



**Florida Department of Health – Office of Injury Prevention
Drowning Prevention Marketing Symposium
July 18, 2007 – Ft. Lauderdale, Florida**

Summary Minutes

Welcome/Introductions – Lisa VanderWerf-Hourigan, Manager, Office of Injury Prevention

Attending: See attached list.

Statewide Drowning Data Update – Steve Dearwater, Injury Epidemiologist, Holtz Children’s Hospital, Jackson Health Systems.

- Mr. Dearwater’s presentation focused on the Florida 2000-2006 unintentional drowning death rates for children under age five. Also included was a detailed look at the Miami-Dade Medical Examiners Review of drowning deaths that occurred to these children in 2000-2006.

“Enough is Enough” – Drowning Prevention Movie from Phoenix, Arizona

- This movie relates the tragedy that brought about the beginnings of the Water Watcher’s Program in Phoenix, Arizona. Druann Letter, founder of the Water Watcher’s Program, speaks of the loss of her son, Weston Letter, who drowned in 1998 at the age of three and a half. Included in the video are segments on safe pool barriers as well as how near-drowning alters lives.

Water Watcher’s Program, Phoenix, Arizona – Druann Letter, Founder, Carol Achs, Druann Letter’s mother and Tiffany Isaacson, Coordinator, Phoenix Children’s Hospital.

- Ms. Letter told her story of how she established the Water Watcher’s Program out of personal tragedy. She shared how her school curriculum not only focuses first graders in her class on water safety, but also how it meets the curriculum standards for the state of Arizona.
 - The curriculum is used in correlation with a Water Safety Day event, that is the summer kick-off event.
 - Some of the major components of the curriculum include: an overview letter to both teachers and parents, easy step-by-step lesson plans, practice sheets for individual use, homework that draws in parents, and pre- and post-tests.
- Ms. Isaacson discussed operating a drowning prevention program on a shoestring budget. Ms. Isaacson explained the Water Watcher’s Drowning Prevention Program and provided examples on how the program stretches its dollars and finds opportunities and partners.

Adaptive Aquatics Program – Kim Burgess, Executive Director, Marino SWIM Central Adaptive Aquatics.

- The Adaptive Aquatics Program assists certified swim instructors to provide services to children with special needs, specifically developmental disabilities. In April of 2006, the Florida Legislature passed Section 514.072, Florida Statutes, which requires certification for swim instructors who work with individuals with

developmental disabilities. Adaptive Aquatics is currently developing an online exam for this certification.

National Drowning Prevention Alliance – Diane Holm, Immediate Past President; Drowning Prevention Coordinator, Lee County Health Department

- The National Drowning Prevention Alliance has been focusing on promoting federal drowning prevention legislation that increases home pool and water safety. At the time of the meeting, House Bill 1721, the Pool and Spa Safety Act, offered grant funding to states as an incentive for implementation and enforcement of stronger state pool and spa safety legislation. The Senate proposal did not include the four-sided isolation fencing requirement as listed in the House proposal. The Senate version is considered weaker by NDPA and Ms. Holm encouraged opposition letters be sent to senators. Ms. Holm also provided a brief overview of the National Drowning Prevention Alliance.

Safety Update – David Oxley, Chair- Safety Committee, Florida Swimming Pool Association

- Mr. Oxley gave a brief overview of the Florida Swimming Pool Association, which contains 16 chapters statewide with over 700 members. The 700 member companies represent over 15,000 employees, impacting many Floridians through the Association's activities.
- The Association works with the Florida Building Commission and other legislative bodies that regulate the swimming pool industry to further their understanding of the swimming pool industry, and FSPA's concerns. This year each of the 16 chapters held water safety events to promote April as swimming pool safety month.
- The Florida Swimming Pool Association covers many aspects of pool safety, from safe construction and water quality to promoting constant adult supervision of children in the pool area.
- Mr. Oxley also spoke in support of building and promoting lasting partnerships.

Updates from County Health Department Drowning Prevention Pilot Projects – Pamela Santucci, Health Education Program Manager, Broward County Health Department, Anthoni Llau, B.S., M.P.H., Injury Epidemiologist, Miami-Dade County Health Department and Michelle Doldren, Nova Southeastern University.

- Broward and Miami-Dade county health departments contracted with Nova Southeastern University to investigate the drowning prevention and awareness among families with residential pools in Broward and Miami-Dade communities. Surveys were mailed out to households with registered pools in pre-selected zip code areas.
- Broward has focused on three layers of protection, "Protect, with Barriers; Supervise, directly by an adult; and Prepare, for an emergency"
- The Broward County Pilot Project will continue into the next year, conducting additional research.
- The Miami-Dade County Pilot Project will also continue into the next year as they contract with Florida International University to further develop initiatives based on the Nova Southeastern University Study.

County Health Department Spotlight – "Keep You Eyes on the Kids" Campaign Innovative Activities. Six of the 16 county health departments participating in the 2006 or 2007 Drowning Prevention Awareness Campaign shared innovative activities.

- **Brevard CHD** – Jim Richardson
 - Brevard County Health Department partnered with Pinch A Penny Pool Supply Centers. Seven of the local Pinch A Penny stores elected to participate in this initiative. A small counter display was developed to advertise the Water Watcher Tags, as well as a sign up for a CPR course.

