



Drowning Prevention Initiatives

**Miami-Dade and Broward CHD Drowning
Prevention Initiative Workgroup
October 27, 2006**

**Lisa Vander Werf-Hourigan, M.S.
Manager, Office of Injury Prevention
Florida Department of Health**





Drowning Prevention Initiatives

- **County Health Department (CHD) Drowning Prevention Awareness Campaign “Keep Your Eyes on the Kids”-May 2006.**
- **National Safe Kids Week, “Safe Pools for Safe Kids”–May 6-13, 2006.**
- **Denny's Restaurant Drowning Prevention Event–May 6, 2006.**
- **Drowning Prevention Media Campaign-May and June 2006.**
- **Drowning Prevention Marketing Symposium-May 15, 2006.**



CHD Drowning Prevention Awareness

- Identified the top fifteen counties with the highest number of ages 0-4 drowning deaths.
- Broward, Miami-Dade, Hillsborough, Orange, Palm Beach, Duval, Lee, Marion, Brevard, Polk, Seminole, Volusia, Manatee, Collier, and Pinellas.
- CHDs and CMS Offices conducted drowning prevention community events and distributed educational materials (brochures, water watcher tags) in May 2006.
- Detailed summary of activities of the 15 CHDs campaign is in your meeting notebook.



National Safe Kids Week

"Safe Pools for Safe Kids"

- DOH-Office of Injury Prevention is the lead agency for the Safe Kids Florida.
- May 6-13, 2006-National Safe Kids Week "Safe Pools for Safe Kids".
- In Florida, there are 11 coalitions and 5 chapters that cover 86% of the 0-14 age population.
- During Safe Kids week each of the coalitions and chapters promoted water safety.



Denny's Restaurant Drowning Prevention and Water Safety

- Part of the Denny's Kid's Safety Zone Project, a partnership between DOH-Office of Injury Prevention and Denny, Inc.
- Four safety messages-one each quarter as part of the year long program.
- Third safety message "Drowning Prevention and Water Safety".
- May 6th kick-off event held in Tampa.
- All 160 Denny's restaurants in Florida distributed 200,000 interactive drowning prevention and water safety activity books.



Drowning Prevention Media Campaign

- DOH paid marketing media campaign- \$150,000.
- In the top 15 counties, a drowning prevention television spot—"Keep Your Eyes on the Kids" was broadcasted in May and June 2006.
- Targeted at parents and caregivers of children 0-4 years olds through selected cable and television programming.



Drowning Prevention Marketing Symposium

- **May 15 ,2006 Drowning Marketing Symposium in Tampa.**
- **Approximately 25 drowning prevention and pool safety advocates met for the first time to discuss strategies for dealing with the drowning issue.**
- **We are continuing our work with this group on specific strategies with workgroups for funding, marketing and partnerships.**



Drowning Prevention Initiatives

**Thank You for Your Commitment to Drowning
Prevention**

Questions??????

Contact information:

Lisa_VanderWerf-Hourigan@doh.state.fl.us

850 245-4444 X2776