responding to a specific article, editorial or letter that recently appeared in the publication, then try to tie the issue you want to write about to a recent or upcoming event.
- Consider who should sign the letter. Many times it may be more effective to have someone with local name recognition sign the letter.

- Keep your comments at a high level. Never make an accusation against individuals or organizations, and always avoid making blanket attacks on the media, in general, or the newspaper, in particular.

Writing and Distributing a Press Release

Distributing a press release to your local media contacts is an effective way to let reporters know about an event or issue. A few tips on how to draft your release and get it into the hands of interested media include:

- Present your information quickly, clearly and succinctly.
- Local media like a story with local appeal. Make sure that the release pertains to the outlet's audience that you are trying to reach.
- Follow a simple writing style. The style of the news release takes the form of an inverted pyramid. It begins with a lead, expands on the lead and proceeds to present the information in decreasing order of importance.
- Work on the headline. Editors often just glance at press releases which is why your headline is important. Media outlets receive countless releases, so it is important to try to grab attention with a succinct opener.
- Don't bury your lead. A good summary lead should follow the headline. It should answer the key questions — who, what, when, where, why and how.
- Include a quote. A short, substantive quotation from a key individual written into the third paragraph is standard.
- Keep it short and to the point. Don't try to include too much. A standard press release should be kept to one page if possible.
- Provide a contact name, email and phone number.
- Make sure your release is news. A release has a finite amount of time to be relevant. Follow up with your contacts ASAP.

Drafting and Submitting an Opinion Article

An opinion article, or op-ed, is a commentary article submitted to the opinion-editorial page of a local or regional newspaper. Traditionally, the op-ed is a short essay from a recognized individual that offers an opinion on a recent issue of interest or educates about a topic of public concern. Tips for coordinating the development and placement of an op-ed include:

- Name recognition is important. Select an authoritative and recognizable person to sign the op-ed.
- Know the rules. An op-ed should be under 750 words. Check the publication's website or call the newsroom to confirm maximum word count.

- Smart pieces get published. The op-ed should convey a sense of urgency and motivate the reader to take action. Take the time to craft a great article.
- Stick to the facts. Arguments should be factual and well-researched.
- Consider the audience. Submissions should be authoritative but not aggressive or divisive. This is an opportunity to persuade a large audience to take action.
- Think local. As a communications piece, the op-ed will need to appeal to some element of local impact or significance.
- Write carefully. Avoid clichés and jargon. Clarity is of the utmost importance.
- Identify the author. Include a short blurb on the author's credentials at the end of the piece. Be mindful that this is the chance to sell your spokesperson. Briefly demonstrate why this person is a worthy commentator.
- Provide contact information. Op-ed submissions always require the author's direct contact information.

Selecting Spokespeople

Name recognition is important and who you select as your media spokesperson can be just as important as what they say. Reporters are more likely to pay attention when the speaker is a known quantity. A few guidelines on spokesperson selection include:

- A spokesperson should be in a position of authority or consequence. A community leader or a relevant third-party advocate are both good choices.
- Choose someone in the know. A spokesperson should be familiar with the issues and able to advocate effectively.
- Public communications experience is a plus. A spokesperson should be comfortable fielding questions that may be challenging or probing.
- Message training and practice. A spokesperson should be prepped or "media trained" on the messages that are most important to the issue. A solid message discipline is key to a clear and professional media experience.

Media Training

A briefing or interview with a member of the media is a chance to speak to a large audience in one sitting. It is important to deliver clear, message-driven responses. The following tips can help prepare your spokesperson for his or her role as message-deliverer:

- Create a message discipline...and stick to it. An interview is not the time to speak off the cuff. Think ahead. Prepare notes. Be prepared for any contingency or situation by preparing talking points and key messages.

- Keep it simple and direct. Effective messages are polished and concisely stated.
- Practice makes perfect. Dealing with reporters is a skill that takes practice. A friend or colleague should test the spokesperson by asking both soft and tough questions.
- Bridge to the message. A spokesperson should answer each question but also take advantage of the opportunity to bridge back to his or her key messages.
- Body language speaks volumes. When speaking to the media, your spokesperson should not fidget or look around the room, but rather be focused and direct.

Talking Point Development

Developing a set of crisp talking points is key to preparing for public speaking and media interview opportunities. Talking points are guideposts to stay focused on during the course of a presentation, press conference or interview. A few helpful tips for developing talking points include:

- Determine your messages. Your messages should tell a story and leave an impression with your audience. They should support your objective and persuade your audience to take action.
- Prepare for tough questions. It is impossible to avoid tough questions but they are easier to answer when you have anticipated them. Make sure that you have thought about possible questions and prepared responses that stick to your messages.
- Have examples to illustrate your points. You should be able to support your messages with statistics and examples.
- Stay the course. Talking points are meant to keep a spokesperson grounded and on-point. Be aware of your message discipline and avoid getting sidetracked into unrelated subjects you are not prepared to discuss.

