

# County Health Department Drowning Prevention Awareness Campaign July 2007

## Background

Florida overwhelmingly has the highest unintentional drowning rate in the nation for the 1 to 4 year old age group with a rate of 8.38 per 100,000 population (Arizona was second for this age group with a rate of 6.50) for 2000-2004.

Residential swimming pools are the location of 64 % or nearly two-thirds of the drowning deaths in Florida for the 0-4 age group. Pool drowning death data for 2001-2005 was reviewed. The slide below shows the number of swimming pool drowning deaths from the 0-4 age group and the number of residential swimming pools in each county. The number of residential swimming pools in each county is based on the "Survey of Residential Swimming Pools Assessed by Florida County Property Appraisers" conducted by the Office of Injury Prevention in the summer of 2006. For additional drowning data see PowerPoint presentation "Florida Drowning Data 2001-2005" at [www.doh.state.fl.us/injury/drowningprevention.html](http://www.doh.state.fl.us/injury/drowningprevention.html).

County	# Deaths	Rank	# Res. Pools	Rank
Broward	29	1	113,157	1
Miami-Dade	23	2	76,477	3
Hillsborough	22	3	71,960	4
Orange	21	4	61,096	7
Palm Beach	14	5	101,463	2
Brevard	10	6	43,153	9
Duval	10	6	23,226	17
Lee	10	6	62,481	6
Pinellas	10	6	65,505	5
Polk	9	10	29,291	13
Seminole	8	11	38,086	10
Marion	6	12	13,077	23
Pasco	6	12	29,760	12
Osceola	5	14	18,943	18
St. Lucie	5	14	18,301	20
Volusia	5	14	27,622	14

## Overview of Activities

A County Health Department (CHD) Drowning Prevention Awareness Campaign "Keep Your Eyes on the Kids" was proposed for the months of May - June 2007 for the top 16 counties: Collier, Hillsborough, Orange, Palm Beach, Duval, Lee, Manatee, Marion, Brevard, Polk, Seminole, Volusia, Pinellas, Pasco, Osceola and St. Lucie.

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The Office of Injury Prevention provided the 16 CHDs the following resources:

- \$3,000 was given to each CHD for staff time or additional equipment. Of the \$3,000, \$500 must be provided to each Safe Kids coalition or chapter for the campaign.
- One CD, one beta tape and one VHS tape (an addition from last year's campaign) of the Ounce of Prevention (OOP) / DOH 30 second drowning prevention Public Service Announcement (PSA) with the message "Keep your Eyes on the Kids".
- Water Watcher tags in English, Spanish, and Creole.
- Water Safety Checklist in English, Spanish, and Creole.
- OOP/DOH Drowning Brochures in English, Spanish, and Creole.
- Children's Medical Services regional offices within the 16 counties received water watcher tags and pool safety checklists.

**County Health Department Activities** – (Contact information can be found on the last page).

Each county was active in implementing the campaign. The following highlights those county health department activities.

- **Brevard County** – Contact Person: Jim Richardson
  - Cocoa Beach Aquatic Center - April 28, 2007 - Display prepared for event highlighting Drowning Prevention. Display was on a 3ft by 6ft display board. Display included a water safety quiz, highlights of the Water Safety Checklist and statistics. Lots of clip art with kids around the water.
    - Water Watcher Tags, Brochures, Water Safety Checklists were distributed. Approximately 100-200 Water Watcher tags were distributed.
    - Sign up for CPR classes offered and 5-8 individuals signed up.
  - World's Greatest Baby Shower – Titusville (north Brevard) - May 5, 2007
    - Display used in first event was again prepared for event highlighting Drowning Prevention. Display was on a 3 ft by 6 ft display board. Display included a water safety quiz, highlights of the Water Safety Checklist and statistics. Lots of clip art with kids around water.
    - Water Watcher tags, Brochures, Water Safety Checklists were distributed. Approximately 100-200 Water Watcher tags were distributed.
    - Sign up for CPR classes offered and 63 individuals signed up.
  - Space Coast Parent (monthly publication) Feature article mentioning the Water Watcher tags.
    - Small counter display was developed to advertise the Water Watcher tags and other drowning prevention materials.
    - Distributed the Water Watcher tags at 4 office locations in all three areas of the county.

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- Water Watcher tags, Brochures, Water Safety Checklists were distributed. Approximately 100-200 Water Watcher tags were distributed.
- Sign up for CPR classes offered.
- Pinch A Penny Pool Supply Centers.
  - Seven stores elected to be a part of this initiative.
  - Small counter display was developed to advertise the Water Watcher tags and other drowning prevention materials.
  - Distributed the Water Watcher tags at six store locations in all three areas of the county.
  - Water Watcher tags, Brochures, Water Safety Checklists were distributed. Approximately 500+ Water Watcher tags were distributed.
  - Sign up for CPR classes offered and 15 individuals signed up.
- VHS copies of Ounce of Prevention 30 second PSA distributed to:
  - Space Coast Government Television (county sponsored)
  - WBCC Television (sponsored by Brevard Community College)
- CD copies of Ounce of Prevention 30 second PSA distributed to:
  - Clear Channel Radio (several AM and FM stations).
  - Cumulus Radio (several AM and FM stations).
- Space Coast Parent is a monthly magazine. Water Watcher tags were mentioned in an article and distribution at newspaper offices was highlighted.
- Florida TODAY Newspaper is a daily paper that covers Brevard County. Thursday, May 31<sup>st</sup> Editorial "Safe Pool Rules" Water Watcher tags were highlighted.
- Partners:
  - Brevard Safe Kids (Source of Safety Inc.)
  - Brevard County Space Coast Government Television
  - Pinch A Penny Stores
  - Space Coast Parent Magazine (Subsidiary of Florida TODAY Newspaper)
  - Florida TODAY Newspaper
  - Brevard County Health Department – Environmental Health Division
  - Cocoa Beach Aquatic Center
  - University of Florida Extension – Family and Consumer Health (World's Greatest Baby Shower).
- **Collier County** - Contact Person: Deb Milsap
  - June 2, 2007 - Collier County Health Department partnered with the University of Florida Extension and Parks and Recreation to host a Junior Fitness Challenge and Health Fair. The Fitness Challenge was a mini-triathlon (swim, bike and run) for youth from 7- 15 years of age held at a local park which has a lake. The County Health Department's Public Information Officer sent a media release about the event to over 60 radio, TV and print media outlets. The University Extension Agent created

