



Injury Prevention Definitions

Activity - a single effort to address a focus area.

Examples: Holding a drowning prevention meeting.
Providing drowning prevention materials via targeted mailing.
Participating in a health fair to provide drowning prevention information.

Project - a group of activities conducted to create a unique product, service or result. A project has a defined beginning and end.

Example: The “Keep Your Eyes on the Kids” Drowning Prevention Campaign occurs from April-June. The participating counties provide numerous drowning prevention activities during the campaign.

Program - an ongoing set of projects and activities that are geared to accomplish a certain major goal.

Example: The Office of Injury Prevention’s water safety and drowning prevention program consists of the following projects and activities:

- Compiling drowning data for each county in Florida as well as for Florida as a whole.
- Facilitating the “Keep Your Eyes on the Kids” Drowning Prevention Campaign
- Hosting the Water Safety and Drowning Prevention Marketing Symposium
- Providing organizations with drowning prevention materials as requested.