

# County Health Department Drowning Prevention Awareness Campaign July 2008

## Background

Florida overwhelmingly has the highest unintentional drowning rate in the nation for the 0 to 4 year old age group with a rate of 7.39 per 100,000 population (Arizona was second for this age group with a rate of 5.41) for 2000-2005. (Most current national data available).

Approximately 75% of drowning deaths for the 0-4 year olds occurred in a residential swimming pool. 2005-2006 Florida data was reviewed to determine the top counties for 0-4 year old drowning deaths that occur in swimming pools. 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	12	1	113,157	1
Palm Beach	11	2	101,463	2
Miami-Dade	8	3	76,477	3
Orange	8	3	61,096	7
Osceola	6	5	18,943	18
Pinellas	6	5	65,505	5
Brevard	5	7	43,153	9
Hillsborough	4	8	71,960	4
Lee	4	8	62,481	6
Marion	4	8	13,077	23
Polk	4	8	29,291	13
Seminole	4	8	38,086	10
Pasco	3	13	29,760	12
Sumter	3	14	N/A	N/A

Data Source: DeathMaster Database, Office of Vital Statistics, Florida Department of Health, February 7, 2008  
Case Definition: underlying cause of death W67,W68 OR underlying cause of death W65,W66,W69-W74 AND "pool" recorded in drowning description or injury place text fields

Congratulations to Collier, Duval, Manatee, St. Lucie and Volusia counties, who participated in the 2007 Drowning Prevention Campaign. Based on the 2005-2006 data, these counties dropped out of the top 14 counties in Florida for residential swimming pool deaths in the 0-4 year old age group.

## Overview of Activities

A County Health Department (CHD) Drowning Prevention Awareness Campaign "Keep Your Eyes on the Kids" was proposed for the months of April – June 2008 for the top 14 counties: Brevard, Broward, Hillsborough, Lee, Marion, Miami-Dade, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk, Seminole and Sumter.

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The Office of Injury Prevention provided the 14 CHDs the following resources:

- \$3,000 to each CHD for staff time or additional materials/equipment. Of the \$3,000, \$500 must be provided to the local Safe Kids coalition or chapter for the campaign.
- As needed, one CD, one beta tape and one VHS tape (an addition from last year's campaign) of the DOH/Ounce of Prevention (OOP) 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 Checklists in English, Spanish, and Creole.
- Ounce of Prevention/DOH Drowning Prevention Brochures in English, Spanish, and Creole.
- Children's Medical Services (CMS) regional offices within the 14 counties received Water Watcher Tags and Water 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
  - World's Greatest Baby Shower – Titusville (north Brevard) – May 3, 2008. Display used in first event was again prepared for event highlighting Drowning Prevention. Display was on a 3 ft X 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 WWTs were distributed.
  - Pinch A Penny Pool Supply Centers.
    - Nine stores elected to be a part of this initiative.
    - Small counter display was developed to advertise the WWTs and other drowning prevention materials.
    - Distributed the WWTs at nine store locations in all three areas of the county. Three additional stores participated for 2008. All Pinch-A-Penny stores participated in the project this year.
    - Water Watcher Tags, Brochures, Water Safety Checklists were distributed. Approximately 900 + WWTs were distributed. A comparable number of Brochures and WS Checklists were also distributed.
    - Eight out of nine stores were reached for survey on the success of the program.
      - All stores contacted said that they would keep the displays out and would contact me for additional tags. All stores had a supply of tags left.
      - Seven out of eight stores said that the public were enthusiastic about the WWTs.
      - One store gave Jim Richardson's name to Brevard County Aquatic Center. They were interested in getting WWTs when

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they saw them at the store. The Pinch A Penny Store gave them some of their WWTs.