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flyers and brochures to promote the event and posted them at area parks. Educational booths were set-up for families to peruse before and after the race. Agencies hosting booths included: the Collier County Health Department (drowning prevention), Youth Haven, Kids Training Foundation (fitness for youth), 4-H, the Health Promotion Coalition (obesity prevention & "healthy eating, active living promotion) and School Food Services (healthy food choices in schools).

- 164 youth participated in the triathlon and over 500 family members attended.
  - Families were a captive audience for the health fair educational booths.
  - Water Watcher tags and drowning prevention literature were a big hit with the appropriate target audience.
  - Event promoted additional post-event interest from media for further drowning prevention education (largest local newspaper wrote an article about importance of water safety).
  - Promoted Health Promotion Coalition (Health Dept. driven coalition to promote active living and healthy eating) and we put the drowning materials on this website, HealthyCollier.org so families can access them year round.
  - Promoted HealthyCollier.org our CHD preparedness website where we post health advisories. We posted the drowning prevention materials.
- In addition, Water Watcher Tags and drowning prevention check sheet were given to WIC and Healthy Start participants. CMS had planned to give out the same, but did not pursue obtaining their supply of materials from the regional CMS office. In total, to date, we have distributed over 1000 English, 700 Spanish and 300 Creole Water Watcher Tags. They are a BIG hit with youth and their families.
  - Media: Over 60 radio, TV and print media outlets received the media release for the Junior Fitness Challenge. PSAs were heard on 3 radio stations, our local government TV channel promoted drowning prevention tips and our local paper wrote an article before and after the event. After the event, the focus was on water safety.
  - Collier CHD is exceptionally pleased with the success of this year's youth and family oriented event and how partnering on this event truly allowed us to get the information out to the appropriate target audience for this health message. Because of this success, we plan to continue partnering with:
    - Water events at our local parks and beaches
    - YMCAs
    - Our local Collier Regional Water Park

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- **Duval County** – Contact Person: Stephen McCloskey
  - 4600 Water Watcher tags (WWT's) purchased by the Safe Kids Northeast Florida Coalition/chapter – April 2007-October 2007.
  - 3000 WWT's acquired by Duval County Health Department (DCHD) from the Department of Health, Office of Injury Prevention.
  - Distribution points included: Safe Kids NE FL, Wolfson Children's Hospital, DCHD/TIPPO, DCHD 9 Pediatric clinics, Kohl's Stores, 1<sup>st</sup> Coast YMCA's, Baptist Primary Care Pediatric clinics, US Army Corps of Engineers, City Lifeguards, AAA, American Red Cross, Jacksonville Zoo and 50 Day Care Centers.
    - Press Conference – April 27, 2007
    - 2007 Water Safety Fair at the Jacksonville Zoo – April 28, 2007
    - First Coast News media campaign (30 and 15 second ads and banner ad) -150 Prime Time Paid Spots
    - "Make it a Safe Kids Summer" drowning prevention tray liners at McDonald's. 47,000 placed on food trays in the Jacksonville market May – July 2007.
    - Distribution of WWT's by DCHD Environmental Health Specialist during pool inspections.
  - Partners: Safe Kids Northeast Florida, Wolfson Children's Hospital, DCHD/TIPPO, Kohl's, US Swim School Association, McDonald's and their marketing firm The Dalton Agency.
- **Hillsborough County** – Contact Person: Cindy Hardy
  - Assisted in planning and participated in April Pool's Day, held at various YMCAs in connection with Healthy Kids Day. Educational displays by various agencies and a water safety demonstration with hands on learning. Coordinated in connection with other Hillsborough Water Safety Team members.
  - Five YMCAs provided swimming and water safety instruction sessions to 80 individuals. These sessions consisted of eight classes including but not limited to:
    - Personal safety (know pool rules, front and back float for 20 seconds)
    - Taking breaths
    - Putting on and taking off a personal floatation device
    - Enter and exit a board, Sun protection importance
    - Personal growth (self-confident in water, enjoy the water)
    - Stroke development (paddle on front, back and side 10 yards)
    - Rescue (recognize danger, know when to yell for help, know how to ask an adult or help, emergency numbers, perform a reaching assist).
    - Barrier protection around pools is also discussed.
  - Provided educational information in all birth certificates mailed during June, with materials also available to walk-in clients at our Vital Statistics office.

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- Educational materials and water watcher tags provided to Head Start families.
- Promoted water safety and drowning prevention through media press release
- Community Wellness newsletter and website
- Live radio interview was also included that addressed Florida and Hillsborough County drowning/near-drowning statistics and the importance of constant adult supervision and, while not a substitute, as many pool barriers as possible.
- Provided educational information to all health department clinics for clients, focusing particularly on prenatal, child health, Nutrition/WIC, and immunization clinics.
- Provided educational materials and to schools and daycare centers and made water safety presentations to 135 children and their teachers/caregivers.
- Utilized home pool supply businesses to provide distribute educational materials and YMCA lesson vouchers.
- Partnered with Hillsborough County Neighborhood Associations (800+ members) to include information about drowning prevention and water safety in their newsletter. Due to publication dates, this information will not appear until after July 2007.
- Provided Water Watcher Tags, coloring books/colors, and other educational literature at all communities events in April, May and June.
- Provided funding to Safe Kids Coalition.
  
