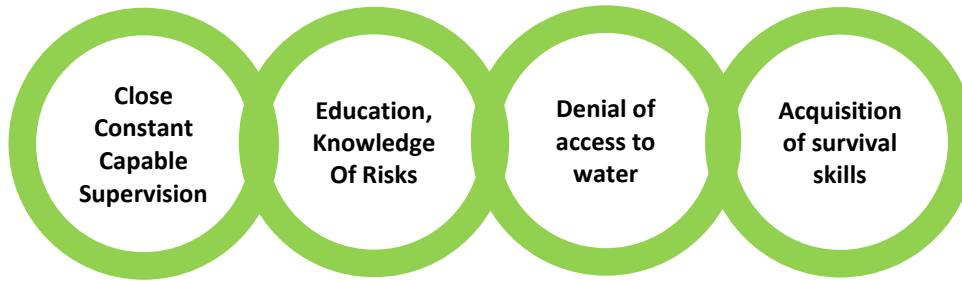




Water Smart Broward

Goal: Reduce the incidence of fatal and nonfatal drowning among children ages 1-4 in Broward County Municipalities

Strategy: Provide education related to the four components of the Drowning Prevention Chain:



Action Plan:

Activity	Task	Timeline		Responsible Partner	Outcome
		Start	End		
Collect data on fatal pool drowning incidents by City from 2012-2014	Profile incidents to identify trends/patterns			DOH	
Identify local drowning prevention contact	<ul style="list-style-type: none"> Schedule meeting Present data findings Discuss ideas & commitment outreach strategies 			Water Smart Member POC for City	Identify next step, additional representation needed at the table, set next meeting date
Develop awareness campaign	<ul style="list-style-type: none"> Identify outreach venues Determine educational materials needed Develop education and awareness strategies 			Water Smart Member POC for City	Set meeting dates and assign tasks necessary to move forward



Water Smart Awareness Campaign Options

Outreach	Target Audience	Responsible Partner
<p>Awareness Events: Include drowning prevention at all city events or, Consider suggested events to showcase Water Smart:</p> <ul style="list-style-type: none"> • Water Smart Your City • Family Safety Day • April Pool's Day • An/all annual city event • CPR Saturdays or classes available at no cost to instruct infant/child CPR techniques (NOT Hands Only training) 	<ul style="list-style-type: none"> • Families • Zip codes with highest incidence of fatal and nonfatal drowning • Within communities with limited transportation resources 	<p>Water Smart Member to support drowning prevention outreach</p> <p>City will need to provide all other resources & use Water Smart branding</p> <p>CPR Training sponsored by:</p> <ul style="list-style-type: none"> • Fire Rescue • Aquatics Department • Hospital District
<p>Communications:</p> <ul style="list-style-type: none"> • Press release Announcing Water Smart partnership • Use of Water Smart branding for all communications • Media announcements • City social media • Utility Bills or other mailings sent to residents • Website link to watersmartbroward.org • Public Service Announcements • Parks & Recreation catalogs/publications • Rolling message on electronic banners in city buses 	<ul style="list-style-type: none"> • Residents 	<p>City – for releases using Water Smart branding</p> <p>DOH for educational messages</p>
<p>Identify level of participation in the following programs:</p> <ul style="list-style-type: none"> • Swim Central • Water Smart Rx program • Licensed Child Care Providers 	<ul style="list-style-type: none"> • Swim Central – Pre K & Kindergarten & Toddler Voucher Program • Water Smart Rx program – 1 year olds (pediatricians, urgent care centers, family practitioners) • Licensed Child Care Providers – parents 	<p>Water Smart Member</p>
<p>Community Presentations/Outreach:</p> <ul style="list-style-type: none"> • Drain Entrapment & Home Pool Safety • Barriers, Gates & General Pool Safety 	<ul style="list-style-type: none"> • Residential Pool Owners • Residential Pool Owners, Apartment complexes w/ pools (property managers, owners & residents) 	<p>Water Smart Member</p>

Outreach	Target Audience	Responsible Partner
Train the Trainer <ul style="list-style-type: none"> • Family Strengthening Providers • Certified Pool Operators • Pool Supply Vendors • Sheriff and Fire Rescue Departments • Property Managers • Water Safety Advocates/Volunteers 	Professionals and individuals that frequent locations that are able to identify possible drowning risks and review with families or pool owners	Water Smart Member
City Sponsored Swim Lessons	<ul style="list-style-type: none"> • Offer free or reduced cost lessons to encourage participation among all families • Accept Swim Central vouchers for Toddler Program as payment in full to allow access to families with the inability to pay balance 	City
Education Outreach to homeowners and property owners with pools built prior to May 2004 and exempt from pool fencing and gate safety codes	<ul style="list-style-type: none"> • Provide education about drowning risks related to lack of or inadequate pool barriers 	City Code Department

Key Messages:

- Drowning is almost always preventable, it is not accidental
- Protecting children from drowning is *Everyone's Responsibility*
- Drowning prevention education is needed throughout the year, not just prior to summer
- Simple Steps Saves Lives
- Watch Your Kid, You'll Be Glad You Did
- Water Safety, Water Smart

