



Multi-Faceted Approach to Drowning Prevention

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Safe Kids Worldwide

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Safe Kids Week 2006

- Annual program (first week of May) focused on an injury prevention message
- Sponsored by Johnson & Johnson
- Objectives for Safe Kids Week 2006
 - Increase awareness of the importance of drowning prevention
 - Educate parents and children about pool and spa safety
 - Influence legislation about pool and spa safety at the national, state, and local level



Safe Kids Week 2006

May 6-13, 2006

 **SAFE POOLS** 
— **For Safe Kids** —



Drowning Stats

- Drowning is #2 cause of unintentional injury-related death among children ages 1-14¹
 - 761 deaths in 2004¹
 - 3,771 ER visits in 2006²
- Approx. 40% of drownings occur in swimming pools³
- Entrapment – 1985 – 2004⁴
 - At least 33 children ages 0-14 died from entrapment in a pool or spa drain
 - Nearly 100 children were injured

¹National Vital Statistics System, *2004 Mortality Data* (Hyattsville, MD: National Center for Health Statistics, 2007).

²Centers for Disease Control and Prevention. Web-based Injury Statistics Query and Reporting System, *2006 Nonfatal Injury Data*. <http://www.cdc.gov/ncipc/wisqars>.

³National Vital Statistics System, *2003 Mortality Data* (Hyattsville, MD: National Center for Health Statistics, 2006).

⁴Whitfield, TW. Fatal and non-fatal entrapment statistics. Personal communication. Washington (DC): Consumer Product Safety Commission, 2006.



Parent Survey

- Only 34% of parents aware that drowning is one of the top two causes of unintentional injury death among children
- 66% of parents have little to no awareness of entrapment
 - 29% not at all familiar
 - 35% somewhat familiar
- Supervision -- Only 64% of parents with a child in the water stay in visual contact at all times
 - Varies by age – 93% of parents say necessary for 2-year old, 80% for 6-year old, 42% for 10-year old

Source: Quraishi AY, Morton S, Cody BE, Wilcox R. Pool and Spa Drowning: A National Study of Drain Entrapment and Pool Safety Measures. Washington (DC): Safe Kids Worldwide, May 2006.



Parent Survey

- Many pool/spa-owning parents don't have the recommended safety barriers¹
- Percentage of pool/spa-owning parents that have the following safety measures
 - Isolation fencing (4-sided)– 28%
 - Perimeter fencing (3-sided)– 50%
 - Self-closing, self-latching gates – 35%
 - Anti-vortex drain covers – 15%
 - Safety vacuum release system – 12%
 - Multiple main drains – 14%

Source: Quraishi AY, Morton S, Cody BE, Wilcox R. Pool and Spa Drowning: A National Study of Drain Entrapment and Pool Safety Measures. Washington (DC): Safe Kids Worldwide, May 2006.



Multi-Faceted Campaign

- Press conference on May 2
 - Research results
 - Call for legislation
- Legislative activity
- Coalition and chapter activities
- National television advertising
- Newspaper coupon insert
- Retailer flyers
- In-store take-one pads with “water watcher” card
- Website



Educational Messages

- Drowning is #2 cause of unintentional injury-related death among children ages 1-14
- Active supervision
 - Maintain visual contact at all times
 - No talking on phone, reading, grilling, etc.
- Environmental changes
 - Proper drain systems
 - Isolation fencing
 - Self-closing/self-latching gates
 - Door/window alarms



Media Outreach

- National Press Conference
 - Speeches by Former Secretary of State James Baker and Parent Advocate Nancy Baker
 - Introduction of pool and spa safety bill by Congresswoman Debbie Wasserman Schultz (D-FL)
 - Announcement of research results
- B-roll package, satellite radio media tour, and pre-written matte story
- Coverage included CBS Early Show, Good Morning America, and Larry King Live



Federal Advocacy Efforts

- House Efforts with Representative Debbie Wasserman Schultz (H.R. 5850)
- Senate Efforts with Senator George Allen (S. 3718)
- *Pool & Spa Safety Act*: Legislation to provide a financial incentive for states to enact pool safety laws to address drowning and entrapment risks



Federal Advocacy Highlights

- Participation of Representative Wasserman Schultz and the Baker family at press conference
- Testimony at Senate Commerce, Science and Transportation Subcommittee hearing
- Participation of Safe Kids Worldwide at congressional press event to announce the bills' introduction



State & Local Advocacy

- U.S. Coalitions' Grassroots Efforts
 - Advocacy to address the installation of barriers/fences and/or the mitigation of entrapment risks for pools and spas
 - Tools: legislative support materials and one-on-one technical assistance
 - Legislative and enforcement grant opportunities through the support of Johnson & Johnson



Coalition Activities

- 300+ local Safe Kids coalitions and chapters participated
- \$500 coalition grant/\$400 chapter grant
- Provide information for both pool/spa owners and non-pool/spa owners
- Variety of activities
 - School programs (classes, poster/essay contests, etc.)
 - Educational materials in Denny's Restaurants
 - Pool operator training course
 - Direct mail and pool store materials to reach pool-owners
 - Brochures/posters in dr. offices
 - Swimming lesson/life jacket donations
 - Life jacket exchange program



Advertising

- Partnership with Turner Networks and Time Warner through Johnson & Johnson
- 6 new television spots produced
- Focus on active supervision
- Spots aired on TNT, TBS, CNN, and Cartoon Network



Retail Materials

30769*42A 3/14/06

"Hey Mom, Watch Me!"