- One store said that people would start conversations when they saw the display and WWTs. They said they were glad to have the WWT, thought they were handy and some who were in getting water tested for a pool party took WWTs for the party. A manager of one Pinch A Penny store said that he uses one at his pool.
- DOH Environmental Health – WWTs and the Poster were put up in the waiting room of the Environmental Health offices. EH supervisor was also going to talk with the Brevard County permit department so that with each pool permit issued, the requestor would get a WWT and literature.
- Media releases were distributed to:
  - VHS copies of Ounce of Prevention 30 second PSA distributed to: Space Coast Government Television (county sponsored)
  - From the 2007 campaign, the SCGTV continued to broadcast the PSA through the fall 2007 and spring of 2008. Except for one month, they have had the PSA on rotation. They took another copy and said that they would increase the frequency through this summer (2008)
  - WBCC Television (sponsored by Brevard Community College Undetermined at this time PSA person not in office – will follow up.
  - Brevard County School Board Channel (sponsored by Brevard School District)
- CD copies of Ounce of Prevention 30 second PSA were not distributed to the radio media. Since our swimming season goes well into the fall, it is the intention of this program to write and distribute a PSA and the CD copies to the two major radio groups.
- Partners:
  - Brevard Safe Kids (Source of Safety Inc.)
  - Brevard County Space Coast Government Television
  - Pinch A Penny Stores (9)
  - Florida TODAY Newspaper
  - Brevard County Health Department – Environmental Health Division
  - University of Florida Extension – Family and Consumer Health (World's Greatest Baby Shower)
- Distribution:
  - Water Watcher Tags – 1,100
  - Brochures and Water Safety Checklists – unknown - 100 given out with WWT to each Pinch-A-Penny store (available at display with Water Watcher Tags.)
- Sustainability
  - Contact with Pinch A Penny Stores confirmed that 8 of 9 stores will take more WWTs and will keep display up through the fall.
  - World's Greatest Baby Shower (South Brevard) September 13, 2008. Will place the 3'x6' Drowning Prevention Display at this event and offer WWTags and literature to new families.
  - Will check with both public service TV channels. Will ask them to continue to run the "Ounce of Prevention" video PSA through the fall.
  - Will write a PSA to the media mentioning the WWTs at the Pinch-A-Penny stores and give information about drowning.
- **Broward County** – Contact Person: Pamela Santucci

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- Funding received from the FDOH Office of Injury Prevention to support Drowning Prevention Campaign activities was used to purchase educational materials.
  - A total of fifteen thousand drowning prevention “rack cards” were purchased with the funding, including the \$500 earmarked for Broward Safe Kids Coalition.
- Recognizing the importance of educating families with young children about the dangers of drowning, an important drowning prevention strategy is to educate professionals in the community having direct contact with families. One such group of professionals in Broward is the Broward Sheriff’s Office Child Protective Investigations Section (CPIS). CPIS is the agency responsible for investigating allegations of child abuse and neglect in the county. Due to the high number of abuse reports received in Broward, extensive resources are devoted to the Child Protective Investigations Section. In addition to focusing on neglect and child abuse issues, specially trained investigators are also proactive in discussing other safety issues while in the home (e.g. drowning) that may potentially pose a risk to the child or children in the home.
  - A total of sixty CPIS investigators and supervisors received information on Drowning Prevention during presentations conducted on Friday, June 20 and Monday, June 23, 2008.
  - Detailed information on drowning prevention measures including recommendations for fencing and devices (e.g. locks, latches that are considered to be affordable) to restrict a child’s access to the swimming pool, was provided to the investigators.
  - A variety of drowning prevention educational materials was provided to the staff including the rack cards and Water Safety Checklists. A supply of Water Watcher tags was also available and the investigators were instructed on their use.
  - They were pleased to be able to include the drowning prevention information in their binders, which serve as an indispensable resource to educate parents in the home.
- Drowning Prevention materials were also distributed to various community organizations. The following is a list of organizations and programs receiving the materials, Water Watcher tags, and Water Safety Checklists:
  - Memorial Healthcare System, lead agency for Broward Safe Kids, has been provided with 3,000 drowning prevention rack cards, 500 Water Watch tags, and 300 checklists, thus far.
  - Additional rack cards (approximately 800) and brochures (400) were distributed to Broward Safe Kids Coalition members.
  - Broward County Medical Examiner’s Office received approximately 200 rack cards and 150 Water Watcher tags. An additional request has been received for Water Watcher tags for use by Medical Examiner staff involved in community drowning prevention activities.
  - Broward County Health Department Immunization Program received 1500 rack cards for distribution at local day care centers.
  - Broward County Health Department Vital Statistics Office was provided with rack cards to distribute along with birth certificates.
  - Broward Healthy Start’s “A Baby Shower for a Brighter Future” event will include drowning prevention materials in 200 “give-a-way” bags.
  - Early Learning Coalition of Broward County will disseminate materials to approximately 400 individuals participating in a community event.
  - Water Watcher tags were also made available to health department staff, their families, and friends, via the health department’s employee newsletter published in July

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(<http://browardchd/EmployeeResources/BCHDNewsLetterJuly2008.pdf>) and on a Drowning Prevention display located in the building lobby (June 2008). Approximately 250 tags were picked up by individuals walking past the display. The remaining materials will be distributed during community events and drowning prevention activities.

