



# Developing Water Safety Action Plans: Lessons Learned from the Field

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# CULTIVATING A COMMUNITY OF WATER SAFETY



The  
**ZAC**  
FOUNDATION



National Water Safety Conference

# ZACHARY ARCHER COHN





## Create a generational shift in how water safety is viewed by children, parents and community leaders

- Advocacy
- Education
- Access
- Community-wide engagement



# A, B, C, D's OF WATER SAFETY

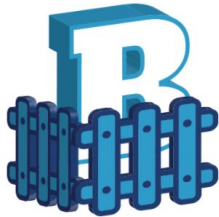
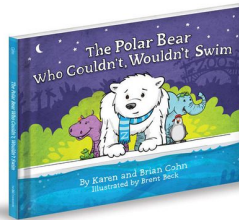
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A key component of the ZAC Camps is learning the importance of following the A, B, C, & Ds of water safety:



## **A is for Adult**

Children should never have access to any form of water without an adult who has eye-to-eye contact with them.



## **B is for Barrier**

Barriers, like fences and gates, should restrict children's access to all forms of water. Children need to know how important barriers are and their role in keeping children safe.



## **C is for Classes**

At the appropriate age, children need to take swimming lessons. Each family should discuss this with their pediatrician to decide when their child is ready for swimming lessons.



## **D is for Drains and Device safety**

Pool drains are dangerous to all swimmers. Children should never swim near pool or hot tub drains. Children should be taught to tell an adult if they see a broken or loose drain cover and should NOT return to the pool until the drain cover has been replaced. Additionally, everyone should wear a U.S. Coast Guard-approved life jacket on open water.

# ZAC CAMPS

- 20 camps each spring and summer
- In 25 states, 50 cities
- 110-120 campers
- “Super camps” in select markets
  - Provides children access to water (pool) and trained instruction
  - Introduce basics of water safety
  - Bring community together to raise awareness for drowning prevention
    - Elected officials
    - Community partners
    - First responders
    - Parents
  - Catalyze broader conversation



**BOYS & GIRLS CLUBS  
OF AMERICA**

# RESULTS

*In the locations funded by The ZAC Foundation,  
through December 2020*

American Red Cross



**20,000** children have participated in ZAC Camps at Boys & Girls Clubs

**7,100** sets of swim lessons  
to children

**330** sets of swim lessons  
to adults

These are families who likely  
wouldn't otherwise participate  
in this lifesaving training.

**TRAINED**

**74** new lifeguards,  
**1** Lifeguarding Instructor  
**1** Lifeguarding Instructor Trainer  
**74** new Water Safety Instructors  
**9** Basic Swim Instructors

**300** future lifeguards developed  
through Junior Lifeguarding.

In 2018, two Boys & Girls Clubs locations  
(Greenwich and Greater St. Louis)  
began participating in the Aquatic Examiner  
Service. Each organization received their initial  
Annual Lifeguarding Operations Assessment, and  
a total of five unannounced visits occurred.

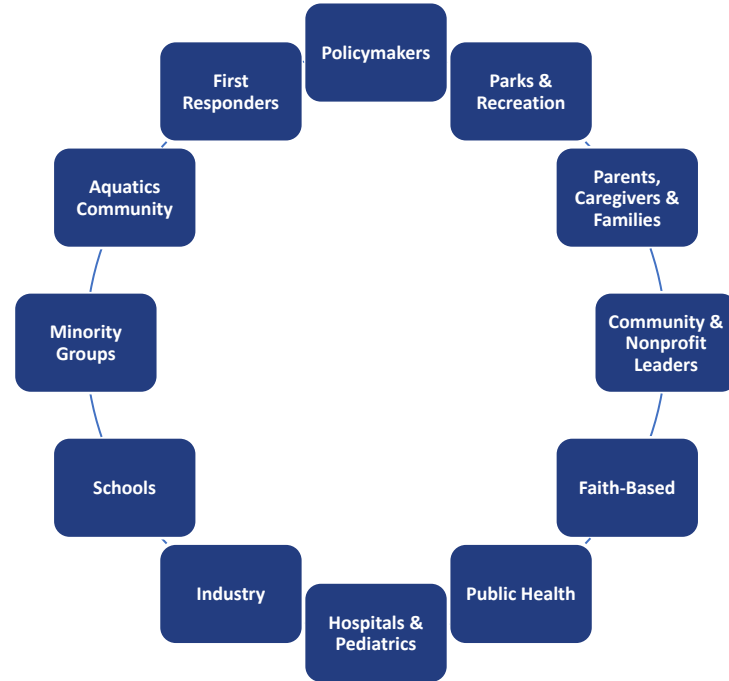
**EQUIPPED**

**917** parents and caregivers with  
water safety knowledge and skills.  
Of those, **90** also received focused  
pediatric CPR/AED training, many  
resulting in certification.

