

# Communications Toolkit

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Watch us @ [www.youtube.com/poolsafely](http://www.youtube.com/poolsafely)



# Welcome

Dear *Pool Safely* Partner:

We are pleased to provide you with these *Pool Safely: Simple Steps Save Lives* campaign materials for your use. The U.S. Consumer Product Safety Commission (CPSC) created *Pool Safely: Simple Steps Save Lives*, a national public education campaign to reduce childhood drownings, non-fatal submersions and entrapments in swimming pools and spas.

The campaign is part of CPSC's effort to effectively implement the *Virginia Graeme Baker Pool and Spa Safety Act (P&SS Act)*, federal legislation mandating new requirements for public pools and spas. *Pool Safely* is designed to raise public awareness, promote industry compliance and improve the safety of pools and spas nationwide.

CPSC estimates that nearly 300 children younger than five drown in swimming pools and spas each year and more than 3,200 that age go to hospital emergency rooms due to non-fatal submersion injuries. An unknown number of these hospitalizations result in permanent disability, including brain damage. These deaths and injuries are preventable.

The *Pool Safely* campaign, which was launched in May 2010 at the Ft. Lauderdale Aquatic Complex, is one of my top priorities. The campaign combines the efforts of a wide variety of partners including drowning prevention, water and children's safety groups, industry leaders, and state and local entities involved in pool and spa regulation. The goal is to make drowning and entrapment prevention a public safety priority by informing every family that enjoys exercising or relaxing in pools and spas that they have a role to play.

Efforts by *Pool Safely* partners to continue the progress of the campaign are critical to its sustainability and success. The materials in this Toolkit will help you educate your constituents, customers, networks, and communities about the *Pool Safely* campaign. **The campaign conveys a simple and important message: adding extra safety steps in and around pools and spas can make all the difference. You never know which safety step will save a life...until it does.**

No matter what your business or organization, you'll find something you can use to help educate the public about the *Pool Safely* campaign. I encourage you to learn more by visiting [www.PoolSafely.gov](http://www.PoolSafely.gov).

Thank you for your commitment to the *Pool Safely* campaign.

Sincerely,



Inez M. Tenenbaum

Chairman

U.S. Consumer Product Safety Commission

# How To Use the Communications Toolkit

The *Pool Safely* campaign offers a variety of helpful campaign materials that will add to your existing company's or organization's communications. These include brochures, tip cards, stickers, vinyl signs, posters, advertisements and public service announcements to be used in local media markets. The Toolkit also provides a "how-to" kit for holding your own *Pool Safely* campaign event and excellent tips for engaging the media.

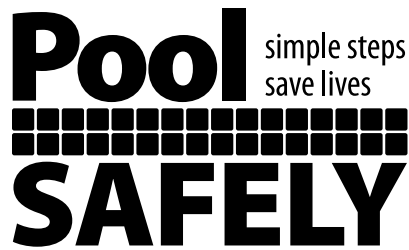
- First, messaging can be used to inform your customers, networks, and communities about the *Pool Safely* campaign. Bill stuffers, point of purchase displays, door hangers and posters can be used to educate the public about the *Pool Safely* campaign and its water safety steps. A fan, temporary tattoos and stickers present promotional items useful for showing that your organization is a partner in the *Pool Safely* campaign.
- Next, you'll be able to use *Pool Safely* campaign materials in newspapers, on billboards or buses, or anywhere you want. Radio, television and web public service announcements can help you take the *Pool Safely* campaign message to the airwaves.
- Then, you will find information on the *Pool Safely* campaign's water safety steps, including a kids' safety page.
- Finally, the *Pool Safely* "how-to" kit walks you through the process of holding your own *Pool Safely* press conference and/or event.

The materials outlined in the Toolkit are available for reproduction at your expense through On Demand printing on our website at [www.PoolSafely.gov/printondemand](http://www.PoolSafely.gov/printondemand). The Table of Contents identifies campaign materials with an asterisk that are available for your company's or organization's personalization. The outdoor and trade advertising materials are available for personalization by contacting CPSC at [PoolSafely@cpsc.gov](mailto:PoolSafely@cpsc.gov).

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*\*Denotes availability for personalization*



English

Spanish

## Logos

### Available in English and Spanish

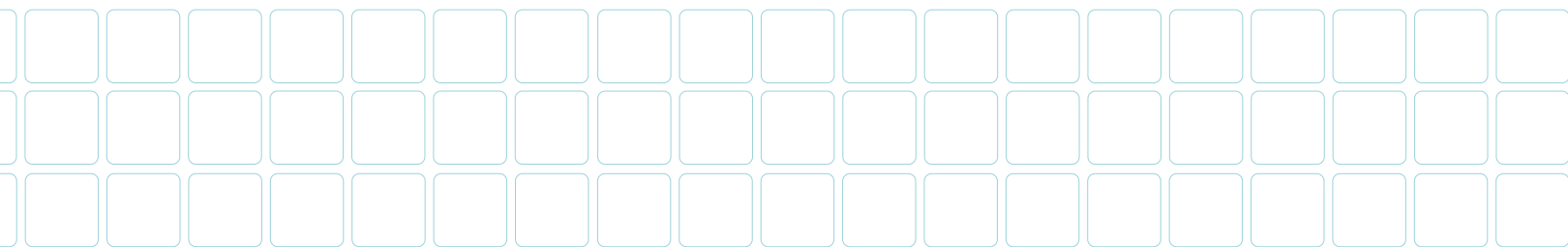
Pool Safely logos are available in four color process, 2 color, and black and white. Refer to the Style Guide on the DVD for requirements to use the Pool Safely logo.



English



Spanish



## Crack and Peel Sticker

### Available in English and Spanish

This sticker can be distributed to consumers, including children, to highlight the *Pool Safely* campaign.

*Printed on Fason White High Gloss, Cast coated*

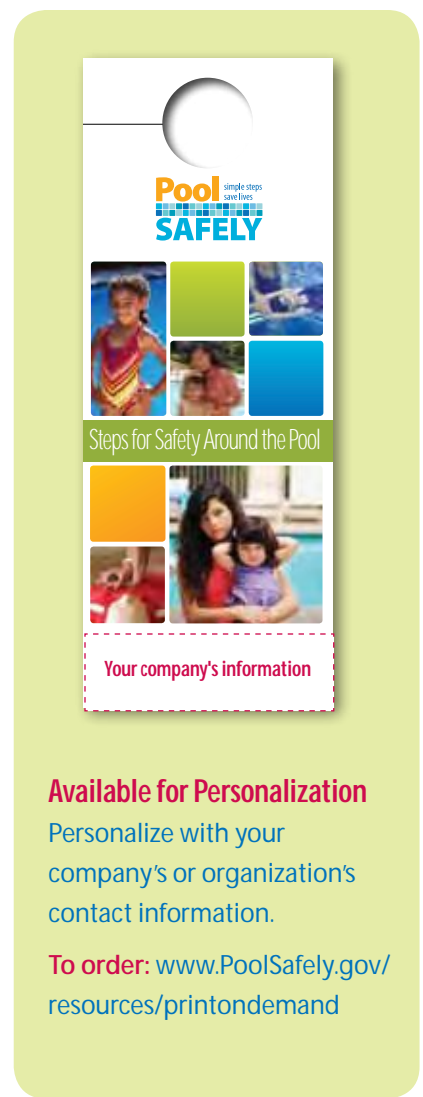
*English: 5" x 3.75"; Spanish: 4.25" x 5"*



front



back



**Available for Personalization**

Personalize with your company's or organization's contact information.

To order: [www.PoolSafely.gov/resources/printondemand](http://www.PoolSafely.gov/resources/printondemand)

## Door Hanger

Available in English and Spanish

This door hanger can be left at pool or spa sites to educate consumers about the *Pool Safely* campaign.

4.25" x 11" printed on 86# Yupo Cover

Available for personalization.





front



back



Available for Personalization

Personalize with your company's or organization's contact information.

To order: [www.PoolSafely.gov/resources/printondemand](http://www.PoolSafely.gov/resources/printondemand)

## Door Hanger

Available in English and Spanish

This door hanger can be left at pool or spa sites to educate consumers about the *Pool Safely* campaign.

4.25" x 11" printed on 86# Yupo Cover

Available for personalization.



English



Spanish



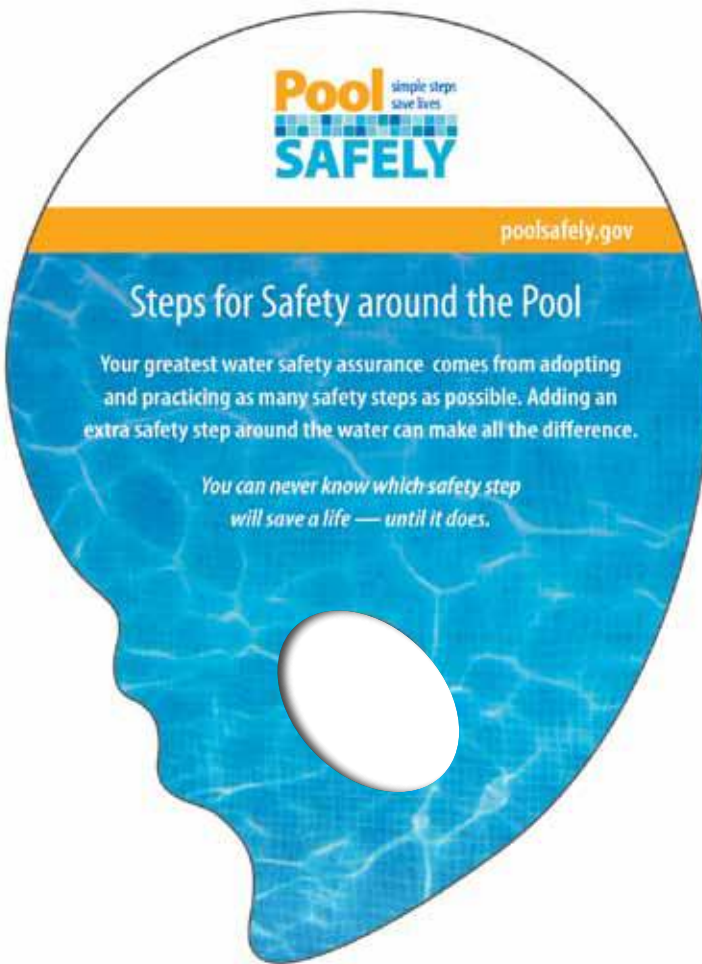
Splash and Splish

## Temporary Tattoos

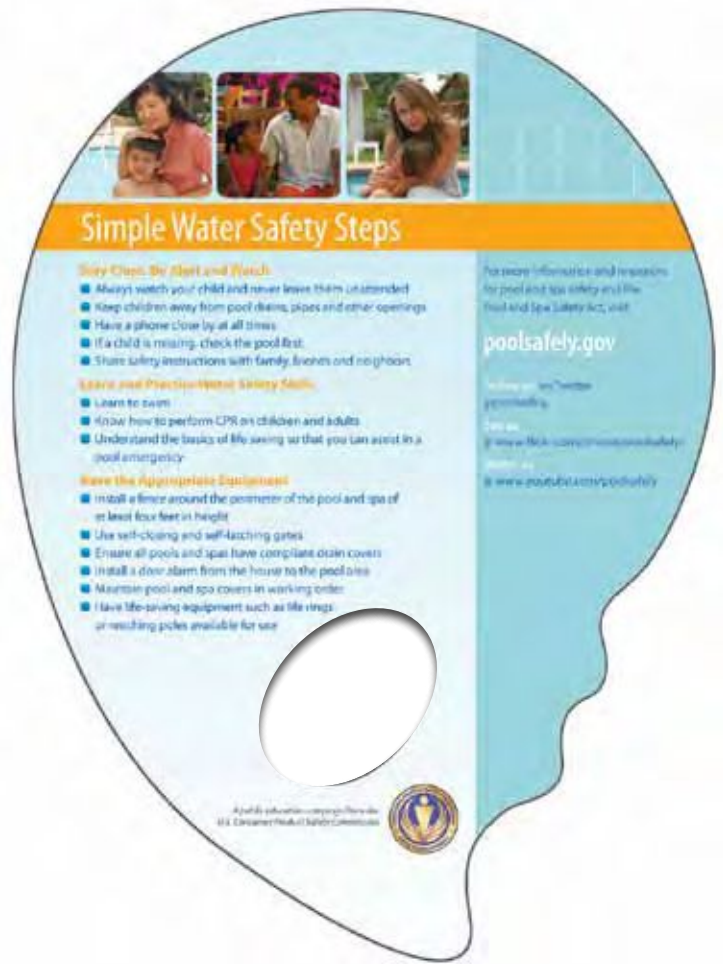
### Available in English and Spanish

These temporary tattoos can be used by anyone to help spread the word about the *Pool Safely* campaign.