- Partners:
  - Tampa YMCA
  - Head Start/Early Head Start
  - Hillsborough County Schools
  - Hillsborough County Neighborhood Association
  - Safe Kids Coalition
  - Hillsborough Water Safety Team
  - Hillsborough County Childcare Licensing
  - Area home pool supply businesses
  - Media outlets
  - Children's Museum
  
- **Lee County** – Contact Person: Diane Holm
  - “Make It A Safe Kids Summer” Safety Fair. 300 contacts, 100 Water Watcher tags distributed and 300 other drowning prevention materials distributed.
  - Coast to Coast Water Safety Campaign Launch. 50 contacts.
  - Franklin Locks ACOE partner in Coast to Coast Campaign. 6 contacts.
  - Bonita YMCA partner in Coast to Coast Campaign. 7 contacts, 5 Water Watcher tags distributed and 7 other drowning prevention materials distributed.
  - Collier County Commission Water Safety Proclamation. 50 contacts.

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- Pinewoods Elementary School Parent Water Safety Class. 12 contacts, 12 Water Watcher tags distributed and 20 other drowning prevention materials distributed.
- Hancock Creek Elementary School Parent Water Safety Class. 16 contacts, 16 Water Watcher tags distributed and 20 other drowning prevention materials distributed.
- Lee County Employees Health and Safety Fair. 100 contacts, 100 Water Watcher tags distributed and 100 other drowning prevention materials distributed.
- Miami partner in Coast to Coast Campaign. 20 contacts.
- Michigan Montessori Academy Water Safety Education for students. 500 contacts, 500 Water Watcher tags distributed and 500 other drowning prevention materials distributed.
- Safe Pool Party, Bonita Springs Community Pool. 96 contacts, 60 Water Watcher tags distributed and 80 other drowning prevention materials distributed.
- Three Oaks Elementary School, Even Start Parent Water Safety Class. 18 contacts, 18 Water Watcher tags distributed and 18 other drowning prevention materials distributed.
- Catholic Hispanic Social Services Youth Camp Water Safety Education, Tice area. 40 contacts, 40 Water Watcher tags distributed and 40 other drowning prevention materials distributed.
- Catholic Hispanic Social Services Youth Camp Water Safety Education, Bonita area. 60 contacts, 60 Water Watcher tags distributed and 60 other drowning prevention materials distributed.
- Safe Pool Party, Fort Myers Golfview Pool. 54 contacts, 20 Water Watcher tags distributed and 35 other drowning prevention materials distributed.
- Home Water Safety Check—Train the Trainer through Fire Departments. 60 contacts, 60 Water Watcher tags distributed and 60 other drowning prevention materials distributed.
- Safe Kids PSAs submitted to Spanish Language Univision WUVF-TV, CBS Affiliate WINK-TV, Lee County Government channel to be aired on a variety of cable channels once or twice daily, and Cape Coral City TV. Numbers unavailable at due date.
- News pre-event Safe Pool Parties coverage included a listing in the Community Calendar for WINK TV, print articles in SW Florida Parent and Child Magazine, the Cape Coral Daily Breeze, and the News-Press Bonita edition, 5/17. Safe Pool Party Event coverage included stories by WBBH-TV (NBC affiliate), WZVN-TV (ABC Affiliate), WFTX-TV (FOX affiliate), WGCU-Radio (NPR affiliate), News-Press-Healthy Living section (all editions) 5/22; . Floatation Commendation program coverage included stories by WBBH-TV, WZVN-TV, 4/22, and Nautical Mile Magazine. Home Water Safety Checks were published in Fire Department Newsletters throughout Lee County. Summer Fun Fair Make It A Safe Kids Summer Event and the South Florida Coast to Coast Water Safety Activity had pre-event coverage from WBBH-TV and event coverage by WBBH-TV, WZVN-TV, and the News-Press Fort Myers edition, May 6. In addition, weekly newspapers often print news releases verbatim, including data.

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- A total of 133 parents attended Parent Water Safety Classes and Safe Pool Parties and received all materials sent plus more
- A total of 350 people received education materials at the Summer Fun Fair Make It A Safe Kids Summer.
- A total of 560 children received water safety messages, activities and games and were sent home with materials for their parents.
- Safe Pool Parties - May 19, June 23. It is a public media event to promote water safety planning for the home. The activity is a pool party with children's wet and dry learning stations, plus Water Safety information stations for parents.
- Home Water Safety Checks - ongoing with 17 local fire department partnerships – Curriculum developed and conducting training of fire fighters.
- Partners:
  - Requested Proclamation by the Lee and Collier County Commissions declaring National Safe Kids Week, April 28-May 5
  - Parent Water Safety classes, May 8, 10, 22
  - Home Water Safety Checks—Fire Department Curriculum
  - Safe Pool Party Events, May 19, June 23
  - Summer Fun Fair Make It A Safe Kids Summer event, May 5
  - South Florida Water Safety Coast to Coast, May 5-16
  - Floatation Commendation Program promoting life jacket usage, Apr-Aug.
  - Lee County Employees Health and Safety Fair, May 5
  - Children's education at Michigan Montessori Academy, May 18
  - Children's education at Catholic Hispanic Social Services, north and south county areas, June 4 and 8.
  - SWIM Lee, *Safe Water Instruction Messengers in Lee County*, was re-organized in 2001 and has maintained continuous operation since then with 3-month-long summer meeting breaks. Communication is maintained with the task force regarding activities and news during the break, and all activities during the break are pre-planned and executed according to plan.
  - New Members include: Bonita Springs YMCA, Guardian Pool Fencing, and all 17 fire departments in Lee County
  - Existing Members include: Lee County Parks and Recreation; the cities of Cape Coral, Fort Myers, Sanibel, Fort Myers Beach and Bonita Springs; Lee Memorial Hospital; The Children's Hospital of Southwest Florida; Florida Gulf Coast University; Edison Sailing Center; Innovative Aquatics swim school; Water Wise swim school; Lee County EMS; Southwest Florida McDonalds Owners and Operators Co-op; American Red Cross Lee County Chapter; YMCA of Lee County; Kiwanis of Cape Coral, Fort Myers Beach and Sanibel; Lee County Public Schools; Lee County Marine Task Force (US Army Corps of Engineers; Lee County Sheriff's Dept.; Sanibel, Cape Coral and Fort Myers Police Departments; Florida Fish and Wildlife; Florida Department of Environmental Protection;

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US Coast Guard); Children's Medical Services, LCHD and the local media.

