



**SAFE
KIDS**
WORLDWIDE.

U.S. Coast Guard Partnership

Open Water & Boating Safety: Safe Kids Coalition Engagement

March 16, 2022

OUR MISSION

TO KEEP ALL KIDS SAFE
FROM **PREVENTABLE**
INJURIES.



What's a Preventable Injury?



**MOTOR VEHICLE
CRASHES**
3,302



SUFFOCATION
1,335



DROWNING
861



POISONING
766



PEDESTRIAN
562



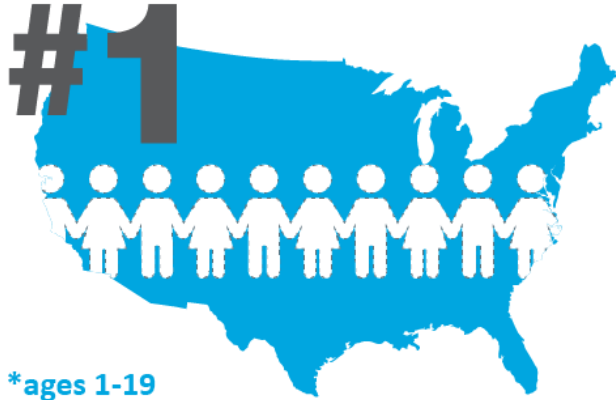
FIRE/BURN
230

Top causes of unintentional injury-related death to children in the United States.

Source: WISQARS, 2019 Update



PREVENTABLE INJURIES
ARE THE #1 KILLER
OF KIDS* IN THE U.S.



MILLIONS MORE
CHILDREN ARE
INJURED EVERY YEAR.



IT'S A GLOBAL
PROBLEM.



SOURCES:

National Vital Statistics System from the National Center for Health Statistics, Centers for Disease Control and Prevention; accessed through WISQARS. 2019, United States, Children Ages 0-19
CPSC's NEISS All Injury Program estimates accessed through WISQARS 2019, United States, Ages 0-19
World Health Organization Global Health Estimates 2019, Global Estimate, Ages 0-19



Measuring Impact in the U.S.

Childhood Deaths

1988: **16,397**

1997: **12,623**

2007: **11,560**

2019: **7,444**



Since our inception in 1988, Safe Kids, along with other partners, has helped reduce the U.S. childhood death rate from preventable injuries by 61% — that's more than 236,000 lives saved.

Source: National Vital Statistics System from the National Center for Health Statistics, Centers for Disease Control and Prevention; accessed through WISQARS. 2019, United States, Children Ages 0-19



Safe Kids Network



Safe Kids works with members in 33 countries on 6 continents. In the U.S., there are more than 400 coalitions across the country.



Each member is part of a hospital, health department, nonprofit, academic or community-based organization that provides staff and operational support.



Our network consists of incredibly dedicated injury prevention specialists and volunteers who have trusted relationships in their communities.



They are public health experts, safety advocates, healthcare professionals, educators, firefighters, paramedics, police officers, business leaders, legislators and parents.



They go above and beyond for one common goal: keeping kids safe.



U.S. Members



International Members



How We Work

RESEARCH

Collect and analyze data
and measure impact



ADVOCACY

Advocate for new
and improved laws

EDUCATION

Reach parents, caregivers,
children and educators



AWARENESS

Deliver consistent,
compelling messaging



Our Programs

Safe Kids Worldwide provides education and
delivers community programs.



At Home

- Safe Infant Sleep
- Fire Safety, Burn Prevention
- Water Safety
- Poison Prevention (Medicine, Cleaning Products, CO)
- Falls Prevention



At Play

- Open Water and Pool Safety
- Sports Safety
- Wheeled Sports Safety



On the Road

- Child Passenger Safety
- Pedestrian Safety
- Teen Driver Safety
- Bike Safety
- Rail Safety



What We Know

- The causes of childhood injury vary according to a child's age, gender, race, environment, geographic region and socioeconomic status.
 - Causes also vary across a child's developmental stages, level of exposure to potential hazards and caregiver perceptions of injury risk.
- To address risk differentials, we need to look at exposure to both hazards and prevention strategies.



Our Approach

- Meet parents where they are to provide child safety education and resources.
- Explore new and unique partnerships to expand reach with high-risk and underserved communities.
- Build network capacity and develop tools to support local Safe Kids coalitions in identifying needs and engaging with families.
- Support legislation that aligns with our mission and ensure that children are considered in the policies being discussed around public safety and injury prevention.