- FDOH Drowning Prevention Public Service Announcements were heard by individuals in the early morning and the “Keep Your Eyes on the Kids” print ads were published in the local media.
- We are grateful for the opportunity to receive funding from the Office of Injury Prevention to supplement drowning prevention activities in Broward County. The 2008 campaign provided Broward with another opportunity to reach the target group in Broward County - families with children under age five – with lifesaving drowning prevention information. We look forward to the continued implementation of Broward’s Drowning Prevention campaign and meeting our objective – to reduce drowning morbidity and mortality among children under the age of five in Broward County.
- **Hillsborough County – Contact Person: Cindy Hardy**
  - Purpose: Raise awareness about drowning prevention, particularly for 0-4 year old age group, and provide educational opportunities for children 5 years and older, family members and caregivers to learn water safety techniques and receive swimming instruction.
  - Activities:
    - Worked with City of Tampa Parks and Recreation to provide 150 swimming lesson sessions and water safety instruction to children 5 - 17 years of age
    - Provided educational materials to 1400 Head Start/Early Head Start for participating families
    - Promoted water safety and drowning prevention through media press releases, HCHD Community Wellness newsletter and website
    - Provided educational information to clients at 15 health department sites for clients, focusing particularly on Women and Children’s health clinics, Nutrition/WIC and immunization clinics.
    - Presented “Stewie the Duck Learns to Swim” and provided educational materials to 10 after-school programs and daycare centers with 276 participants
    - Provided drowning prevention article to the Hillsborough County Neighborhood Association office for their 800 member group
    - Utilized our Vital Statistics office to mail out 1000 drowning prevention awareness and education cards as an enclosure with birth certificates
    - Provided water safety awareness and drowning prevention educational materials at 10 community events – faith based, VA Hospital
    - Provided Safe Kids Coalition funding for activities and educational materials
    - Maintained active participation in the Hillsborough Water Safety Team which promotes awareness of legislation for water safety, pool equipment safety, barrier requirements, etc., and provides April Pools Day educational event annually with the 2008 event at Brandon Sports and Aquatic Center.
    - Staff member will participate in a panel discussion on HVT 22 – county cable channel, to raise awareness about drowning prevention on July 2, 2008.
  - Partners:

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- City of Tampa Parks and Recreation
  - Head Start/Early-Head Start
  - Hillsborough County Schools
  - Hillsborough County Neighborhood Association
  - Safe Kids Coalition
  - Hillsborough Water Safety Team
  - Hillsborough County Childcare Licensing
  - Media outlets
  - Boys & Girls Clubs of Greater Tampa
  - James A Haley VA Hospital
  - Channel HTV 22, Tampa
  - Various faith based organizations
- **Lee County** – Contact Person: Diane Holm
    - Partnership Development
      - Collaborate with your local Safe Kids Coalition on activities for Safe Kids Week (Apr. 27-May 3) and more through June 30
        - Received Proclamation by the Lee County Commission declaring April as Water Safety Month, partners: LC Parks and Rec., The Children’s Hospital of Southwest Florida, American Red Cross of Lee County
        - Safe Pool Party Events, May 17, June 21
        - Summer Fun Fair Make It A Safe Kids Summer event, May 3
        - Children’s education at Michigan Montessori Academy, May 2
        - Children’s education at Catholic Hispanic Social Services, north and south county areas, June 16 and 25
      - Drowning Prevention Partnerships
        - SWFDPC, South West Florida Drowning Prevention Committee, (formerly SWIM Lee) was expanded in 2007 to include Collier County. As a result of the removal of funding for a full time drowning prevention coordinator the meeting schedule was reduced to four times a year.
        - New Members include: Naples YMCA, Collier County American Red Cross, Collier Parks and Rec., Collier County Health Dept. and Golden Gate and East Naples fire departments
        - 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; US Coast Guard); Children’s Medical Services, LCHD, Bonita YMCA, Guardian Pool Fencing and the local media.
    - Media - Submit PSAs to your local newspapers/radio stations/news stations, Event coverage, sampling of news releases attached (3-4 releases sent per event)

