

Prescription Swim Program ***ACTION STEPS***

This campaign is to bring awareness and education about drowning prevention to parents/caregivers when they visit their pediatrician. The pediatrician would write out a "prescription" for water safety lessons when the child visits the doctor for his 6 month check up. At that time the pediatrician would hand the parent/caregiver information about the drowning prevention layers of protection for their home and family. As the child visits the pediatrician in subsequent months the doctor would follow up to make sure the family has started getting their home equipped with the layers of protection.

This is a relatively simple plan with components all working together for the common goal of ending immersion incidents particularly the infants and toddlers age group. However the logistics of getting it all coordinated will be more comprehensive. Below are Action Steps for implementing the ongoing program.

Action Step For: Pediatricians

- Pediatricians write on their pads "prescriptions" for water safety lessons to be given to any participating pool.
- Pediatricians give resource materials to parents for lessons and drowning prevention.
- Pediatricians follow up on each visit the child makes about progress in the family regarding the layers of protection.
- Costs to Pediatricians: prescription pads

Action Step For: Participating Pools

- Pools receive "prescriptions" and schedule parent/caregiver and child into lessons.
- Educate the parent/caregiver about the importance of drowning prevention.
- If possible offer scholarships to the parents/caregivers to those that qualify.
- Send monthly report to DOH of "prescriptions" filled.

Action Step For: Drowning Prevention Task Force

- Partner and educate the pediatricians on the benefits of water safety and the layers of protection.
- Partner with pools, train and educate them about the importance of campaign.
- Develop materials for pediatricians and the pools.
- Implement and monitor campaign.
- Track and record progress of campaign.
- Develop marketing, PR and media for the campaign