



**FOR IMMEDIATE RELEASE**

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## **Drowning Prevention Coalition Pilots New Water Safety Prescription Program**

This Spring, the Drowning Prevention Coalition of Arizona is piloting a new water safety prescription program, called Water SMART Babies (Safety Methods and Rescue Techniques).

The program was developed in Broward County, Florida, to encourage water safety education for parents of young babies during their well-check visits. These visits include a non-binding prescription for water safety classes.

The Arizona Water SMART Babies program is scheduled to roll-out in Maricopa this Fall, following with Pima County in Spring 2012, and statewide in 2013.

The prescription booklet includes the essentials of drowning prevention: Block, Watch, and Learn.

- **Block:** Block access to water hazards. Put fences around pools, use protective covers on spas, close bathroom doors and dump out water buckets.
- **Watch:** Watch children around water. And if you lose track of them, always check your water hazards first.
- **Learn:** Learn CPR and teach children how to swim.

Parents will be directed to the Water SMART Babies website to learn locations of participating swim schools, as well as resources for CPR classes and barrier options. The information will also be available by calling Community Information Resource and Referral, 602-263-8856 or 800-352-3792 from area codes 520 & 928.

The DPCA is partnering with US Swim School Association to encourage swim school participation in the program. Enrollment is easy by visiting [www.watersmartbabies.com/az](http://www.watersmartbabies.com/az), and click on the swim schools tab.

To learn more about the Water SMART Babies program visit, [www.watersmartbabies.com](http://www.watersmartbabies.com). For more information about the Arizona program and to view the position paper that addresses the importance of water safety classes in our state, visit [www.watersmartbabies.com/az](http://www.watersmartbabies.com/az).

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The Drowning Prevention Coalition of Arizona, a community based organization comprised of parents, health and safety professionals and business leaders, exists to provide a forum to prevent drowning and near drowning through the promotion of education, legislative action and enhanced product safety. Check out our website at [www.preventdrownings.org](http://www.preventdrownings.org) for more information.

Swim schools and facilities may contact Lana Whitehead [lane.whitehead@swimkidsusa.us](mailto:lane.whitehead@swimkidsusa.us) or Melissa Sutton, [melissa.sutton@swimkidsusa.us](mailto:melissa.sutton@swimkidsusa.us) for more information about how to participate in the program. Both can be reached at (480) 820-9109.