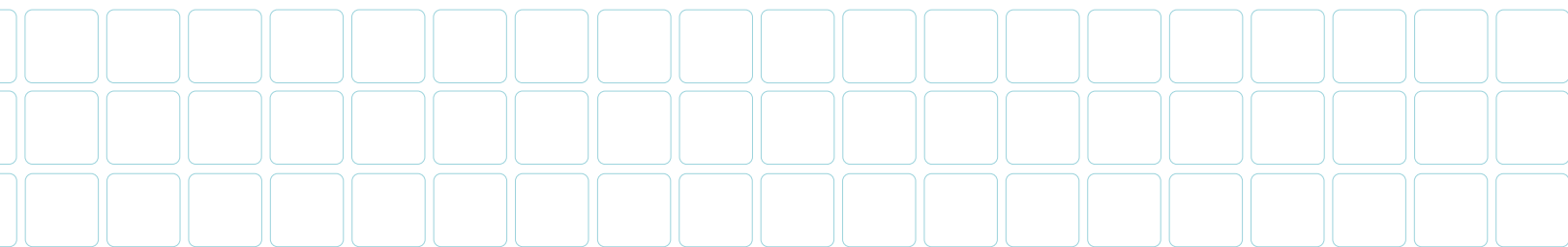
2" x 2", shown in actual size



front



back

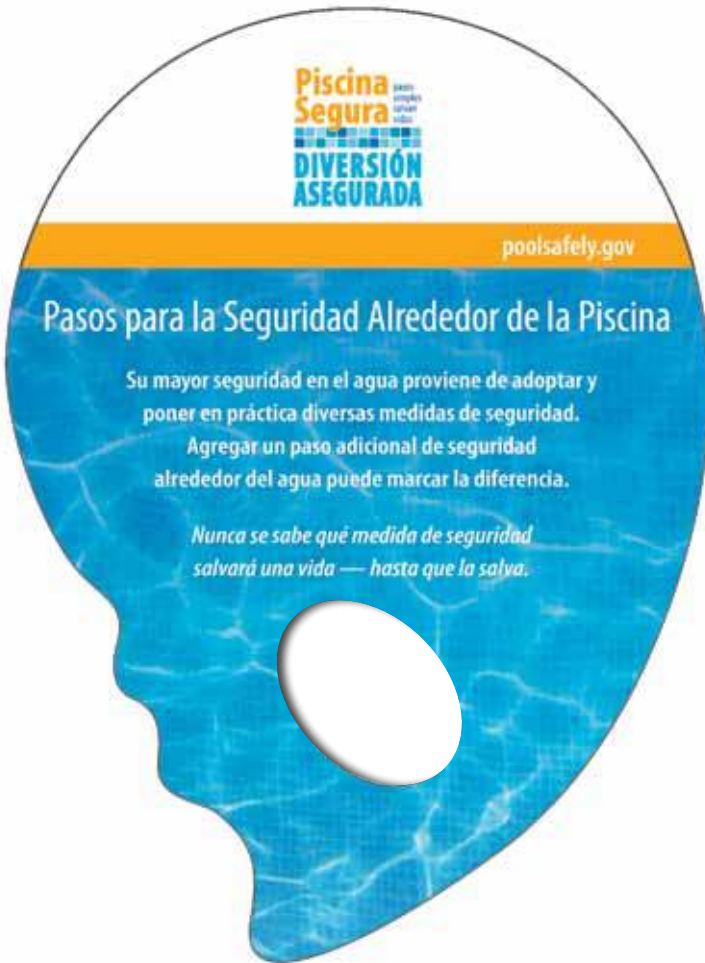


## Fan

### Available in English and Spanish

The fan can be used to promote the *Pool Safety* campaign and its water safety steps, while helping consumers stay cool by the pool.

7.5" x 10.25"; printed on 16pt Carolina Coated 2S, Film laminate 2S, die cut



front



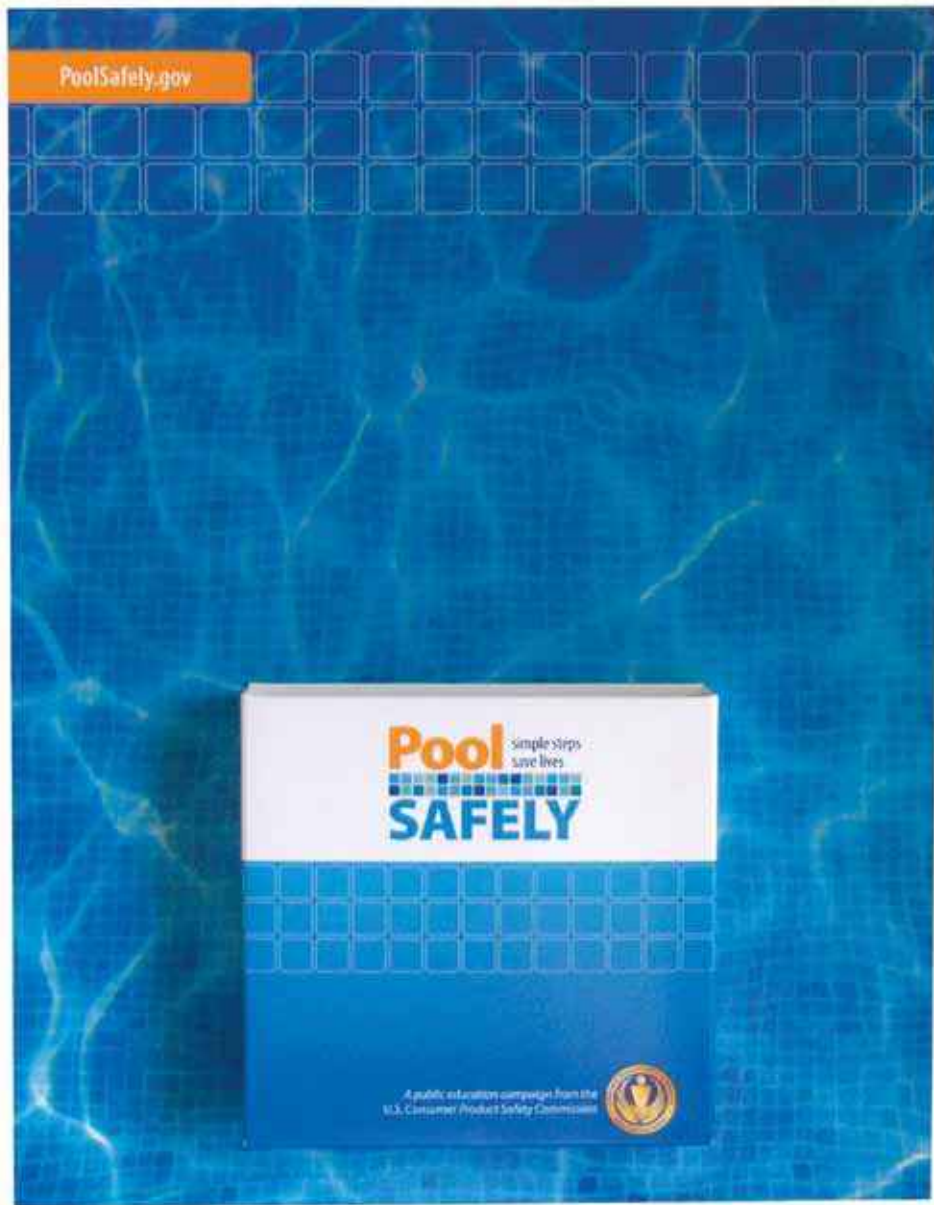
back

## Fan

### Available in English and Spanish

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7.5" x 10.25"; printed on 16pt Carolina Coated 2S, Film laminate 2S, die cut

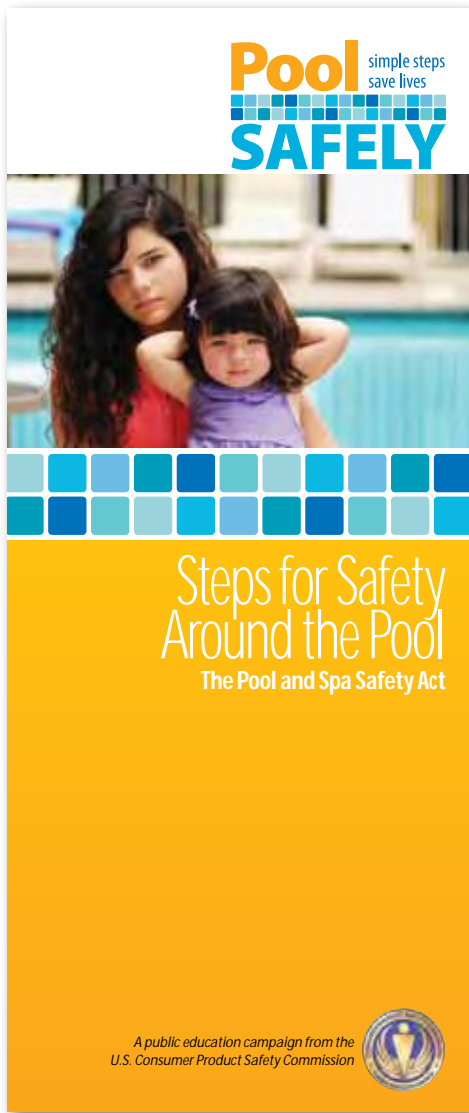


## Point-of-Purchase Display Stand

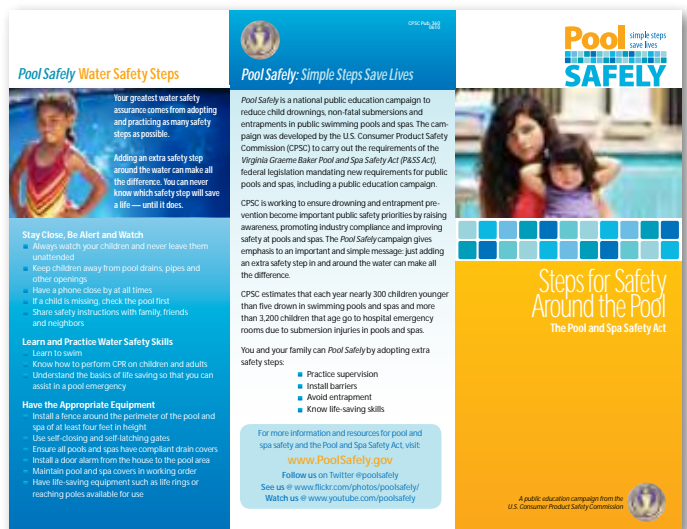
### Available in English

This display will hold the Consumer and Industry Tip Cards for use in distribution to consumers, see pages 16 and 20.

*8.5" x 11" easel back with a 4.25" box, printed on 19pt Invercote Creato CS2*



front



exterior



interior

## Consumer Tri-Fold Brochure

Available in English and Spanish

This brochure has information about the *Pool Safely* campaign and its water safety steps, and information on the *Virginia Graeme Baker Pool and Spa Safety Act*.

