

Using the Public Health Approach to Prevent Drowning in Hawaii

World Conference on Drowning Prevention
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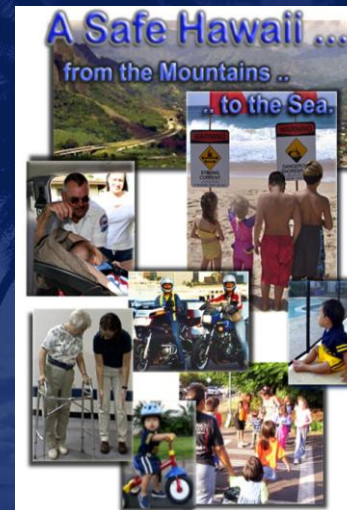
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Injury Prevention & Control Program

- Dept of Health's focal point for injury prevention throughout the state.
- Programs, policy, data and training
- Work through community coalitions and partnerships.

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Hawaii Injury Prevention Plan

- Guides work of the injury prevention program
- Produced with assistance from community partners
- Initial publication 2005-2010, currently revising plan

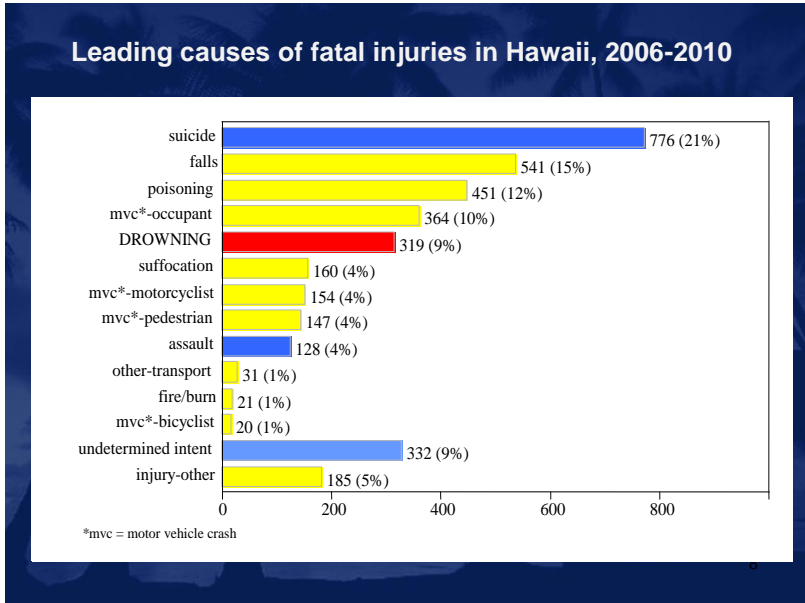
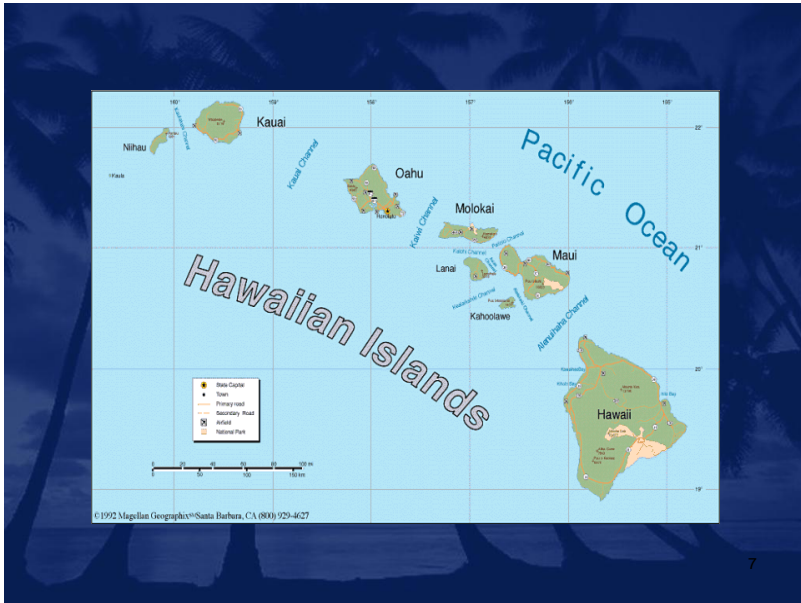
Hawaii Injury Prevention Plan 2005-2010

- Drowning
- Falls
- Traffic (motor vehicle occupant, pedestrian and motorcycle)
- Unintentional Poisoning
- Suicide
- Violence and Abuse

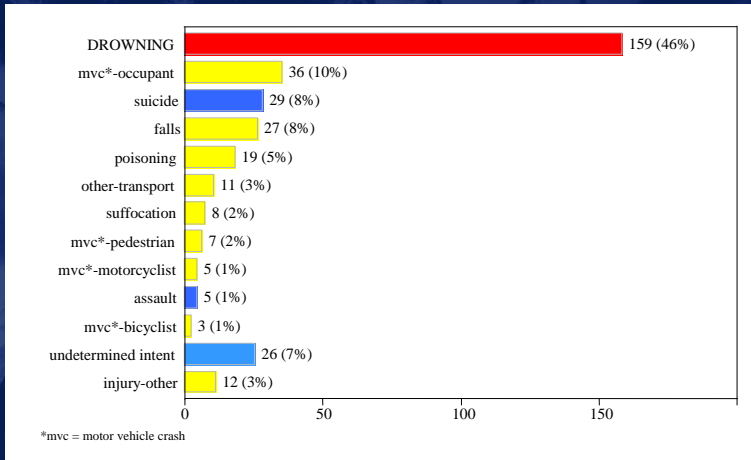
Public Health Approach

- Surveillance
- Identify risk and protective factors
- Develop and evaluate interventions
- Implementation