Creating a Media Kit

A media kit is a set of informative materials designed to communicate your messages to the media. The presentation and contents of a media kit can vary depending on the opportunity or event, but frequently consist of the following elements:

- A press release/media advisory
- Fact sheet(s)
- Frequently asked questions (FAQs)
- Testimonials
- Relevant case studies
- Biographical information on spokespeople or leadership
- Headshots of spokespeople/leadership
- Prepared statistical data relevant to the topic
- Copies of previous speeches or presentations
- Brochures or newsletters

A kit is usually presented in a two-pocket folder, though the type of media effort itself will dictate the presentation that will work best. A descriptive label on the front of the folder will distinguish your materials from other press events or organizations.

General guidelines for developing a press kit include:

- Materials should be concise, compelling and on-point.
- The media kit cover and content materials should be graphically appealing and easy to read.
- An agenda or itinerary of the event can often be a useful inclusion in the media kit.
- Kits should be distributed prior to an event and made available at a registration desk.

Responding to Media Inquiries

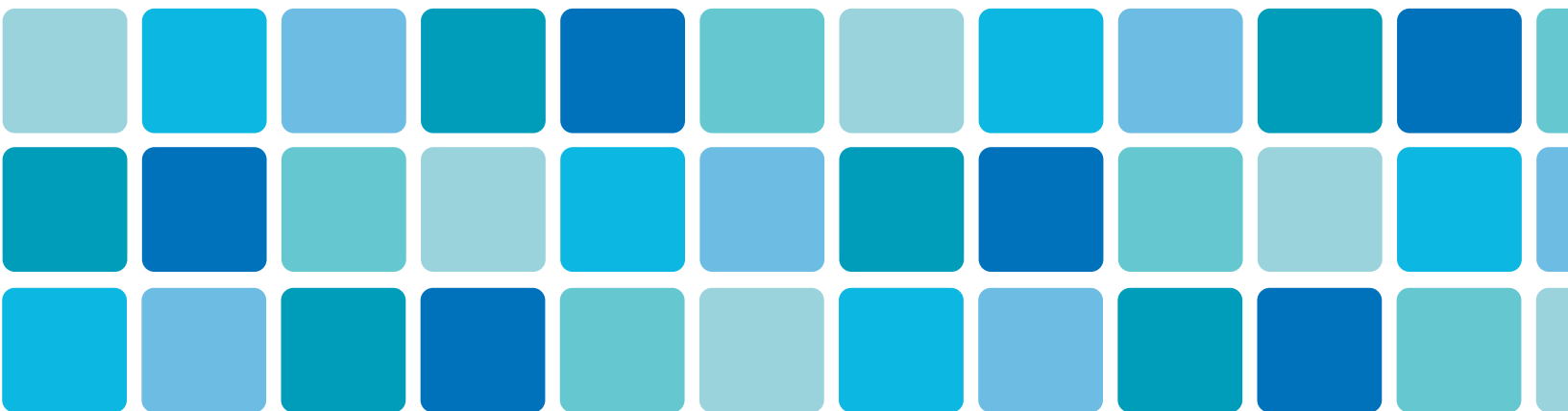
It is possible that media in your community will contact your organization to find out more about the *Pool Safely* campaign and your organization's involvement in it. Responding to incoming media inquiries is arguably one of the most important aspects of media relations. Requests vary in nature and importance. Some reporters will be seeking information for a story with an immediate deadline while others are working on a longer lead time.

It is important to keep the following points in mind when dealing with an incoming call from a member of the media:

- Get all of the information. Whether the incoming request is a call, voicemail or email, make sure to secure all of the information. Examples of information needed include:
 - Who is calling
 - What outlet are they calling from
 - If you are not familiar with the reporter, what do they cover
 - What is the reporter's contact information (phone and email)
 - What information are they requesting
 - When is their deadline
 - Why are they requesting this information and how does your organization fit into the story
- Triage the request. Once you have all the basic information, you can prioritize the call and provide an appropriate response. Regardless of the apparent level of importance, you should never disregard a reporter's call. A simple note back saying you are securing the information requested will let the reporter know that you are not ignoring the request.
- Level one, crisis situation. Secure all of the information you can, including questions, and let the reporter know you will get back to him or her shortly. Refer to your own organization's crisis plan. It is important not to provide any information in a crisis that has not been reviewed.
- Level two, reporters on deadline. Identify reporter needs and determine whether you will be able to respond in the time allotted. Make sure to capture all the necessary information and remember to let the reporter know whether you will or will not be able to coordinate an interview or information in the time allotted.
- Level three, reporters not on deadline. Identify reporter needs and determine whether you will be able to comply with the request. Make sure to capture all necessary information and provide the reporter with a timeframe in which you hope to respond.
- Information gathering. Once you have a clear understanding of what the reporter is looking for and the time frame in which it is needed, the next step is to determine whether it is possible to comply with the request for information/interview and gather the information/resources to do so.
- Prepare. Be sure to refer to the message development and media training guidelines to prepare your spokesperson as needed.
- Respond. Once you've gathered the needed information and identified and prepared your spokesperson, respond to the reporter accordingly. It may help to provide the reporter with pictures or other information, if possible and appropriate (depends on situation).
- Follow-up. If there are no plans to publish the story immediately, follow-up once to see when the story will be published.
- Publication. Once the story is published, distribute a copy to interested parties as necessary and within legal copyright guidelines.

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