8.5" x 11" tri-fold, printed on 80# Endurance Gloss Cover

**Piscina Segura** pasos simples salvan vidas

**DIVERSION ASEGUADA**



**Pasos Para la Seguridad Alrededor de la Piscina**  
La Ley de Seguridad en Piscinas y Spas

Una campaña de educación pública de la Comisión para la Seguridad de los Productos de Consumo de los Estados Unidos

front

**Piscina Segura, Diversión Asegurada**  
Pasos para la Seguridad en el Agua

**Piscina Segura, Diversión Asegurada:**  
Pasos Simples Salvan Vidas

Su mayor seguridad en el agua proviene de adoptar y poner en práctica diversas medidas de seguridad.

Agrupar un paso adicional de seguridad alrededor del agua puede marcar la diferencia. Nunca se sabe qué medida de seguridad salvará una vida — hasta que la salva.

**Esté Cerca, Alerta y Vigilante**

- Siempre esté a su hijo/a y nunca los deje sin atención
- Mantenga a los niños alejados de desagües, tuberías y otros dispositivos en piscinas.
- Tenga un teléfono a mano en todo momento
- Si hay un niño enojado, búsquelo primero en la piscina
- Comprenda las instrucciones de seguridad con familiares, amigos y vecinos.

**Aprenda y practique destrezas sobre la seguridad en el agua**

- Aprenda a nadar
- Sepa cómo aplicar RCP a niños y adultos
- Entienda las nociones básicas de salvamento para poder ayudar en caso de emergencia en la piscina.

**Tenga el Equipo Apropriado**

- Instale una cerca alrededor del perímetro de la piscina y sea de por lo menos cuatro pies de altura.
- Use portones de cierre automático y cerrillo automático Asegúrese que todos las piscinas y spas tengan cubiertas para desagües que cumplan con las normas
- Instale una alarma en la puerta que comunica la casa con el área de la piscina
- Mantenga las cubiertas de piscinas y spas en buenas condiciones
- Tenga a disposición equipo de salvamento como salvavidas o batesones de alcance para su uso inmediato

La CPSC está trabajando para garantizar que la prevención de ahogamientos y atrapamientos se convierta en una prioridad importante para la seguridad pública mediante la concientización, la promoción del cumplimiento voluntario y el mejoramiento de la seguridad en piscinas y spas. La campaña Piscina Segura, Diversión Asegurada pone el énfasis en un mensaje importante y simple a la vez: el tan solo agrupar un paso adicional a las medidas de seguridad tomadas dentro y alrededor del agua puede marcar una gran diferencia.

La CPSC calcula que cada año casi 300 niños menores de cinco años mueren ahogados en piscinas y spas y más de 3,200 niños de esa edad van a salas de emergencia de hospitales debido a lesiones causadas durante inmersiones en piscinas y spas.

Usted y su familia pueden disfrutar en la piscina de manera segura adoptando medidas adicionales de seguridad:

- Practique la Supervisión
- Instale Barreras
- Evite el Atrapamiento
- Conozca Destrezas de Salvamento

Para más información y recursos sobre seguridad en piscinas y spas y para conocer la Ley de Seguridad en Piscinas y Spas, visite:

[www.PoolSafety.gov](http://www.PoolSafety.gov)

Síguenos en Twitter @poolusafety  
Visítanos en Facebook.com/poolsafely  
Visítanos en el [www.youtube.com/poolsafely](http://www.youtube.com/poolsafely)

Una campaña de educación pública de la Comisión para la Seguridad de los Productos de Consumo de los Estados Unidos

exterior

**Evite los Atrapamientos en Desagües**

**Cabello emredado:** El cabello puede quedar atrapado en una cubierta para desagüe defectuosa

**Extremidades:** brazos, piernas y dedos pueden quedar atrapados en una abertura de succión

**Cuerpo:** cualquier parte del cuerpo que cubra un desagüe puede ser atrapado por la succión

**Evisceración:** sentarse en un desagüe defectuoso puede provocar lesiones o desfiguramiento

**Mecánicas:** los joyas o los trajes de baño pueden quedar emredados en una cubierta para desagüe defectuosa

**Asegúrese de que Sus Hijos:**

- No jueguen o naden cerca de desagües o salidas de succión, especialmente en spas o piscinas poco profundas.
- Nunca ingresen a una piscina o spa que tenga una cubierta para desagüe suelta, dañada o extraviada.

Si usted ve una cubierta para desagüe suelta o dañada, notifique inmediatamente a un guardavidas y al gerente de la piscina/spa.

Una piscina o spa con una cubierta para desagüe suelta, dañada o faltante debería ser clausurada de inmediato hasta que se hagan reparaciones a cargo de un profesional con licencia.

Las piscinas públicas infantiles, otras piscinas específicamente diseñadas para niños pequeños y los spas enterrados que tengan rejillas para desagüe chatas y un sistema único de desagüe principal presentan el mayor riesgo de atrapamiento.

**Virginia Graeme Baker**

En junio de 2002, Virginia Graeme Baker de 7 años murió después de haber quedado atrapada en el desagüe de una bañera de hidromasaje (hot tub) debido a la poderosa fuerza de succión. La succión del desagüe era tan poderosa que hizo falta la fuerza de dos hombres adultos para retirarla del desagüe. Graeme formaba parte de una comunidad de natación y equipo de buceo y nadaba sin ayuda desde los tres años. Después de haber sido hollada bajo el agua por su hermana gemela, la madre de Graeme, Nancy Baker intentó sin éxito sacar a Graeme del desagüe. La señora Baker dijo que Graeme parecía estar adherida al fondo del spa como si estuviera atada o retenida desde abajo. Los hombres que finalmente liberaron a Graeme del spa tiraron tan fuerte que la cubierta del spa se rompió debido a la fuerza. Graeme murió ahogada pero la verdadera causa de su muerte fue el atrapamiento por succión debido a una cubierta para desagüe defectuosa.

A partir del 19 de diciembre de 2008, todas las piscinas y spas públicos deben tener cubiertas para desagües que cumplan con la norma ASME/ANSI A11.1 19.8-2007 en todos los desagües/rejillas. Si una piscina tiene un desagüe principal único (que no sea un desagüe bloqueable) o varios desagües a menos de 3 pies de distancia entre sí, el operador debe deshabilitar a los desagües) e instalar un segundo dispositivo o sistema anti atrapamiento. Esto puede tomar la forma de un sistema de bomba con apagado automático, un sistema de desagüe por gravedad, un Sistema de Liberación de Vacio "SVRS" o un sistema de ventilación con succión limitada.

El atrapamiento causado por la poderosa succión del desagüe de una piscina o spa puede atrapar a un niño o a un adulto. No use una piscina o spa si hay cubiertas para desagües chatas, dañadas o extraviadas.

Reporte los atrapamientos en desagües de piscinas y spas:  
Llame a la línea de Información de la CPSC al (800) 638-2772 o por correo electrónico: [info@cpsc.gov](mailto:info@cpsc.gov)

interior

## Consumer Tri-Fold Brochure

Available in English and Spanish

This brochure has information about the *Pool Safely* campaign and its water safety steps, and information on the *Virginia Graeme Baker Pool and Spa Safety Act*.

8.5" x 11" tri-fold, printed on 80# Endurance Gloss Cover



## Simple Water Safety Steps Can Save Lives



Your greatest water safety assurance comes from adopting and practicing as many safety steps as possible. Adding an extra safety step around the water can make all the difference.

*You can never know which safety step will save a life — until it does.*

### Stay Close, Be Alert and Watch

- Always watch your children and never leave them unattended
- Keep children away from pool drains, pipes and other openings
- Have a phone close by at all times
- If a child is missing, check the pool first
- Share safety instructions with family, friends and neighbors

### Learn and Practice Water Safety Skills

- Learn to swim
- Know how to perform CPR on children and adults
- Understand the basics of life saving so that you can assist in a pool emergency

### Have the Appropriate Equipment

- Install a fence around the perimeter of the pool and spa of at least four feet in height
- Use self-closing and self-latching gates
- Ensure all pools and spas have compliant drain covers
- Install a door alarm from the house to the pool area
- Maintain pool and spa covers in working order
- Have life-saving equipment such as life rings or reaching poles available for use



*Pool Safely* is a national public education campaign to reduce child drownings, non-fatal submersions and entrapments in public swimming pools and spas. The campaign was developed by the U.S. Consumer Product Safety Commission (CPSC) to carry out the requirements of the Virginia Graeme Baker Pool and Spa Safety Act (P&SS Act), federal legislation mandating new requirements for public pools and spas, including a public education campaign.

CPSC is working to ensure drowning and entrapment prevention become important public safety priorities by raising awareness, promoting industry compliance and improving safety at pools and spas. The *Pool Safely* campaign gives emphasis to an important and simple message: just adding an extra safety step in and around the water can make all the difference.

CPSC estimates that each year nearly 300 children younger than five drown in swimming pools and spas and more than 3,200 children that age go to hospital emergency rooms due to submersion injuries in pools and spas.

You and your family can *Pool Safely* by adopting extra safety steps:

- Practice supervision
- Install barriers
- Avoid entrapment
- Know life-saving skills

For more information and resources for pool and spa safety and the Pool and Spa Safety Act, visit:

[www.PoolSafely.gov](http://www.PoolSafely.gov)

Follow us on Twitter @poolsafely

See us @ [www.flickr.com/photos/poolsafely/](http://www.flickr.com/photos/poolsafely/)

Watch us @ [www.youtube.com/poolsafely](http://www.youtube.com/poolsafely)

A public education campaign from the  
U.S. Consumer Product Safety Commission



front

back



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- Maintain pool and spa covers in working order
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Your company's information

## Available for Personalization

Personalize with your company's or organization's contact information.

To order: [www.PoolSafely.gov/resources/printondemand](http://www.PoolSafely.gov/resources/printondemand)

## Consumer Tip Card

### Available in English and Spanish

Similar to the Consumer Tri-Fold, this card can double as either a display at retail point-of-purchase locations or as a convenient bill stuffer for consumers. These can be displayed in the Point-of-Purchase stands found on page 12.

4" x 9.25", printed on 120# Endurance Gloss Cover

Available for personalization.





## Pasos Simples Salvan Vidas



Su mayor seguridad en el agua proviene de adoptar y poner en práctica diversas medidas de seguridad. Agregar un paso adicional de seguridad alrededor del agua puede marcar la diferencia.

*Nunca se sabe qué medida de seguridad salvará una vida — hasta que la salva.*

### Esté Cerca, Alerta y Vigilante

- Siempre vigile a sus hijos y nunca los deje sin atención
- Mantenga a los niños alejados de desagües, tuberías y otras aberturas de las piscinas
- Tenga un teléfono a mano en todo momento
- Si hay un niño extraviado, búsquelo primero en la piscina
- Comparta las instrucciones de seguridad con familiares, amigos y vecinos

### Aprenda y practique destrezas sobre la seguridad en el agua

- Aprenda a nadar
- Sepa cómo aplicar RCP a niños y adultos
- Entienda las nociones básicas de salvamento para poder ayudar en caso de emergencia en la piscina

### Tenga el Equipo Apropriado

- Instale una cerca alrededor del perímetro de la piscina y spa de por lo menos cuatro pies de altura
- Use portones de cierre automático y pestillo automático
- Asegúrese que todas las piscinas y spas tengan cubiertas para desagües que cumplan con las normas
- Instale una alarma en la puerta que comunica la casa con el área de la piscina
- Mantenga las cubiertas de piscinas y spas en buenas condiciones
- Tenga a disposición equipos de salvamento como salvavidas o bastones de alcance para su uso inmediato



front



*Piscina Segura, Diversión Asegurada* es una campaña educativa pública nacional para reducir los ahogamientos y sumersiones no fatales, así como los incidentes de atrapamiento de niños en piscinas y spas públicos. La campaña fue desarrollada por la Comisión para la Seguridad de los Productos de Consumo de los Estados Unidos (CPSC por sus siglas en inglés) para cumplir con los requisitos de la *Ley Virginia Graeme Baker de Seguridad en Piscinas y Spas (Ley P&SS, por su denominación en inglés)*, una legislación federal que exige nuevos requisitos para piscinas y spas públicos, incluida una campaña educativa pública.

