

# Drowning Prevention Coalition of Palm Beach County

Summer 2014 Newsletter

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Manager



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Coordinator



## Points of Interest

### April-August

**12 entire elementary schools** (7,589 children) received a land-based water safety presentation

**61,054 people** were educated about the importance of water safety during a total of 192 different activities/presentations

### Volunteers donated

**304.25** hours completing office work, handing out water safety information, and assisting in the classroom

*The Coalition is a government entity funded by:*



Palm Beach County  
Board of County Commissioners

Priscilla A. Taylor, Mayor  
Paulette Burdick, Vice Mayor  
Hal R. Valeche  
Shelley Vana  
Steven L. Abrams  
Mary Lou Berger  
Jess R. Santamaria

County Administrator  
Robert Weisman

Children's Services Council  
Palm Beach County

*The Coalition is managed by:*

Palm Beach County  
Fire Rescue

### Coalition Contact Information

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Mobile education sign campaign in partnership with PBCFR



Diane Hennessy educating school children about the amount of water it takes to drown



Vice Mayor Burdick presenting a Proclamation declaring April 2014 as "Drowning Prevention Awareness Month"



Palm Beach Pediatric Society's Children's Health & Wellness Fair. Space paid for by Children's Services Council Palm Beach County



Adult water safety training at the Florida Department of Health

## New Look But Same Message

Part of organizational growth requires the ability to evolve. In an effort to enhance the Coalition's presence in Palm Beach County, a rebranding of sorts has taken place. With assistance from Palm Beach County Graphics, the Coalition has implemented a new logo that embodies the essence of the DPC – to prevent drowning by lending a helping hand to the community through free water safety educational programming for audiences of all ages, offer monetary support for swim lessons, and disseminate life saving drowning prevention materials.



The Coalition partnered with 10 Leadership Palm Beach County participants to develop a DPC mascot that would bring added public attention to not only the organization itself, but the importance of water safety. The DPC mascot was actually chosen by the public at the 2014 South Florida Fair. More than 2,500 attendees of all ages voted on which mascot they liked best, a manatee or seahorse. The manatee received a lot of votes for its Florida roots, but the seahorse attracted the eyes and enthusiasm of the younger voters. We are proud to introduce Buddy...



He will be making appearances throughout the County. Elementary schools, summer camps, organizers of health and safety fairs can request Buddy's attendance. If he is available, he will be more than happy to take photos while encouraging everyone to always swim with a buddy and to wear a life jacket to be safe in and around water.

# Drowning Prevention Coalition of Palm Beach County

## Head Start Children Benefit From Free Water Safety Swim Lessons

According to Safe Kids Worldwide, "Drowning is the leading cause of injury-related death among children between 1 and 4 years old. And it's the third leading cause of death among children." Based on this information, the DPC proactively approached and partnered with John Denson Pool in Boynton Beach to provide 73 Head Start children ages 4 and 5 eight water safety swim lessons. Head Start promotes school readiness for low-income children by enhancing their cognitive, social and emotional development through various learning environments. The Coalition hopes to continue this partnership in the years to come.



## Crash, Splash & Escape

Due to all the canals in the western communities, we were asked by agricultural safety organizers in The Glades area to create written material for fourth and fifth graders on how to escape a sinking vehicle. It took two years, hours of creativity, and a lot of help from others to finally develop and deliver a "Crash, Splash & Escape" children's activity book. Coalition Coordinator Diane Hennessy came up with the rhymes, Coalition Manager Anna Stewart created the games and parent corner, and two volunteers assisted with drawing photos and formatting. We appreciate the help from the Children's Services Council Palm Beach for the Spanish and Creole translations as well as Palm Beach County Public Affairs Graphics Designer II Virginia Savietto for putting all the material together and designing the book. Below is a quick snapshot of the Book. To download the black and white version (activity Book) visit [www.pbccgov.org/dpc](http://www.pbccgov.org/dpc).



