



Children's Pool Safety: A Partnership for Success



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Hawaii Injury Prevention Plan 2005-2010

GOAL- *“Minimize Risks of Pool Drowning.”*

- *“Support mandatory 4-sided isolation fencing for residential pools.”*
 - County ordinance passed
 - All county's have – each slightly different
- *“Conduct a coordinated educational campaign targeting residential pool owners and pool service providers to promote pool safety and the adoption of pool safety devices.”*

Objectives.

- How to convince pool/spa companies?
- Demonstrate the need to partner.
 - We Need Professionals for expertise
 - They Need New ways to maintain or grow
 - Tough economic times require new ideas
- Businesses need positive exposure
- Agency needs access to target / client base.



Virginia Graeme-Baker Pool & Spa Safety Act - 2008



CPSC STAFF'S Guide to Complying with the Law

By December 19, 2008, ALL public pool owners/operators must:

- Install drain covers that meet the ANSI/ASME A112.19.8-2007 standard on every drain/grate.
- Install an automatic shut-off system, gravity drainage system, Safety Vacuum Release System (SVRS), suction-limiting vent system or disable the drain, if the pool operates off of a SINGLE main drain.
- Pools and spas with unblockable drains are exempt
- A list of cover and SVRS manufacturers can be found at:
www.cpsc.gov/whatsnew.html#pool

NEW Contact With



- 28 Main Service Companies with 1,300 Clients.
- New Law Finally Convinced Them to Partner.
 - Children's Pool Safety both a Great Public service & Great PR.
 - Media Exposure as well as Possible Additional Business
- No downside to surveying their clients and having a State Department of Health refer to them as Pool Professionals.

Survey & Brochure

Hawaii Department of Health -
Swimming Pool and Spa Survey -
CONFIDENTIAL

Is your pool enclosed with fences on all four sides? YES ___ NO ___

Are there children under the age of 7 in your family? YES ___ NO ___

If YES, have they ever taken swim lessons? YES ___All YES ___Some NO ___

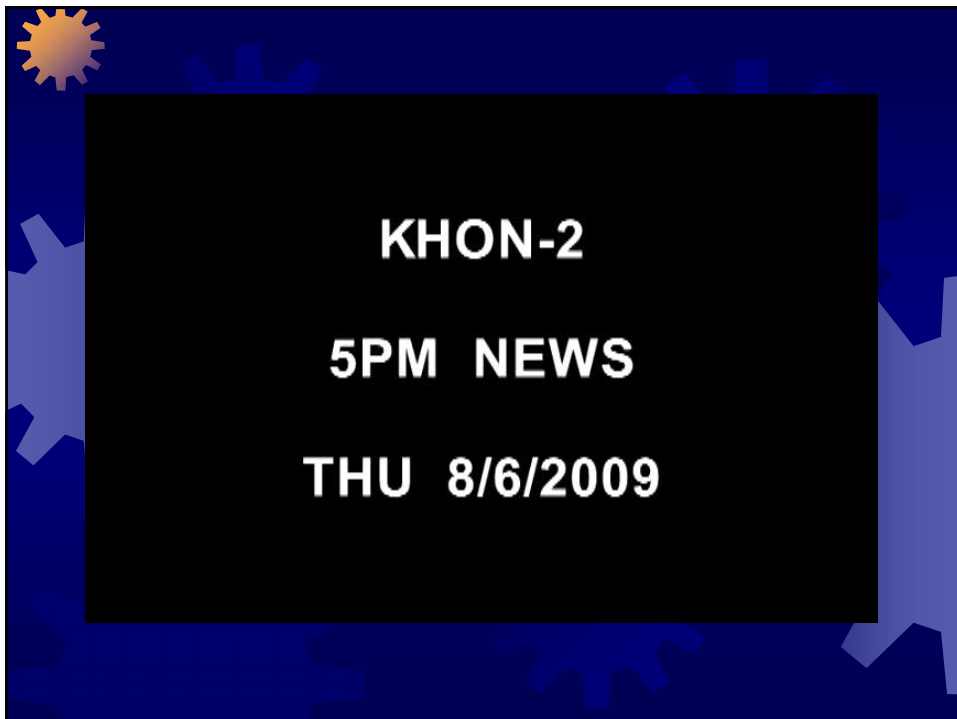
Would you like information on the latest in pool safety? YES ___ NO ___

Turn over for additional information.



Childrens' Pool Safety Campaign Designed to Survey and Educate

- **SURVEY** – Designed by our Epidemiologist to gather baseline data.
- **MEDIA** - Print and Broadcast Press Kits delivered to main recipients of Press Release.
 - Talking Points prepared for Media and SPAH Leadership
 - SPAH Leadership Also Got Special Media Training
- **DISTRIBUTE** - Consumer Product Safety Commission “Your Family & Pool Safety educational brochure.





RESULTS of Pool Safety Campaign

- **Baseline Data for 325 residential pools.**
- **General Public Made Aware of (a) Need for Pool Safety and (b) Professionals that can help.**
- **SPAH Energized, Got Respect and Questions from Clients, plus Additional Business.**
 - **134 Dangerous Drains or Pumps Found**
 - **65 Voluntarily Upgraded/Repaired**



FUTURE Plans for Pool Safety Due to Successful Results

- **SPAH will continue to Partner with State Department of Health.**
- **County of Honolulu (Oahu) Permitting Department has Agreed to Give Us the Addresses of all Spa and Pools**
- **Potential to reach over 6,000 pool owners for Phase 2 of the Hawaii Children's Pool Safety Campaign**



Nothing Like a Safe Pool...!



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- Hawaii DOH injury prevention web site
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