La CPSC está trabajando para garantizar que la prevención de ahogamientos y atrapamientos se convierta en una prioridad importante para la seguridad pública mediante la concientización, la promoción del cumplimiento industrial y el mejoramiento de la seguridad en piscinas y spas. La campaña *Piscina Segura, Diversión Asegurada* pone el énfasis en un mensaje importante y simple a la vez: el tan solo agregar un paso adicional a las medidas de seguridad tomadas dentro y alrededor del agua puede marcar una gran diferencia.

La CPSC calcula que cada año casi 300 niños menores de cinco años mueren ahogados en piscinas y spas y más de 3,200 niños de esa edad van a salas de emergencia de hospitales debido a lesiones causadas durante inmersiones en piscinas y spas.

Usted y su familia pueden disfrutar en la piscina de manera segura adoptando medidas adicionales de seguridad:

- Practique la Supervisión
- Instale Barreras
- Evite el Atrapamiento
- Conozca Destrezas de Salvamento

Para más información y recursos sobre seguridad de piscinas y spas y para conocer la Ley de Seguridad en Piscinas y Spas, visite:

[www.PoolSafely.gov](http://www.PoolSafely.gov)

¡Siganos en Twitter @poolsafely!

Visítenos en @ [www.flickr.com/photos/poolsafely/](https://www.flickr.com/photos/poolsafely/)

Véanos en @ [www.youtube.com/poolsafely](https://www.youtube.com/poolsafely)

Una campaña de educación pública de la Comisión para la Seguridad de los Productos de Consumo de los Estados Unidos



back



Available for Personalization

Personalize with your company's or organization's contact information.

To order: [www.PoolSafely.gov/resources/printondemand](http://www.PoolSafely.gov/resources/printondemand)

## Consumer Tip Card

Available in English and Spanish

Similar to the Consumer Tri-Fold, this card can double as either a display at retail point-of-purchase locations or as a convenient bill stuffer for consumers. These can be displayed in the Point-of-Purchase stands found on page 12.

4" x 9.25", printed on 120# Endurance Gloss Cover

Available for personalization.



## Posters

### Available in English and Spanish

These posters can be used to demonstrate that your business or organization supports the *Pool Safely* campaign.

Available in 11" x 17" and 18" x 24", printed on 100# Endurance Gloss Text

Available for personalization.

**All Posters Available for Personalization**

Personalize with your company's or organization's contact information.

To order: [www.PoolSafely.gov/resources/printondemand](http://www.PoolSafely.gov/resources/printondemand)

Your company's information



## Posters

### Available in English and Spanish

These posters can be used to demonstrate that your business or organization supports the *Pool Safely* campaign.

Available in 11" x 17" and 18" x 24", printed on 100# Endurance Gloss Text

Available for personalization.



### All Posters Available for Personalization

Personalize with your company's or organization's contact information.

To order: [www.PoolSafely.gov/resources/printondemand](http://www.PoolSafely.gov/resources/printondemand)

"When Jake almost drowned last month, I didn't think about all the steps we'd taken to protect him."

**Just the one that saved him."**

It could have been the fence. Or the self-inflating ring. But that day, what saved her was the door alarm I installed on the back door to the pool. You can never know which safety step will save a life – until it does. Adding multiple safety steps can mean the difference between a close call and a more serious incident. Simple steps save lives. To learn some new ones, visit [PoolSafely.gov](http://PoolSafely.gov)

**Pool** with the **SAFELY**

American Red Cross  
U.S. Department of Health and Human Services  
Y

"When my son Chen didn't come up after going off the slide, I wasn't thinking of all the pool's safety steps."

**What mattered was what saved him."**

No lifeguards were nearby, but I was right there. I saw that the pool had new safety drain covers, but what saved her was the CPR course I took. You can never know which safety step will save a life – until it does. Adding multiple safety steps can mean the difference between a close call and a more serious incident. Simple steps save lives. To learn some new ones, visit [PoolSafely.gov](http://PoolSafely.gov)

**Pool** with the **SAFELY**

American Red Cross  
U.S. Department of Health and Human Services  
Y

"When my daughter fell into the hotel hot tub last year, all the ways they'd prepared for an accident weren't important."

**What mattered was the one that saved her."**

It could have been the fence. Or the self-inflating ring. But that day, what saved her was the safety alarm system that prevented her from taking candy while she was in the water. You can never know which safety step will save a life – until it does. The safest system is adding multiple safety steps. To learn some new ones, visit [PoolSafely.gov](http://PoolSafely.gov)

**Pool** with the **SAFELY**

American Red Cross  
U.S. Department of Health and Human Services  
Y

"When I lost track of my baby sister near the pool, none of the other safety steps I took mattered."

**What mattered was what saved her."**

It could have been an adult watching. Or an alarm. But that day what saved her was the ring around the pool that prevented her from floating a ball into the water. You can never know which safety step will save a life – until it does. Adding multiple safety steps can mean the difference between a close call and a more serious incident. Simple steps save lives. To learn some new ones, visit [PoolSafely.gov](http://PoolSafely.gov)

**Pool** with the **SAFELY**

American Red Cross  
U.S. Department of Health and Human Services  
Y

## Print PSAs/Advertisements

Available in English and Spanish

These campaign advertisements can be easily used in print publications to highlight the *Pool Safely* campaign and its water safety steps.

8" x 10"

Check with your publication for actual specifications.

Available for personalization by contacting CPSC.



"Cuando Jake casi se ahoga el mes pasado, no pensé en todas las medidas que tomamos para protegerlo."

**Sólo pensé en la que lo salvó\*.**

Para la familia de Jake, la familia de la piscina. Pero cuando lo que lo salvó fue la alarma para piscinas que instaló en la piscina tras el accidente de la piscina. Pero se puede ser más que un protector de seguridad en la piscina cuando una vida se juega. Agrega diversas medidas de seguridad para recordar la diferencia entre una vida y una llamada al 911. Las medidas siempre salvan vidas. Para aprender más medidas de seguridad, visita [PoolSafety.gov](http://PoolSafety.gov)

**Piscina segura  
¡La única  
diversión  
asegurada!**

American Red Cross  
U.S. Coast Guard  
YMCA



"Cuando mi hijo Chen no salía del agua después de deslizarse por el tobogán, no pensé en las medidas de seguridad de la piscina."

**Lo único importante fue lo que lo salvó\*.**

Recuerdo la seguridad de la piscina, pero no estaba lista. Cuando que todos los niños se deslizaron por el tobogán de seguridad en la piscina. Pero de que lo salvó fue el curso de CPR que recibí. Pero cuando me acuerdo de las medidas de seguridad en la piscina cuando una vida se juega que lo salvó. Agrega diversas medidas de seguridad para recordar la diferencia entre una vida y un accidente más grave. Las medidas siempre salvan vidas. Para aprender más medidas de seguridad, visita [PoolSafety.gov](http://PoolSafety.gov)

**Piscina segura  
¡La única  
diversión  
asegurada!**

American Red Cross  
U.S. Coast Guard  
YMCA



"Cuando mi hija se cayó en la bañera de hidromasajes del hotel el año pasado, ninguna de las medidas que habían preparado para un accidente fueron útiles."

**La única importante fue la que le salvó la vida\*.**

Para mi familia, una bañera de hidromasajes en la piscina de un hotel. Pero cuando mi hija se cayó en la bañera, ninguna de las medidas de seguridad que habían preparado para un accidente fueron útiles. Pero se puede ser más que un protector de seguridad en la piscina cuando una vida se juega. Agrega diversas medidas de seguridad para recordar la diferencia entre una vida y una llamada al 911. Las medidas siempre salvan vidas. Para aprender más medidas de seguridad, visita [PoolSafety.gov](http://PoolSafety.gov)

**Piscina segura  
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"Cuando desvié la atención de mi hermanita cerca de la piscina, ninguna de las medidas de seguridad que tomé fueron útiles."

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**Piscina segura  
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YMCA

## Print PSAs/Advertisements

Available in English and Spanish


These campaign advertisements can be easily used in print publications to highlight the *Pool Safely* campaign and its water safety steps.

8" x 10"

Check with your publication for actual specifications.

Available for personalization by contacting CPSC.

"I never knew safety drain covers could save my daughter's life.  
Until they did."



Pool simple steps  
SAFELY

www.PoolSafely.gov



"I never knew how important a pool fence is.  
Until one saved my baby sister."

Pool simple steps  
SAFELY

www.PoolSafely.gov



"I never realized how important it is to install a pool alarm.  
Until one saved my son Jake."

Pool simple steps  
SAFELY

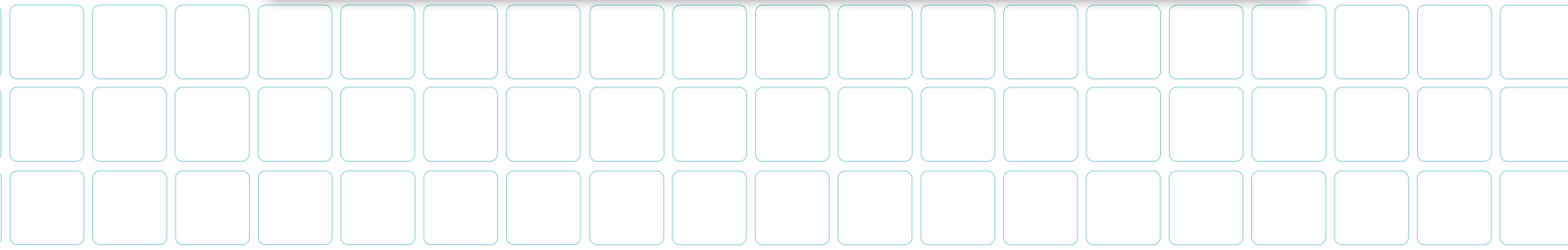
www.PoolSafely.gov

"I never thought learning to swim was so important. Until knowing how saved my neighbor's daughter."



Pool simple steps  
SAFELY

www.PoolSafely.gov



## Bus Advertisements/Bus Backs

### Available in English and Spanish

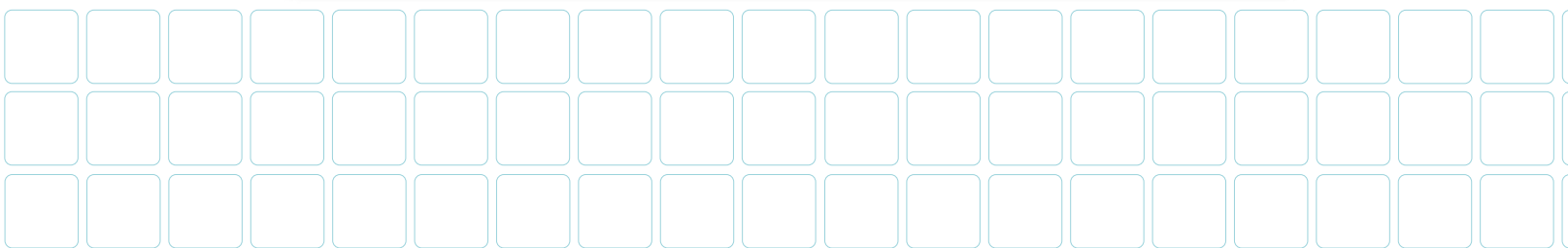
Sponsoring large scale ads in your community will spread the word about the *Pool Safely* campaign.

Actual size 19" x 69", 1:4 artwork scale 4.75" x 17.25"

This is a typical size. Check with your vendor for actual specifications.

Available for personalization by contacting CPSC.