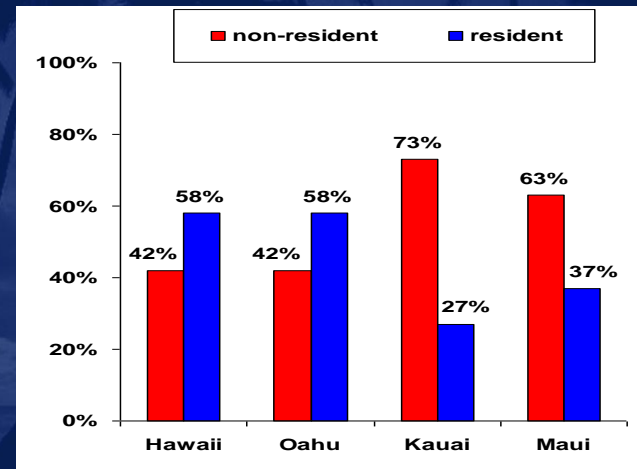
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Leading causes of fatal injuries among non-residents in Hawaii, 2006-2010



Ocean drowning by county and residence of victim, 2005-2009



Best Practices

- Very few proven best practices to prevent drowning
 - Numerous factors make it a complex issue, including age and ability, the body of water and current conditions
- Several promising practices, but most have behavioral element
- More research is needed

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Preventing ocean drowning and injury: Challenges

- "Exposure" is high; millions in water each year
- Lifeguard capacity is improving, but still limited
- Ocean conditions are highly variable
- Easy public access to most of the Hawaii coastline
- Non-residents often uninformed and inexperienced
- Guidebooks and websites promote dangerous spots

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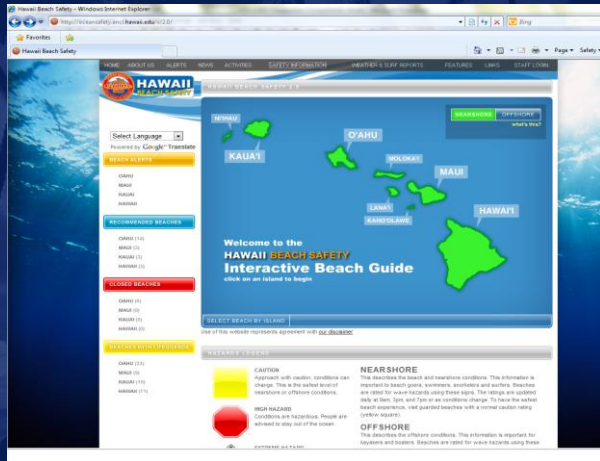
Haddon Matrix

	Personal factors	Equipment or Vehicle factors	Environmental factors	Social factors
Pre-event	Knowledge of water risks; ability to swim; pre-existing health conditions	Four-sided fencing with self-locking gate for pools	Lifeguard services; parental supervision	Pool fencing legislation; political support for lifeguards
Event	Water survival skills	Personal flotation devices	Characteristics of body of water	Communication with EMS
Post-event	General health status (e.g. sobriety)	Use of jet-skis; automated external defibrillator (AED)	Response time	Quality of medical care

Drowning Prevention Recommendations 2005-2010

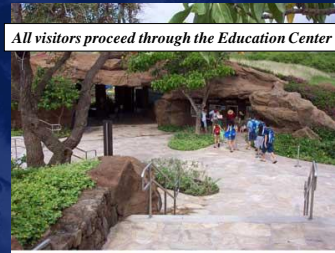
- **Minimize Risks of Ocean and Freshwater Drowning**
 - Develop a beach rating system
 - Evaluate existing and promising programs
- **Minimize Risk of Pool Drowning**
 - Support mandatory 4-sided isolation fencing for residential pools
 - Conduct a coordinated educational campaign

www.hawaii beachesafety.org



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All visitors proceed through the Education Center



Visitors entering Theater for mandatory presentation



Inside the Theater



Visitors can now proceed to the Bay



Beach signage survey

- 501 surveys at 5 Oahu beaches
 - 4 sign types: strong current, high surf, dangerous shorebreak, waves breaking on ledge
- About half (53%) saw signs posted
- At least 66% thought the signs would influence their behavior

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Revised Drowning Prevention Recommendations 2011-2015

1. Develop and implement a statewide educational campaign
2. Establish and support a statewide taskforce for drowning prevention efforts
3. Evaluate current drowning prevention efforts

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Conclusions

- Data are necessary to understanding drowning as a public health issue
- Drowning prevention requires many partners
 - Public health, lifeguards, emergency service responders, visitor industry, community partners
- Highly skilled and professional lifeguards are valuable and provide ocean safety for residents and visitors

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Mahalo!
Thank you!

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