

MEETING: Drowning Prevention Coalition of Arizona General meeting

Date: May 13, 2010

Marana Public Safety Complex

BOARD MEMBER ATTENDEES

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

ADVISORY COUNCIL ATTENDEES

Tim Flood	No	Tina Royer	No	Bev Burns	No
Staci Glass	No	Mike Tellef	No	Dewey Leitch	No
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ADDITIONAL ATTENDEES

Garree Innis, Drexel Heights Fire
Gerry Innis, Drexel Heights Fire
Sue Clark, Golder Ranch Fire
Tyler Peterson, Surprise Firefighters Charities
Andy Reidy, Safe Kids Tucson
Pam Moseley, Marana Healthcare
Yolanda Hallberg, Oro Valley Police Department
Yomy Diaz, Safe Kids Tucson
Hope Thomas, Tucson Medical Center/Safe Kids Tucson

Carlos Valdez, Tucson Police Department

AGENDA	DISCUSSION & ACTION	RESPONSIBLE PARTY & FOLLOW UP
Welcome	Lori welcomed the group, thanked Tracy Koslowski for coordinating the meeting room, and Safe Kids Tucson for providing snacks.	
Presentation	<p>Tracy Koslowski discussed the Safe Kids Tucson “Water Safety is for You...TOO” program. They began working with the “Water Safety is for YOU” curriculum from Water Watchers at Phoenix Children’s Hospital, and wanted to create a program for third grade children. They applied for and received a DPCA grant to pilot the program.</p> <p>The program:</p> <ul style="list-style-type: none"> -uses the “Swimming Lessons with Stewie the Duck “ book, a sequel to the “Stewie the Duck Learns to Swim” program -includes three lessons, given the testing required for third grade students in Arizona -includes a safety checklist for parents, basic pre and post-test, and teacher feedback sharing -is designed to be flexible in implementation -addresses life vest use and drain safety -encourages parent involvement -incorporates the lessons third graders would already be learning in regular lessons, such as time-telling, vocabulary, multiplication and division -provides lesson plans, handouts, materials needed for teachers, as well as Arizona State academic standards <p>Activities include third graders writing letters to first graders</p>	

	<p>discussing water safety, students creating a “Water Watcher” tag for parents/caregivers, and a water safety/drowning prevention contract, discussion and exploration of personal goals and healthy choices.</p> <p>Anticipated launch is Spring of 2011. They hope to have the program in schools after AIMS testing. Parent take-home materials are in Spanish and English.</p>	
NDPA	<p>The NDPA conference took place last month in Pittsburgh, PA. The conference was well attended. Social media was a topic that seemed to be pursued on the national level more.</p> <p>NDPA website is a good resource for water safety information, including the position paper, which was published in the International Journal of Aquatic Research and Education.</p> <p>The Consumer Product Safety Commission’s feedback on educating families was discussed, as was their goal of increasing knowledge of the Virginia Graeme Baker act, and water safety in general, and their upcoming campaign. There are additional life vest campaigns, and May is National Water Safety Month.</p> <p>Members are encouraged to check out the NDPA website, at www.ndpa.org for additional information.</p>	
Media	<p>To date, Pima County has not had a child drowning.</p> <p>Tracy Koslowski discussed Tucson Safe Kids’ efforts with Channel 4 on a water safety psa campaign.</p>	

	<p>Michele Long discussed the DPCA newsletter, which is open for submission of article content. Submissions pertinent to water safety for adults or children can be made via e-mail to Michele Long.</p> <p>Lori discussed water safety materials from DPCA which are available for distribution.</p> <p>Lori discussed the sign campaign from Tucson Medical Center, and Safe Kids Tucson. Signs were developed for community pools. Of 200 signs, 70 were put up to date.</p> <p>SRP has expressed an interest in working with DPCA to expand this project, working with Arizona Multi-Housing Association. Other organizations may potentially be involved, and the campaign could go statewide. Final version of the sign will be sent to the DPCA BOD for review.</p>	
Website	Lori reviewed the website briefly, showing updates, scholarship and grant application information, and the event calendar. Events which are not open to the public can be posted, to increase awareness of general water safety efforts.	
Financials	Lori provided expenditure and income information for DPCA. Fundraising ideas are always welcome.	
Membership	Lori discussed the benefits of membership, payment levels, and scholarship options.	
Rountable	<p>Events:</p> <ul style="list-style-type: none"> • Gilbert recently had a “Town Hall” event discussing water safety. 	

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| | <ul style="list-style-type: none">• Martin Charities has a 5k coming up on May 22nd. Martin Charities addresses water safety and financial literacy in honor of Kerry Martin, who was a BOD member with DPCA and died in childbirth last year.• Mesa Fire has a “Pachanga en la Piscina” event coming up on June 4th.• Mesa Fire is distributing water safety information via apartment complexes, and has found it to be an effective effort.• Phoenix Children’s Hospital has a webinar coming up on May 25th.• Golder Ranch had April Pools efforts, and is currently working to establish a volunteer program. They had a video, “Cool Pool Rules,” which they used to play in schools and reinforce education with children. In conjunction with that, they did a skit and activities in the past.• Drowning Impact Awareness Month, the purple ribbon campaign, is coming up in August. There is a kickoff event at PCH on July 27th. SRP has provided not only ribbon cards for distribution but also banners. Official proclamations through mayors and the governor are planned.• Drexel Heights Fire has found great success using characterization volunteers to do safety education. Their clown/characterization volunteers plan to attend clown school in Indiana in June.• Oro Valley expressed an interest in expanding the DIAM program. | |
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	<ul style="list-style-type: none"> • Surprise Fire advised that their public education program has experienced cuts in recent years, but they are working to put on community events. They have a “water safety luau” on Friday May 21st at their Aquatic Center. They hope to expand their plans in the future. • Tucson area has seen their city pool hours reduced, but continue to work to provide water safety education to the community. • Safe Kids Tucson received \$1000 from the National Water Safety Congress, to support the purchase of books for their curriculum program. Tucson Medical Center has made a commitment to support water safety year ‘round, including a billboard campaign including the ABC’s of water safety. • Lori discussed the Colorado Rockies/D-Backs game on 6/5. 25-35k fans are expected. For those who purchase materials through the “Safer” program, \$5 will benefit DPCA and St. Joe’s “Helmet Your Head” program, to be split between the two organizations. Four different levels of tickets are available for purchase at lower than face-value, ranging from \$13 to \$40. Lori has the flyer, and can provide for distribution. Order deadline is 5/28. 	
Close	<p>Lori adjourned the meeting at 3 pm.</p> <p>July 8th would be the next upcoming meeting, both BOD and General.</p>	