## Bus Advertisements/Bus Backs

### Available in English and Spanish

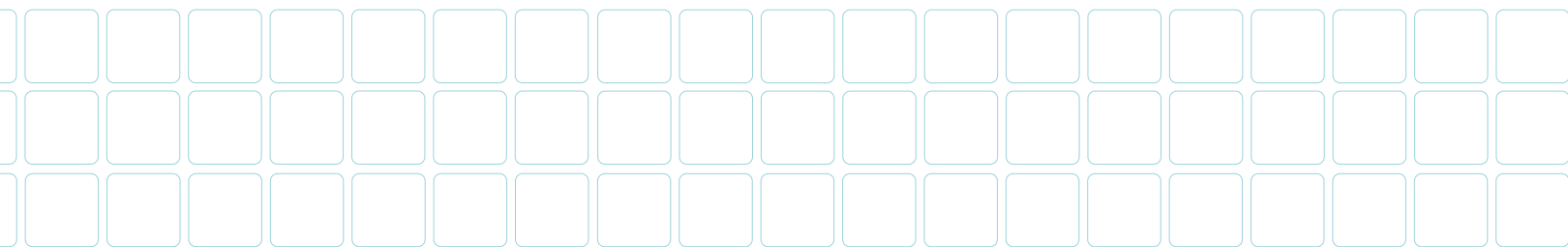
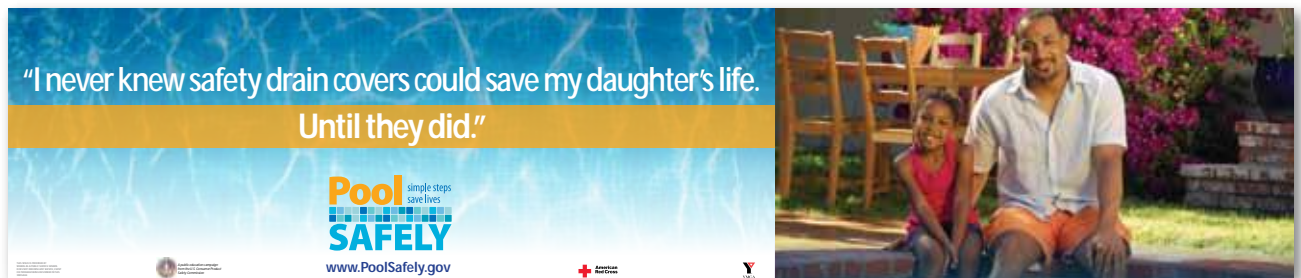
Sponsoring large scale ads in your community will spread the word about the *Pool Safety* campaign.

*Actual size 19" x 69", 1:4 artwork scale 4.75" x 17.25"*

*This is a typical size. Check with your vendor for actual specifications.*

*Available for personalization by contacting CPSC.*





## Bus Advertisements/Bus Sides

### Available in English and Spanish

Sponsoring large scale ads in your community will spread the word about the *Pool Safety* campaign.

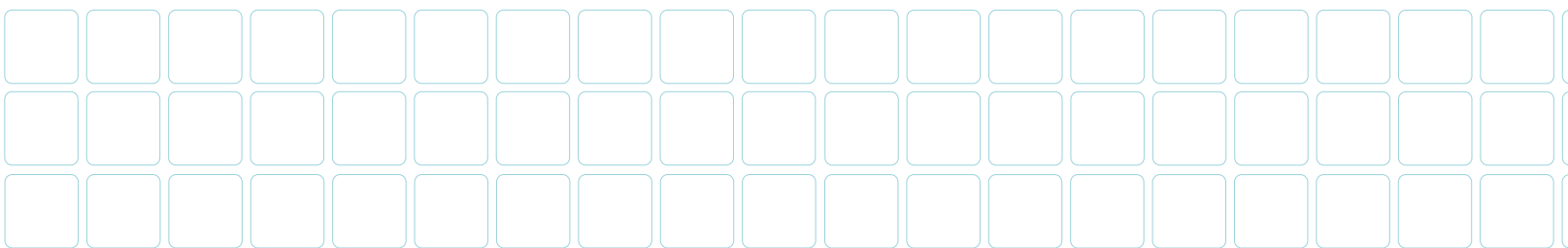
*Actual size 30" x 144", 1:4 artwork scale 7.5" x 30"*

*This is a typical size. Check with your vendor for actual specifications.*

*Available for personalization by contacting CPSC.*







## Bus Advertisements/Bus Sides

### Available in English and Spanish

Sponsoring large scale ads in your community will spread the word about the *Pool Safely* campaign.

*Actual size 30" x 144", 1:4 artwork scale 7.5" x 30"*

*This is a typical size. Check with your vendor for actual specifications.*

*Available for personalization by contacting CPSC.*





## Billboards

### Available in English and Spanish

Sponsoring large scale ads in your community will spread the word about the *Pool Safely* campaign.

*Thirty sheet billboard 125" x 272", 1:12 artwork ratio 10.1875" x 22.7"*

*This is a typical size. Check with your vendor for actual specifications.*

*Available for personalization by contacting CPSC.*





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### Available in English and Spanish

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*Thirty sheet billboard 125" x 272", 1:12 artwork ratio 10.1875" x 22.7"*

*This is a typical size. Check with your vendor for actual specifications.*

*Available for personalization by contacting CPSC.*





**"When I lost track of my baby sister near the pool, none of the other safety steps I took mattered. What mattered was what saved her."**

I could have been the focus. Or the pool safety expert. But that's what saved her when the teenage around the pool that prevented her from floating child into the water. You can never know which safety step will save a life — until it does. Adding multiple safety steps can make the difference between a close call and a call to 911. Simple steps save lives. To learn more, visit [www.cpsc.gov](http://www.cpsc.gov), and [PoolSafety.gov](http://PoolSafety.gov).

**Pool SAFETY**




**"When Jake almost drowned last month, I didn't think about all the steps we'd taken to protect him. Just the one that saved him."**

I could have been the focus. Or the pool safety expert. But that's what saved him when the float didn't float on the back above the pool. You can never know which safety step will save a life — until it does. Adding multiple safety steps can make the difference between a close call and a call to 911. Simple steps save lives. To learn more, visit [www.cpsc.gov](http://www.cpsc.gov), and [PoolSafety.gov](http://PoolSafety.gov).

**Pool SAFETY**




**"When my daughter fell into the hotel hot tub last year, all the ways they'd prepared for an accident weren't important. What mattered was the one that saved her."**

I could have been the focus. Or the pool safety expert. But that's what saved her when the safety drain cover that prevented her from floating might have also been under water. You can never know which safety step will save a life — until it does. The safety system is adding multiple safety steps can make the difference between a close call and a call to 911. Simple steps save lives. To learn more, visit [www.cpsc.gov](http://www.cpsc.gov), and [PoolSafety.gov](http://PoolSafety.gov).

**Pool SAFETY**




**"When my son Chen didn't come up after going off the slide, I wasn't thinking of all the pool's safety steps. What mattered was what saved him."**

The lifeguard was on duty. And was right there I saw that the pool float was safety drain cover. But when around her was that 20-year-old. You can never know which safety step will save a life — until it does. Adding multiple safety steps can make the difference between a close call and a call to 911. Simple steps save lives. To learn more, visit [www.cpsc.gov](http://www.cpsc.gov), and [PoolSafety.gov](http://PoolSafety.gov).

**Pool SAFETY**



## Subway Dioramas

### Available in English and Spanish

Sponsoring large scale ads in your community will spread the word about the *Pool Safety* campaign. This version may be suitable for local subway or other transit use.

*Actual size: 40"x60", artwork scale : 1:4 10.75x15.5"*

*This is a typical size. Check with your vendor for actual specifications.*

*Available for personalization by contacting CPSC.*



“Cuando desvié la atención de mi hermanita cerca de la piscina, ninguna de las medidas de seguridad que tomé fueron útiles. La única importante fue la que la salvó”.

Podría haber sido algún adulto que estuviera observando. O una alarma. Pero ese día, lo que la salvó fue la cerca perimetral que evito que persiguiera una pelota que cayó a la piscina. No se puede anticipar que medida de seguridad salvará una vida – hasta que la salva. Agregar diversas medidas de seguridad puede representar la diferencia entre salvar de un peligro o llamar al 911. Pasos simples salvan vidas. Para aprender nuevas medidas de seguridad, visite

PoolSafety.gov



“Cuando Jake casi se ahoga el mes pasado, no pensé en todas las medidas que tomamos para protegerlo. Sólo pensé en la que lo salvó”.

Podría haber sido la cerca. O la cubierta de la piscina. Pero ese día, lo que lo salvó fue la alarma para puertas que instalé en la puerta trasera que da a la piscina. No se puede anticipar qué medida de seguridad en la piscina salvará una vida – hasta que lo hace. Agregar diversas medidas de seguridad puede representar la diferencia entre una salvada y una llamada al 911. Las medidas simples salvan vidas. Para aprender nuevas medidas, visite PoolSafety.gov



“Cuando mi hija se cayó en la bañera de hidromasajes del hotel el año pasado, ninguna de las medidas que habían preparado para un accidente fueron útiles. La única importante fue la que le salvó la vida”.

Podría haber sido la cerca. O la puerta de cierre automático. Pero ese día, lo que la salvó fueron las cubiertas de seguridad para desagües que cubrieron que se erredara su cabello cuando se encontraba debajo del agua. Nunca se sabe qué medida de seguridad salvará una vida – hasta que la salva. La mejor seguridad se obtiene al incorporar diversas medidas de seguridad, independientemente de lo seguras que ya sean sus instalaciones. Para aprender nuevas medidas de seguridad, visite PoolSafety.gov



“Cuando mi hijo Chen no salía del agua después de deslizarse por el tobogán, no pensé en las medidas de seguridad de la piscina. Lo único importante fue lo que lo salvó”.

No había guardavidas trabajando, pero yo estaba cerca. Observe que habían colocado nuevas cubiertas de desagüe de seguridad en la piscina. Pero lo que lo salvó fue el curso de NPC que realicé. No se puede anticipar qué medida de seguridad en la piscina salvará una vida – hasta que lo hace. Agregar diversas medidas de seguridad puede representar la diferencia entre una salvada y un incidente más grave. Las medidas simples salvan vidas. Para aprender nuevas medidas, visite PoolSafety.gov



## Subway Dioramas

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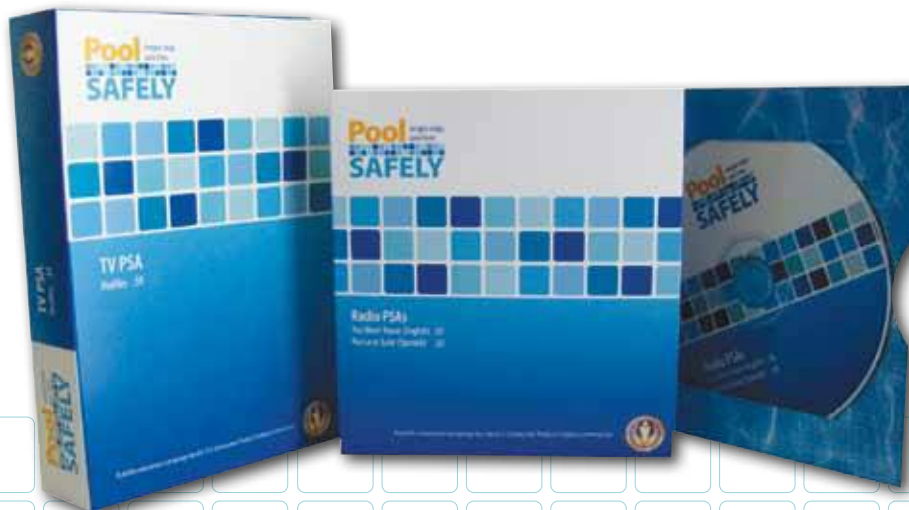
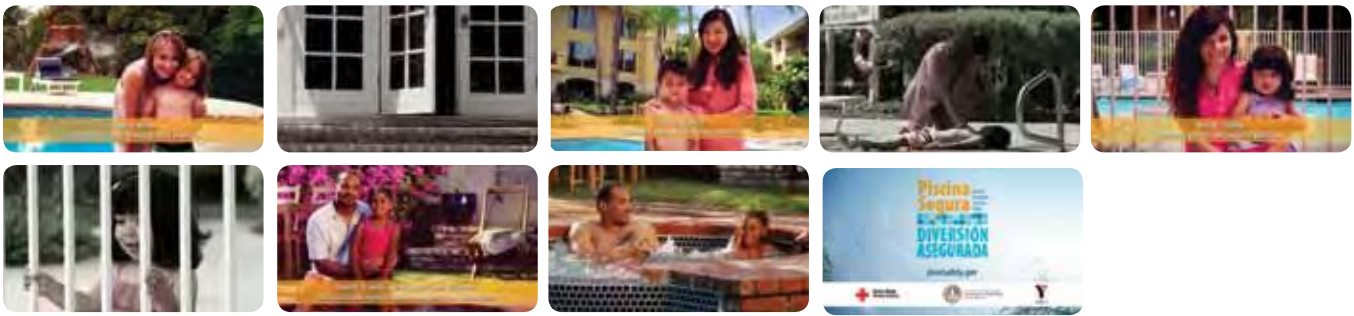
This is a typical size. Check with your vendor for actual specifications.