<p><b>TRAVELING SLOW.</b> CHITTING WITH YOUR PAL. AND ALL OF A SUDDEN, YOU'RE IN A CANAL!</p> <p>Traveling slow is safe. Remember to wear your seat belt. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>IT'S DARK, COLD, AND SCARY.</b> WATER'S COMING IN FAST. YOU'RE REALLY AFRAID. WHAT SHOULD I DO? YOU ASK</p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>YOU MIGHT GET OUT SAFELY</b> USING THE RIGHT TOOLS. AND SIMPLY KNOWING A COUPLE OF RULES.</p> <p>Follow these rules: Do not drink and drive. Do not use your phone while driving.</p>	<p><b>DO NOT PANIC -</b> <b>GIVE A BIG SHOUT!</b> <b>SEATBELT! WINDOWS!</b> <b>CHILDREN! OUT!</b></p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>YOU MUST BE QUICK</b> <b>NO TIME TO WASTE.</b> <b>DON'T TOUCH THAT PHONE</b> <b>UNTIL EVERYONE'S SAFE!</b></p> <p>Do not use your phone while driving. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>STAY CALM AND FOCUS.</b> <b>TAKE A DEEP BREATH.</b> <b>REMEMBER, DON'T PANIC.</b> <b>NOW HERE IS THE TEST:</b></p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>SEATBELT RELEASE.</b> <b>IT'S SIMPLE TO DO.</b> <b>PRESS AND UNHOOK</b> <b>OR SLICE IT IN TWO</b></p> <p>Do not drink and drive. Do not use your phone while driving. Do not drink and drive.</p>
<p><b>OPEN THE WINDOW.</b> <b>OPEN IT WIDE.</b> <b>WINDOW WON'T OPEN?</b> <b>BREAK THE GLASS FROM INSIDE.</b></p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>GO! GET OUT NOW!</b> <b>STICK TO THE PLAN.</b> <b>SWIM TO THE SURFACE.</b> <b>AS FAST AS YOU CAN.</b></p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>IT'S DARK, YOU'RE CONFUSED.</b> <b>DON'T PANIC ON YOUR LUCK.</b> <b>START BLOWING BUBBLES</b> <b>TO GUIDE YOUR WAY UP.</b></p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>NOW, HERE ARE THE TOOLS</b> <b>TO AID YOUR ESCAPE.</b> <b>A LIFE INSURER OR STING PUNCH</b> <b>THE SIDE WINDOWS TO BREAK.</b></p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>WITHIN YOUR ARMS REACH</b> <b>THE TOOLS SHOULD BE STORED</b> <b>ON YOUR KITCHEN, IN THE CONSOLE,</b> <b>OR ATTACHED TO THE DOOR.</b></p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>PUNCH OUT THE CORNER</b> <b>OF THE WINDOW NEAR YOU.</b> <b>THEN OUT YOU GO QUICKLY.</b> <b>JUST SQUEEZE RIGHT ON THROUGH.</b></p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>THESE TOOLS ARE NOT TOYS.</b> <b>YOU MAY NEED THEM SOME DAY.</b> <b>AND WHEN YOU DO,</b> <b>THERE'S NO TIME TO DELAY.</b></p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>
<p><b>Be Safe</b></p> <p><b>WILL THEY WORK EVERYTIME?</b> <b>THERE'S NO GUARANTEE.</b> <b>BUTTER SAFE THAN SORRY.</b> <b>NOW DON'T YOU GORE?</b></p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>REMEMBER:</b> <b>Don't Panic and</b> <b>Get Out Quickly</b></p> <p>Do not panic. Stay calm. Do not drink and drive. Do not use your phone while driving.</p>	<p><b>PARENT CORNER</b></p> <p>Head Start Children in canals are the second leading cause of injury-related death among children between 1 and 4 years old.</p> <p>Do not drink and drive. Do not use your phone while driving.</p>	<p><b>WATER SAFETY</b></p> <p>WATER SAFETY is a game that helps children learn about water safety.</p> <p>Do not drink and drive. Do not use your phone while driving.</p>	<p><b>FIND YOUR WAY TO SAFETY</b></p> <p>A maze game that helps children learn about water safety.</p> <p>Do not drink and drive. Do not use your phone while driving.</p>	<p><b>CROSSWORD PUZZLE</b></p> <p>A crossword puzzle game that helps children learn about water safety.</p> <p>Do not drink and drive. Do not use your phone while driving.</p>	<p><b>MISSION</b></p> <p>A mission statement for the Drowning Prevention Coalition of Palm Beach County.</p> <p>Do not drink and drive. Do not use your phone while driving.</p>





# Hard Work Pays Off!

The Drowning Prevention Coalition received a Distinguished Service Award for Education from the Traffic Safety Committee of the Palm Beaches for its outstanding community contribution in providing information to audiences of all ages on how to escape a sinking vehicle.



The nation's top water safety and training organizations joined forces to present **The World's Largest Swimming Lesson (WLSL)** on Friday, June 20, 2014, to build awareness of the vital importance of teaching children to swim. Waterparks, pools and other aquatic facilities around the globe hosted local swimming lessons simultaneously at 11 a.m. Eastern Standard time in an attempt to break the Guinness World Record.

The DPC participated in the WLSL at two different locations. A display table as well as a visit from Buddy took place at Pompey Park Pool in Delray Beach. There were more than 186 participants. The DPC was also represented on the same day at Small Fish Big Fish swim school in West Palm Beach where water safety information was distributed to the adult attendees.

## Our Kids World Family Fun Fest



Our Kids World Family Fun Fest was held this April and August at the South Florida Fairgrounds. Geared towards children 12 and under, there were hands-on activities, educational display booths, sports mascots, television characters, bounce houses and entertainment. The DPC was invited to participate in the event so Buddy, DPC staff, and some of the amazing volunteers got to hand out water safety information to Fun Fest participants.



# Think Before You Sink Campaign!



Anna Stewart and Volunteer Doug Manger

On Memorial Day 2014, the Coalition partnered with the Palm Beach County Sheriff's Office's Marine Unit, U.S. Coast Guard Auxiliary, Palm Beach County Fire Rescue Reserve Battalion, Florida Fish and Wildlife Commission and other organizations to support the "Think Before You Sink" sober boating campaign. The DPC's role was to set up a water/boating educational display booth at Phil Foster Park in Riviera Beach. The initiative is to encourage designating a boat captain who remains sober during outings. Boaters register for a vessel inspection and learn boating safety tips. Each registrant receives a wrist band that provides discounts to local restaurants and free non-alcoholic beverages for boat captains. The "Think Before You Sink" campaign also takes place on the July 4th and Labor Day weekends. If boaters participate in all three events, they'll be entered into the running for the grand prize – a Bahamas cruise on board the Celebration.