

## CREATING A WATER SAFETY PLAN FOR THE U.S. IS A BIG TASK. WE ARE READY FOR THE CHALLENGE.

Work on the U.S. National Water Safety Action Plan continues! In this newsletter we'll bring you up-to-date on the progress of the Working Groups, including an overview of the specific areas of exploration. As we continue to highlight the work of each Working Group, we'll be hearing from the Data/Public Health Surveillance and Surveillance/Lifeguard Working Groups about their focus. We're launching a social media initiative designed to raise the profile of everyone working in the water safety field and talking about the importance of #hashtags. In the spirit of sharing and creating a wide net of water safety information, we encourage you to download a .pdf of this newsletter and share it on social media and on your email distribution lists. The pandemic has one silver lining - the annual NDPA conference is virtual this year, [so sign up now](#) to hear more about the USNWSAP and many other initiatives.

### Working Group Updates

We are nearing the end of Phase 3, Conducting an Environmental Scan and Gaps Analysis. The groups have been casting a wide-angle lens on each area of inquiry to determine the "lay of the land". As part of this work, Working Groups will be documenting evidence-based solutions from literature and experts in a single resource document. The NDPA has created an online depository of the relevant research and information housed in their new resource center. To view all of the resources available, visit [www.NDPA.org](http://www.NDPA.org) and click on "Resource Center".

We encourage you to download the results of Phase 2 off of the U.S National Water Safety Action Plan [website](#). In Phase 2, the Working Groups explored all possible areas of inquiry and identified the scope of their work, including initial focus areas. In some cases, separate Sub-Working Groups have been established to dig more deeply into subject areas. We are so grateful to everyone who is volunteering their combined decades of expertise, now and in upcoming phases.

For more information about the Working Groups and bios of the Working Group Chairs, [click here](#).

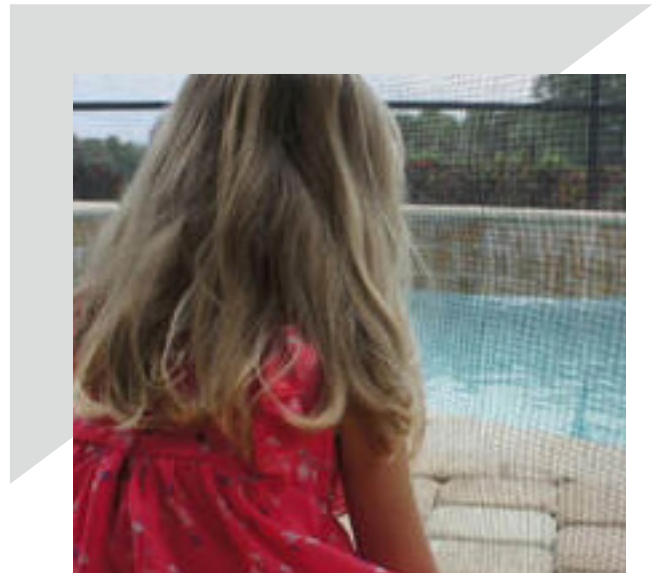
### Social Media Strategy

We know that the best plans in the world will fail without effective communication, so we've made establishing a communication network a priority. The purpose behind creating a cohesive

and consistent social media movement on water safety and drowning prevention, is to begin building a coalition of individuals and organizations who will become involved directly or indirectly in communicating and implementing the Plan. To this end, we conducted a social media usage survey to determine the simplest and most efficient way of sharing information.

In addition to this quarterly newsletter, on **April 1** we will begin distributing a monthly social media toolkit. Download this month's toolkit on our [website](#). Our hope is that organizations and individuals will begin sharing consistent information across a range of platforms so that water safety and drowning prevention becomes widely recognized on social media.

#Hashtags are the easiest way to trend on social media. As part of our survey, we collected hashtags currently in use. Often these hashtags are specific to a program or organization and are an important way for each organization or initiative to be identified. We encourage everyone to adapt existing hashtags to amplify the messages.



# SOCIAL MEDIA ENGAGEMENT AND SUPPORT

## Examples of how you can use the basic hashtags, along with specific hashtags:

- May 20 is Wear Your Life Jacket to Work (or Home) Day. #WaterSafety #Lifejackets #PleaseWearIt #BeBuoyant #LifejacketsWornNobodyMourns
- XYZ organization is hosting a webinar on pool fencing regulations on April 3. Sign up here: (link) #DrowningPrevention #WaterBarriers #layersofprotection #NoKids-Drown
- Lifeguards on duty reduce the risk of drowning to 1 in 18 million. #WaterSafety #Lifeguards #RiskManagement #SwimNearALifeguard
- June 18 is World's Largest Swimming Lesson! Sign up for swim lessons here: (link) #WaterSafety #DrowningPrevention #Swimming #MakeADifference #diversityinaquatics
- @CDCgov has released new drowning statistics for 2024 and we're trending downwards! #WaterSafetyPlan #DrowningData #MotivationMondays #NotOneMoreDrowning

As we build a broader water safety network, we are also encouraging consistent and regular usage of the following hashtags which refer to broad areas of inquiry. The goal is to create followers of specific hashtags to amplify our messages.