Available for personalization by contacting CPSC.

## English



## Spanish

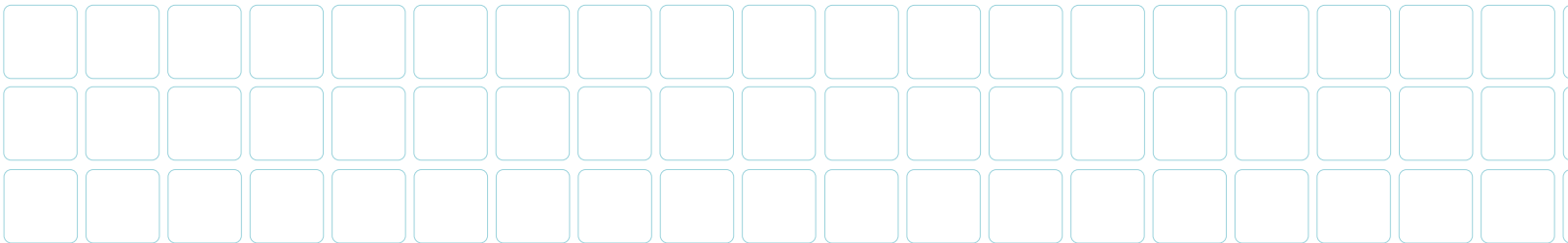


## Television and Radio Public Service Announcements

### Available in English and Spanish

These campaign advertisements can be provided to television and radio stations to highlight the *Pool Safely* campaign and its water safety steps. They are available at [www.PoolSafely.gov](http://www.PoolSafely.gov).

:30 second spots



## Parent/Child Video Games

### Available in English

The four interactive games for young children, *The Adventures of Splish & Splash*, will help reinforce pool safety. Kids will love the characters Splish and Splash as they help them navigate through the pool environment making the right safety choices. The games can be found at [www.PoolSafely.gov](http://www.PoolSafely.gov).



## Online Activity and Coloring Poster

### Available in English

The online activity is a fun tool for parents and children to learn how to pool safely. After playing the parent-child online activity, children can print off a *Pool Safely* poster for coloring. The activity can be found at [www.PoolSafely.gov](http://www.PoolSafely.gov).

8.5" x 11"; printed on 60# White Offset



# Background on the U.S. Consumer Product Safety Commission and the *Pool Safely* Campaign

The U.S. Consumer Product Safety Commission (CPSC) is an independent federal regulatory agency created by Congress in 1972 charged with “protecting the public against unreasonable risks of injuries and deaths associated with consumer products.” The CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. The CPSC’s work to ensure the safety of consumer products — such as toys, cribs, power tools, cigarette lighters, and household chemicals — contributed significantly to the decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

CPSC has created *Pool Safely: Simple Steps Save Lives*, a national public education campaign to reduce childhood drowning, non-fatal submersions and entrapments in public swimming pools and spas. The campaign was developed to carry out the requirements of the *Virginia Graeme Baker Pool and Spa Safety Act (P&SS Act)*, federal legislation mandating new requirements for public pools and spas, including a public information safety campaign targeting all pool and spas.

In June 2002, seven-year old Virginia Graeme Baker died after becoming stuck on a hot tub drain due to a powerful suction force. The drain’s suction was so powerful that it took two adult males to pull her from the drain. Graeme was a member of a community swim and dive team and had been swimming unassisted since she was three years old. After being found underwater by her twin sister, Graeme’s mother, Nancy Baker, tried unsuccessfully to pull Graeme off the drain. Mrs. Baker said Graeme appeared to

be attached to the bottom of the spa as if she were tied or held down. The men who eventually freed Graeme from the spa pulled so hard that the drain cover broke from the force. Graeme died from drowning, but what really caused her death was suction entrapment due to a faulty drain cover.



CPSC is working to ensure drowning and entrapment prevention become important public safety priorities by raising awareness, promoting industry compliance and improving safety at pools and spas. The *Pool Safely* campaign gives emphasis to an important and simple message: adding extra safety steps in and around the water can make all the difference.

CPSC estimates that each year 300 children younger than five drown in swimming pools and spas and more than 3,200 children that age go to hospital emergency rooms due to submersion injuries in pools and spas.

The campaign is designed to deliver the message that everyone should add proven safety steps to what they are already doing when it comes to protecting their kids around pools and spas. The public is already bombarded with personal safety and health messages. Therefore, this campaign focuses on practical, easy tips to enhance enjoyment and sense of well-being around pools and spas while inviting people to share their own experiences and best practices.

# Frequently Asked Questions

## What is the U.S. Consumer Product Safety Commission?

The U.S. Consumer Product Safety Commission (CPSC) is an independent federal regulatory agency created by Congress in 1972 charged with “protecting the public against unreasonable risks of injuries and deaths associated with consumer products.” In addition to Pool & Spa Safety, CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. The CPSC’s work to ensure the safety of consumer products — such as toys, cribs, power tools, cigarette lighters, and household chemicals — contributed significantly to the decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

## What is the *Pool Safely* campaign?

CPSC created *Pool Safely: Simple Steps Save Lives*, a national public education campaign to reduce childhood drowning, non-fatal submersions and entrapments in public swimming pools and spas. The campaign carries out the requirements of the *Virginia Graeme Baker Pool and Spa Safety Act (P&SS Act)*, federal legislation mandating new requirements for public pools and spas, including a public information campaign for promoting safety at all pools and spas. *Pool Safely* is designed to raise public awareness, promote industry compliance and improve safety at pools and spas.

## What is the *Virginia Graeme Baker Pool and Spa Safety Act*?

The *Virginia Graeme Baker Pool and Spa Safety Act* was enacted by Congress and signed by President Bush on December 19, 2007. Designed to prevent child drownings and the tragic and hidden hazard of drain and other entrapments in pools and spas, the law became effective on December 19, 2008. Under the law, all public pools and spas must have ASME/ANSI A112.19.8-2007 compliant drain covers installed and a second anti-entrapment system installed, when there is a single main drain other than an unblockable drain.

This important child safety law strives to:

- enhance the safety of public and private pools and spas
- encourage the use of layers of protection
- reduce child drownings in pools and spas (nearly 300 each year involving children younger than five)

- reduce the number of suction entrapment incidents, injuries and deaths; and
- educate the public on the importance of constant supervision of children in and around water.

To learn more about the Act, please visit [www.PoolSafely.gov](http://www.PoolSafely.gov)

## Who is Virginia Graeme Baker?

In June 2002, seven-year old Virginia Graeme Baker died after becoming stuck on a hot tub drain due to a powerful suction force. The drain’s suction was so powerful that it took two adult males to pull her from the drain. Graeme was a member of a community swim and dive team and had been swimming unassisted since she was three years old. After being found underwater by her twin sister, Graeme’s mother, Nancy Baker, tried unsuccessfully to pull Graeme off the drain. Mrs. Baker said Graeme appeared to be attached to the bottom of the spa as if she were tied or held down. The men who eventually freed Graeme from the spa pulled so hard that the drain cover broke from the force. Graeme died from drowning, but what really caused her death was suction entrapment due to a faulty drain cover.

## What are the goals of the *Pool Safely* campaign?

The *Pool Safely* campaign aims to reduce the number of childhood drownings, near-drownings and entrapments in and around pools and spas. Drowning is a leading cause of preventable death of children under the age of five. The campaign aims to provide the American public, mainly parents, children, consumers, and industry professionals, with easy water safety steps that can save a life.

## What does “*Pool Safely*” mean?

To pool safely is to adopt and practice as many water safety steps as possible when in and around pools and spas. Adding an extra water safety step can make all the difference. You can never know which safety step can save a life — until it does. The *Pool Safely* campaign encourages many water safety steps, such as constantly watching children in and around the water, knowing life saving skills like how to swim and CPR (Cardiopulmonary Resuscitation), and installing safety equipment in and around the pool.

## How many incidents of child drownings and near-drownings occur each year?

According to CPSC data, nearly 300 children younger than five drown in swimming pools and spas each year and more than 3,200 children that age go to hospital emergency rooms due to submersion injuries in pools and spas. CPSC publishes annual reports on submersion incidents and another on circulation/suction entrapment incidents in the U.S. To review these reports visit: [www.PoolSafely.gov](http://www.PoolSafely.gov)

## Who is involved in the *Pool Safely* campaign?

The *Pool Safely* campaign was launched with the support of drowning prevention and public safety organizations. The campaign combines the efforts of a wide variety of organizations, including drowning prevention, water and children's safety groups; industry leaders and the pool and spa community; and state and local entities involved in pool and spa regulation. Many of these organizations are campaign partners.

The Campaign's Partners are organized into three groups:

- **Campaign Safety Partners (CSPs)** are the top tier of partners who are well-known national or international organizations with a significant stake in drowning and entrapment prevention, child and family safety, and pool and spa safety and related issues. They are highly

engaged and are featured in key elements of the campaign. The American Red Cross; the YMCA of the USA, Safe Kids USA, National Drowning Prevention Alliance, Home Safety Council, World Waterpark Association, Abbey's Hope, and the Association of Pool and Spa Professionals are all CSPs.

- **Campaign Safety Leaders (CSLs)** are important partners due to their ability to reach the public in communities around the country. CSLs have the opportunity to become involved in many aspects of the campaign, including participation in events and campaign promotion, online engagement and distribution of campaign materials.
- **Campaign Safety Community (CSC)** is a virtually limitless group of individuals and organizations largely comprised of local coalitions and affiliates of our campaign, such as CSPs and CSLs, as well as families touched by drowning tragedies. Any organization is welcome to join the CSC by subscribing to the CPSC listserv and promoting the *Pool Safely* campaign in their own communities.

Efforts by all *Pool Safely* partners to continue the progress and sustainability of the campaign are critical to its success.

# Talking Points on the *Pool Safely* Campaign

The *Pool Safely* campaign presents significant opportunities to interact with the media and stakeholders about public and water safety. Below you will find key talking and message points on how to discuss the campaign and its water safety steps for media interviews, news articles, and stakeholder meetings.

**Drowning is a leading — but preventable — cause of death and injury among children under the age of five.**

**Entrapment caused by powerful suction from a pool or spa's drain can trap a child or adult. All public pools and spas should have new compliant drain covers.**

*Pool Safely* is a public education campaign from the U.S. Consumer Product Safety Commission (CPSC), which was mandated by the U.S. Congress through the passage of the *Virginia Graeme Baker Pool and Spa Safety Act (P&SS Act)*.

The campaign conveys a simple message: adding extra safety steps around the water can make all the difference. You can never know which safety measure will save a life — until it does.

*Pool Safely* is a call-to-action for the public and the beginning of a national conversation to urge Americans to change the way they think and act about pool and spa safety.

The *Pool Safely* campaign is designed to encourage the sharing of water safety best practices between the public and industry to improve safety in and around pools and spas. CPSC is partnering with national, state, and local organizations with expertise in water and children's safety education.

Pool operators and service professionals are on the front lines in making sure that public pools and spas are in compliance with the Pool and Spa Safety Act. Bringing pools and spas into compliance by installing new compliant drain covers and other devices required by the Act also builds goodwill and strengthens customer and community relationships.

## Simple Steps Save Lives

The greatest water safety assurance in swimming pools and spas comes from adopting and practicing as many water safety steps as possible. Adding that extra safety step in and around the water can make all the difference. You can never know which safety step will save a life — until it does.

