



Summer 2017 Partner Toolkit



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Pool Safely Partner Toolkit

MESSAGING

Pool Safely Campaign Messaging

- **Please feel free to use these campaign messages when writing about or discussing *Pool Safely*:**
 - *Pool Safely* is a national public education campaign from the U.S. Consumer Product Safety Commission (CPSC).
 - Drowning is the number one cause of unintentional death among children ages 1-4.
 - Drownings happen quickly and are often silent – It's not like in the movies, where children are portrayed as splashing and yelling for help.
 - Fatal drownings are preventable, but to prevent these tragedies, we need everyone to always follow simple water safety steps.
 - In particular, installing more and even stronger layers of protection is key to prevention.
 - One layer of protection is 4-sided fencing with a self-closing, self-latching gate around all pools and spas.
 - We must prevent young children from being able to get near the water if an adult isn't nearby.

Pool Safely Messaging – Simple Steps

- **Simple steps can save lives and parents and kids should follow these additional simple safety steps:**
 - **Designate a Water Watcher:** Watch children every time they are in or around water – supervision is one of the most important things you can do to keep children safe. Designate a Water Watcher – this is an adult whose only job is to watch children when they're in the pool. It's important that they're not distracted by texting or phone calls.
 - **Teach Kids to Swim:** While supervision is critical, it's also important for children to learn how to swim. Kids who can't swim face a much higher risk of drowning, so sign your children up for swimming lessons. Your local YMCA or parks and rec department are great places to go for information on swimming lessons – many even offer them for free or at a reduced cost.
 - **Learn CPR:** While your children are learning how to swim, it's important for you to learn CPR. In the case of an emergency, bystander CPR can often make a real difference while you're waiting for emergency first responders to arrive at the scene.
 - **Check Drain Covers:** Finally, regardless of whether you're swimming in your home pool or visiting a public pool, be sure that the drain covers are not loose or broken. Drains should be what we call "VGB compliant," which means they meet safety standards. If you own a pool and you're not sure if your covers are safe, a pool technician can let you know.

2017 Drowning Data & Messaging

- The number of reported fatal child drownings in swimming pools involving children younger than 5 has decreased 17 percent nationwide since 2010, the year that the *Pool Safely* campaign launched.
- Between 2012 and 2014, the majority (77 percent) of reported fatal drowning victims younger than 15 were younger than 5.
- For children younger than 15 years old, more than two-thirds (68 percent) of the reported fatal drowning victims were boys.
- For 2014 through 2016, an estimated average of 5,900 children younger than 15 years old were reported as being treated in hospital emergency rooms for non-fatal drowning injuries in pools or spas.
- Between 2014 and 2016, the majority (74 percent) of children treated in emergency departments for pool- or spa-related, non-fatal drowning injuries were younger than 5 years of age.
- Between 2014 and 2016, residential locations made up 86 percent of fatal reported incidents and at least 55 percent of non-fatal reported drowning incidents for children younger than 5.
- From 2012 through 2016, there were 17 victims of entrapment in 16 incidents, with 82 percent of the incidents involving children younger than 15 years of age (14 victims).
- From those 16 incidents, there were two fatalities, both in residential spas.
- Since the Virginia Graeme Baker Pool & Spa Safety went into effect in Dec. 2008, there have been zero entrapment-related deaths involving children in public pools and spas.

Pool Safely Messaging - Pledge

- We're asking every adult and child in America to take the *Pool Safely* Pledge every year.
- The Pledge is a call-to-action for everyone to commit to specific steps to be safer in and around the water.
 - Kids will pledge to never swim alone, ask for swim lessons and stay away from drains.
 - Adults will pledge to always designate a water watcher, learn CPR, make their kids know how to swim, remove portable pool ladders when not in use and ensure their pools have proper fencing, gates and drain covers.
 - Visit PoolSafely.gov/pledge to electronically sign the Pledge or to request a hard copy.
- We have collected more than 50,000 *Pool Safely* Pledges from adults and kids nationwide to date, including 14 Olympians!



Olympian who have taken the Pledge



PHELPS



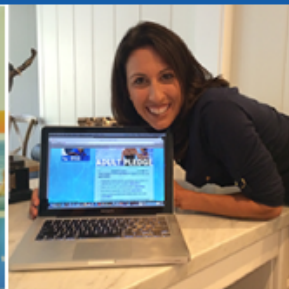
LEDECKY



CORREIA



CRIPPEN



EVANS



GAINES & JONES



HACKETT



HARDY



JOHNSON & LEZAK



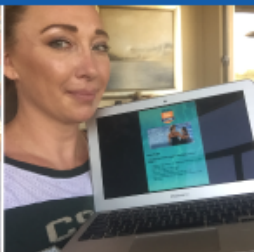
KRAMER



SCHMITT



USHER



VAN DYKEN

www.poolsafely.gov/pledge

***Pool Safely* Messaging - Outreach**

- The *Pool Safely* campaign is reaching out to African-American and Hispanic children and their families.
 - Research shows that 64 percent of African American children and 45 percent of Hispanic children have no/low swimming ability.



