

Pool

simple steps
save lives



SAFELY

2013





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A Call to Action From CPSC: Teach All Children How To Swim and Put a Fence Around All Pools

CPSC data show most child drownings occur in backyard pools; no entrapment deaths since 2008

WASHINGTON –A new report out today from the U.S. Consumer Product Safety Commission (CPSC) reveals that children younger than age 5 represent more than 75 percent of all pool and spa submersion deaths and 78 percent of pool and spa submersion injuries in the United States involving children younger than 15 years of age. Government data also show that African-American and Hispanic children between the ages of 5 and 14 are at a higher risk of drowning.

"Drowning is the leading cause of unintentional death for children between the ages of 1 and 4 and minority children drown in pools at an alarming rate," said CPSC Chairman Inez Tenenbaum. "The lives of countless children can be saved this summer. Take simple safety steps today—teach all children to swim, put a fence around all pools, and always watch children in and around the water."

CPSC's Pool Safely campaign is focusing its attention on populations most at risk of drowning:

- Children between the ages of 1 and 3 represented 67 percent of reported fatalities and 64 percent of injuries.
- African American children between the ages of 5 and 19 are six times more likely to drown in pools than white and Hispanic children that age, according to the Centers for Disease Control and Prevention. Data from USA Swimming indicate that 70 percent of African American children and 62 percent of Hispanic children cannot swim, making them more likely to drown.

The new CPSC Pool or Spa Submersions: Estimated Injuries and Reported Fatalities, 2013 Report shows annual

Media Contact

Accredited media needing information or assistance should contact:

CPSC Office of Communications
301-504-7908

Pool Safely 2013

- *Pool Safely* supports The Virginia Graeme Baker Pool & Spa Safety Act, which mandates all public pools and spas in the U.S. have anti-entrapment drain covers and other equipment, where needed, to prevent entrapments.
- *Pool Safely* is the public affairs education and information program supporting the Act.
- The campaign's goal is to save lives by eliminating entrapments in pools and spas and by reducing the number of child drownings, especially for those younger than five.
- [2013 Submersion Report](#)
- [2013 Entrapment Report](#)

CPSC's *Pool Safely* Campaign 2013

Messaging Focus

- Increase focus on preventing drowning deaths among those most vulnerable:
 - Children younger than five (drowning is the leading cause of injury death in this age group)
 - African-American children ages 5-14 (drowning rates are higher)
 - Hispanic children ages 5-14 (swimming skills lag)
- Continue to promote the idea that everyone should “Pool Safely” all of the time, not only during warm weather months
- Emphasize the national education effort that includes the entire drowning prevention and pool and spa community (support partner involvement)
- Encourage and support learn to swim programs for the entire family and learning CPR

The *Pool Safely* Campaign

Sustain the campaign and its message to prevent entrapments and drownings:

- Engage a range of partners to actively reach out to all audiences and develop a national network to promote water safety education
- Expand media outreach efforts and secure additional coverage nationwide
- Disseminate materials and promote print and online resources
- Expand broadcast and print Public Service Announcements distribution
- Work with state and local governments to support compliance with the Virginia Graeme Baker Pool & Spa Safety Act
- Encourage residential pool and spa owners to install anti-entrapment equipment and fences around all pools and spas

Pool Safely

2013 *Pool Safely* Campaign Events and Activities

- PoolSafely.gov *Pool Safely* Events
 - May 22 - First Splash event with Chairman Tenenbaum and partners
 - June 18 - World's Largest Swimming Lesson, nationwide
 - Late July (Dates TBD) - *Pool Safely* Week, nationwide
- *Pool Safely* Materials and Resources
 - Produce and disseminate information and resources for classes and events for partners and industry organizations
- *Pool Safely* Outreach and Promotion
 - Public Service Announcements on TV, radio, billboards, bus and mall signs
- PoolSafely.gov
 - Constantly updated with shareable videos, photos and more

Pool Safety Materials and Resources



2013 Public Service Announcements

- TV Broadcast in English and Spanish
- Radio broadcast in English and Spanish
- Print PSAs: billboards, bus and mall signs, and other print advertising uses

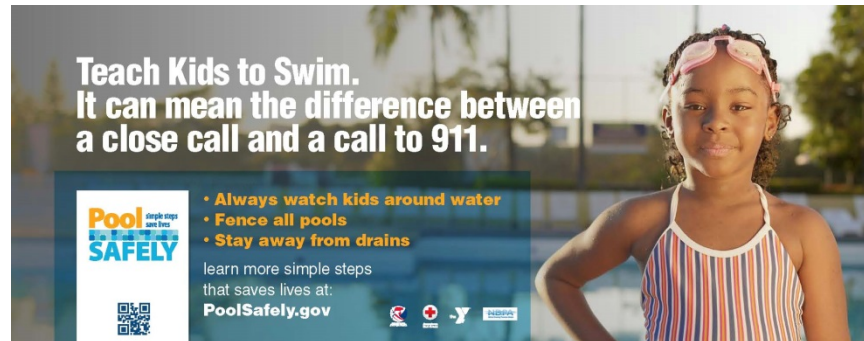
New PSAs for 2013

These versions of the new PSAs are great to use on billboards.



