



PoolSafely.gov

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Pool Safely Campaign Talking Points for Media Outreach

Media coverage of drowning and near-drowning incidents increases during the hot summer months, but media in many parts of the country follow pool and spa safety year-round. We encourage you to use these talking points to help you incorporate *Pool Safely* messaging into your proactive and reactive media conversations about pool and spa safety. We hope you'll use this reference document as a guide to help ensure the *Pool Safely* brand and messages remain top of mind for media and others. Thank you!

General Talking Points

- The *Pool Safely* campaign has a simple, but powerful objective: to save the lives of children across the country by urging parents, caregivers, pool owners and swimmers to adopt as many safety steps in and around pools and spas 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.
- Simple steps save lives. Whether it is staying close to children at all times, learning and practicing life-saving skills like CPR, or ensuring your pool or spa has the right safety equipment, we encourage you to adopt and practice as many water safety steps as possible.
- In 2010, CPSC's *Pool Safely* campaign tracked over 550 drowning and near-drowning incidents among children under 15 involving pools and spas – with the majority of these occurring during the summer. Each of these incidents represents a family tragedy. Drowning is a leading, but preventable cause of death and injury among children.
- Learn how to pool safely this summer and all year-round:
 - Read tips and information about drowning prevention online at PoolSafely.gov
 - Follow the campaign on Twitter @poolsafely
 - View videos on YouTube at www.youtube.com/poolsafely

Frequently Asked Questions

What does it mean to pool safely?

- To pool safely is to watch your children at all times, know life-saving water skills like CPR or learning how to swim, and ensure you have the appropriate safety equipment installed in your pool or spa. Pool alarms and self-latching gates can help keep the little ones from getting into the pool area. Installing a four-foot fence around residential swimming pools and spas is another simple water safety step that can help to prevent an incident. The *Pool Safely* campaign recommends adopting as many water safety steps as possible.



What is the *Pool Safely* campaign?

- The *Pool Safely* campaign is a national public education and outreach campaign by the U.S. Consumer Product Safety Commission (CPSC) to reduce deaths and injuries from drowning and near drowning in pools and spas. The campaign was mandated by passage of the *Virginia Graeme Baker Pool and Spa Safety Act*, which has already made thousands of pools and spas safer. Along with CPSC, we're working cooperatively with national safety, children's advocacy, industry and related organizations to start a national conversation to change the way American families think and act about pool and spa safety. Our goal is nothing short of eliminating these preventable deaths and injuries.

Who is involved in the *Pool Safely* campaign?

- The CPSC's *Pool Safely* campaign is partnering with national and regional public and water safety advocates to deliver the campaign's life-saving message to the American public. In 2011, the campaign has 15 Campaign Safety Partners and 40 Campaign Safety Leaders. In addition, nearly 1,000 local organizations across the country are participating in the Campaign Safety Community.

2011 National Drowning Statistics from the U.S. CPSC

CPSC's 2011 statistics show:

- An annual average of 383 pool- and spa-related drownings for children younger than 15 occurred from 2006 to 2008; about 76 percent of the reported fatalities involved children younger than five.
- An estimated average of 5,100 pool or spa emergency department-treated submersions for children younger than 15 occurred each year from 2008 to 2010; children younger than five represented 79 percent of these injuries.
- Children between the ages of one and three (12 to 47 months) represented 66 percent of these fatalities and 64 percent of the injuries.
- About 72 percent of the fatalities from 2006 through 2008, and 55 percent of the estimated injuries from 2008 through 2010 that involved children younger than 15 occurred in a residential pool or spa; children under five made up the majority of incidents at residential locations, with 84 percent of fatalities and 61 percent of injuries, respectively.
- Tragically, fatalities usually occur the day of the drowning event (74 percent). For the victims who survived the incident, most will succumb to their injuries within a week (24 percent).
- There were no reported entrapment fatalities for 2010. CPSC received three reports of entrapment injury incidents during 2010.

For the complete reports see: [Pool and Spa Submersions 2011](#) and [Circulation/Suction Entrapments 2011](#). The years for reported injury and fatality statistics differ due to a lag in fatality reporting.