# COMMUNITY DROWNING PREVENTION ACTION PLANS: A WHOLE COMMUNITY APPROACH

Addressing the crisis of drowning requires a “whole community” approach informed by and reflecting the realities specific to individual communities.

For each community, the roundtable and ensuing Drowning Prevention Action Plan can help raise awareness, save lives, and inspire action on the national level.





# COMMUNITY DROWNING PREVENTION ACTION PLANS

Convened roundtables in four cities with significant or higher than average drowning rates in 2019



CENTRAL TEXAS  
CHICAGO, IL  
FAIRFIELD COUNTY, CT  
ST. LOUIS, MO



Drafted and distributed DPAP template in 2020



Twice monthly calls in each location to discuss progress



Individual successes



# NATIONAL WATER SAFETY ACTION PLAN

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## U.S. NATIONAL WATER SAFETY ACTION PLAN

- 10-year plan focused on 5 evidence-based strategies and data/surveillance plus necessary infrastructure and capacity to support implementation
  - Data/Public Health Surveillance
  - Rescue/CPR
  - Supervision/Lifeguards
  - Barriers, Entrapment and Electrical Safety
  - Lifejackets/PFD's
  - Water Safety/Water Competence/Swimming Lessons

- Led by a Steering Committee representing organizations



# CALIFORNIA WATER SAFETY COALITION

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CALIFORNIA  
**WATER SAFETY**  
**COALITION**

- Launched the California Water Safety Coalition
- Focus areas modeled after the National Water Safety Action Plan
- CWSC to serve as umbrella group for drowning prevention and water safety organizations to collaborate
- “Tip of the spear” for applying (and implementing) the National Water Safety Action Plan in California

# CALIFORNIA THEN AND NOW

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## Before

- Siloed organizations, practitioners, and activists
- Unaware of each other
- Competing stakeholders, animosity
- Disparate goals
- No cohesion



## Now

- Unified vision
- Renewed trust
- Clear priorities for California
- Strategy
- Regular, structured communication & collaboration
- Shared learning and progress
- Organizational structure, respected leadership
- Identified, empowered workgroups
- Rich content generation,

# STAKEHOLDER ENGAGEMENT - HOW?

## Branding & Assets

- Logo
- Website
- Online hub of resources
- Strategy outline



A central gap identified by California's water safety community in 2017 was the lack of a central repository of water safety and drowning prevention information and resources. Over the next several months, we will be building Version 1.0 of the California Water Safety Hub.

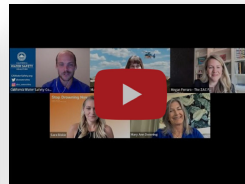
We need your help to make it happen.



## Lunch & Learn

### Webinar Series

- Implementing Diversity
- Evaluation 101
- Drowning Prevention for People with Disabilities
- Engaging Communities for Water Safety
- AAP



## E-Newsletter

- CA newsletter of record on drowning prevention
- Partner/program profiles
- "Data Downloads"
- Upcoming webinars
- Recap of progress, other news



### Fall Workshop provides Content Direction for the California Water Safety Strategy

Last week, the California Water Safety Coalition Workshops came together to discuss and decide upon a vision and content direction for the California Water Safety Strategy.

Over the course of a 3.5 day in Newport Beach, participants reviewed a multitude of recommendations from the National Water Safety Action Plan and specific actions identified by CWSA's workshop members to determine what belongs in the California Strategy.



### May is 'Water Safety Month'

Does your community know it?

National Water Safety Month is right around the corner - start raising awareness to now.

Here in California, water safety advocates have done a lot of raising awareness in Sacramento and in their cities. Each year since 1984, California's Governor has a "Drowning Prevention Month" in California. Cities throughout the state have also designated Water Safety local jurisdictions for decades.

Now we're asking for your help in raising awareness. Month to your community.

Please scroll through this email for several proclamations Water Safety Month in your community.



### Back to School: What Have We Learned About Water Safety?

As summer comes to a close and the school year begins, we're taking stock of what we've learned so far this year about water safety and effective drowning prevention.