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- Pre-event Safe Pool Parties news 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. Safe Pool Party Event coverage included stories by WBBH-TV (NBC affiliate), WZVN-TV (ABC Affiliate), WGCU-Radio (NPR affiliate), News-Press-Healthy Living section (all editions), Bonita City TV.
- Outreach
  - Provide educational presentations and materials (brochures, flyers, “Designated Child Watcher Tags”, etc)
    - 75 children and parents attended Safe Pool Parties and received all materials sent plus more
    - 350 people received education materials at the Summer Fun Fair Make It A Safe Kids Summer.
  - Organize a Community Safety Event with drowning prevention education as the focus.
    - Safe Pool Parties--May 17, June 21. 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.
- **Marion County** – Contact Person: Donna McCroan
  - Four young children, ages 0 – 4 years old, drowned in Marion County in 2006. That statistic ranked Marion County #8, tied with Hillsborough, Lee and Polk Counties, (which also each had 4 child drowning incidents in 2006). One glaring difference in these three counties and Marion; is the proportions of number of residential pools to numbers of drowning incidents for this child population.
  - Successes:
    - This year’s campaign was both more challenging and more successful than last year’s Drowning Prevention Campaign. In areas where broad public media displays or outreaches were planned, we made large strides.
    - Billboards were created and purchased for three specific zip codes that seem to be most at risk for child drowning incidents.
    - We are still in the process of producing large drowning prevention posters (11”x17”) which will be displayed inside the Sun Tran Buses on all 7 bus routes throughout Ocala/Marion County. Content has been created, but production is still a work in process.
    - We kicked off our 2008 Drowning Prevention Campaign at the “Kids Count on Us” Conference, Central Florida Community College on March 20, 2008. Our goal was to partner with client providers and to supply them with our information packets. The response was awesome, we provided 2,825 Drowning Prevention packets.
    - We provided the Marion Public Library with drowning prevention packets on three occasions for use with different programs available to specific populations, (New Moms: hospital bags for newborns, Grandparents as Caregivers and a special request for drowning prevention information from the children’s program).
    - The Marion County Health Department’s clinics provided drowning prevention packets to clients throughout the year.
    - This year Safe Kids focused specific attention on partnering with local Pediatric Offices planning to spread the message as far and wide as possible.

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- Safe Kids Marion decided to purchase children's life vests to promote water safety, and the purchases were made. Safe Kids Marion is still working on the details of the safety education that will accompany the disbursement and how the disbursement will be accomplished.
- “Stewie the Duck Learns to Swim” books have been purchased and will be disbursed as an educational component, ideally in a group setting (library reading time or day care reading time). Single disbursement will be in an educational context, not just handed over, “Please read this to your child sometime.”
- Challenges of Incomplete Areas: In specific areas, our goals were not attained.
  - No Radio PSAs were created or broadcast. As an alternative, Marion County Children’s Alliance provided funding and promotion to re-use an original local PSA created for drowning prevention that is currently airing on Cox Cable, and will continue during the summer months when pool use is highest.
  - Sample /Display Packages of “Keep Your Eyes on the Kids” were not provided to local Pool Supply Stores. Since this objective was addressed in the 2007 Drowning Prevention Campaign, this year Safe Kids decided to provide Pediatricians with the packets for distribution to their clients. This outreach was a first step towards creating a partnership between Safe Kids and local pediatricians.
  - PSAs were not published in the Family Times magazine’s summer edition or in the Voz Latina, an Ocala Star Banner subsidiary.
  - Brochures were not provided to Boggy Creek Camp.
- **Miami-Dade County** – Contact Person: Anthoni Llau
  - On April 25, 2008 a drowning prevention presentation was delivered to 200 minority young boys belonging to the 5000 role models program. Primarily, the program serves children who are being reared without the benefit of a father or a positive male role model. Approximately 150 water watcher tags and water safety checklists were distributed. Established partnership with the 5000 role models program, and will provide future presentations.
  - On April 30, 2008 two drowning prevention presentations were delivered to 40 middle school students from Aspira Eugenio Charter School. Water safety checklists were given to each student. After the presentations, a health fair took place where drowning prevention brochures were distributed to 50 families. Each family was given drowning prevention education.
  - During May 2008, in collaboration with the Miami-Dade transit authority, 600 drowning prevention posters (300 in English & 300 in Spanish) were placed inside public buses and metro rail cars throughout Miami-Dade County. Established partnership with the Miami-Dade Transit Authority.
  - During May 5 - 6, 2008, in collaboration with the Safe Kids Coalition, drowning prevention education was provided to preschool and kindergarten aged children during Safe Kids Week. Drowning prevention materials were given to approximately 250 children. Developed partnership with the Safe Kids Coalition.
  - On May 14, 2008 several drowning prevention presentations were delivered to elementary students (Age Range: 5 – 9 years) at Carrie Meek Elementary School. Approximately 150 water watcher tags, water safety checklists, and other drowning prevention materials were given to students and teachers.
  - Ten Miami-Dade radio stations were contacted to broadcast the drowning prevention PSA’s, however, they were played during non-peak hours.

