

International Open Water
Drowning Prevention Guidelines

Open water safety messages: Spreading the word

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International Open Water Drowning Prevention Task Force Members

Leads:

Elizabeth Bennett MPH, MCHES, Seattle Children's Hospital, USA

Kevin Moran PhD, University of Auckland, New Zealand

Linda Quan MD, University of Washington School of Medicine and
Seattle Children's Hospital, USA

Task Force Members:

S Beerman (Canada), J Bierens (Netherlands), BC Brewster (USA),
J Connolly (Ireland), N Farmer (Australia), R Franklin (Australia),
P George (Australia), J Kania (Kenya), B Matthews (Australia),
A Rahman (Bangladesh), R Stallman (Norway), T Stanley (New Zealand),
D Szpilman (Brazil), RMK Tan (Singapore), M Tipton (UK)

Secretariat:

M Tansik (USA)

Background

Many organizations have promoted a variety of messages and skills to prevent drowning



Centre for Injury Prevention and Research, Bangladesh (CIPRB)
Prevent Accidents and Injuries: Promote Quality of Life



Background

Our objective: to develop and disseminate a set of non-boating related drowning prevention messages for the general public



International Open Water Drowning Prevention Guidelines:
Keep Yourself Safe

1. Learn swimming and water safety survival skills.
2. Always swim with others.
3. Obey all safety signs and warning flags.
4. Never go in the water after drinking alcohol.
5. Know how and when to use a life jacket.
6. Swim in areas with lifeguards.
7. Know the water and weather conditions before getting in the water.
8. Always enter shallow and unknown water feet first.

International Open Water Drowning Prevention Guidelines:
Keep Others Safe

1. Help and encourage others, especially children, to learn swimming and water safety survival skills.
2. Swim in areas with lifeguards.
3. Set water safety rules.
4. Always provide close and constant attention to children you are supervising in or near water.
5. Know how and when to use lifejackets, especially with children and weak swimmers.
6. Learn first aid and CPR.
7. Learn safe ways of rescuing others without putting yourself in danger.
8. Obey all safety signs and warning flags.

Objectives and Methods

Objectives

- Raise awareness internationally among professionals
- Raise awareness among the general public

Methods

Communication planning tool

- Developed strategies, tactics, timeline and who was responsible for implementing
- Input provided by task force members

Development of key messages

- Common practice at a local, state, federal, or global level
- Collaboration by an International Task Force of 18 drowning prevention experts
- As part of message development, a dissemination strategy was created, implemented and evaluated

Seattle Children's HOSPITAL - ACADEMY - FOUNDATION	
Communications Plan	
Project Name - Open Water Drowning Prevention Messages	23 April 2010
Project Leads: Tizzy Bennett, Linda Quan, Kevin Moran	
Reviewers - International Open Water DP Task Force	
LAUNCH DATE: 3 MAY 2010	
Project Goal: <ul style="list-style-type: none"> • Raise awareness internationally among aquatic, water safety, drowning prevention and injury prevention professionals about the development of and specific focus on non boating related open water drowning prevention guidelines • Raise awareness among the general public about key actions to keep self and others safe around open water (non boating related) 	
Communications Objectives: <ul style="list-style-type: none"> • Professionals: ... guidelines for self and when caring for others around open water 	

Toolkits

Developed online toolkit and an enhanced version of tool kit for task force members

Elements:

- Unique logo
- Flyer with guidelines
- News release
- Powerpoint presentation
- Poster
- Guidelines with rationale
- Summary of project and list of task force members
- Letter that could be customized



Target groups

Professionals and organizations involved in aquatics



Target groups

Individuals who recreate around open water or who supervise children around water