- General: #WaterSafetyPlan #WaterSafety #DrowningPrevention
- Specific to Working Group subject matter: #DrowningData #CPR #WaterBarriers #Lifejackets #Lifeguards #Swimming #Boating

We also hope you'll like our page and follow us on Facebook at <https://www.facebook.com/USWaterSafetyPlan> and follow us on [Twitter](#) at @USWaterSafetyP1.

## NDPA Meeting

Sharing the latest information is another key to building a national culture of water safety. Having gone virtual, the NDPA conference is easily accessible to all this year. The US National Water Safety Action Plan will be featured on the 3rd day of the conference including a presentation from the steering committee, a live Q&A session, and multiple sessions from the working groups.

## Media Training

We're beginning to draft an Implementation Plan and will be coordinating a series of webinars to provide back-

ground information and skills training. If you'd like to get a jump on learning how to use media effectively, The Center for Injury Research and Policy (CIRP) at Nationwide Children's Hospital is hosting three online workshops for public health professionals in the next few months. The workshop presenters have been featured in media outlets around the world and have created local and national outreach campaigns. Their expertise includes behind-the-scenes media planning, on-air interviews, working with reporters, and using social media for public health.

### Trainings include:

Media 101: Beginner's Guide to Working with the Media  
Media 201: Mastering Your Messaging and Owning Your Interview  
Social Media: Public Health in the Digital Age

Each training is a one-day, four-hour online workshop. \$25 for one course, \$40 for two courses, \$60 for all three. CHES credits available for the July dates.

Visit [the CIRP website](#) for details and to register.

Space is limited, so we encourage you to register now. Please email: [Laura.Dattner@NationwideChildrens.org](mailto:Laura.Dattner@NationwideChildrens.org) with any questions.

## WORKING GROUP UPDATES

### Data/Public Health Surveillance

The Data & Surveillance Working Group is comprised of 13 individuals with representation from relevant federal, state and local agencies, academia, and health care organizations. The working group currently meets approximately twice a month to make progress with their work on the plan. Members recognized that two distinct sets of data will be needed to fully address drowning prevention. The first is data on the incidence, circumstances and outcomes related to drowning incidents. Examples include data from lifeguarding and emergency medical services through to death certificate data and child death review. The second set of surveillance efforts will focus on the data needed to monitor, support and evaluate implementation of drowning prevention interventions (e.g. lifeguarding/supervision, CPR, life jackets, swim skill/water competency, and barriers). In examining both, the working group will explore current examples, identify gaps and suggest areas for improvement. In addition, the working group aims to provide suggestions regarding data analysis, interpretation, presentation and dissemination to facilitate data for action.

### Surveillance/Lifeguards

The Supervision/Lifeguards Working Group consists of 18 members, all experienced in the field, with varied backgrounds from a wide range of agencies. The group began by reviewing available data to guide their effort to reduce drownings. Specifically, the data showed the following with significantly higher risk:

- All children under the age of 10
- Males after age 10
- Black/African Americans after age 10
- Unguarded natural water drownings after age 10
- Residential pool drownings

To address these higher risk areas, we have formed subgroups to focus on:

- Changing Risky Behaviors – We are identifying individuals/agencies/entities interested in some of the same risk groups that we are. We will be discussing strategies they use to prevent and reduce risky behaviors.
- Lay Supervision – We are collecting studies/research around Supervision related activities to understand the effectiveness of the activities to reduce drowning. In particular, we are interested in:
  - Lay Supervisors for young children around water in guarded and unguarded situations;

- Lay Group Supervisors for children around water in a guarded situation (e.g., for day cares, summer programs, etc.); and
- Peer Supervisors for teenage and young adult males, Black/African American teenagers and young adults, and teenage and young adults around natural bodies of water.
- Lifeguard/Lifeguard Management – We are searching for studies/research around Lifeguard and Lifeguard Management training and practices to understand what the studies/research say about their effectiveness to reduce drowning. In particular, we are interested in concepts sometimes called pro-active Lifeguarding or preventative Lifeguarding.

Our working group will focus on supervisor/lifeguard training and performance to prevent and recognize drowning incidents. Water rescue and CPR skills appropriate for both lay and professional rescuers will be addressed by the Rescues/CPR Working Group.

## YOUR HELP IS CRITICAL

We believe that capturing the knowledge and experience of water safety professionals across the United States is essential in creating a water safety plan which is comprehensive, realistic, and executable. You can help by putting your name forward as a key informant or reviewer. Thanks to all of you who have already contacted us, if we have not been in touch yet, we will be reaching out to you shortly. You can help promote the development process to ensure we reach and include the input of water safety professionals at all levels across the country. We are also still looking for funders to help underwrite the administrative costs related to developing the plan.

We invite you to visit the website at [www.watersafetyusa.org/nwsap](http://www.watersafetyusa.org/nwsap) for more information and to indicate your interest in sharing your expertise.