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- On June 26, 2008 drowning prevention education was provided to approximately 200 families during the Fourth Annual Health and Safety Exposition. Approximately 200 water watcher tags, brochures, water safety checklists, and other drowning prevention materials were provided to parents and children. Established partnership with 1) various Metro-Dade County police officers and 2) founder of CNC technologies, a company that develops various equipment including pool safety alarms.
- A drowning prevention article was published in the Dade County Injury Prevention Coalition's quarterly newsletter. The article focused on drowning statistics in Miami-Dade County, drowning prevention tips (in pools, lakes, canals, and oceans), and information regarding rip currents.
- Attended a health fair on July 19, 2008. Handed out 100 brochures and other drowning prevention materials to parents and children. Drowning prevention education was also provided to families.
- **Orange County** – Contact Person: Melissa Lugo
  - The Orange County Health Department utilized the book titled Stewie the Duck Learns to Swim for this year's drowning prevention campaign. A lesson plan was developed and used as a guide to educate Orange County's children and their families on water safety.
  - Throughout the presentations emphasis was placed on the three water safety rules:
    - Learn to Swim
    - Wear a Life Vest
    - Swim Supervised
    - Children were also provided with fun activities and promotional items (Verbal quiz, workbook, and coloring pages) to enhance their learning and water safety rules compliance. After each implementation, the facility and the children's parents were provided with additional information. The information was placed in bags and contained the following:
      - Drowning Prevention Awareness Brochure
      - Water Safety Brochure
      - Water Safety Checklist
      - Water Watcher Tag
      - Other promotional items (ex. "I know my Water Safety Rules!" Pens and Pencils)
  - Activities
    - Stewie the Duck Learns to Swim Story time Lesson
      - A total of approximately 1,041 children, child care workers, and parents were reached through Drowning Prevention Presentations and Stewie the Duck Learns to Swim lessons.
      - Locations of Presentations (more than one presentation took place in some of the locations)/numbers directly reached:
        - 4 Schools (presented by Injury Prevention Staff)/ 440
    - 8 Daycares/preschool (presented by Injury Prevention Staff)/360
      - 1 Bookstore (presented by Injury Prevention Staff)/40
      - 15 Library locations (presented by libraries professional storytellers & books placed in shelves for patrons)/ 88
      - 3 daycares/preschool (arranged/presented by Safekids)/ 43
      - 1 Boys and Girls Club (Injury Prevention Staff)/70

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- Since all children are susceptible to drowning, presentations were given throughout Orange County. Orange County zip codes with the highest drowning numbers were targeted first.
- Presentation/Workshops - Drowning Prevention Presentation- 3rd Annual Emergency Preparedness Conference, total of adults.
- Health Fairs/Events:
  - Hunter's Creek Bunny at the Park- partnered with Osceola Health Department
  - Family Fun Day (Early Learning Coalition Event)
  - Pine Hills YMCA Splash Day
  - Orlando Prepares!
  - Nathaniel's Hope- Partnered with Children Medical Services
  - Hot, Red, and Boom- assisted Children Medical Services with Water Watcher distribution
  - Summer Camp- assisted Osceola Health Department
- Media-related activities:
  - Channel 9 Family Connection Drowning Prevention Public Service Announcement (PSA) - June through August and will alternate with other community PSAs.
  - Worked with Channel 9 Family Connection to place information on Drowning Prevention Campaign with links to Orange County health Department and other health departments in Central Florida on the 9 Family Connection website.
  - Article written for Orange County Health Department's newsletter.
  - Flyers for Stewie the Duck Learns to Swim story time at the Orange County Public Libraries.
  - Hunter Creek announcement in school newsletter on Drowning Prevention and Water Safety.
  - Press-release Featured:
    - Orange County Health Department Website
    - The Orlando Sentinel
    - Orange County Health Department website
  - Assisted following news media with drowning prevention articles:
    - East Orlando Sun
    - El Nuevo Dia
  - An attempt to create a Spanish version PSA is currently being made with Telemundo.
- Partnerships
  - Orange County Public Library System/ Children Department
  - Safekids/Children Safety Village – provided the \$500 and assistance with purchase and creation process of "Keep your Eyes on the Kids, You'll be Glad You Did!" window clings.
  - Children Medical Services
  - Central Florida Drowning Prevention Taskforce
  - Osceola County Health Department
- Total of Water Watchers distributed during Drowning Prevention Campaign: 760
- **Osceola County** – Contact Person: Marci Hummell
  - April:
    - Throughout the month I visited four of our library locations during their three different story times and read Stewie the Duck and talked with the parents.