- Event partners (not listed above): Annette MacKoul Pediatrics, Tim Underhill, Optometrist, Florida Poison Information Center, Royal Scoop Homemade Ice Cream, Children's Home Society, Children's Autism Soc.
- **Manatee County** - Contact Person: Sharon Carlson
  - Drowning prevention materials distributed to pool companies throughout Manatee County.
  - Drowning Prevention Information posted on the Manatee County Health Department website. <http://www.doh.state.fl.us/chdManatee/index.htm>
  - Drowning Prevention Workshop at the Lakewood Ranch American Red Cross for Manatee County Community.
  - Drowning Prevention materials distributed at YMCA Health Kids Day 100+ families given drowning information.
  - Drowning prevention information table at Toys r Us- 65 families given drowning Information.
  - Latino Community Network Pesticide Health Fair (Spanish speaking audience)- 100 + families given drowning information.
  - Written article along with audio PSA sent to all local newspapers and radio stations en mass. Article appeared in the Bradenton Herald.
  - Video PSA given to Manatee Educational TV.
  - Make it a Safe Kids Summer event, Parrish, 2pm-4pm, information provided to 300 families.
  - Make it a Safe Kids Summer event, Lakewood Ranch, 2pm-4pm, information provided to 300 families.
  - Safety Day Camp, a week long day camp that served 27 Latino, 3<sup>rd</sup> graders.
  - Are You Ready, a community fair, will be distributing drowning prevention information to new employees.
  - Annual Manatee County Children's Summit, anticipated attendance 10,000, drowning prevention materials will be distributed to families attending. The summit is a yearly event, with over 100 booths providing information on local services and agencies, with entertainment and seminars.
  - Water Safety Instruction to 100 preschool aged children.
  - Drowning Prevention materials will be kept on the Manatee County Health Department information table located in the front lobby. The informational materials will continue to be distributed at all Health Fairs as the occasion arises.
  - Ongoing during the campaign there was collaboration with local Children's Medical Services on the campaign.
  - Materials have been distributed to the following agencies/programs for distribution:
    - Manatee County Health Department Environmental Services will distribute materials to foster homes and pools that they inspect.—this will be ongoing
    - Mom's Place, Manatee Memorial Hospital—100 water safety checklists and water watcher tags that will integrated into their classes for new moms.

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- Healthy Families—100 water safety checklists and water watcher tags for distribution through family support workers, who provide direct services to families with young children
- Healthy Start—100 water safety checklists and water watcher tags for distribution through family support workers, who provide direct services to families with young children
- Whole Child Project—100 water safety checklists and water watcher tags for distribution through whole family advisors, who provide services to families through out Manatee County
  
- Partners - Collaboration with Infant/Child Death Review Task Force, which is comprised of the following community agencies: Manatee Children’s Services, Department of Children and Families, Safe Kids Coalition, Manatee County Government, Manatee County Sheriff’s Office, and the Whole Child Project. Other partners included local YMCA, Latino Community Network, Palmetto Assembly of God Church, Bruce Williams Homes, Florida State Troopers, Manatee County Fire and Rescue, Manatee County Government, Poison Control, Manatee County 4H, Manatee County Red Cross, Manatee County School Board, and various community agencies.
  
- **Marion County** – Contact Person: Donna McCroan
  - PSA for Television, provided to Orlando &/or Gainesville TV stations.
  - Created a PSA for radio broadcast and provide to local stations.
  - PSA broadcasted in Marion School System’s TV system in schools and to local school system station.
  - Brochures and water safety checklist (in both English & Spanish) distributed to Pool Supply Stores. 400 brochures delivered to date to 3 participating Pool Suppliers.
  - Public distribution of “Keep Your Eyes on the Kids” brochures, water safety checklists, and water watcher tags at Health Fairs in the community by Safe Kids Representatives. 1,302 brochures distributed to date at 8 MCHD health fairs.
  - Distribution of brochures, and water safety checklists at the check-in area of Child Health and Immunization Departments at Marion County Health Department.
    - Outreach Areas include: Healthy Start, Hospital Baby Bags, Outlying Clinics & COW (Clinic On Wheels) and Marion County Health Department Kiosk in Lobby. 1,200 brochures added to Kiosk periodically
  - Distribution of brochures, and water safety checklists at Day Care facilities, specifically targeting Pre-schoolers. 820 brochures distributed at 7 day care facilities to date.
  - Oversized Water Watcher Tag posters (11” x 17”) were printed and distributed in storefronts and other public venues.
  - PSA (oversized Water Watcher Tag & information) to run in Family Times for June/July and August/September editions of local magazine. June/July Family Times already on newsstands.
  - Supply brochures to Marion County Public Library. 100 brochures delivered.