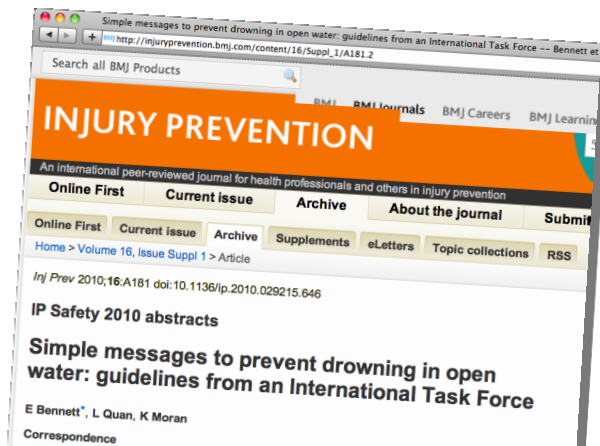
Implementation

Presentations and posters at conferences



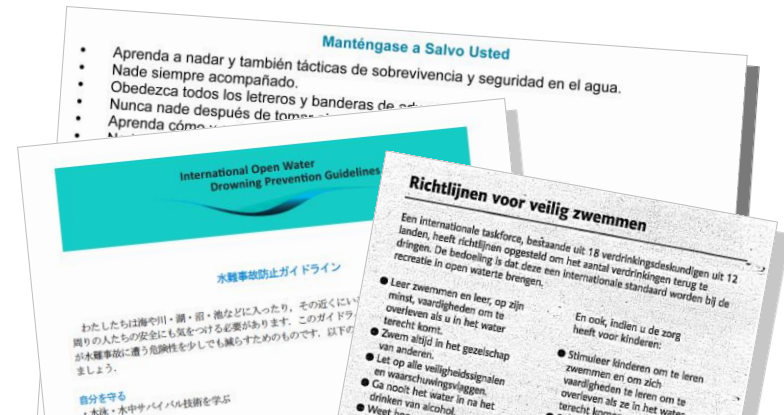
Implementation

Publication in journals



Implementation

Translations: news release and/or guidelines translated into Dutch, Japanese, Portuguese, and Spanish



Implementation

Dissemination through task force members and their organizations



Implementation

Dissemination through task force members and their organizations



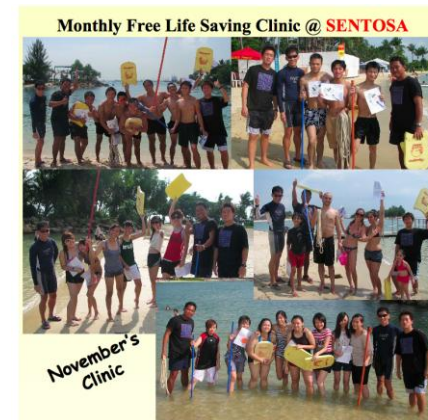
Implementation

Adoption of the Guidelines by other organizations



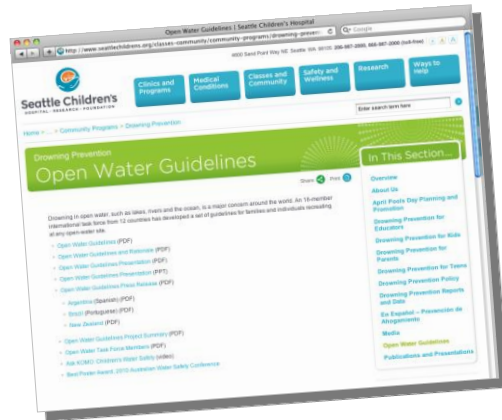
Implementation

Education through workshops and clinics



Implementation

Guidelines made available on Seattle Children's website



Implementation

Posted on other websites



Implementation

Viral dissemination via blogs



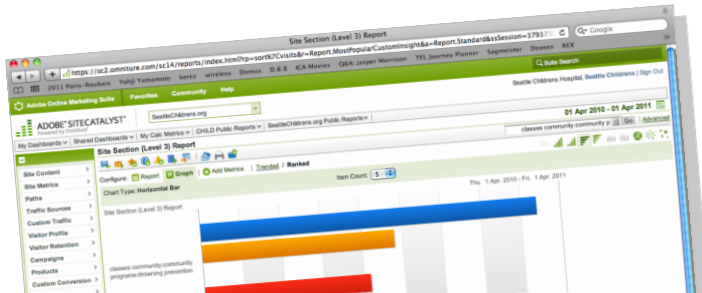
Implementation

Picked up by Facebook



Evaluation

- Tracking Task Force members' self reports of activities
 - Results: of 18 task force members, 89% actively took steps to disseminate guidelines
- Over the last year, 445 web visitors viewed the guidelines on Children's Hospital's website.