Pool Safely Partner Toolkit

SOCIAL MEDIA

Sample Social Media Posts: Twitter

- Please feel free to share any of these sample posts on your Twitter account this summer - or write your own using these as a guideline! You can also retweet us from @poolsafely.
 - I took the #PoolSafely Pledge & you should too! Pledge to keep your family safer around the water this summer:
<http://bit.ly/PledgePS>



Sample Social Media Posts: Twitter

- Teach kids to swim. It can be the difference between a close call & a call to 911.

<http://www.poolsafely.gov/>
#PoolSafely



- Going to the pool to escape the #summer heat? Review these simple safety steps from @PoolSafely first:

<http://1.usa.gov/1TjMTIn>



Sample Social Media Posts: Twitter

- Help Splash learn how to be safer around water with the free #PoolSafely app for kids!
<http://1.usa.gov/1OE4gwa>



- Do you know how to #PoolSafely? Learn 4 simple steps to stay safer around the water w/ @LaurieBerkner:
bit.ly/LBPoolSafely



Sample Social Media Posts: Twitter

- Some things you can't rewind. Take an extra safety step to keep your family safer this summer.
<http://ow.ly/HQnQ30b2nq8> #PoolSafely
- Act like an Olympian and take the #PoolSafely Pledge to #stopdrowning!
<http://bit.ly/PledgePS>



Sample Social Media Posts: Facebook

- Feel free to share any of the below posts on your Facebook page this summer – or write your own using these as a guideline! You can tag the CPSC Facebook page in your posts as well: [@U.S. Consumer Product Safety Commission](#)
 - 14 Olympians have pledged to stop drowning and you can too! Act like an Olympian and take the *Pool Safely* Pledge to keep your family safer around the water this summer:
<http://bit.ly/PledgePS>
 - Going to the pool to escape the summer heat? Review these simple water safety steps from *Pool Safely* first:
<http://1.usa.gov/1TjMTIn>
 - Take an extra safety step to keep your family safer around the water this summer. Because some things you can't rewind.
<http://ow.ly/HQnQ30b2nq8>

Sample Social Media Posts: Spanish

- **Facebook:**

- Tómese un minuto para asegurarse de que su familia se mantenga segura este año; haga #lapromesa de #PiscinaSegura, diversión asegurada.
<http://1.usa.gov/1sGDGOQ>
- Si su familia va a divertirse en o alrededor de una piscina este verano, tome estos pasos simples para mantener a sus seres queridos seguros
<http://1.usa.gov/25dNm4x>

- **Twitter:**

- Llego el verano y el tiempo de piscina. Haga #LaPromesa y mantenga una #PiscinaSegura. <http://1.usa.gov/1sGDGOQ>
- Siga estos pasos simples para asegurar que sus seres queridos tengan un verano divertido y seguro en la piscina. <http://1.usa.gov/25dNm4x>
- Nunca se sabe qué medida de seguridad salvará una vida, hasta que la salva. Aprenda como mantener una #PiscinaSegura
<http://1.usa.gov/1W6FIJz>

Take and Share a #SafetySelfie!

- We're encouraging all partners to take and share a #SafetySelfie this summer! All you need to do is:
 1. Take the *Pool Safely* Pledge at [poolsafely.gov/pledge](https://www.poolsafely.gov/pledge)
 2. Take a selfie showing that you took the Pledge (a photo with your phone, computer, or a hard copy of the Pledge)
 3. Share the #SafetySelfie on Twitter or Facebook: *I took the @PoolSafely Pledge & you should too!*
<https://www.poolsafely.gov/pledge/>
 4. Make sure to tag @PoolSafely on social media and encourage your friends to do the same. We may feature your #SafetySelfie on social media or the blog!

Sample Partner Safety Selfies



Pool Safely Hashtags

- Campaign hashtags to use when posting about *Pool Safely* on social media:
 - English:
 - #PoolSafely
 - #TakeThePledge
 - #SafetySelfie
 - #stopdrowning
 - Spanish
 - #PiscinaSegura

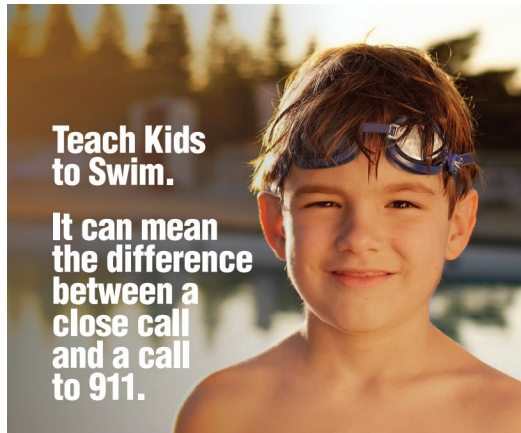
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VISUALS

Visual/Logo Library

- You can include any of these English/Spanish logos or images in social media posts, newsletters or on your website as long as you attribute them to *Pool Safely*.





Drowning is Preventable!