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- Supply brochures to Florida Dept. Highway Safety & Motor Vehicles Drivers' License Offices. 700 brochures distributed.
- Supply brochures to local Pediatricians' Offices.
- Supply brochures to Marion-Citrus Mental Health Center
- Publicity through Penny Lofton's Sunday newspaper column which was printed 4/16/2007
- Publicity through Johnny Thompson by contacting the Spanish Language newspaper.
- Brochures to Camp Kiwanis, organized through the Marion County School Board this summer.
- Contact Debi MacIntyre at Lake County Safe Climate Coalition for more information on Lake County's materials.
- Brochures to Boggy Creek Camp
- Brochures to either the local Association of Homeschoolers, (CHEA, &/or HEART) or to local Bible Schools through Church Groups
- Brochures to Elder population / Grandparents as caregivers, at the Marion County Public Library
- Supplied information packets (in bulk) to the Police & Fire Departments for distribution to homes that have pools.
- A total of 5,372 packets were distributed.
- We contacted 7 Child Care / Day Care facilities which requested 820 pamphlets for their parents
- We contacted 8 Public Offices and/or Public Spaces and distributed 1,650 pamphlets for those public spaces
- Marion County Health Department participated in 7 health fairs and distributed 1,202 pamphlets to our clients and the public
- Marion County Health Department distributed 1,200 pamphlets through Outreach Programs and Outlying Clinics
- We contacted 3 Pool Supplies stores and distributed 400 pamphlets for their patrons' use
- We will continue to promote our Drowning Prevention Campaign beyond the grant conclusion:
- Johnny Thompson is continuing to make the necessary contacts to mount a media campaign through the Ocala Star Banner and its subsidiaries. He is also contacting the television stations (commercial and school board based) using last year's 30 second PSAs, and several radio stations using the audio from those PSAs.
- Marion County Health Department Health Educators have committed to health fairs that will occur during July and August (resources have been reserved for these health fairs)
  - June 29<sup>th</sup> @ Hebron Evangelical Church, requested 100 pamphlets
  - July 7<sup>th</sup> @ New Jerusalem Missionary Baptist Church, requested 250 pamphlets
  - July 21<sup>st</sup> @ Inglesia Bautista Peniel, requested 200 pamphlets (minimum)
  - August 11<sup>th</sup>, @ Romeo "Back To School for Children" requested 200 pamphlets

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- The Marion County Public Library is awaiting approval to place the Keep Your Eyes on the Kids pamphlets in 9 locations and 2 book-mobiles, and has requested a minimum of 1,000 pamphlets be reserved for them.
- We concentrated last year on providing packets to pool supply stores, so this year we concentrated on providing the packets to child care facilities.
- We will continue to make Keep Your Eyes on the Kids posters available to Pediatrician's Offices and local Police & Fire Departments.
- **Orange County** – Contact Person: Larry Williams
  - On June 26, 2007 the Orange County Health Department hosted a Drowning Prevention Symposium. The goal of the symposium was to raise awareness among providers who serve parents of children 0-4 years of age, and to increase the participation of non-traditional partners in the local drowning coalition. Tammy Horvath, RNC, CPN, BSN Orange County Sheriff's Office/Children's Safety Village-Safe Kids Coordinator presented water safety tips and information regarding responsibilities of parents to monitor kids around water. Other participants include Florida Department of Health-Children Medical Services, the RDV Sportsplex, the Central Florida YMCA –Safe Start program, the Children Safety Awareness Program at Lake Weston apartment complex, the Coordinated Childcare of Central Florida (4C) and the City of Orlando Recreational Department.

Each agency shared materials and resources available to assist in local drowning prevention efforts. The 4C representative stated that many of the daycares that his agency serves have asked for drowning prevention literatures. Also, several of the participants are members of the Orange County Drowning Prevention Task Force and there was a discussion regarding the need among the task force members to share resources and become a more cohesive unit to address the drowning prevention needs of the county. The Orange County Health Department Public Information Office submitted a press release about the symposium, which prompted an Orlando Sentinel reporter to do a story on drowning prevention. As a result of the story, Costco, a chain of wholesale membership warehouse near the administrative office, has invited OCHD to partner on a safety prevention activity in September 2007. Drowning prevention literature has been distributed throughout Orange County.

- **Osceola County** – Contact Person: Marci Hummell
  - Community Coalition of Osceola Water Safety.
  - May 5<sup>th</sup> SOS Annual Pool Safety Day was held at the Chris Lyle Aquatic Center, St. Cloud.
  - June 16<sup>th</sup>, Water Safety Day was held at the Bob Makinson Aquatic Center, Kissimmee (350 attendees).
  - Website went live June 15<sup>th</sup>, [www.swimsafeosceola.com](http://www.swimsafeosceola.com)
  - Community Partners include: Osceola County Health department, Osceola County Emergency Services, Kissimmee Fire Department, Kissimmee Parks and Recreation, St. Cloud Fire Rescue and Safe Kids of Osceola.

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- Two television PSAs, Access St. Cloud and Access Osceola, also was live of FOX 35 (My Fox Orlando).
  - Have started funding the Alyssa Parker Memorial Scholarship Fund for children who do not have the means to attend swim lessons.
  - Part of the Central Florida Drowning Prevention Task Force.
  - Received Water Safety Instructors Certification on June 22<sup>nd</sup>.
  - Will attend CPR Instructors course August 16-17<sup>th</sup>.
  - Created a brochure and CPR cards.
  - In the process currently of having a display board made that is completely dedicated to Drowning Prevention.
  - Have distributed around 500 Water Watcher tags, with approximately 3000 more en route.
  - Have a variety of flyers and an activity book that are used as handouts.
  - Received permission from Seattle Children's Hospital to use some of their materials until our own are produced.
  - Had temporary tattoos made as give-a-ways at fairs and conferences.
  - Have partnered with Gator Pools and Spas in St. Cloud for some sample items and they also attended Water Safety Day in Kissimmee.
  - Restarted meetings for the Osceola County Drowning Prevention Task Force.
- **Palm Beach County** – Contact Person: Sharon Greene
    - The Palm Beach County Health Department's external newsletter, *The Pulse*, featured an article on drowning prevention. The newsletter is also posted on our PBCHD intranet site.
    - Display boards were designed & developed by the health educators and placed in all health centers and used at health fairs.
    - The PBC Drowning Prevention Coalition was successful in securing proclamations from the Palm Beach County Board of County Commissioners and the City of West Palm Beach, declaring the month of April as *Drowning Prevention Awareness Month*.
    - The PBC Drowning Prevention Coalition was featured on both WFLX "Eye on South Florida" television program and website (<http://wflx.com/Global/story.asp?S=6692448>) and the coalition's name and phone number was mentioned in four of their currently airing water safety PSAs that are sponsored by BrandsMart USA. The Drowning Prevention Coalition was also mentioned in the May issue of the County Line, The Sun (Western Palm Beach County's Hometown newspaper) for participating in Farmer Safety Day in Belle Glade, Palm Beach Post living Section under available public speakers, Children's Service's Council Family Almanac, and WPTV's website: (<http://www.wptv.com/content/hurricaneplus/links/default.aspx>.)
    - Partners:
      - Judy Cobb, RN, MPH, PBC Health Department, Epidemiology Program and Child Fatality Review Program
      - David Summers, RN, CFRN, EMT-P, St. Mary's Pediatric Trauma Program
      - Gerri Penny, M.Ed, PBC Fire Rescue and Community Program