Evaluation

Web visitors from 66 countries accessed the guidelines:

Argentina, Australia, Austria, Bangladesh, Barbados, Belgium, Bermuda, Brazil, Bulgaria, Canada, Chile, China, Czech Republic, Denmark, Estonia, Fiji, Finland, France, Georgia, Germany, Greece, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Latvia, Lebanon, Lithuania, Luxembourg, Macedonia, Malaysia, Maldives, Malta, Mexico, Netherlands, New Zealand, Norway, Pakistan, Papua New Guinea, Peru, Philippines, Poland, Portugal, Puerto Rico, Saudi Arabia, Serbia, Singapore, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, United States

Challenges

- Dissemination was not mandated as part of participation in Task Force
- Organizations already had their own set of messages
- Translation and adaptation for different cultural and language groups



Photo: Centre for Injury Prevention and Research, Bangladesh

Conclusion

Dissemination is as critical as the messages themselves



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Developing your own open water drowning prevention communication plan

Elizabeth Bennett (USA), Seattle Children's Hospital
Kevin Moran (New Zealand), University of Auckland



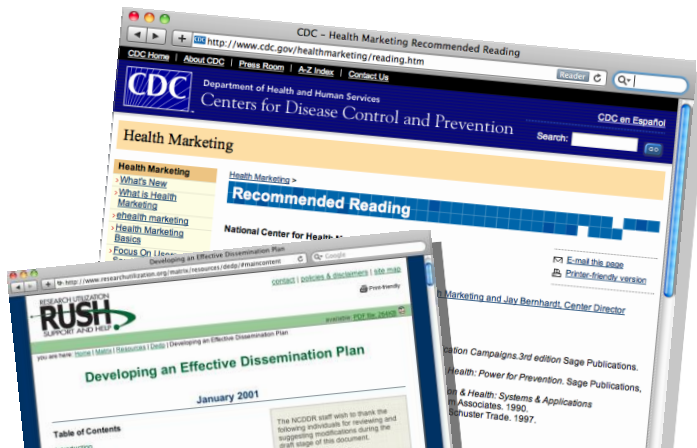
Developing your own communication plan

Communications Planning Tool

Project Name – Open Water Drowning Prevention Messages Project Leads: Tizzy Bennett, Linda Quan, Kevin Moran		Seattle Children's <small>HOSPITAL • RESEARCH • FOUNDATION</small>
		Communications Plan 23 April 2010
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Communications Objectives:		
Professionals: <ul style="list-style-type: none"> • Raise awareness of the key guidelines for self and when caring for others around open water • Encourage professional organizations to incorporate guidelines in educational outreach and practice-either in total or those messages that are not already included in organization's information • Acknowledge development of guidelines using group of experts and reflecting best known practice • Acknowledge endorsement by organizations • Promote the importance of focusing on non boating related open water drowning prevention-this is the environment where most drownings occur worldwide • Guidelines are general in nature and each region or location may have to study the causes of drowning their respective places etc. and prioritize the guidelines according to their specific circumstances. 		
General Public <ul style="list-style-type: none"> • Raise awareness of the guidelines for self and when caring for others around open water • Raise awareness of the guidelines (and indirectly lifesaving organizations) and the value of safe sites, preparation, PFDs etc. • Raise awareness of lifesavers (and indirectly lifesaving organizations) and the value of safe sites, preparation, PFDs etc. 		

Developing your own communication plan

Online resources



RUSH's components of effective dissemination strategies

Goals: Determine the goals of your dissemination effort

Objectives: Associate each goal with one or more objectives that clarifies what you are trying to accomplish

Users: Describe the scope and characteristics of the "potential users" that you are trying to reach

Content: Identify the basic elements of the content to each of the potential user groups identified.

Source(s): Identify the primary source or sources that each potential user group is already tied into or most respects as an information source. Consider ways to partner with these sources in your dissemination efforts.

RUSH's components of effective dissemination strategies

Medium: Describe how you will share your message and the resources required to access the content

Success: Define how you will know if your dissemination has been successful and who will gather data

Access: Describe how you will promote access to your information and how you will archive information that may be requested at a later date.

Availability: Identify ways to promote the availability of your information in multiple formats

Barriers: Identify potential barriers to access or utilization

Thanks!

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Drowning Prevention Guidelines



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To learn more: www.seattlechildrens.org/dp

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