The proven water safety steps can be organized into three categories:

- Behavioral — actions that relate to personal responsibility and action

- Knowledge-based — actions that relate to skills such as swimming, CPR (Cardiopulmonary Resuscitation) and related water safety activities
- Equipment — actions that relate to barriers, such as fences, and safety equipment, including compliant drain covers and other devices, as needed.

The following list outlines the water safety steps that you can and should take to help keep your family safe.

## Behavioral: stay close, be alert and watch children in and around the pool

- Always watch your children and never leave them unattended around the pool and spa
- Teach children basic water safety tips
- Avoid entrapment by keeping children away from pool and spa drains, pipes and other openings
- Have a phone close by at all times when you or your family are using a pool or spa
- If a child is missing, look for them in the pool or spa first
- Share safety instructions with family, friends and neighbors

## Knowledge-based: learn and practice water safety skills

- Learn how to swim
- Learn to perform CPR on children and adults; update those skills regularly
- Understand the basics of life saving so that you can assist in a pool or spa emergency

## Equipment: have the appropriate equipment

- Install a fence around of the pool and spa of at least four feet in height
- Use self-closing and self-latching gates; ask your neighbors to do the same at all residential pools
- If your house serves as the fourth side of a fence around the pool, install door alarms on doors leading from the house to the pool and always use them
- Ensure any pool and spa you use has compliant drain covers; ask if you do not know
- Maintain pool and spa covers in good working order and make sure they are secure when in use.
- Consider installing a pool alarm
- Have life-saving equipment such as life rings or reaching poles available for easy use

# How to Plan a *Pool Safely* Launch Event

## Event Planning

Events provide a vehicle to attract attention to an issue and present an opportunity to build, solidify and cultivate relationships with individuals and groups in your community. Target audiences for events you may plan around drowning prevention and water safety can include parents, caregivers, educators, first responders, the media, community-based organizations, local government officials and community leaders. Below please find general event planning guidance.

## Planning Team

Begin by creating a planning team that has an interest in child safety and drowning prevention. Once you have the team identified, you should get together to answer specific questions:

- What are the goals/objectives of the event?
  - What do you want members of your community to understand or do as a result of participating in the event?
- Who is the target audience?
- What resources are available?
  - Do you have a budget or do you need to raise funds to hold the event?
  - Are staff members or volunteers available to plan and work the event?
  - Can you access in-kind services, such as pro bono public relations services?
  - Do you have a resource for acquiring free giveaways?
  - Should you partner with other organizations to leverage existing resources?
- What type of event do you want to hold?
  - Seminar, health fair, luncheon, walk/run/swim, performance, press conference?
  - Will you invite a speaker(s) and do you have to arrange for fees, travel and other expenses?
- Where should the event be held and when?
  - Will this event be held outside/inside? Do you need to reserve space? If so, what type of space? Are permits required for this type of event? How many people should it accommodate?

## Event Timeline

An event planning timeline can track who is responsible for what tasks and when tasks need to be completed.

Developing a timeline with specific milestones and due dates should be one of the first tasks for the event planning team. The timeline should include logistics, partnership development, publicity and program/agenda.

## Promoting the Event

Getting your target audience to attend the event is directly tied to how well you promote the event. You will want to use every means you have to get the word out through both media and community channels. Partners and other community organizations can be effective in using their own networks to help you with promotion. The media, including radio, television and newspapers offer many opportunities for promoting your event.

You should ask partner and interested organizations to help you by:

- Displaying announcements of the event
- Including notices about the event in their newsletters and websites
- Handing out/displaying promotional brochures at their workplaces and businesses
- Helping you pay for advertising, if necessary
- Making announcements/handing out promotional notices at community and faith-based meetings and other gatherings
- Encouraging participation in the event by employees/clients/customers

## Event Day

When your planning is complete and the event day has arrived, you should:

- Arrive at the venue early enough to ensure that it is set up properly and that all equipment is working
- Use a checklist to ensure that all tasks are complete
- Ensure that everyone working the event has an agenda and knows where they need to be and what is going on at all times
- Use a designated person to handle all questions from media, participants and volunteers; for large events, consider having an information booth

For more detailed event planning guidance, please visit [http://www.cdc.gov/safecild/Event\\_Planning.html](http://www.cdc.gov/safecild/Event_Planning.html).

# Media Outreach

## Proactive Media Outreach

Raising awareness of your community's efforts around drowning prevention can be enhanced through media coverage. Here are helpful tips for engaging media and building interest in this important issue:

- Develop and refine a set of core messages. These messages are the focus of the story you want to publicize and may include the toll that child drownings and near-drownings take on a family and a community, and what parents and others should do to prevent these tragedies.
- Develop talking points for a phone pitch and/or a standardized email pitch. Having what you want to say in front of you while you are pitching makes communicating your ideas much easier.
- Know your story. Talk through what you want to say with a friend or coworker before you get on the phone.
- Look for ways to customize your pitches. Each reporter has areas of expertise and interest. Research previous reports and writings as a way to appeal to what he or she is prone to focus on and emphasize that angle in your pitch.
- Be conversational, affable and accommodating when pitching. A good relationship may help get your story in line for publication or airing.
- Be persistent and resilient. It's okay if a reporter is not initially interested in your pitch or does not have time to talk to you. Ask if you can call again at a better time or if it would be better to pitch a different reporter.

## Cultivating Relationships with Local Media

Local reporters are pulled in many directions. They have many different issues to learn and report about. They also have many different individuals pitching stories to them on a regular basis. Here are some tips to consider to develop a working relationship with your local media:

- Make yourself known. Identify those reporters, columnists and editors who have an interest in children's safety and related issues. Contact them and make sure they know you are a "go-to" person on drowning prevention.
- Check in with your media contacts on occasion. Find out if there is anything you can do to help them with a current or future story. Journalists need a steady flow of story ideas and angles. Make yourself a resource.
- Communicate in a professional and effective way. Understand how a contact prefers to be reached (phone, email, etc.) and use that preferred channel of communication.

- Keep your conversations with journalists friendly and professional, but talk about things other than your pitch on occasion. Maybe you have something in common that will make for a better all-around relationship.
- Aim to be an asset for your contact. Offer to send information or graphics files, conduct research, arrange meetings and interviews, etc.

## Media Lists

A successful media development effort has good organization at its foundation. The chief way of accomplishing this is by keeping your media contact listings in a well planned, structured and easy-to-access media list. Some tips for developing your media list include:

- Keep your list separated by media type. Have one list for print reporters, bloggers, broadcast producers, wire reporters, etc.
- Do your research to establish the identity of the reporters are who cover your issue. You can determine who has covered similar topics in the past by researching previous articles/stories by the reporter.
- Create a useful list that includes the following information:
  - Name of publication, outlet or station
  - Names of relevant editors, reporters, news directors, etc. (try to have more than one contact at each outlet)
  - Mailing address
  - Telephone, fax number and email for the media outlets as well as for each individual contact on your list
  - Any important editorial information such as style guidelines, deadlines, etc.
- Polish and edit your list as you make pitch calls. Your media list is a living document that will constantly change.
- Alert your local "events" calendar section, including print and broadcast media, to help publicize an upcoming event or campaign activity.

## Lobbying Editorial Writers

With editorial page writers, it's all business. They are responsible for the content and issues-framing of their newspaper. It's a big responsibility and their time is at a premium. For these reasons, it is especially important to approach them poised and prepared. A few key ways to make the most of an opportunity to lobby them to take an interest in drowning prevention include:

- Issues that impact the region and readership are a priority with editorial writers. Consider child drowning and the elements of the CPSC campaign. How can you present it to showcase a regional angle and impact on the local populace?
- Preparation will be very important. Expect a brief but informative conversation and tough questions. Talking points will be very useful in ensuring the conversation stays on track and the messages you want to relay are reinforced.
- Have some reliable statistics available to illustrate your issue. Quantifiable facts will be of greater interest to editorial page writers than broad statements and anecdotal information.
- Make yourself a trusted and known quantity. Follow-up on communications quickly. Furnish information immediately. Be the point person for developing a piece and expediting it through your communications approval process (if applicable).

### Writing and Submitting a Letter-to-the-Editor

A letter-to-the-editor written to local and regional newspapers and magazines offers the opportunity to communicate your message when the media has missed or overlooked your story. They are often written as a means to respond to a recent article, clarify facts, offer an alternative view, etc. Tips for writing and submitting a letter include:

- Check the submission specifications of the newspaper or magazine. Generally, two short paragraphs are ideal. You also must include your name, affiliation and contact information.
- Use the publication's online comment feature in addition to submitting a letter for publication.
- Look at the letters that appear in the publication. Is a certain type of letter usually printed? Try to fit your letters into a style and form that are regularly published.
- Know what you want to accomplish by submitting your letter. Have a position and a point of view. State it clearly, ideally in the first sentence.
- Make your letter timely. If you are not responding to a specific article, editorial or letter that recently appeared in the publication, then try to tie the issue you want to write about to a recent or upcoming event.
- Consider who should sign the letter. Many times it may be more effective to have someone with local name recognition sign the letter.
- Keep your comments at a high level. Never make an accusation against individuals or organizations, and

always avoid making blanket attacks on the media, in general, or the newspaper, in particular.

### Writing and Distributing a Press Release

Distributing a press release to your local media contacts is an effective way to let reporters know about an event or issue. A few tips on how to draft your release and get it into the hands of interested media include:

- Present your information quickly, clearly and succinctly.
- Local media like a story with local appeal. Make sure that the release pertains to the outlet's audience that you are trying to reach.
- Follow a simple writing style. The style of the news release takes the form of an inverted pyramid. It begins with a lead, expands on the lead and proceeds to present the information in decreasing order of importance.
- Work on the headline. Editors often just glance at press releases which is why your headline is important. Media outlets receive countless releases, so it is important to try to grab attention with a succinct opener.
- Don't bury your lead. A good summary lead should follow the headline. It should answer the key questions — who, what, when, where, why and how.
- Include a quote. A short, substantive quotation from a key individual written into the third paragraph is standard.
- Keep it short and to the point. Don't try to include too much. A standard press release should be kept to one page if possible.
- Provide a contact name, email and phone number.
- Make sure your release is news. A release has a finite amount of time to be relevant. Follow up with your contacts ASAP.

### Drafting and Submitting an Opinion Article

An opinion article, or op-ed, is a commentary article submitted to the opinion-editorial page of a local or regional newspaper. Traditionally, the op-ed is a short essay from a recognized individual that offers an opinion on a recent issue of interest or educates about a topic of public concern. Tips for coordinating the development and placement of an op-ed include:

- Name recognition is important. Select an authoritative and recognizable person to sign the op-ed.
- Know the rules. An op-ed should be under 750 words. Check the publication's website or call the newsroom to confirm maximum word count.

- Smart pieces get published. The op-ed should convey a sense of urgency and motivate the reader to take action. Take the time to craft a great article.
- Stick to the facts. Arguments should be factual and well-researched.
- Consider the audience. Submissions should be authoritative but not aggressive or divisive. This is an opportunity to persuade a large audience to take action.
- Think local. As a communications piece, the op-ed will need to appeal to some element of local impact or significance.
- Write carefully. Avoid clichés and jargon. Clarity is of the utmost importance.
- Identify the author. Include a short blurb on the author's credentials at the end of the piece. Be mindful that this is the chance to sell your spokesperson. Briefly demonstrate why this person is a worthy commentator.
- Provide contact information. Op-ed submissions always require the author's direct contact information.

## Selecting Spokespeople

Name recognition is important and who you select as your media spokesperson can be just as important as what they say. Reporters are more likely to pay attention when the speaker is a known quantity. A few guidelines on spokesperson selection include:

- A spokesperson should be in a position of authority or consequence. A community leader or a relevant third-party advocate are both good choices.
- Choose someone in the know. A spokesperson should be familiar with the issues and able to advocate effectively.
- Public communications experience is a plus. A spokesperson should be comfortable fielding questions that may be challenging or probing.
- Message training and practice. A spokesperson should be prepped or "media trained" on the messages that are most important to the issue. A solid message discipline is key to a clear and professional media experience.