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- Anna Stewart, PBC Drowning Prevention Coalition Manager
- Diane Hennessy, PBC Drowning Prevention Coalition Coordinator.
- Kelly Hamilton, PBC Safe Kids Coordinator
  
- **Pasco County** – Contact Person: Deanna Krautner
  - Submitted PSAs to local radio and TV/cable stations
  - Media contact did generate a story that addressed drowning prevention while discussing the initiation of a Safe Kids Coalition in Pasco County. A community partner provided a Cision Media report that indicated the story ran 14 times, total audience impressions was 307,200 and the publicity value was \$13,906.
  - Submitted press release to local community newspapers/newsletters.
  - Release ran in a community newsletter that is distributed to Condominium, Civic & Homeowner Associations in Pasco County
  - Summer safety tips ran in the Suncoast News including Drowning Prevention Strategies
  - County Proclamation of Drowning Prevention Month was signed on April 24<sup>th</sup>, 2007 declaring May Drowning Prevention Month in Pasco County.
  - Provided educational presentations, outreach and materials (brochures, safety checklists, “Water Watcher Tags”, water safety posters, stickers, sun screen, etc) at:
    - Grand Opening of New Port Richey Recreation Center May 19, 2007.
      - Over 200 Pasco residents attended the event
      - More than 100 Drowning Brochures were distributed
      - 32 families read the water watcher pledge out loud, signed to follow and received Child Watcher tags.
    - Wal-Mart women’s health initiative outreach in May.
      - Over 100 Pasco residents attended the event
      - Drowning Brochures were distributed
      - 10 families read the water watcher pledge out load, signed to follow and received Child Watcher tags.
    - Distributed Drowning Prevention Brochures
      - WIC clinics
        - Water Safety Posters and stickers distributed
        - “I’m Safe! In the Water” books were provided to be read during “nutritious story time” with WIC children.
      - Family Health Services
        - Water Safety Posters and stickers distributed
      - Healthy Start
      - Environmental Health offices
        - Environmental Health field staff will deliver bundles of brochures/safety checklists/ Water Watcher Tags to the Daycares we

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- inspect under the Group Care program for the parents, as they conduct their routine inspections at these facilities.
- PLACE Summer Day Care program
  - Read the “I’m Safe! In the Water” book to over 50 children
  - Water Safety Posters and stickers distributed.
- Partners:
  - Assisted All Children’s Hospital in establishing a Safe Kids Coalition. Safe Kids Coalition has brought together community partners such as All Children’s Hospital, Healthy Start, Schools and local Physicians. The coalition will hold its first official meeting at the end of August. A preliminary meeting was held and drowning prevention resources were shared with local physicians.
  - Collaborated with the Pasco County Sheriff’s Office Drowning Prevention Campaign “Turtles Float Children Don’t” shared resources to get message out.
- **Pinellas County** – Contact Person: Wendy Loomas
  - May 5, 2007 – “Splish Splash Safe Summer Bash,” Dunedin Highlander Pool, Dunedin, FL (North Pinellas). Activities included all day free swim with lifeguards, Coast Guard helicopter flyover, educational puppet shows, child passenger safety demonstrations and CPR demonstrations. Vendors from local municipalities and agencies, as well as pool services, attended. Winners of the local water safety post contest were introduced (if present) and their designs showcased in an “art gallery” setting. This event was conducted by Safe Kids, and several County Health Department staff attended, some who worked on the planning. The local Injury Prevention program was a financial sponsor, utilizing county funds to purchase visors with the event name, given to all attendees in a gift bag upon entry. Over 300 people registered their attendance, and a representative from the DOH Injury Prevention Office attended and spoke. Media coverage was provided by Channel 8 news, who interviewed David Oxley with the Florida Swimming Pool Association. Vendor and agency participant evaluations were primarily positive and planning has begun for another focused event in 2008.
  - May and June – Outreach- County Health Department Pool Inspector, Sharyn Tucker, attended two health fair events and distributed over 150 water watcher tags and brochures; the two events were the National Emergency Services Safety Week at the Harborview Center in Clearwater, and an employee health and safety fair at Bausch & Lomb in Clearwater. Further, Ms. Tucker distributed water watcher tags to all responsible adults she encountered during inspections, totaling over 140 tags during May and June.