Join the water watch for pool safety.
See participating stores, or visit www.usa.safekids.org
Sponsored by **Johnson & Johnson**

BAND-AID TOUGH-STRIPS
Stays on no matter how wet it gets

The most trusted way to bathe your baby

Reduces Redness in Just **ONE** Diaper Change

Balmex
Reduces Redness in Just **ONE** Diaper Change

JOHNSON'S BUDDIES... the next step after JOHNSON'S Baby.

Safety is Important - Prepare with a **RED CROSS** JOHNSON & JOHNSON First Aid Kit

Stayfree
The **DRIEST** Ultra Thin you can buy

Be sure to watch

For more facts visit www.usa.safekids.org

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MANUFACTURER COUPON | OFFER EXPIRES 8/7/06

SAVE \$1.00

ON ANY 2 STAYFREE PRODUCTS

MANUFACTURER COUPON | OFFER EXPIRES 7/7/06

SAVE \$1.00

ON ANY JOHNSON'S BABY PRODUCT

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SAVE \$2.00

ON ANY BALMEX PRODUCT

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SAVE \$1.00

ON ANY 1 JOHNSON'S BUDDIES™ PRODUCT OR 2 EASY-GRIP SUZING BARS

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SAVE 55¢

ON ANY BAND-AID™ BRAND ADHESIVE BANDAGES



Website

The screenshot shows a Microsoft Internet Explorer browser window displaying the website for the Water Safety Campaign 2007. The browser's address bar shows the URL <http://www.usa.safekids.org/water/>. The website features a blue and white color scheme with a large banner at the top that reads "Water Safety Campaign 2007" and includes the Safe Kids Worldwide logo. Below the banner is a navigation menu with links for HOME, POOL AND HOT TUB SAFETY, BEACH SAFETY, HOME WATER SAFETY, and BOATING SAFETY. The main content area is divided into several sections. The first section is titled "Water Watcher Cards Help Parents Actively Supervise Young Swimmers" and includes a small image of a "Water Watcher" card. The second section is titled "Did you know that children can drown in as little as one inch of water?" and includes a small image of a smiling child. The third section is titled "HELP NOW!" and includes a small image of children in a pool. The fourth section is titled "SAFETY CHECKLISTS" and includes a small image of a checklist. The browser's taskbar at the bottom shows several open applications, including Microsoft Office Outlook, Microsoft Office Word, Microsoft Office PowerPoint, Microsoft Office Excel, and the Safe Kids USA website. The system clock in the bottom right corner shows the time as 3:35 PM.

Water Safety Campaign 2007 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.usa.safekids.org/water/>

Google G Go Links >>

Visit our Web site - Sign Up for E-news - Send an eCard - Contact Us

Water Safety Campaign 2007

Safe Kids WORLDWIDE

HOME POOL AND HOT TUB SAFETY BEACH SAFETY HOME WATER SAFETY BOATING SAFETY

Water Watcher Cards Help Parents Actively Supervise Young Swimmers

As pools open their doors around the country this Memorial Day, Safe Kids Worldwide is offering a tool to help parents keep kids safe in and around water this summer.

Water Watcher

While wearing this tag, I agree to supervise the children in the open water or pool, keeping them in sight at all times.

I will not leave the water's edge without taking an adult to assist me.

WATER SAFETY

GET your Water Watcher Card TODAY

Español

HELP NOW!

Help prevent accidental injuries from happening to other kids

SAFETY CHECKLISTS
Pool and Hot Tub

(4) Microsoft Office Outlook

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Internet

3:35 PM



Results - Education

More than **1 billion** impressions

- Every American household received, on average, **10 safety messages** through Safe Kids Week activities.

Here's how:

- 314 coalitions and chapters = 778 events = 370,405 attendees
- 822 million media impressions
- 142 million retail impressions
- 300 million household impressions from television spots
- 10 million+ on-line impressions (70,000 on SKW site)
- 500,000 – 600,000 water watcher cards distributed



Results - Legislative

2006:

- Introduction of federal *Pool & Spa Safety Act* - passed in the Senate, seven votes short of passage in the House
- 4 state bills introduced, with 2 passed (NY and CA)

Note: Currently 10 states have pool barrier laws and 5 states have anti-entrapment device laws



Federal Advocacy Update

In 2007, new federal bills introduced

- *Virginia Graeme Pool & Spa Safety Act*
- H.R. 1721 sponsored by Representative Debbie Wasserman Schultz (D-FL)
- S. 1771 sponsored by Senator Mark Pryor (D-AR)
- Online petition to support bill – over 1,700 signatures as of October 2007
- H.R. 1721 passed House on October 9, 2007
- Pending vote on S. 1771 in full Senate



Pre/Post Survey

- Surveys of parents taken in April and June
 - Bulk of activity in May
- Familiarity with risks of entrapment increased from 26% to 32% (extremely or very familiar)
- Awareness of Safe Kids increased from 23% to 28%
- Behavioral measures did not show changes
 - Somewhat expected due to low campaign awareness and short nature of program





State Laws

- **New York**

- Requires new or remodeled pools to be equipped with a pool alarm, which is capable of detecting a child entering the water and sounds an audible alarm

- **California**

- Requires remodeled pools and spas to have a safety feature installed, such as residential fencing, door alarms or pool covers
- Requires anti-entrapment drain covers to be installed on pools and spas whenever a building permit is issued for the modification of a single family home with a pool or spa
- California's previous law required the installation of one safety device on newly built pools