Look down for a quick update from the World Health Organization and how we're leading the way in water safety and drowning prevention in California. Department 2022. We'll see you at our next meeting.

We're also announcing our next webinar, "Drowning 101" with Bill Rames and Stacy Bennett on September 27th.

### WHO calls on global community to "do one thing" to save lives on World Drowning Prevention Day

As part of World Drowning Prevention Day on July 29th, the World Health Organization is requesting the global and national implementation of drowning prevention and effective life-saving solutions to prevent it.

This year's theme is "Global Drowning Prevention Day" and we're asking for your help in raising awareness. Month to your community.

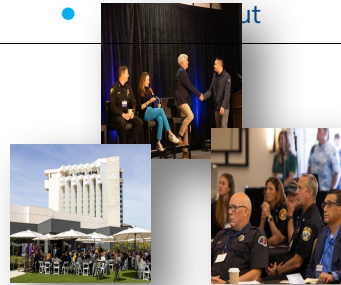
# Collaboration: Convenings

**Workshop '21**  
Zoom  
November 9,  
2021

- 125 water safety advocates
- 15 panel discussions
- 12 break-out sessions

**Summit '22**  
Newport Beach  
Marriott  
March 21-22,  
2022

- 125 water safety advocates
- 15 panel discussions
- Break-out sessions



## Water Safety Coalition offers tips to prevent drowning

Best practices to prevent drowning topic of California Water Safety Summit in Newport Beach



**Workshop '22**  
Marina Park  
October 11,  
2022

- Agreement on strategy priorities & enablers
- Decisions on format



**Summit '23**  
San Diego  
Spring 2023

- Release CA Water Safety Strategy draft
- Deep-dive on elements of strategy
- Start 30-day clock for feedback, refinements

✓ Workgroups share recommended actions

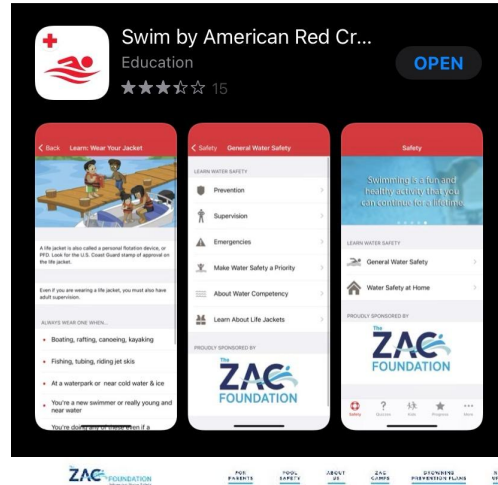
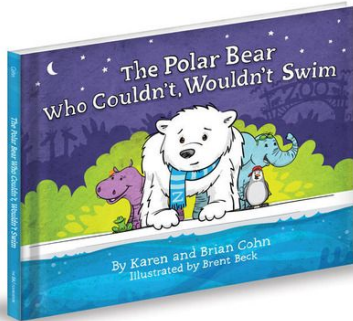
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✓ Debut of CWSC  
✓ Closer look at issues