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- I taught one CPR class
- Visited seven preschools (I did 10 preschools in March also)
- Assisted Neptune Middle School with swim lessons for 6th graders as part of a grant they received
- Attended Parent Night at St. Cloud Elementary School, an event for the Osceola County HR Dept, and Education in the Park, which is the largest community event in Osceola County.
- Celebration held its 1st Annual Water Safety Day with an estimated attendance of about 150 people
- May:
  - Taught one CPR class
  - Visited six schools (both Preschool and Pre-K)
  - Attended the Sunrise Elementary Wellness Fair and Kids International Expo in Orlando
  - Visited one library
  - St. Cloud's Chris Lyle Aquatic Center held its annual Water Safety Day and had an estimated attendance of 250 people
- June:
  - Visted two schools and two summer camps, and one group home
  - Taught eight CPR classes
  - Attended the St. Cloud Wal-Mart's Safety Week with St. Cloud Fire Rescue, have begun setting up a table in the WIC department once a month to distribute information, spoke at Tupperware International during their Employee Safety Week
- Also since this is the first full year, so to speak of, that we have awarded swimming lesson scholarships to the underprivileged children here in Osceola County and to date over 180 children have been awarded scholarships and just over 100 families have redeemed them!!!!
- This is a huge accomplishment for the Osceola County Health Department and the county as a whole. We hope to continue to provide this opportunity to the children of Osceola County for years to come.
- Safe Kids Osceola was able to match the \$500 from the "Keep your Eyes on the Kids" campaign and put \$1000 towards the creation of a water safety activity book for children.
- **Palm Beach County** – Contact Person: Sharon Greene
  - Budget:
    - Re-produced 1,101 copies of the Pool Safety for Homeowners DVD for Anna Stewart, Drowning Prevention Coalition Manager
    - Purchased 175 Whistle lanyards with the imprint-Drownings Are Preventable for Kelly Hamilton at Safe Kids for distribution
  - Activities:
    - April 1, 2008-Received a Proclamation from County Commissioner Kanjian declaring April 2008 as “Drowning Prevention Awareness Month in Palm Beach County.” Commissioner Kanjian and the Drowning Prevention Coalition held a press conference to raise awareness about pool drowning and spa drain safety. Three families who experienced a water related incident were present at the press conference, along with representatives from the Sun-Sentinel, Palm Beach Post, WPBF, WPTV, and WPEC.
    - Anna Stewart wrote articles for the Florida Pool Pro’s April and May newsletters; the May 16th Palm Beach County Line newsletter, Sun-Sentinel, Lake Worth Herald, and the Palm Beach Post. Anna was a

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guest on WXEL 90.7FM "Florida Forum" radio show and 89.3FM WRMB radio; featured on Mega Noticias 57 Extra news program; and PBC Channel 20 "County Connection" TV show.

- Distributed brochures and Water Watcher tags to Pediatric clinics and offices. Cheryl Wallin from CMS provided the list of Pediatricians in the county.
- April 2-Community presentation to Florida Swimming Pool Association
- April 5-Lake Lytal Pool April Pool's Day
- April 8-Community presentation to Palm Beach Gardens Rotary Club
- April 11-Community presentation to Mom's Club of Jupiter
- April 12-Health Fair at YMCA-Healthy Kids Day
- April 17-Lake Worth Head Start Community Center
- April 17-SchoolHouse Children's Museum
- May 13-South Bay Head Start
- May 15-City of Boca Raton Employee Health & Benefits Fair
- May 20-Mom's Club in Boynton Beach
- June 7-Health Fair for Palm Beach School For Autism
- June 11-Community presentation for Families First, Bright Beginnings
- June 16-Display at TSA Safety Week at the Palm Beach International Airport
- June 18-Presentation for Healthy Mothers Healthy Babies staff
- July 10-Community presentation to parents and teens at the Mystic Woods Apartment Complex
- Partners:
  - Anna Stewart, Drowning Prevention Coalition Of Palm Beach County Manager
  - Diane Hennessy, Drowning Prevention Coalition Of Palm Beach County Coordinator
  - Jim Sugarman, CEO, Child Life Institute
  - Kelly Hamilton, Child Life Institute and Safe Kids Coalition of Palm Beach County
  - Cheryl Wallin, RN, Children's Medical Services
- **Pasco County** – Contact Person: Deanna Krautner
  - Media - Submitted press release to local community newspapers/newsletters on water safety.
  - Outreach
    - Provided educational presentations, outreach and materials (brochures, safety checklists, "Water Watcher Tags", water safety posters, stickers, sun screen, etc) at:
      - Health Kids Day at the YMCA on April 12<sup>th</sup>
        - Over 200 Pasco residents attended the event
        - More than 100 Drowning Brochures were distributed
      - Pasco Alliance for Treatment and Health April 30th
        - Kick off for campaign distributed material to community partners
        - Display with drowning statistics and hand outs, posters and water watcher tags for community agencies to bring back to their locations for distribution. (over 20 community agencies present)
      - New Port Richey Recreation Center May 3, 2008
      - Baby Extravaganza May 10, 2008