## Media Training

A briefing or interview with a member of the media is a chance to speak to a large audience in one sitting. It is important to deliver clear, message-driven responses. The following tips can help prepare your spokesperson for his or her role as message-deliverer:

- Create a message discipline...and stick to it. An interview is not the time to speak off the cuff. Think ahead.

Prepare notes. Be prepared for any contingency or situation by preparing talking points and key messages.

- Keep it simple and direct. Effective messages are polished and concisely stated.
- Practice makes perfect. Dealing with reporters is a skill that takes practice. A friend or colleague should test the spokesperson by asking both soft and tough questions.
- Bridge to the message. A spokesperson should answer each question but also take advantage of the opportunity to bridge back to his or her key messages.
- Body language speaks volumes. When speaking to the media, your spokesperson should not fidget or look around the room, but rather be focused and direct.

## Talking Point Development

Developing a set of crisp talking points is key to preparing for public speaking and media interview opportunities. Talking points are guideposts to stay focused on during the course of a presentation, press conference or interview. A few helpful tips for developing talking points include:

- Determine your messages. Your messages should tell a story and leave an impression with your audience. They should support your objective and persuade your audience to take action.
- Prepare for tough questions. It is impossible to avoid tough questions but they are easier to answer when you have anticipated them. Make sure that you have thought about possible questions and prepared responses that stick to your messages.
- Have examples to illustrate your points. You should be able to support your messages with statistics and examples.
- Stay the course. Talking points are meant to keep a spokesperson grounded and on-point. Be aware of your message discipline and avoid getting sidetracked into unrelated subjects you are not prepared to discuss.

## Creating a Media Kit

A media kit is a set of informative materials designed to communicate your messages to the media. The presentation and contents of a media kit can vary depending on the opportunity or event, but frequently consist of the following elements:

- A press release/media advisory
- Fact sheet(s)
- Frequently asked questions (FAQs)
- Testimonials
- Relevant case studies



- Biographical information on spokespeople or leadership
- Headshots of spokespeople/leadership
- Prepared statistical data relevant to the topic
- Copies of previous speeches or presentations
- Brochures or newsletters

A kit is usually presented in a two-pocket folder, though the type of media effort itself will dictate the presentation that will work best. A descriptive label on the front of the folder will distinguish your materials from other press events or organizations.

General guidelines for developing a press kit include:

- Materials should be concise, compelling and on-point.
- The media kit cover and content materials should be graphically appealing and easy to read.
- An agenda or itinerary of the event can often be a useful inclusion in the media kit.
- Kits should be distributed prior to an event and made available at a registration desk.

### Responding to Media Inquiries

As the CPSC campaign is launched, it is possible that media in your community will contact your organization to find out more about the campaign and your organization's involvement in it. Responding to incoming media inquiries is arguably one of the most important aspects of media relations. Requests vary in nature and importance. Some reporters will be seeking information for a story with an immediate deadline while others are working on a longer lead time.

It is important to keep the following points in mind when dealing with an incoming call from a member of the media:

- Get all of the information. Whether the incoming request is a call, voicemail or email, make sure to secure all of the information. Examples of information needed include:
  - Who is calling
  - What outlet are they calling from
  - If you are not familiar with the reporter, what do they cover
  - What is the reporter's contact information (phone and email)
  - What information are they requesting
  - When is their deadline
  - Why are they requesting this information and how does your organization fit into the story

■ Triage the request. Once you have all the basic information, you can prioritize the call and provide an appropriate response. Regardless of the apparent level of importance, you should never disregard a reporter's call. A simple note back saying you are securing the information requested will let the reporter know that you are not ignoring the request.

- Level one, crisis situation. Secure all of the information you can, including questions, and let the reporter know you will get back to him or her shortly. Refer to your own organization's crisis plan. It is important not to provide any information in a crisis that has not been reviewed.
- Level two, reporters on deadline. Identify reporter needs and determine whether you will be able to respond in the time allotted. Make sure to capture all the necessary information and remember to let the reporter know whether you will or will not be able to coordinate an interview or information in the time allotted.
- Level three, reporters not on deadline. Identify reporter needs and determine whether you will be able to comply with the request. Make sure to capture all necessary information and provide the reporter with a timeframe in which you hope to respond.
- Information gathering. Once you have a clear understanding of what the reporter is looking for and the time frame in which it is needed, the next step is to determine whether it is possible to comply with the request for information/interview and gather the information/resources to do so.
- Prepare. Be sure to refer to the message development and media training guidelines to prepare your spokesperson as needed.
- Respond. Once you've gathered the needed information and identified and prepared your spokesperson, respond to the reporter accordingly. It may help to provide the reporter with pictures or other information, if possible and appropriate (depends on situation).
- Follow-up. If there are no plans to publish the story immediately, follow-up once to see when the story will be published.
- Publication. Once the story is published, distribute a copy to interested parties as necessary and within legal copyright guidelines.

# Sample Media Advisory for Event

CONTACT: NAME and ##  
For Immediate Release  
Date

## **\*\*MEDIA ADVISORY\*\***

### **POOL AND SPA PUBLIC SAFETY EDUCATION EFFORT ANNOUNCED**

#### ***[INSERT ORGANIZATION] Holds Pool and Spa Safety Event in X Community***

**[City, State]**- [INSERT ORGANIZATION] will hold a press conference/event to announce a new pool safety program for parents and children. Partnering with the U.S Consumer Product Safety Commission's (CPSC) *Pool Safely* campaign, [INSERT ORGANIZATION] is making pool safety for children a priority this summer [throughout the year].

The ***Pool Safely: Simple Steps Save Lives*** campaign is CPSC's national public education effort to carry out the requirements of the *Virginia Graeme Baker Pool and Spa Safety Act* (P&SS Act), federal legislation signed into law in 2007. The *Pool Safely* campaign is designed to raise public awareness about drowning and entrapment prevention, support industry compliance with the P&SS Act and improve safety at pools and spas.

According to the CPSC, nearly 300 children younger than five drown in swimming pools and spas each year and more than 3,200 that age go to hospital emergency rooms due to non-fatal submersion injuries. An unknown number of these hospitalizations result in permanent disability, including brain damage. The *Pool Safely* campaign reminds the public that drowning deaths, entrapments and related injuries among children are preventable.

**WHO:** Your Organization  
[U.S. Consumer Product Safety Commission]

**WHEN:** Day, Month Date  
Time

**WHERE:** Location: City, State

**DETAILS:** Press Conference to announce new pool safety initiative; Interview opportunities with officials, trade association representatives, professionals; Photo Opportunity; <INSERT MORE HERE>

###

# Sample Press Release

FOR IMMEDIATE RELEASE

DATE

Contact:

First Name Last Name

Phone number

E-mail

## [INSERT ORGANIZATION] ANNOUNCES NEW POOL AND SPA SAFETY PROGRAM FOR X COMMUNITY

### ***Pool Safely* Campaign Aims to Reduce Child Drownings and Entrapments**

[City, State]- [INSERT ORGANIZATION] today announced a new pool safety program for X community that aims to keep children safe in the water this swimming season and throughout the year. Partnering with the U.S. Consumer Product Safety Commission's (CPSC) *Pool Safely* campaign, [INSERT ORGANIZATION] plans to make pool safety a priority by advocating the adoption of simple water safety steps. CPSC's *Pool Safely* campaign is a first-of-its-kind national public education effort to reduce child drownings, near-drownings and entrapments in swimming pools and spas.

"It is important to keep in mind that each incident represents a family tragedy. Preventing child drownings year round is a priority for the CPSC," said CPSC Chairman Inez Tenenbaum. "The *Pool Safely* campaign has begun a national conversation with parents and children, pool owners and operators and industry professionals about the simple safety steps they can take to protect themselves and their families in and around pools and spas. These incidents are preventable, so our mission is to change the way families think and act about pool and spa safety."

<NAME OF REPRESENTATIVE AND YOUR ORGANIZATION> agreed to partner with CPSC in the *Pool Safely* campaign. "INSERT YOUR ORGANIZATION QUOTE HERE" said <REPRESENTATIVE>.

The announcement was made at <INSERT EVENT HERE>, the <DESCRIPTION HERE>. <YOUR ORGANIZATION> agreed to lend their resources and <NAME BRAND IDENTITY> to increase awareness of the *Pool Safely* campaign and create positive behavior changes among members of the public.

The *Pool Safely* campaign is a key part of the CPSC's efforts to carry out the requirements of the *Virginia Graeme Baker Pool and Spa Safety Act* (P&SS Act), federal legislation mandating new requirements for pool and spa safety. The Act includes a requirement for a national public education campaign designed to raise public awareness, support industry compliance and improve safety at pools and spas.

The *Pool Safely* campaign delivers an important and simple message: adding extra safety steps in and around the water can make all the difference. Your greatest water safety assurance comes from adopting and practicing as many water safety measures as possible, including: installing barriers that completely surround the pool with self-closing, self-latching gates; staying close, being alert and watching children at the pool; learning and practicing water safety skills (knowing how to swim and perform CPR), and having the appropriate safety equipment (compliant drain covers, alarms, barriers and sensors).

The campaign will highlight the need for anyone who uses pools and spas to implement a "personal system of safety" that consists of adding as many proven water safety practices as possible in and around pools and spas.

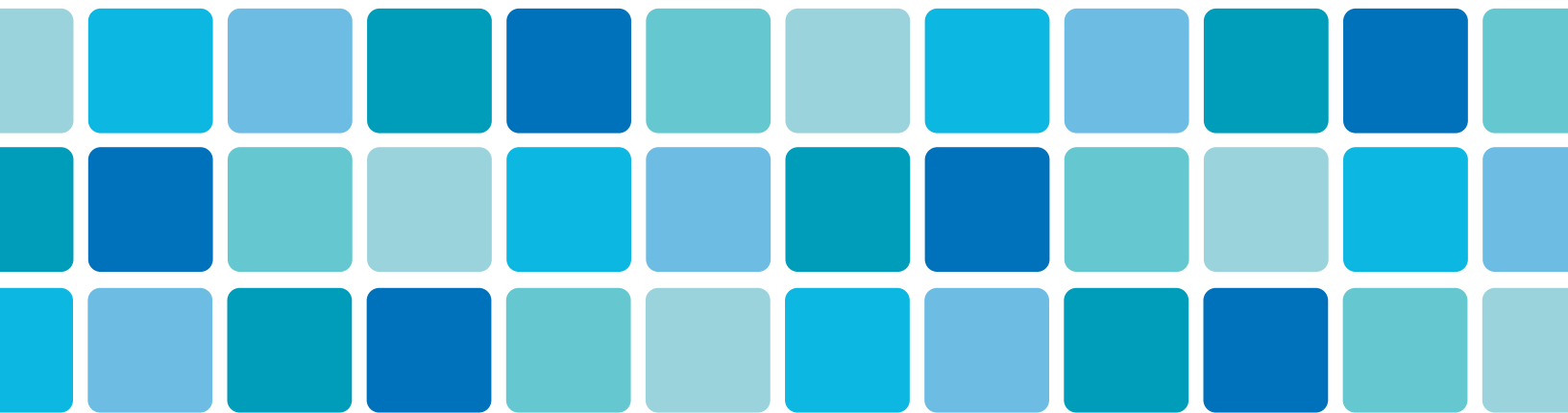
*Pool Safely* provides campaign tools and resources to various outreach channels. CPSC has taken the lead by partnering with national, regional and local organizations in the children's safety and drowning prevention communities. By engaging key partners, the campaign is reaching the widest possible audience and building a national network to ensure the sustainability and success of the campaign.

###



U.S. Consumer Product Safety Commission  
4330 East West Highway  
Bethesda, MD 20814

Twitter: @poolsafely  
[www.PoolSafely.gov](http://www.PoolSafely.gov)  
Email: [poolsafely@cpsc.gov](mailto:poolsafely@cpsc.gov)



*A public education campaign from the U.S. Consumer Product Safety Commission*