As the designated Water Watcher:

- I will watch the children in the pool and never leave them unattended.
- I will regularly scan the bottom of the pool.
- I will avoid poolside chats and talking on the phone.
- I will keep a phone at the pool for emergency use only and know the address of the pool I am guarding.
- I will call 911 and follow advice to administer CPR if necessary.
- I will locate and learn to use all pool safety equipment.

www.PoolSafely.gov



2017

Pool simple steps
save lives

SAFELY

PLEDGE



Pool Safety Partner Toolkit

RESOURCES

The *Pool Safely* Pledge

ADULTS: TAKE THE *POOL SAFELY* PLEDGE!

Pool SAFELY
Keep your family safer around the water.

I, _____, pledge to *Pool Safely*.

I will always:

- 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.
- Learn CPR.
- Remove portable pool ladders when not in use.
- Ensure all permanent pools have a proper fence and gate and anti-entrapment drain covers.

More tips at PoolSafely.gov

pledged to *Pool Safely*.

CPSC 3520AU 0916

**CERTIFICATE TO
*POOL SAFELY***

I, _____, pledge to *Pool Safely*.

- I will never swim alone.
- I 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.

More tips at PoolSafely.gov

pledged to *Pool Safely*.

CPSC 3520K 0916

To take the *Pool Safely* Pledge (both kid & adult versions):

- English: www.poolsafely.gov/pledge
- Spanish: <http://www.poolsafely.gov/promesa/>

The *Pool Safely* Song

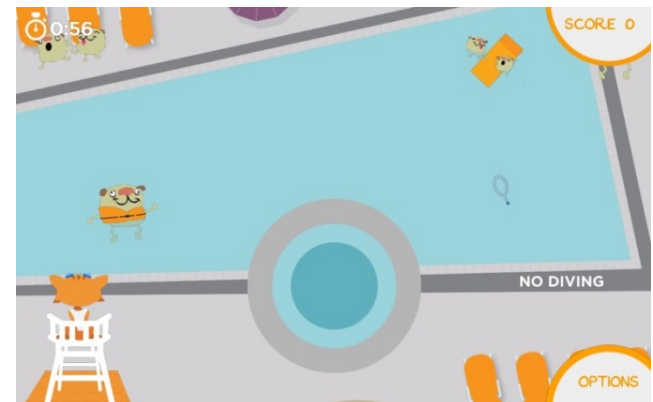


To watch the *Pool Safely* song video by Laurie Berkner:

<http://bit.ly/LBPSsong>

The Adventures of Splish and Splash

- A *Pool Safely* app that helps children learn about the dos and don'ts of water safety
- To download the *Pool Safely* app on iPhone or Android:
<http://www.poolsafely.gov/parents/kids-corner/>



The *Pool Safely* Blog

- Learn more practical safety information, hear from our network of 1,000 partners and get a behind-the-scenes look at the *Pool Safely* campaign on our blog: <https://www.poolsafely.gov/blog/>
- Partners can also write a Q&A guest blog post, so please let us know if you are interested in authoring a post on the *Pool Safely* blog!



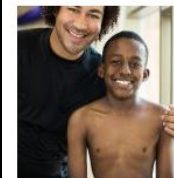
April 10, 2017

Partner Spotlight: Interview with Adam Katchmarchi, President, National Drowning Prevention Alliance



October 28, 2016

Partner Spotlight: Interview with Connie Harvey, Director, Aquatics Centennial Initiatives, American Red Cross

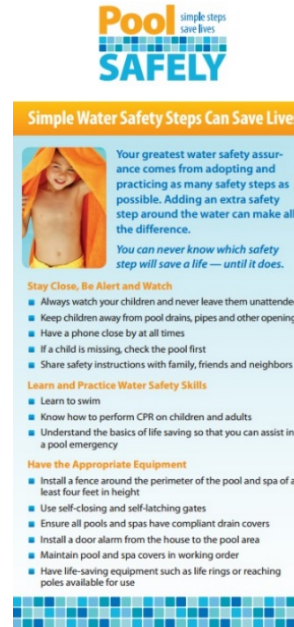


August 29, 2016

Partner Spotlight: Interview with Lindsay Mondick, Senior Manager of Aquatics, Membership and Programs, YMCA of the USA

Materials Catalog

Order or download brochures, tip cards, posters, videos and more in English and Spanish through our online materials catalog:
<https://www.poolsafely.gov/educational-materials-catalog/>



News & Events Page

- Stay up to date with news about *Pool Safely* and our partners via our News & Events page: <https://www.poolsafely.gov/news/>
- Partners are encouraged to submit your educational water safety events that you would like us to promote on this page to poolsafely@cpsc.gov. *(Please note that we are not able to promote fundraisers).*

Keep in touch with *Pool Safely*!

- To follow *Pool Safely* on Twitter:
<https://twitter.com/poolsafely>
- To follow *Pool Safely* on Flickr:
<https://www.flickr.com/photos/poolsafely/>
- To sign up for the *Pool Safely* email newsletter:
<https://www.poolsafely.gov/newsletter/?abc>
- To email us your questions, photos and information about your water safety events: poolsafely@cpsc.gov