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- Family Fun & Safety Celebration in Zephyrhills on Saturday, June 28, 2008
  - Drowning Brochures were distributed
  - Water watcher tags distributed
- 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
- Partnership Development
  - Actively participating in new Safe Kids Coalition
    - Drowning Prevention Sub committee developed action plan
    - Water safety books and ducks were distributed to local day cares
    - Purchased sun safety kits to be delivered with drowning prevention message at events that safe kids participates in.
  - Collaborated with the "Safety Town" to include drowning prevention messages in their children programming. Provided water checklists for distribution to children.
- **Polk County** – Contact Person: Lou Jorden
  - Read for Health Activities – "Stewie the Duck Learns to Swim"
    - Read "Stewie the Duck Learns to Swim" at fourteen Elementary schools and daycare centers during the month of March.
    - Sixteen schools and daycare centers were read to in the month of April.
    - Thirteen schools and daycare centers were read to in the month of May.
    - On June 13, "Stewie the Duck Learns to Swim" was read to participants in St. Anthony's YMCA Summer Camp.
  - Media
    - A drowning prevention press release was issued March 24 and another released May 16 for all media. A press release was also posted to PolkVoice.com.
    - TV
      - Public Service Announcements were played on local PGTV and Channel 9.
      - A drowning prevention segment was also filmed for PGTV and aired in May
- **Seminole County** – Contact Person: Denise Ward
  - Drowning Prevention PSA on SGTV (local government)
    - This station is carried on local cable that had 65,000 to 70,000 household subscribers
    - Made in 2007 but reran this year
    - Has been running for over 45 days. It is unknown how many times it has played. It is loaded into a system where PSA's are randomly selected and played on the automation system.
  - Drowning Prevention News Piece on SGTV (local government)

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- This station is carried on local cable that had 65,000 to 70,000 household subscribers
    - Made in 2007 but reran this year
    - Ran about 90 times the month of June
  - Awareness Campaign at the SCHD
    - 1000 activity book put out for parents
    - 50 bookmarks put out for parents
  - Information on Website on Seminole County Health Department Website
  - Ad in Central Florida Moms for the Month of May
    - Readership of 10,000
    - Cost: \$525
    - Copy available
  - Activity Books/Water Watcher Tags/ Bookmark/Keep your Eye on the Kids Brochure/ Water Safety Checklists handed out at health fairs
    - Healthy Kids Day April 13th YMCA – approximately 100
    - First Baptist Church of Altamonte Springs Community Health Fair April 26<sup>th</sup>
    - Earn Respect Tour, Sanford April 27<sup>th</sup>
    - Bright Angels Community Safety Fair, Sanford April 26th
    - Women’s Health Booth at Curves, Winter Springs (Month of May)
    - Women’s Health Booth at Shepherd’s Hope, Longwood (Month of May)
    - Sweet Dreams Prenatal Conference, Sanford May 7th (Materials only); May 21st (Materials and Presentation)
    - El Buen Samaritano Community Health Event, Longwood May 31<sup>st</sup>
  - Other Distribution Points
    - 300 Brochures and checklists added to Community Resource Bags
    - 50 Activity Books and Bookmarks to Kiddy Cats Academy a daycare
    - 50 Activity Books and Bookmarks to Willow Creek Preschool
    - Lake Mary Fire Department – provided 100 Brochures, 100 Activity Workbooks, and Water Watcher Tags to supplement their Drowning Prevention Classes.
  - Reading Program – Stewie the Duck
    - Health department employee read to 65 students and 5 teachers on May 13th, 15th, and 16th. They were kindergarten and pre-k children.
    - Local Librarians read to over 443 children participating the reading programs in May.
  - Pool Stores - 5 local pool stores were willing to put out the water Watcher tags in English and Spanish as well as the Water Safety Checklists.
  - Local TV - Channel 9 ran a safety and drowning message and had links to county health department website. These ran in May. Was coordinated by Orange County, we share a market with them.
  - Spending
    - \$500 Safe Kids
    - \$525 Central Florida Moms Magazine Ads
    - \$1944.80 Material – Activity Books & Bookmarks
- 
- **Sumter County** – Contact Person: Dina Martinez
    - 3/4/2008 - Meeting to discuss proposed budget and proposed Activities Summary. Discussion followed about creation of new sign and also about safety materials previously created by Terry. It was announced Terry, Keith & Dina would attend the 2008 Pool and Water Safety Forum April 10-11 in Orlando. Everyone agreed on the proposed budget and activities summary and they will

# County Health Department Drowning Prevention Awareness Campaign July 2008

be submitted to Dr. Padman and Julia for review/comment/approval. (EH & Health Ed.)