- **Collier CHD** – Sybil John
 - 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 for youth from 7-15 years of age. Educational booths were set up at the event including one containing Water Watcher Tags as well as drowning prevention materials.

- **Duval CHD** – Steve McCloskey
 - The Duval County Health Department hosted a Water Safety Fair at the Jacksonville Zoo where the public could receive drowning prevention information. Other activities included partnering with the Duval County Health Department Environmental Health Program to have public pool inspectors hand out Water Watcher tags during pool inspections. Local McDonald’s restaurants used 47,000 tray liners featuring Make It a Safe Kids Summer drowning prevention information.

- **Lee CHD** – Diane Holm
 - Lee County Health Department as lead agency for the SWIM Lee drowning prevention task force created a Home Water Safety Check program. Ms. Holm distributed bags of materials that are given to single-family pool residents, including the three-part Water Safety Check sheet used by the fire fighter who conducts the check. Ms. Holm explained how she gained Fire Department interest through a presentation to the county Fire Marshals, then trained the Fire and Life Safety Educators, who in turn trained fire fighters. The fire fighters recheck the home after 30 days to create measures and determine the effectiveness of the program.

- **Pinellas CHD** – Wendy Loomas
 - Pinellas County Health Department held “Splish, Splash, Safe Summer Bash” on May 5, 2007. Over 300 individuals attended. Activities included a free all day swim with lifeguards, Coast Guard helicopter flyover, educational puppet shows, child passenger safety demonstrations and CPR demonstrations. In May and June drowning prevention media spots were provided by numerous radio stations in the county, that totaled up to more than 14 hours of coverage. Drowning Prevention brochures were printed with the inside of the DOH/Ounce of Prevention brochure, with local logos added, to be inserted into local utility bills.

- **St. Lucie CHD** – Helga Snure and Puddin Race
 - The St. Lucie County Health Department partnered with the St. Lucie County Fire District and the Swim Coalition to provide a unique educational program for the community. They held a water safety bookmark contest in the county schools with the winner’s school receiving 1000 copies to distribute. Also, the department presented 60 Roo books and Roo mascots to the Superintendent of Schools for distribution in 30 elementary schools and school libraries.

Drowning Prevention Through Public and Private Partnerships – Nancy Humbert, A.R.N.P, M.S.N., Vice President, Strategic Business Planning and Public Affairs, Miami Children’s Hospital.

- Ms. Humbert highlighted efforts Miami Children’s Hospital’s partnerships within their community. She discussed preventative medicine, community education, public affairs and marketing for drowning prevention.

Next Steps – 1. A discussion regarding the Phoenix Water Watcher curriculum concluded with Dr. Jayne Greenberg, Miami-Dade Public schools, volunteering to create a FCAT bridge or version for the Water Watcher Curriculum.

2. Discussion of 2008 Drowning Prevention Marketing Symposium being held as a joint meeting with Florida Swimming Pool Association's Safety Forum in the spring.

Meeting Adjourned



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Participant List

Organization	Attendee(s)
Brevard County Health Department	Jim Richardson
Broward County Health Department	Pamela Santucci
	Candy Sims
	Nancy Thomas
Centers for Disease Control	John Hemphill
Child Safety Solutions	Wendy Gordon
CMS – Brain & Spinal Cord Injury Program	Olivia Bamishigbin
Collier County Health Department	Sybil John
Comerica Bank	Barry Shaw
Denny’s Inc.	Debbie Atkins
Department of Children & Families	Sonia Escobar
Duval County Health Department	Steve McCloskey
Florida Swimming Pool Association	Jennifer Hatfield
	David Oxley
Hillsborough County Health Department	Sholanda Lock-Morales
Holtz Children’s Hospital, Jackson Health Systems	Steve Dearwater
Jackson Memorial Hospital	Cindy Magnole
Joe DiMaggio Children’s Hospital	Marie Hankinson
	Kyril Monts
Lee County Health Department	Diane Holm
Manatee County Health Department	Sharon Carlson
Marino SWIM Central Adaptive Aquatics	Kim Burgess
Marion County Health Department	Donna McCroan
Memorial Healthcare System	Jennifer Belyeu
Miami Children’s Hospital	Nancy Humbert
Miami-Dade County Health Department	Anthoni Llau
Miami-Dade County Public Schools	Jayne Greenberg
Nova Southeastern University	Michelle Doldren
	Deborah Mulligan
	Cheng Wang
Office of Injury Prevention	Leilani Gruener
	Jane Parker
	Kyla Shelton
	Lisa VanderWerf-Hourigan
Osceola County Health Department	Marci Hummell
Palm Beach County Health Department	Sharon Greene
	Esmirna Santos-Santiago
Pasco County Health Department	Deanna Krautner

Pinellas County Health Department	Wendy Loomas
Polk County Health Department	Sybil Reibling
Ryder Trauma Center/Jackson Memorial Hospital	Gillian Hotz
SAFE KIDS Tampa	Bevin Maynard
SAFE KIDS Worldwide	Chrissy Cianflone
Saint Lucie County Health Department	Helga Snure
Seminole County Health Department	Denise Ward
University of Miami, Department of Pediatrics	Judy Schaechter
U.S. Consumer Product Safety Commission	Susan Gabriel
Volusia County Health Department	Paul Minshew
Water Watcher's Drowning Prevention Program, Phoenix Children's Hospital	Carol Achs
	Tiffaney Isaacson
	Druann Letter