

## You're Invited: July 17-23 is *Pool Safely* Pledge Week!



Midsummer is a great time to remind parents, caregivers and/or your network that enjoying time around a swimming pool or spa also means taking simple steps to ensure children are staying safer in and around the water.

This year, [Pool Safely](http://PoolSafely) is hosting its fourth annual *Pool Safely* Pledge Week - an entire week dedicated to reminding all adults and children to take the [Pool Safely Pledge](http://PoolSafely) and adopt simple safety steps to save lives in and around pools and spas every day. This spring, Michael Phelps joined more than 50,000 individuals who have taken and shared the Pledge, and this year we'd like you to do the same! Help us reach our 2017 Pledge Week goal of having more than 500 individuals take the Pledge during Pledge Week.

**You're invited to participate in *Pool Safely* Pledge Week 2017 by joining us during the week of July 17-23, 2017 in sharing the *Pool Safely* Pledge with your networks.**

To be involved in Pledge Week, simply conduct one or more of the following activities during the week of July 17-23:

## 1. Take and share the *Pool Safely* Pledge



The Pledge is available in two versions; one for [kids](#) and one for [adults](#). We also offer it in both English and Spanish! You can find a link to the English Pledge [here](#), and a link to the Spanish Pledge [here](#).

## 2. Participate in the Twitter takeover

Each day during Pledge Week, *Pool Safely* will feature a different partner who will be tweeting from the *Pool Safely* Twitter handle. Follow along on Twitter to respond and retweet!

## 3. Use #PSPledgeWeek and #TakeThePledge hashtags

Follow [@poolsafely on Twitter](#), retweet the campaign's water safety messages, and use the hashtags when posting on social media about your pool and spa safety efforts during that week.

You can also use the sample tweets and Facebook posts, which we've provided at the bottom of the page.

## 4. Take a Pledge Week Safety Selfie



Don't forget to share your safety selfie on social media! Similar to the photos of Olympians, politicians, celebrities and CPSC Acting Chairman Ann Marie Buerkle at the top of this document, we are also asking partners to share their Safety Selfies, or pictures of themselves taking the *Pool Safely* Pledge. Partners can share these photos with *Pool Safely* via Twitter or email ([poolsafely@cpsc.gov](mailto:poolsafely@cpsc.gov)). All photos received via email will be featured on our [Flickr](#) page, too!

**5. Host an Event or Activity**

In addition to promoting the Pledge online, you are welcome to host an event or activity (this could be something you already have planned) to share water safety information, including asking adults and children to sign the *Pool Safely* Pledge. Anyone can easily take the Pledge online (keep an iPad, tablet or smartphone poolside for this purpose).



**6. Order Free Pledge Cards & Stickers**

You can also [order](#) hardcopy Pledge cards and "I Took the Pledge" stickers (in English and Spanish). Be sure to mail your signed Pledge cards back to us at:

**U.S. Consumer Product Safety Commission**

c/o Elizabeth Klinefelter  
4330 East West Highway  
Bethesda, MD 20814

### Sample Pledge Week Tweets:

Tweet	Image
<p>We partner w/ @PoolSafely to ensure everyone is safer around water; taking the Pledge is the 1st step: <a href="http://bit.ly/PledgePS">http://bit.ly/PledgePS</a> #PSPLedgWeek</p>	
<p>We're partnering with @PoolSafely during #PSPLedgWeek to increase #watersafety awareness. Have you taken the Pledge? <a href="http://bit.ly/PledgePS">http://bit.ly/PledgePS</a></p>	
<p>Drowning is the #1 cause of unintentional death in children ages 1-4. Pledge to keep your family safer here &gt; <a href="http://bit.ly/PledgePS">http://bit.ly/PledgePS</a> #PSPLedgWeek</p>	
<p>#PSPLedgWeek is almost complete! Have you taken the #PoolSafely Pledge to be safer in/around water? #notonemore <a href="http://bit.ly/PledgePS">http://bit.ly/PledgePS</a></p>	
<p>#PSPLedgWeek is one way we partner with @poolsafely to help #stopdrowning. #TakethePledge now! <a href="http://bit.ly/PledgePS">http://bit.ly/PledgePS</a></p>	

## Sample Facebook Posts

Text	Image
<p>This week is @USCPSC <i>Pool Safely</i> Pledge Week! We're asking everyone to take the Pledge to be safer in and around water! After you take it, share the Pledge with all your friends: <a href="http://bit.ly/PledgePS">http://bit.ly/PledgePS</a> #PSPLedgeWeek</p>	
<p>Have you taken the @USCPSC <i>Pool Safely</i> Pledge? As a proud campaign partner, we're encouraging everyone to take and share the Pledge this week: <a href="http://bit.ly/PledgePS">http://bit.ly/PledgePS</a></p>	
<p>It's <i>Pool Safely</i> Pledge Week 2017, so it's a perfect time to act like an Olympian! Join Michael Phelps, Katie Ledecky, Janet Evans and the 50,000+ others in taking the <i>Pool Safely</i> Pledge to be safer in and around water: <a href="http://bit.ly/PledgePS">http://bit.ly/PledgePS</a></p>	
<p>Participate in <i>Pool Safely's</i> Pledge Week by brushing up on Simple Safety Steps to be safer in and around water. Do you know them all?  <a href="https://www.poolsafely.gov/parents/safety-tips/">https://www.poolsafely.gov/parents/safety-tips/</a></p>	<div data-bbox="760 1199 1341 1381">  <h3>Safety Tips</h3> <p>Swimming pools and spas are great places for family fun. It's important to ensure everyone follows these simple safety steps to stay safer in and around the water.</p> </div> <ul style="list-style-type: none"> <li>▶ 1. Never leave a child unattended in or near water.</li> <li>▶ 2. Teach children how to swim.</li> <li>▶ 3. Teach children to stay away from drains.</li> <li>▶ 4. Ensure all pools and spas - both in your backyard and any public pool you may visit - have compliant drain covers.</li> <li>▶ 5. Install proper barriers, covers and alarms on and around your pool and spa.</li> <li>▶ 6. Know how to perform CPR on children and adults.</li> <li>▶ 7. Take the Pledge!</li> </ul>

*Pool Safely's* Pledge Week is the perfect time for kids to review water safety tips and there are fun, easy ways for kids to do so. Head over to *Pool Safely's* [Kids' Corner](#) to check them out!

