

Splash into Safety





Kathryn Lammers

kathryn@theswimlessonpeople.com



What is drowning?

“Drowning is the process of experiencing respiratory impairment from submersion/immersion in liquid.”





13 School buses full of children die each year of drowning in the US alone



2022 Drownings

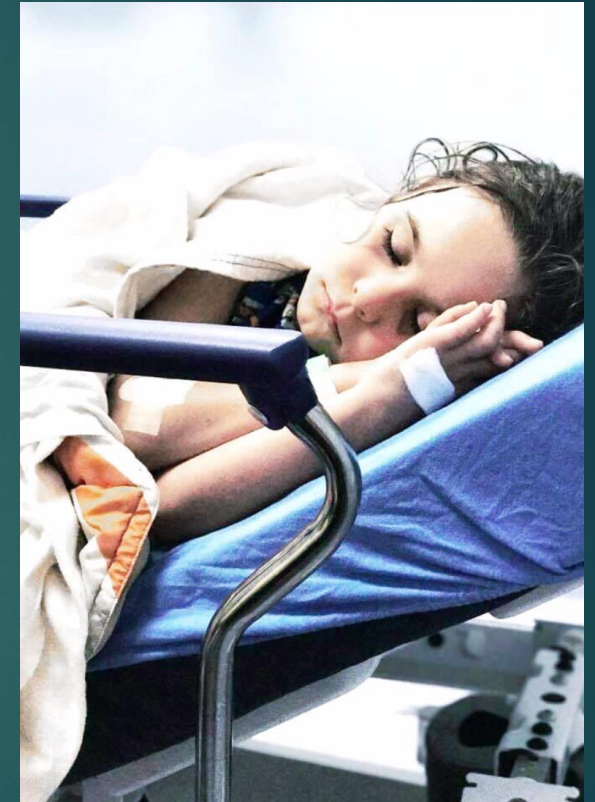
6 Fatal
63 Non-Fatal

59 occurred in Pool/ Hot
Tub
9 in bathtub
1 in open water

52 were 0-4years
11 were 5-10 years
5 were 11+ years



NON-FATAL DROWNING



LIFEGUARD

YOUR CHILD™

Led by Cook Children's

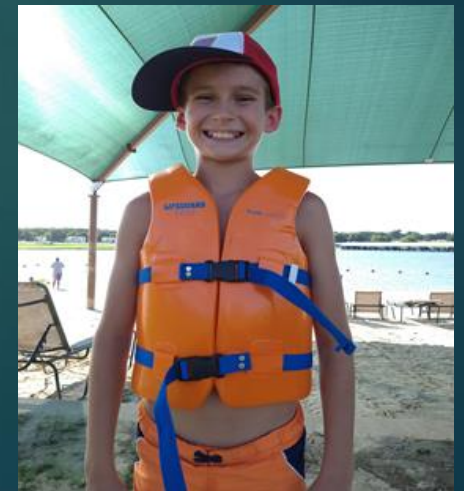
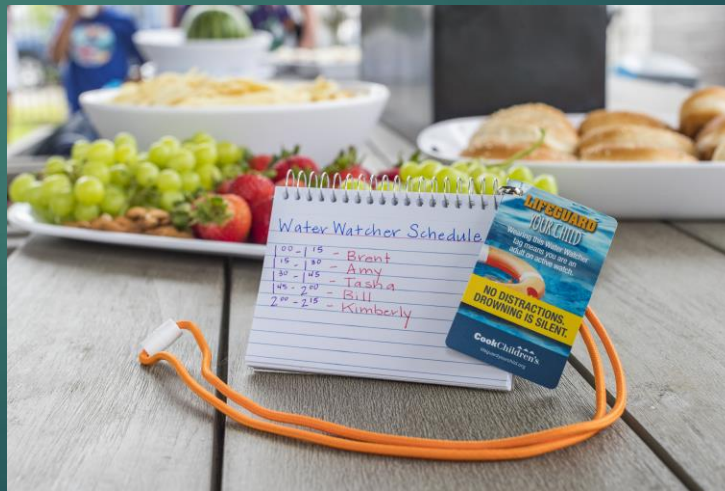
SAFE
K:DS

NORTH TEXAS
FORT WORTH

Led by **CookChildren's.**

Lifeguard Your Child Campaign (2015 – 2021)

Year	2015	2016	2017	2018	2019	2020*	2021*
Participating partner cities in Cook Children's primary service area	2	15	25	40	44	44	16
Counties involved	1	4	6	7	8	8	9
Water watcher tags distributed	10,000	31,000	55,000	200,000	150,000	98,865	65,086
USCG Life Jackets distributed	0	0	0	428	3,421	524	1,393
Adults & Children educated using Toolkits	0	0	5,600	20,666	52,475	6,950	6,762



*Distribution impacted by COVID-19

2021 Lifeguard Your Child Campaign Highlights

Awareness	65,086 Water Watcher Tags distributed as a tool to remind adults to provide in-reach supervision without distraction during swim time. Offering sustainable messages and prevention tools in targeted locations is key. For example, 425 Cook Children's loaner life jackets were stocked onto 22 loaner stations, across 5 counties.
Education	3,877 parents and 8,635 children were educated by partners using water safety toolkits. 72% of children were 0-4 years (Most At-Risk). This level of education resulted in 1,349 children enrolling in Cook Children's Water Safety Club with access to safety resources all year 'round.
Layers of Protection	Through Collaborative efforts, 522 children completed free water safety lessons led by Safe Kids North Texas Coalition members. 617 life jackets were distributed directly to families by partners. 186 families have redeemed other safety incentives aligned with best practice "Layers of Protection."
Cook Children's Media Report	15.7M via social media, 1.6M video views, and 12.3M impressions through paid digital media.
Cook Children's Loaner Station	Loaner life jacket stations offer a stand-alone, sustainable message at lake entry points; at-risk areas for drownings. The overall design, completed in 2019, transitioned to building 14 stations for lakes across 5 counties.
Educational Collateral	15,150 <i>Stewie the Duck</i> and <i>Clifford Takes a Swim</i> books were distributed in support of best practices around water. These water safety books are intended to reinforce water safety after an initial educational event.



