



2009 Water Safety and Drowning Prevention Marketing Symposium Summary Minutes

Broward General Medical Center

Fort Lauderdale, Florida

June 2, 2010

Welcome & Introductions — Lisa VanderWerf-Hourigan, MS, Director, Office of Injury Prevention (OIP).

Ms. VanderWerf-Hourigan opened the meeting by welcoming everyone and requesting that each individual share their name, their place of work, and what they hoped to gain from the symposium. A list of attendees can be found as [Attachment 1](#).

Drowning Prevention Tool Kit — Michelle Ubben, COO, Ron Sachs Communications; Ivette Marques, Account Manager, Ron Sachs Communications.

Ms. Ubben and Ms. Marques joined the symposium via WebEx meeting. They provided an overview of the current status of Florida's statewide drowning prevention campaign, "WaterproofFL". The draft designs of the toolkit contents including posters, handouts, swim bag, jump drive, and folder were shared with attendees for feedback.

Office of Injury Prevention & Drowning Data Update — Lisa VanderWerf-Hourigan, MS; Kyla Shelton, MPH, Injury Epidemiologist, OIP

Ms. VanderWerf-Hourigan provided an overview of the OIP including its history, structure, funding, strategic planning efforts, and current programs. Ms. Shelton was unable to provide a drowning data update due to time constraints. However, the most current drowning fact sheet can be found on the OIP web site at: <http://www.doh.state.fl.us/injury/injurydata.html>.

Update from the Florida Swimming Pool Association (FSPA) — Jennifer Hatfield, Director of Government and Public Affairs, FSPA; Wendy Barsell, APR, CEM, Executive Director, FSPA.

Ms. Hatfield and Ms. Barsell, joined the symposium via conference call. They provided several updates detailed below.

- 2010 Florida Legislative Session Report: Legislation regarding pool safety was delayed until the Consumer Product Safety Commission (CPSC) came out with their final rulings within the CPSC 1406 Guidance Document. Legislation was also delayed due to the concern of cost to homeowners in the current economy.
- CPSC Update: New rulings were released in March. The CPSC finalized the 1406 Guidance Document (Residential Pool Program) and template for state legislation. Currently, no state is eligible for federal funding and most



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states have concerns with passing legislation that would make them eligible — the enforcement issue, cost to consumers, etc. The deadline for eligible states to apply for federal grant funds was May 28, 2010. No states applied for funding.

- FSPA Safety Council Update: May was designated as Water Safety Month, the Worlds Largest Swimming Lesson will be held on June 3, 2010.

Capacity Building: Marketing & Messaging — Andrew Leone, Children’s Services Council of Broward County.

Mr. Leone provided essential principles of marketing such as identifying your audience, crafting your message, reaching your market, expanding resources. He also shared the importance of culture and language, recognition, and measurement.

Collier County Initiatives — Paula DiGrigoli, Collier County Health Department; Jayme Roberts, RN, NCH Health Care System; Michelle Rice-Alvarez, Bo Alvarez Children’s Foundation.

Ms. DiGrigoli and Ms. Roberts provided an update on Collier County drowning prevention activities. They reviewed the layers of protection, discussed the water safety checklists, shared real facts, and presented local statistics. In addition, a short water safety and drowning prevention video currently under development was shared. Attendees were asked for feedback before final production.

Ms. Rice-Alvarez shared the personal story of her son, Bo Alvarez, a drowning survivor. She provided information about the drowning prevention efforts of the Bo Alvarez Children’s Foundation such as swimming lesson scholarships, in school programs, and the “Bo to the Rescue” and “Bo Learns to Swim” books.

Broward County Initiatives — Kim Burgess, Broward County Health Department.

Ms. Burgess provided an update on Broward County drowning prevention activities which included: the drowning prevention and education information packet, the water safety survey, water smart babies booklet and prescription for water safety, *Safety: A Pool Owner’s Visual Guide*, water safety handbook, the “Drowning: So easy a child can do it” campaign, and Broward County Drowning Prevention Taskforce efforts.

Meeting Evaluation & Closing Comments — Lisa VanderWerf-Hourigan, MS

Ms. VanderWerf-Hourigan requested that attendees fill out a brief meeting evaluation before leaving and thanked them for their participation.



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Attachment I — Attendance List

Banks, Shara — Safe Kids Palm Beach County
Belyeu, Jennifer — Joe DiMaggio Children's Hospital
Benton-Brown, Naomi — Broward County Health Department
Bloom, Marlene — Baby Otter Swim School, Inc.
Borjas, Christa — YMCA
Bristow, Jennifer — Greater Marco Family YMCA
Burgess, Kim — Broward County Health Department
DiGrigoli, Paula — Collier County Health Department
Doldren, Michelle — Nova Southeastern University, Institute for Child Health Policy
Finch, Kathryn — SWIM Central
Greif, Shelley — Children's Medical Services
Hayes, James — Every Child A Swimmer
Huff, Bill — Miramar Fire-Rescue
King, Michele — The Children's Hospital of Southwest Florida
Lawrence, Susan — Brain and Spinal Cord Injury Program/Children's Medical Services
Leckey, Cynthia — Brevard County Health Department
Leone, Andrew — Children's Services Council of Broward County
Llau, Anthoni — Miami-Dade County Health Department
Lugo, Melissa — Orange County Health Department
Martin, James — Every Child A Swimmer
Miller, Michael — Water Angels
Morelli-Linen, Renee — Consumer Product Safety Commission
Munson, Peggy — NCH Health Care System
Oren, Sara — Broward County Sherriff's Office
Puia, Joanne — Broward General Medical Center
Rice, Carolyn — Bo Alvarez Children's Foundation
Rice-Alvarez, Michelle — Bo Alvarez Children's Foundation
Richardson, Jim — Brevard County Health Department
Roberts, Jayme — Naples Community Hospital
Robertson, Sandi — Quality Swimming
Saleeby, Eli — Nova Southeastern University, Institute for Child Health Policy
Smith, Karla — YMCA
Stewart, Anna — Drowning Prevention Coalition of Palm Beach County
Strauss, Robert — SWIM GYM
Weiner, Dottie — Greater Marco Family YMCA