

**Broward County Drowning Prevention Task Force
Strategic Plan 2015-2016**

Mission:

To protect children from drowning and aquatic related injuries and disabilities by promoting safer water practices and providing premier, strategic community-wide education to residents of Broward County.

Vision:

To achieve and sustain a zero drowning rate in Broward County.

Goal 1:

Increase public awareness of risk factors that contribute to fatal and nonfatal drowning among children ages 1 to 4.

Goal 2:

Analyze available local drowning data to improve intervention programs.

Goal 3

Integrate drowning prevention education into community based organizations, child care providers, protective investigators and health professionals to reach and influence vulnerable populations.

Goal 4:

Educate government officials, emergency responders and other stakeholders about the importance of residential and public pool barrier ordinances to increase safer environments for children.

Goal 1: Increase public awareness of risk factors that contribute to fatal and nonfatal drowning among children ages 1 to 4.

Strategy	Lead	Partners	Activity	Measurement Tool	Progress
1.1: Increase partnerships to advance capacity building for drowning prevention education and resources	C. McGovern L. Olson Task Force	Pediatric Associates CARD CSC	<ul style="list-style-type: none"> a. Support community water safety events b. Identify and engage stakeholders to access and disseminate drowning prevention education to target groups. c. Provide support to relevant partners to develop effective interventions. 	<ul style="list-style-type: none"> a. Participate in at least 6 community water safety events per year b. Recruit at least 2 new collaborate partnerships per year c. As requested or identified provide support to develop communication messages to target audiences through multiple channels 	
1.2: Provide administrative oversight to Broward County Drowning Prevention Task Force	C. McGovern L. Olson	DOH- Broward CSC	<ul style="list-style-type: none"> a. Schedule/ facilitate at least 10 meetings annually b. Record and distribute meeting minutes c. Provide strategic framework d. Organize calendar of events e. Continually recruit leadership membership of organizations, decision makers and other stakeholders to contribute knowledge, expertise and resources. 	<ul style="list-style-type: none"> a/b. Monthly recording/ distribution of minutes to members and DOH management. c. Strategic plan completed and approved by Task Force by June, 2015 d. Maintain calendar of events for Task Force members to recruit support e. Engage at least 2 representatives per year 	
1.3: Supervise a systematic Water Smart media campaign	C. McGovern A. Leone	DOH- Broward CSC SWIMS Foundation	<ul style="list-style-type: none"> a. Conduct seasonal PSA in conjunction with CSC b. Utilize social media to promote messaging to raise water safety awareness c. Disseminate available PSAs to community stakeholders d. Use Water Smart branding e. Oversee development of watersmartbroward.org 	<ul style="list-style-type: none"> a. PSA campaign will be conducted throughout June b. Retweets, shares, replies, messages, posts, comments c. By May30, 2015 d. Ongoing e. To be completed June 15 	

Strategy	Lead	Partners	Activity	Measurement Tool	Progress
1.4: Engage community organizations, membership groups and pool industry providers in Water Smart Broward campaign	C. McGovern L. Olson	DOH-Broward	<ul style="list-style-type: none"> a. Identify training opportunities for home inspectors, HOA & Condo associations, Real Estate groups to reach their respective members with drowning prevention education. b. Provide available resources to pool industry merchants to distribute to their customer base. 	<ul style="list-style-type: none"> a. Provide at least 6 Train the Trainer workshops/year to non-governmental groups. b. Pending CPSC grant award and available Pool Safely materials. 	
1.5 Increase access to swimming among toddlers and school aged children with in- water safety skills, especially low-income and diverse groups	J. Morgan J. Sanford	Swim Central YMCA CSC Pediatric Associates	<ul style="list-style-type: none"> a. Offer basic swim skills to children through the Swim Central school program. b. Offer basic swim skills to children through the YMCA Safety Around Water Program. c. Offer free swim instruction to toddlers through the CSC & Pediatric Associates' funded voucher program. 	<ul style="list-style-type: none"> a/b. Documentation such as attendance sheets and skill assessment. c. Redemption of vouchers 	
1.6 Improve parent perceptions of swim instruction as additional layer of protection to prevent drowning	C. McGovern L. Olson	DOH-Broward Swim Central YMCA Swim Programs	<ul style="list-style-type: none"> a. Provide a component in all drowning prevention outreach presentations to address parental resistance to seek swim instruction for children. b. Provide DOH PIO and Community Affairs to explain swimming lessons do not drown proof children, but are an important layer of protection. 	<ul style="list-style-type: none"> a. Documentation of presentations 	
1.7 Increase community outreach drowning education through the Water Smart Broward campaign	C. McGovern L. Olson	DOH-Broward	<ul style="list-style-type: none"> a. Recruit at least 3 groups each year to participate in a 12-month Water Smart campaign for their group or municipality b. Identify target groups among Water Smart partners; provide at least 3 outreach education presentations to the most vulnerable populations. 	<ul style="list-style-type: none"> a. Partner recognition upon completion of written plan b. Log presentation in community outreach worksheet. 	