✓ Directional agreement on Strategy

✓ Announce CWS Strategy draft  
✓ Kick-off 30-day review

# HOW CAN YOU HELP? NEW RESOURCES





*To learn more, visit [thezacfoundation.org](http://thezacfoundation.org)*

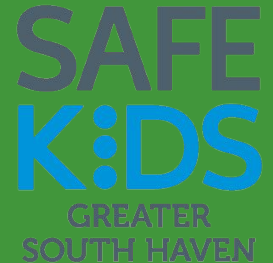




# SAFE KIDS GREATER SOUTH HAVEN

**Pam Ford, M.A.Ed., CPST-I  
Coordinator**

Bronson South Haven  
Bronson Wellness Center

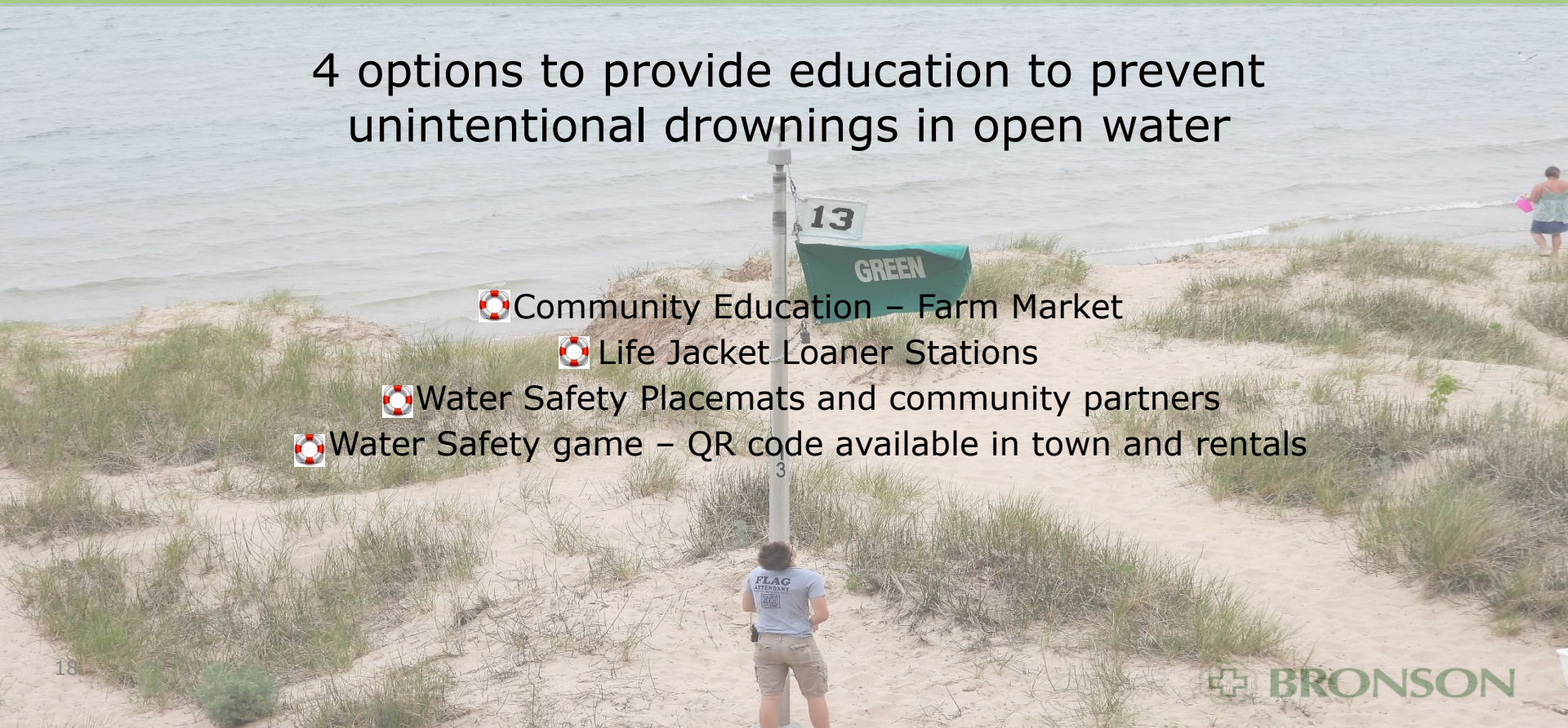





# Developing Water Safety Action Plans – Lessons Learned from the Lake


4 options to provide education to prevent unintentional drownings in open water

- 🚒 Community Education – Farm Market
- 🚒 Life Jacket Loaner Stations
- 🚒 Water Safety Placemats and community partners
- 🚒 Water Safety game – QR code available in town and rentals




# Community Water Safety Education – Farm Market

 **Farm Market: Community education tables allowed, \$45 fee waived.**

 **Provide a variety of water safety items – many specific to South Haven, Michigan**

 **Flag alerts from the City**


 **Water Safety Game**

 **Rip current signs**

 **Structural current signs**

 **Options for Red Flag Day activities**

 **Great Lakes Water Safety Consortium's Safely Enjoy the Great Lakes brochures**

 **Water Watcher cards**

## Dangerous Currents

### Avoid Dangerous Areas:

- Stay in designated swim areas.
- Avoid swimming near piers and breakwalls. Many fatalities have occurred.



- If trapped in a dangerous current:**
- Swim to the side, out of the current, and then to shore.
  - If in danger, call for someone to throw a life ring or anything that floats.