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- May and June – Media – Several spots on drowning prevention were played throughout this time period, all provided at no charge to the campaign as part of an existing contract with these vendors. The spots totaled over 14 hours and were primarily played during Memorial Day weekend. Details by outlet are:
  - Clear Channel radio, 8 stations covering a wide demographic – played 310 traffic spots (during peak drive times) with a drowning prevention message, and ran the 30-second DOH PSA 760 times. All eight stations also ran a 30-minute show on drowning prevention
  - Cox Radio WDUV, Easy listening, adults over 35, created their own 60-second spot where a group of adults took the Water Watcher Pledge aloud together; this spot played 95 times.
  - Radio Disney created its own 30-second spot featuring Captain Chlorine; this spot played 37 times. This station also did a 30-minute talk show format with Sharyn Tucker and Pam Bellis, County Health Department Pool Inspector and Marketing Coordinator, respectively.
- June – The \$3,000 of funds from the Department of Health for this campaign were spent entirely on printing brochures for the purpose of inserting into utility bills, with the approval of the local Safe Kids Coordinator. The brochures were created from the inside page of the DOH/Ounce of Prevention brochure, with local logos added, printed on white glossy paper, and z-folded for inserting in a letter-sized envelope. An additional \$400 was spent from local funds to ensure that 100,000 brochures could be printed. At this time, the CHD Marketing Coordinator is working with the county utility company (unincorporated Pinellas) to insert these brochures in their next billing cycle. They will charge \$0.01 per piece (\$1,000) for inserting these bills, which Safe Kids and All Children’s Hospital have agreed to pay if the company agrees to do it. The “plan B” for these brochures, in the event that the county utility company does not agree to the final brochure, is to insert them into bills of smaller city water bills (Largo and Oldsmar and Dunedin are interested), place them in pool supply stores at the register, and insert them in mailings from a company called CLASSIC POOL BARRIERS AND KID SAFE BARRIERS OF TAMPA. Classic Pool found us by hearing one of our PSAs, then looking on the CHD website, then contacting us online. The owner has offered to insert our brochure in her monthly mailings to all residents who request a permit for a new pool (approximately 15,000 per month in the central Florida region she covers). The final decision on these brochures is pending as the utility company(ies) work on approvals within their systems.
- May-April, 2008 – Promotional items geared towards parents of very young children, including the brochures left from inserts above, will be distributed through all appropriate Health Department and CMS sites, by appropriate staff and at public events where Health Department, CMS and/or Safe Kids members are in attendance.

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- **Polk County** – Contact Person: Lou Jorden
  - The Lakeland Ledger published “No Excuse for Drowning”, a large 2 page article with color pictures.
  - A Drowning Prevention Awareness media release was sent to all the local media contacts.
  - A Drowning Prevention Awareness release was posted on the Polk County Health Department home page for all staff.
  - PGTV station aired the Drowning PSA 12 times during the month of May, and 19 times during the month of June.
  - Radio 1130 AM aired the Drowning PSA
  - FL Talks, 1570 aired the Drowning PSA
  - Collaborated with Safe Kids to provide drowning prevention awareness activities for 254 children – “Reach or Throw, Don’t Go” and “Beach & Back Yard Safety”
  - Provided a “Drowning Prevention” presentation, brochures, checklists and Water Watcher Tags for 14 parents.
  - Provided a Drowning Prevention display & game for families at the opening of “Surf’s Up”, a cartoon movie at the Eagle Ridge Mall, Lake Wales. Distributed 80 Water Watcher tags, brochures and checklists.
  - Collaborated with the local DOH Children’s Medical Services for a Water Safety Awareness display and game for families, where 34 adults were provided with Child Watcher Badges, bingo cards, checklists and drain entrapment material.
  - Provided 350 Child Watcher Badges; a Water Safety Checklist and drain entrapment material for copy to Polk County Emergency Management, who will distribute to appropriate EMS staff.
  - Provided 250 Child Watcher Badges, Water Safety Checklists and drain entrapment material to the Coordinator for Polk County Neighborhood Associations.
  - Provided 100 Child Watcher Badges and Water Safety Checklists to the Polk County Code Enforcement for distribution by pool inspectors.
  - Provided Child Watcher Badges; Water Safety Checklists and Drain Entrapment material at the first Polk County Drowning Prevention Task Force meeting, facilitated by Susan Barham, Citizen CPR.
  - Literature and materials purchased for the Polk Council of FL Suncoast Safe Kids distributed during the month of July.
  - Provided 100 Drowning Brochures; 50 Child Watcher Badges; Water Safety Checklists; & Drain Entrapment material to the following:
    - Cavero Pediatrics, Lakeland
    - Kids First Pediatricians, Bartow
    - Lakeside Pediatrics, S. Lakeland
    - Night Owl Pediatrics, Lakeland
    - Pediatric Associates, S. Lakeland
    - Pediatric Partners of Polk, Bartow
    - Polk Pediatrics, Bartow
    - Southgate Pediatrics, Lakeland
    - Watson Clinic Pediatrics, S. Lakeland
    - Lakeside Pediatrics, N. Lakeland
    - Pediatric Associates, N. Lakeland

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- Pediatric Health Choice, Lakeland
- Polk County Health Department, Lakeland – Pediatrician
- Pediatric Medical Services (Day care for “Special Needs” Children), Lakeland
- Watson Clinic Pediatrics, Lakeland
- Total Pediatric Healthcare, Lakeland
- Kinder Clinic, Winter Haven
- Pediatric Partners, Winter Haven
- Polk County Health Department, Aburndale – Pediatrician
- Heartland Pediatrics, Lake Wales
- Railroad Park Pediatrics, Haines City
  
- **Seminole County** – Contact Person: Denise Ward
  - For one week the drowning DOH PSA played on Magic 107.7. The number one rated radio station in the MSA for daytime play. It is family based entertainment.
  - Information on drowning prevention and the safety check list on the Seminole County Health Department website, ongoing since May.
  - 1 and a half minute safety piece aired on SGTV (County Government Television) for the month of June, several times over the month. It was produced under my supervision and was more geared to pool safety.
  - About 50 water watcher tags and 150 flyers were distributed at the Sanford Fireworks display on the 4<sup>th</sup> of July by the radio station, Magic 107.7. They stated that the information flew off their table and ran out well before the event was over.
  - All other brochures and tags will be distributed at the largest health fair in the community on August 18<sup>th</sup>. This is attended by over 1,000 families, all cultures. It is a huge and extremely successful event.
  