Strategy	Lead	Partners	Activity	Measurement Tool	Progress
1.8 Increase public awareness of knowledge and skills to respond appropriately to a submersion incident	C. McGovern L. Olson	BSO CS Fire Academy Broward Health Memorial Healthcare System	a. Provide a component in all drowning prevention outreach presentations that emphasize the importance of immediate bystander response actions b. Disseminate information to distinguish the difference between Hands-Only CPR and CPR with rescue breaths. c. Encourage hospital and fire departments to offer CPR training and awareness. d. Monitor attendance in CPR classes through Water Smart Rx program.	a/b. Use of uniform presentation format that includes appropriate response steps. c. Communicate with hospital systems and fire rescue about available community CPR training information d. Redemption/presentation of Rx to access free CPR training within Broward Health system.	
Goal 2: Analyze available local drowning data to improve intervention programs.					
Strategy	Lead	Partners	Activity	Measurement Tool	Progress
2.1: Improve water safety knowledge through available data sources.	C. McGovern L. Olson S. Baker K. Gorsuch	DOH- Broward Broward ME DCF	a. Acquire monthly drowning fatality report from Broward ME office & DCF Child Fatality website b. Secure/renew MOU with DCF to collect nonfatal data c. Attend Child Death Review meetings to learn causes and contributing factors related to drowning fatalities	a/b. Monthly Task Force minutes c. Identify gaps and deficiencies to strengthen prevention education based on available data indicators.	
2.2: Evaluate/analyze data	C. McGovern L. Olson	DOH- Broward Task Force Members	a. Prioritize outreach to specific target audiences and zip codes according to fatal and nonfatal drowning indicators. b. Provide education to policy makers about risk factors to minimize risk factors and increase safer environments.	a. Provide outreach education that concentrates on data indicators, such as zip codes, venues, and factors contributing to the drowning event. b. Communicate drowning data to local government and other agencies responsible for environments to ensure stronger controls and codes.	

Strategy	Lead	Partners	Performance Tasks	Measurement Tool	Progress
2.3: Disseminate data	C. McGovern L. Olson	DOH-Broward	a. Report monthly fatal and nonfatal drowning occurrences to Task Force members b. Provide data as requested to DOH-Broward PIO Community Affairs Department	a. Monthly Task Force minutes b. As requested	
Goal 3: Integrate drowning prevention education into community based organizations, child care providers, protective investigators and health professionals to reach and influence vulnerable populations.					
Strategy	Lead	Partners	Performance Tasks	Measurement Tool	Progress
3.1: Use train the trainer module to integrate prevention education to professionals in position to influence target audiences.			a. Provide at least 6 Train the Trainer workshops to providers who strengthen families and build skills in supervision of children.	a. Attendance sign in sheet	
3.2 Integrate water safety education through pediatricians and family practitioners	C.McGovern L. Olson	Broward Health Memorial Healthcare Pediatric Associates	a. Facilitate Water Smart Broward Rx program with pediatricians to counsel parents about water safety strategies. a. Expand Rx program to pediatric/family practitioners not currently participating in the Water Smart Rx program.	a. Monitor distribution of Water Smart Resource Guide and Rx among Broward Health, Memorial Healthcare System & Pediatric Associates. b. By June 1 begin process to target practitioners to implement Rx program.	
3.3 Integrate outreach water safety education through healthcare systems	C.McGovern L. Olson	Broward Health CSMC Joe DiMaggio	a. Distribute at least 100 PSAs to medical clinics. b. Provide PSA link for healthcare partners to post on website. c. Attend Pediatric Drowning Prevention Task Force meetings	a. Pediatric Associates Foundation tracking form. b. At least 5 healthcare websites will post PSA on website. c. Minutes from CSMC and Chris Everett	

Strategy	Lead	Partner	Performance Tasks	Measurement Tool	Progress
3.4: Coordinate community outreach and awareness of childhood drowning issues through licensed child care providers	C. McGovern L. Olson J. Sanford K. Gorsuch	DOH- Broward Swim Central DCF	a. Monitor participation of Child Care Licensing and Enforcement & Swim Central to ensure compliance of Broward Ordinance 2004-02 Section 7-8. b. Develop a concise and efficient process to meet the objectives of Broward Ordinance 2004-02 Section 7-8	a. Current process inefficient, approximately 60% of Child Care Providers participate b. Pending	
Goal 4: Educate government officials, emergency responders and other stakeholders about the importance of residential and public pool barrier ordinances to increase safer environments for children					
Strategy	Lead	Partners	Performance Tasks	Measurement Tool	Progress
4.1 Enhance community engagement in Water Smart Broward Initiative	C. McGovern L. Olson	DCF	a. Follow up with pledged #Saferby4 municipalities to obtain commitment to Water Smart Broward campaign	a. Recruit at least one municipality per quarter	
4.2 Promote environmental changes that minimize drowning injuries and fatalities	C. McGovern L. Olson J. Sanford	Broward County Board of Rules and Appeals Swim Central DOH- Broward FSPA	a. Provide drowning risk education to partners in position to review current residential pool codes to increase protective strategies	a. Sustain current partner relationships	
4.3 Train fire rescue and law enforcement to identify public pool safety issues	C. McGovern L. Olson A. Vermo BSO	DOH- Broward	a. Provide pool safety education to fire rescue and law enforcement to identify public pool safety concerns.	a. Reports received through poolsafely@flhealth.gov	