2021 Lifeguard Your Child Goals

Cook Children's supported our partners' ability to better record their LYC campaign efforts by funding a shared database. This gave partners a user-friendly app to report their work, enabling improved trackability with regard to the reach of the campaign.

1. Increase the number of sustainable partners	Target 11 counties	Current 9 counties	Highlight Exceeded goal of 40 cities in 2019. New focus: expansion to 11 counties over time, supported by Cook Children's new primary service areas.
	<i>Community partners further the potential for reach and are key toward making substantial impact based upon the Spectrum of Prevention model by Larry Cohen.</i>		
2. Target education to parents and caregivers of children 1-4 years of age	Water Safety toolkits provided to community partners to educate families at 342 events: <ul style="list-style-type: none">• 3,877 parents received education*• 8,635 children received education*<ul style="list-style-type: none">• 72% or 6,217 children were 4 y/o or younger (At-risk group)• 28% or 2,418 children were 5 years or older <i>Outreach efforts should be prioritized to the population most at risk and in areas with the highest volume of incidents.</i>		
3. Water Watcher tag distribution to caregivers	65,086 Water Watcher tags were distributed to community partners and throughout Cook Children's Health Care System. <i>WW Tags are an injury prevention tool, created as a reminder for adults to stay in-reach of children without distraction while guarding swimmers in the water.</i>		
4. Update and enforce pool ordinances	Due to shut downs during COVID-19 : <ul style="list-style-type: none">1 partner city is reviewing pool ordinances*1 partner city may consider revising pool ordinances* <i>The Spectrum of Prevention considers ordinances as a high level strategy toward greater impact. Recently, discussions began in Fort Worth that may lead to updates to improve home occupation ordinances/backyard swim lessons in residential areas.</i>		
5. Create a planning committee to strengthen city efforts	17 planning committees paused due to COVID-19* <i>Collaborative efforts by a group are crucial when creating lasting change within a community. Committees are a core component of establishing plans and designating strategies that may affect outcomes and increase exposure. City of Burleson drowning prevention committee works with local partners to create water safety mascots, videos, school & event outreach, as well as swim lessons, and a new pilot loaner station for pools in partnership with Cook Children's.</i>		

*Data provided by campaign partners



How do we bring
water safety to
Parker County?

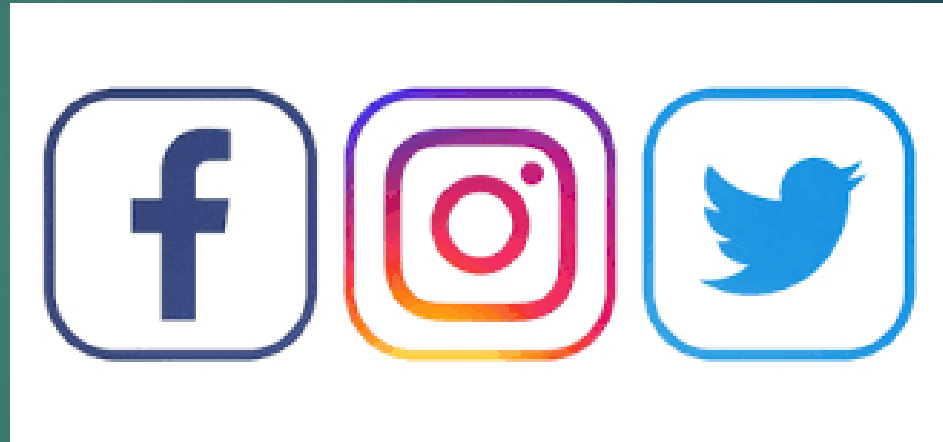
Community Education



School Presentations



Other Modes of Mass Distribution





US Coast Guard Approved Life Jackets

How do you know????



Check the
label



**Not
Approved**



Approved

Loaner Life Jacket Station



April Pool's Day



2019

- April Pool's Day 226
- Sunshine Lake- 27
- Weatherford Lake- 25
- City of Weatherford- 15
- Weatherford PD- 25
- World's Largest Swim Lesson- 44
- Summer Spectacular (Palo Pinto)- 25
- Misc- 9





2020

- Cruisin' into Safety 192
- Sunshine Lake- 30
- Weatherford Lake- 25
- City of Weatherford- 18
- Decatur Water Safety Event- 24
- Misc- 24

2021

- April Pool's Day 222
- Sunshine Lake- 25
- World's Largest Swim Lesson- 80
- Boomin' 4th- 16
- Misc- 19



2022

- April Pool's Day 151
- Sunshine Lake- 34
- JTF Fest- 5
- Cast for Kids- 10
- Misc- 26



2023 Goals

Life Jacket Distribution & Education

Special Events
School Presentations
Civic Presentations

Bathtub Safety

Moms Groups
Pediatricians and OBGYN's
Infant/ Toddler Rec Programming



Kathryn Lammers

kathryn@theswimlessonpeople.com