- 3/10/08 - Delivered drowning prevention campaign materials to the Sumter County Fair for placement on the Sumter CHD display table. (EH)
- 4/1/08 - Announcement and Educational Material added to April edition of the Sumter County Health Department Newsletter, "Sumter Public Health News brief". (EH & Health Ed.)
- 4/7/08 - Announcement of campaign and designation of April as "Swimming Pool Safety Month" added to Sumter County Health Department website and Sharepoint website. (EH & IT)
- 4/8/08 - Public Service Announcement sent to all Sumter County Media Outlets. (EH & Health Ed.)
- 4/10/08 - 4/11/08 - Terry, Keith, Dina attended Swimming Pool and Water Safety Conference in Orlando. (EH & Health Ed.)
- 4/16/08 - Eric delivered 5 Water Watcher tags and 5 Safety Checklists to Dogwood Mobile Home Park. (EH)
- 4/23/08
  - Terry delivered Water Watcher tags (50) and promotional materials (50 checklists) to Florida Spa & Pool (the Villages). (EH)
  - "Keep your Eyes on the Kids" on Channel 9 WFTV during month of May and added to WFTV.com (EH & Health Ed.)
  - Wal-Mart Bushnell: Hand delivered 30 informational packets, 20 in English and 10 in Spanish and Water Watcher check list to Beth Hunt. The packets will be placed at registers and Senior Staff will instruct employees to distribute to all customers that purchase pools. (Health Ed.)
- 4/24/08
  - Terry delivered Water Watcher tags and promotional material to the Sumter Youth Center (100 tags, 100 checklists) and Water Connection-Bushnell (50 tags, 50 checklists). (EH)
  - Wal-Mart the Villages: Hand delivered 30 informational packets, 25 in English and 5 in Spanish and Water watcher check list to Dalila Garcia. The packets will be placed at the registers and Senior Staff will instruct employees to distribute to all customers that purchase pools. (Health Ed.)
- 4/28/08 - Tim delivered Water Watcher tags (50) and promotional material (50 checklists) to Sumter County Adult Education (Sumterville). They do the Swimming program. (EH)
- 5/16/08 - Eric delivered Water Watcher tags (50) and educational materials (50 checklists) to Blueberry Hill RV Park. (EH)
- 5/20/08 - Eric delivered 5 Water Watcher tags and 5 Safety Checklists to Breezy Oaks RV Park. (EH)
- 5/28/08 - Article in Villages Daily Sun. (EH & Health Ed.)
- 5/29/08
  - Hurricane Expo – The Villages: Water Watcher Tags (50) and Educational Materials distributed. (Health Ed. & EH)
  - Article in Sumter County Times Editorial Section. (EH & Health Ed.)
- 5/30/08 - Educational Material (checklists) mailed out with all Sumter County Public Pool Permit Renewal Notices (92 public pools). (EH)
- 6/7/08 - Hurricane Expo – Bushnell: Water Watcher Tags (50) and Educational Materials distributed. (Health Ed. & EH)
- 6/27/08 - Remaining Water Watcher Tags and Educational Materials distributed to Environmental Health customers while supplies last (Approx. 150). (EH)

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- 6/28/08
  - Bushnell Library set up informational table with Water Safety coloring books and water safety check list. Give out 25 coloring books and 50 water safety checklist. (Health Ed.)
  - Galaxy Day Care Oxford - 50 Students- 1 Stewie the Duck book- 50 Water Watcher tags.
  - Tiny Tots SSHS - 20 Students- 1 Stewie the Duck Book-20 water watcher tags
  - Hobby Horse - 45- 2 book April 29 @ 9:00 Tandy, 45 Water Watcher tags
  - Head Start Wildwood - 39-2 book May 8, 2008 @ 10:30, 39 Water Watcher tags
  - Head Start Bushnell - 16- 1 book Confirmed May 8, 2008 @ 9:30, 16 Water Watcher tags
  - Luv and Hugs - 10- 1 Stewie the duck Book 4-8-2008, 10 Water Watcher tags
  - Leaps and Bounds - 61- 1 Stewie the Duck Book 4-8-2008, 61 Water Watcher tags
  - Merry Go Round - 49-1 book April 30 @ 9:00 Crystal Long- Confirmed, 49 Water Watcher tags
  - Bushnell Elementary - 60- 3 books May 15, 2008 @11:30AM, 60 Water Watcher tags
  - Lake Panasoffkee Elementary - 10- 1 book May 16, 2008 12:00PM, 10 Water Watcher tags
- 6/30/08 - Delivered 25 Water Watcher Tags and Checklists to Oxford Swimming School. (EH)
- Agencies/Partners Involved:
  - Sumter County BOCC
  - Schools (After-School Programs)
  - Day Cares
  - Library System
  - Pool Supply Companies
  - Wal-Mart
  - Local/Regional Media Outlets
  - Sumter County Emergency Management
  - Public Pool Owners/Operators
  - Mobile Home/RV Parks
  - Sumter County Youth Centers
  - Sumter County Parks & Recreation.

**County Health Department Drowning Prevention  
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**County Health Department Drowning Prevention  
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