## 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 area without finding an adult to replace me.



## ⚠ DANGER

### Stay Alive – Avoid Piers

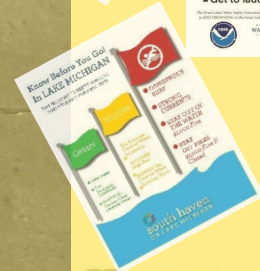


**Danger Zone - No Swimming**

- Swim in designated area, away from this structure.
- If trapped, call for help.
- Call for someone to throw life ring or anything that floats.
- Get to ladder, if possible.

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# Safe Kids Greater South Haven YouTube

***LONGSHORE CURRENTS***

***CHANNEL CURRENTS***

***OUTLET CURRENTS***

***STRUCTURAL CURRENTS***

***RIP CURRENTS***

***(...AND, OFFSHORE WINDS)***

**<https://www.weather.gov/greatlakes/>**

# Life Jacket Loaner Stations



Photo courtesy of Safe Kids

← Began with Alaska's Kids Don't Float

Safe Kids West Michigan's Holly Alway →

- Issues with liability
- \* Government Immunity Document



First station with Van Buren (MI) State Park

- Opened door for South Haven Area Recreation Authority
  - Opened door for City
    - Currently have 5 Life Jacket Loaner Stations on City beaches; permission to place 13 more
  - Communities to the north on Lake Michigan have asked for assistance in planning stations
  - Northern Lower Peninsula, East MI, and inland communities planning stations



# Water Safety Placemats

## Beach Safety Tips

**BOATING**

- Don't just bring a life jacket, wear it
- Be prepared with safety gear
- Don't overload the boat with people
- Know before you go - check the weather forecast

**WALKING ON THE PIER**

- Steer clear of the pier when waves may wash across
- Stay dry while the waves are high
- You are putting yourself and others at risk

**SWIMMING**

- When in doubt, don't go out
- Always swim with a buddy
- Don't overestimate your ability
- Swim in designated areas, near lifeguards or watchful adults
- Don't swim during a red flag warning
- Steer clear of the pier

**ESCAPING RIP CURRENTS**

- Remain calm, panicking could make it worse
- Yell for help, if you're able
- Don't fight the current
- Swim to the side

**FLIP, FLOAT, FOLLOW**

- Flip onto your back and stay calm
- Float to conserve energy
- Follow the path of least resistance - to the side, then back to shore

**FLOATABLES**

- Leave them at home
- Never leave children unattended
- If it blows away, don't chase it - let it go

**HOLE DIGGING**

- Avoid risk of burial during a cave in
- Do not tunnel
- Build sand castles instead

**FLAG WARNINGS**

- Know before you go
- Green - Calm water
- Yellow - Good swimming conditions
- Potentially high surf
- Red - Dangerous surf
- Strong currents
- NO SWIMMING

Art & Design  
Instagram: @arts.designs  
Facebook: @artsdesigns

BRONSON WATER SAFETY

## Kids Activities

Can you make everything go into the bucket?

Beach Buddy  
Current Lake  
Castle  
Flags  
Water Waves  
Lifeguard Water Waves

Art & Design  
Instagram: @arts.designs  
Facebook: @artsdesigns

1. ALLB  
2. YOTS  
3. EIRP

4. SLEHLS  
5. BCUTEK  
6. FASETY

BRONSON WATER SAFETY

BRONSON WELLNESS CENTER

SAFE KIDS  
GREATER SOUTH HAVEN  
led by Bronson

# Water Safety Placemats and Community Partners

- 🚒 Dream of former Fire Chief Ron Wise
- 🚒 Designer reached out to SKGSH
- 🚒 SKGSH clarified with the Great Lakes Water Safety Consortium
- 🚒 Design was approved
- 🚒 10,000 placemats printed with funding from SKGSH, Bronson Wellness Center and GLWSC
- 🚒 Handed out to restaurants – needed an additional 1000
- 🚒 Need to print for current season
- 🚒 Placed in Emergency Department waiting room



# SKGSH Water Safety Game

- Created with Google Forms
- QR Code at Farm Market and in downtown business windows (flyer)

- No way to track incorrect responses
  - game directs to education and then back to correct incorrect response
- Seems like people are interested but not completing – may be because of email address request (which was going to be used for discounts at area restaurants)

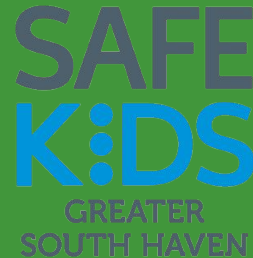






# Thank you!

[bronsonhealth.com](http://bronsonhealth.com)



Thank you.