OPEN WATER & BOATING SAFETY GRANT PROGRAM



Primary Focus

- **Educate families** about open water and boating safety and how to reduce the risk of related unintentional injuries
- **Raise awareness** to influence changes in knowledge among parents, caregivers and children
- **Engage and collaborate with partners** to enhance the impact of outreach efforts



Target Audiences

- Parents and caregivers of children under age 19
- Children ages 5-19
- Communities who may experience an increased risk of drowning



Key Messages



Primary Topics

- Safety around open water, including boating safety
- Knowledge of USCG-approved life jacket types and proper use

Additional Topics

- Supervision (Water Watchers, avoiding distractions)
- Water competency (swim lessons, survival skills, knowledge of risks related to open water environments)
- Responding to an emergency

Program Activities

Educational Sessions

- Organize and conduct educational sessions with captive audiences
 - Sessions may include classes, workshops, meetings, parent groups, one-on-one educational opportunities
- When possible, evaluation surveys will be administered to parents/caregivers participating in educational sessions



Program Activities

Community Events

- May involve activities such as health and safety fairs, community safety days and water safety events at recreational sites or with retailers

Life Jacket Loaner Station Activity

- Activities related to life jacket loaner stations such as:
 - Constructing new life jacket loaner station(s)
 - Maintenance activities (e.g., replacement of life jackets, loaner station materials)
 - Updating signage or on-site safety messages
 - Assessing impact of existing life jacket loaner station(s) (e.g., life jacket use observations, drowning data comparisons at loaner sites vs. non-sites)

Safe Kids Coalition Grant Participants

2021-2022 Safe Kids Coalition Grant Participants

State	City	Coalition Name
CA	Sacramento	Safe Kids Sacramento
GA	Columbus	Safe Kids Columbus
MI	Muskegon	Safe Kids West Michigan
NC	Statesville	Safe Kids Iredell County
ND	Fargo	Safe Kids Fargo Moorhead
NY	Olean	Safe Kids Southern Tier
OK	Tulsa	Safe Kids Tulsa Area
OR	Portland	Safe Kids Portland Metro
TX	Austin	Safe Kids Austin
WI	Milwaukee	Safe Kids Southeast Wisconsin



Local Coalition Partners

- Army Corps of Engineers
- Boating Retailers
- Local Parks and Recreation or Wildlife Services
- Sailing Centers
- State Department of Natural Resources
- U.S. Coast Guard
- Water Patrol Teams



Coalition Engagement: California

Safe Kids Sacramento (CA)

- Sacramento has a large population of refugee families from Afghanistan, especially following events of the last few years
- Several pool safety resources and materials in Arabic, Pashto, Dari and Farsi, and intends to address current gaps of open water safety resources in these languages
- New partnership with Sacramento Drowning Accident Rescue Team (DART) to engage families in open water and boating safety education with considerations for cultural context



Coalition Engagement: Georgia

Safe Kids Columbus (GA)

- River Safety Committee established in 2017 with variety of stakeholders following series of drowning incidents in community
- Multi-level program activities include:
 - Annual River Savvy Kids Community Event
 - Update safety signage at nearby Chattahoochee River, white-water rapid sites, local lakes
 - Coordinated PR campaign
 - Increased enforcement of life jacket laws in GA
 - Collaboration with youth organizations to construct/update life jacket loaner stations



Safe Kids Columbus (GA)

Coalition Engagement: Oregon

Safe Kids Portland Metro (OR)

- Targeted outreach to empower and engage high-risk/underserved populations for a community-informed open water and boating safety program
 - Establishment of a BIPOC, high school student-led board to assist with planning of new life jacket loaner station, peer-to-peer education and community engagement plan
 - Train-the-trainer program with staff at the Immigrant Refugee Community Organization to deliver open water and boating safety education with considerations for cultural context for families newly resettled in the U.S.



Partnership Opportunities

- Engage with Safe Kids Worldwide to explore national partnership, share expertise and/or educational resources
- Connect with a Safe Kids coalition to strengthen local partnerships and explore opportunities for collaboration
- 2023 Safe Kids Worldwide Childhood Injury Prevention Convention (PrevCon)



Questions?



Emily Samuel, MPH, CHES
esamuel@safekids.org

General Safe Kids Inquires
info@safekids.org



Thank You!