

MEETING: Drowning Prevention Coalition of Arizona general meeting

Date: August 13, 2009

Cardon Children’s Medical Center

BOARD MEMBER ATTENDEES

Ed Huntsman	Yes	John Harrington	Yes	Jay Arthur	No
Lori Schmidt	Yes	Tiffaney Isaacson	Yes	Linda Kirby	No
Ed Swift	Yes	Michele Long	Yes	Tracey Fejt	Yes
Bev Burns	Yes	Tracy Koslowski	No	Jon Spezzacatena	No
Marin Davies	Yes				

ADVISORY COUNCIL ATTENDEES

Donna Andrews	Yes	Robin Neal	No	Gillian Needham	No
Tina Royer	Yes	Mike Tellef	No	Dewey Leitch	No
Tim Flood	No				

ADDITIONAL ATTENDEES

Mike Long – representing Association of Pool and Spa Professionals

Tracy Herbst – representing Infant Swimming Resource

Lisa Kutis – Glendale Fire Department

AGENDA	DISCUSSION & ACTION	RESPONSIBLE PARTY & FOLLOW UP
Welcome and	Lori welcomed the group and members introduced	

introductions	themselves.	
Guest speaker	<p>Lindsay Butler from Banner Baywood came to speak on the subject of social media. Charlotte Shaff was ill and unable to attend.</p> <p>Lindsay shared her background as a journalist and present role at Banner. She advised that social media is generally free, does not take too much time, and is growing very quickly.</p> <p>She discussed blogs, which can be made as private or public as the writer would like. Blogs:</p> <ul style="list-style-type: none"> • Tend to be two-way communication, as opposed to websites, which are generally one-way. • Generally have brief entries. • Are user-friendly • Can have pictures and video added • Can be searched with a google blog search tool <p>A blog might be a good vehicle to connect to individuals and personalize information.</p> <p>Commentary at the end of news pieces is referred to as “comment marketing,” and can be risky if not handled carefully. Comments can be very negative or misinformed. Responding can be an opportunity to correct misperceptions, if handled right. Transparency is important, as in sharing the name of the organization that you represent.</p>	

She also discussed social media in general, including Facebook:

- There are 200 million members currently on Facebook,
- It is both a personal and business resource.
- Information on Facebook is not searchable via Google.
- Facebook has profiles (which has user's name and information) and pages (which are for businesses.)
- Can allow you to invite a number of others to learn about your organization
- Is designed to complement websites
- Has privacy settings, including an option to limit use of your photos
- Allows searches by high school, organization, name, etc.

Myspace:

- Includes ads
- Exceeded 100 million users in 2006
- Seems to have declining use, many people go to Facebook instead
- Has more transparency

Twitter:

- Does not have ads, but may charge or charge for accounts
- Is a "microblogging" site
- Allows you to "retweet" information to your followers

	<ul style="list-style-type: none"> • Is searchable in Google <p>Overall, social media is a good tool for organizations like DPCA to use.</p>	
NDPA Update	<p>Tiffaney advised of potential plans for NDPA conference to be in Pittsburgh in late April. Cost for hotel is expected to be lower, and CEU credits are being offered.</p> <p>Call for presentations will be issued soon. DPCA members are encouraged to submit.</p> <p>Texas has had increased drownings, and Florida recently had a double drowning.</p>	
Media	<p>Various water safety topics in the news were discussed.</p>	
Website	<p>Ed reviewed DPCA's website and the features which may be of use to members. Website is easy to use, and Ed can provide an instruction packet for addition of calendar items. Many safety tips are online, from a wide variety of sources. Members are encouraged to add events, event photos, and collateral materials, including descriptions.</p>	
Membership	<p>Donna advised that expired membership notices were sent out recently. Members can go online to renew.</p>	
Financials	<p>DPCA has \$16,698.37 in account currently, and we are always looking for additional resources for funding and donations.</p>	
Roundtable	<p>Tracy Herbst discussed the "Charity Charms" program, which creates donations for organizations. DPCA might want to investigate this as an option.</p> <p>Tiffaney discussed the Drowning Impact Awareness Month</p>	

program, which included more than thirty proclamations and 100,000 ribbons distributed to date this year.

Tracey discussed Cardon's recent "Survival Fair," which included drowning prevention, car seat safety, gun safety, and helmets.

Tina discussed Scottsdale's Drowning Impact Awareness event in Scottsdale, which had more than 300 attendees and good media support.

Tracy advised that ISR instructors are posting fliers and distributing purple ribbons this month.

Ed Swift advised that Swift Office Solutions and their customers are distributing purple ribbons and posting information.

Mike advised that APSP members are continuing to share water safety messages with customers.

YMCA cancelled their Wet and Wild event, but they are distributing purple ribbons at all of their 13 branches.

Dewey advised that SRP has been pleased with drowning prevention promotion to date, and they are currently working on September "Preparedness" month, encouraging families to be ready for emergencies. They are also looking at improving their website.

Lisa advised that Glendale passed their Drowning Impact

	<p>Awareness proclamation this week, and continue to do events and promotion of water safety.</p> <p>Donna shared that La-Z-Boy has been distributing ribbons at their ten stores, and they have found many teachers asking for purple ribbons for their classes. They have also been distributing their Tubby Tag folders.</p> <p>Marin advised that Adopt-A-Pool fence continues to offer assistance to families, year 'round.</p> <p>Ed Huntsman discussed safe boating convention information, and a new statistic showing that there are approximately 500 boating deaths per year, with 90 percent of victims not wearing pfd's. Coast Guard Office of Boating Safety has the report available.</p>	
Next meeting	Next meeting is scheduled for November 12 th , location to be determined.	
Adjournment	Lori adjourned the meeting at 3 pm. _____	