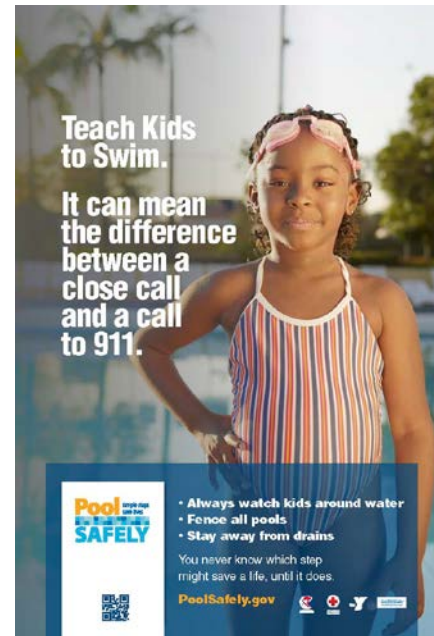
New Print PSA for 2013

These new versions of the PSA can be used on buses and subways.



New Print PSA for 2013

These new versions of the PSA are great to use at bus stops, shelters, etc.



Portable Pool Safety



Pool simple steps
save lives

SAFELY

Portable Pools

Fence Them! Cover Them! Put Them Away!



Water Watcher Cards



Programs for Pre-school Children



The Adventures of Splish and Splash is a three-part interactive video for parents and children aged 3 to 5 to help them learn about water safety. Temporary tattoos of the characters are available and the poster at left can be printed from an online PDF. The video is available on PoolSafely.gov and in hard copies.

CPSC has a limited-number of copies of Start Safe: A Water Program. This tested curriculum for pre-school children comes in English and Spanish with downloadable handouts. It was developed with *Pool Safely* partner Safe Kids USA and is used in thousands of Head Start classrooms nationwide.

Partner Engagement

- We can't do it without you, our partners
 - Campaign Safety Partners
 - Campaign Safety Leaders
 - More than **500** contacts in the **Campaign Safety Community**



Opportunities for Partner Groups

- Printed materials available **free of charge** while supplies last
- Customizable PDFs of select materials
- Social media/earned media promotion
- Engagement online/website highlights

Education and Training

(videos)

CPSC worked with leading industry organizations to create several excellent videos now available on PoolSafely.gov:

- **Guidance to Compliance** is CPSC's 8-chapter training video for the proper inspection of pools and spas for compliance with the Virginia Graeme Baker Pool & Spa Safety Act. This is available for [viewing online](#) or in hard copy and can be ordered at poolsafely@cpsc.gov. Each chapter can be viewed separately or you can watch the 45-minute video in its entirety.

Public Service Announcements/DVDs

CPSC worked with leading industry organizations to create these excellent videos:

- **[Drain Covers and Your Safety](http://www.poolsafely.gov/pool-safely-videos/drain-covers-safety-video/)** is now available for you to download. This two-minute video was produced to support public education about compliance with the Virginia Graeme Baker Pool & Spa Safety Act:
<http://www.poolsafely.gov/pool-safely-videos/drain-covers-safety-video/>
- **[Pool Safely Educational Video](http://www.PoolSafely.gov/videos/)** in English and Spanish available on our website:
www.PoolSafely.gov/videos/; or order a DVD with continuous play
- **[Got It Covered! What Every Lifeguard Should Know](http://www.poolsafely.gov/pool-safely-videos/lifeguard-drain-cover-training/)**
<http://www.poolsafely.gov/pool-safely-videos/lifeguard-drain-cover-training/>
- **[The Pool Safely PSA](#)** (public service announcement) can be viewed on [YouTube](#) or in hard copy by contacting poolsafely@cpsc.gov; new voiceover in 2013
- **[“Simple Steps for Safer Pools”](http://ndpa.org/home/)** from NDPA for safer backyards for all residential pool owners. See all videos on <http://ndpa.org/home/>, two PSAs (Mission Impossible and Competing Dads) plus Safer 3’s video for kids; available in hardcopy

Resources

- *Pool Safely* Campaign Manager Kathleen Reilly (kreilly@cpsc.gov) and
- Widmeyer Communications Email: poolsafely@widmeyer.com
- To order *Pool Safely* printed materials (in English and Spanish):
 - Contact: poolsafely@cpsc.gov
- To embed *Pool Safely* videos
 - www.youtube.com/poolsafely
- To download *Pool Safely* videos
 - Contact poolsafely@cpsc.gov for instructions
- To sign up for *Pool Safely* listserv
 - www.poolsafely.gov/signup.aspx



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