  - Partners:
    - Partnered with SafeKids Seminole County – year around.
    - Partnered with the Central Florida Drowning Prevention Task force, a new member but will be involved through-out the entire year.
  
- **St. Lucie County** – Contact Person: Helga Snure
  - The St. Lucie County Health Department partnered with the St. Lucie County Fire District and the Swim Coalition to provide a multifaceted education and prevention program to children and families in our community. This incorporated the following activities:
    - Created four water safety presentation resource kits for loan to day care and community organizations thru the fire department.
    - Sent out letters to local day care centers and scheduled water safety presentations as requested. Each participating classroom received a book for their class library and a Roo mascot.
    - Distributed 400 water safety books to WIC families at two SLCHD sites from May 15<sup>th</sup> to June 15<sup>th</sup>.

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- Held a water safety bookmark contest in county schools during the month of May 2007. Bookmarks were judged and 1000 copies of the top design were printed for distribution at the winning school in September.
- Presented 60 books and Roo mascots to the Superintendent of Schools for 30 local elementary schools for inclusion in school libraries.
- Promoted summer swim lessons for 150 youth thru local SWIM Coalition.
- Distributed Water Watcher Tags and educational inserts to 600 families thru Children's Medical Services.
- Distributed educational inserts and Water Watcher Whistles to 400 families thru Lincoln Park Mainstreet and Bayshore summer youth programs.
- Promoted water safety on WLXTV, WPSL Radio and SLCTV during May and June.
- Created radio PSA and contracted to run spots from June 30-July 5<sup>th</sup> and August 31 – September 3<sup>rd</sup>.
  
- **Volusia County** – Contact Person: Paul M. Minshew, R.S.
  - On April 11, 2007- Paul Minshew, Injury Prevention Coordinator for the Volusia County Health Department discussed this years campaign with Deborah Susswein, local coordinator of the Volusia/Flagler Safe Kids Coalition. The Safe Kids Coalition agreed to be a partner in the local campaign and discussed special events and other ways of educating our citizens on drowning awareness and prevention, especially targeting the parents of children in the 0-4 year old age group. A local task force was set and consisted of Paul Minshew, Stephany Strong (Public Information Officer), Suzanne Grubbs (Env. Health Specialist), Eric Maday (Env. Health Specialist), and Robert Maglievaz (Env. Health Specialist) from the Volusia County Health Department and Deborah Susswein (Program Coordinator) Safe Kids Coalition.
  - April 30, 2007 – Our group participated in "Have a Safe Kids Summer Event" that was sponsored by the Volusia-Flagler SafeKids Coalition. This event was held at Cypress Street Park in Daytona Beach and was attended by nearly 500 children and 100 parents/after school counselors. Our group had a display on drowning awareness and set up a game called "Save the Drowning Ducks" that children could play once they answered an age appropriate question on either drowning awareness or sun protection issues asked by a specially designed puppet named "Larry the Lifesaver". After answering the question the child would be handed a lifesaving ring attached to a rope that they would attempt to throw over one of ten rubber ducks floating in a small child's backyard inflatable pool. If they caught one and pulled it to the side then they would be awarded a prize. Prizes included coloring books on drowning awareness and crayons, squirt guns, Frisbees with the DOH logo on them, lifesaver candy, VCHD armbands and whistles on a wrist band. All of the prizes and game materials were purchased with funds provided by this years drowning awareness campaign grant The booth was probably the most

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popular booth at the entire event, as we usually had a line of 15 – 20 children waiting their turn to play the game. Adults with the children were given handouts on drowning awareness and Water Watcher Tags. We gave out nearly 50 Water Watcher Tags and interacted with at least 400 children.

- April 30, 2007 – Segment for “Volusia Magazine” on the topic of Drowning Awareness was taped for local PBS affiliate by Stephany Strong, PIO. Paul Minshew was interviewed on the drowning awareness campaign. The segment aired on May 6 and again on May 7, 2007.
- May 2, 2007 - PSAs were sent to all local newspapers and television stations on drowning awareness and prevention by Stephany Strong, PIO for the Volusia County Health Department.
- May 14, 2007 – Paul Minshew was interviewed by Stephany Strong on a local radio show that she hosts on the topic of drowning prevention for children. The segment aired at various times in May and June.
- May 15, 2007 – Pool Program Newsletter prepared by the Volusia County Health Department’s Pool team are sending 1000 copies of a newsletter that contains an article on the drowning campaign and water watcher tags written by Paul Minshew, to every licensed public pool in Volusia County.
- May 19, 2007 – Paul Minshew, Robert Maglievaz, and Suzanne Grubbs set up our booth at the “Kids Day International” event held at Jackie Robinson Ball Park in Daytona Beach with information on drowning prevention and recreational waterborne illness. Our booth was operated similar to the April 30<sup>th</sup> event with the education game and distribution of materials to adults our prime activities. We interacted with at least 600 children and 150 adults during the 3 hours of this event, giving out at least 90 Water Watcher tags and nearly every prize we had with us. Again we were a very popular booth.
- June 30, 2007 – Robert Maglievaz, Eric Maday, Jaymin Patel, Anna Torres, Andres Natal, and Marisol Bahena participated in a Family Health event sponsored by Hispanic television station Univision Channel 26 held at the Volusia County Fairgrounds. Since this event catered to our Spanish speaking residents we expanded our team to include health department interpreters so we could effectively convey our message to the attendees. We had at least 300 children play our “duck game” and we talked to 110 adults who received “Water Watcher” tags.

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