

**City of Las Vegas
Aquatics Unit
&
American Red Cross**

Centennial Campaign Overview for
Parks and Rec Board Meeting

5/5/2015

Submitted At Meeting

Date 6-2-15 Item 6

American Red Cross





Centennial Campaign Highlights

American Red Cross

A Lasting Legacy

- In 1914, the Red Cross launched the first national water safety program in the U.S. in response to the mounting death tolls due to drowning
- Under the leadership of Wilbert E. Longfellow, the national drowning rate was cut in half:
 - 1914: 10.4 per 100,000
 - 1947: 5.2 per 100,000
- The national drowning rate has been significantly reduced over the decades to an average of 1.17 per 100,000, which is about 3,700 drowning deaths a year. This is unacceptable.



Local Statistics

Southern Nevada Health District

- Fatal and Nonfatal Drowning Statistics
Children 14 Years and Younger
- The current Southern Nevada Health District Drowning Registry tracks the number of children, 0-14 years of age, who experience a submersion incident.
- Submersion is a term used globally to describe both fatal and nonfatal drowning's. The registry includes the number of submersion incidents that resulted in the activation of the 911 system.
- A nonfatal drowning is defined as resulting in no impairment, some impairment, or significant impairment. It is estimated 20 percent of hospitalized nonfatal drowning victims suffer severe, permanent neurologic disability.

SNHD- Updated 3/11/15

Year	2012	2013	2014
Total Number of Submersion Incidents	54	40	34
Submersion Rate 0-14 years per 100,000 CC Residents	12.8	9.3	7.65
Four Years Old & Younger	72%	83%	85%
Submersions in Pools Only	44	34	26
Public Pools	32%	35%	27%
Residential Pools	68%	65%	73%
Number of Non-Fatal Drownings	47	36	32
Number of Fatal Drownings	7	4	2
Number of Fatal Drownings 0-4 years	5	3	1

Centennial Campaign



It is our goal in 3 to 5 years, reduce the number of drownings by 50% in 50 program communities by teaching people of all ages to be competent in the water and to know how to prevent, recognize and respond to aquatic emergencies.

Centennial Campaign Goals



- Teach kids to swim in selected communities where drowning rate is above the national average
- Motivate kids and families to “come to the water” to become competent in the water and learn about water safety in their community
- Create a sustainable ecosystem of water safety to help make communities safer

Creating the Ecosystem

- Swim lessons until minimum water competency
 - For children
 - For adults
- Develop lifeguards and instructors from the community
- On-site water safety education
 - Integrated into swim lessons
 - Water safety courses, with hands on skills, for parents/care givers
- CPR training for parents
- Community-based outreach
 - For partner cities, facilitate teaching WHALE Tales in schools/camps
 - Increase overall awareness of need to learn to swim and know water safety



What Everyone Must Know

Circle of Drowning Prevention

Layers of protection are essential to help prevent drowning.
Plan ahead for aquatic activities.



Chain of Drowning Survival

A person who is drowning has the greatest chance of survival if these steps are followed:



How do you know when it's safe for you to get in the deep end?

When you are comfortably enough in all of the following steps:

1. Under the water, going completely under.
2. Recover to the surface and remain there for at least one minute (floating or treading).
3. Turn yourself completely around and face where you are going to exit the water.
4. Swim for at least 25 yards on either your front or your back.
5. Exit from the water.

Practice note: Swim through any height for kids or go into the deep end of the pool, pool school settings, for learning and knowledge and experience to swim in other environments and conditions, such as cold water or the ocean, and to get a stronger and better swimmer.

Check with your local Red Cross Water Safety instructor to see if you are ready to learn more information and conditions in which you are able to swim. Be sure to swim as a pool, not a deep end, when you are.

Have your first aid kit checked for expiration dates and use only the most up-to-date information for your first aid kit.



Learn more about water competency with the Red Cross App.

- Scan QR code or visit our website to learn more about the app. Or visit the Red Cross app store or Google Play for American Red Cross.





Getting Underway

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City of Las Vegas Parks & Rec Plans for Centennial Campaign

▪ 3 Qualifying Pools

- Baker Pool
- Carlos L. Martinez & Darrio J. Hall Family Pool at Gary Reese Freedom Park
- Doolittle Pool

▪ Classes

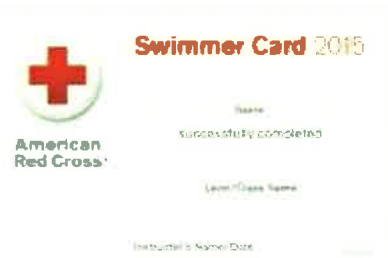
- Pediatric CPR/AED – \$19 AP fee waived up to 25 participants
- Lifeguard Management - \$58 AP fee waived for up to 3 participants

▪ Learn To Swim

- Up to 600 (est.) Learn to Swim Scholarships @ \$20 – **Offering \$5 classes**
- 6 Water Safety Instructor candidates will get the AP fee waived and books paid for (\$65 value)
- Water Safety /Parent Education Unlimited Fees waived – Already have provided for **849** & 2 whole school assembly's scheduled in May

Facility and Participant Materials

- Annual Learn-to-Swim Facility Kits
- Centennial banners
- Swim caps
- Goggles
- LTS Achievement booklets



Web Resources

Redcross.org/centfacilities

We are continuously seeking to improve this site and provide resources that are helpful to our partners. We welcome your feedback and suggestions.



It All Begins With Learn-to-Swim

Thank you for joining the Red Cross cause to decrease drowning risks. Your dedication will help make a big impact in your community. This section contains a variety of materials you can download and use at your facilities to help recruit and train Campaign champions, encourage water safety skills, implement your Centennial Campaign, and promote the Red Cross Swim App.

Bookmark this site and visit often!

How Are We Doing? Do you have suggestions for how we can better partner with you? Please email Connie.Haney@redcross.org

About the Centennial and the Need for Water Safety Education

- History
- Water Safety Skills
- Unintentional Drowning
- Safe in the Water?

Water Safety Resources for Your Facility:

- Circle 3 Chain Poster (English)
- Circle 3 Chain Poster (Spanish)
- Circle 3 Chain Tearsheet
- Purchase Achievement Booklets (English & Spanish)
- Download Achievement Booklet (Spanish)
- Centennial Table Tent
- Water Safety Brochure

Campaign Resources for Your Facility:

- Parents Welcome Letter
- Campaign Reporting
- Photo Release Form
- Using the Red Cross Brand (request use of name & logo)

Swim App Materials:

- Table Tent
- Email Header
- Newsletter Article
- Promotional Video
- Web Banners

Reporting Course Activity

- Complete Centennial Campaign course activity through webform:
 - Link on redcross.org/centfacilities
 - redcross.org/CentennialCampaignReporting
- Report classes that ended in the month being reported
- We request that you complete the web form by the 5th of each month
- Because this form is not connected to the Learning Center, be sure to also report this course activity as normal through either:
 - redcross.org/courserecords
 - By submitting Course Records to the Training Support Center

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Centennial Campaign Reporting
 The report facility is submitted to capture high-level participation numbers as a result of the Centennial Campaign activities.

In addition, please be certain to normally report all of your course activity through normal processes, such as through www.redcross.org/courserecords or by submitting course records to the Training Support Center.

Name *

Organization Name *

Facility Name *

Month * Please select Year * Please select

Reporting of Total Participants

Please report the total number of individuals who participated in the Learning Center program this month. It includes Pre-school Aquatics, Learn-to-Swim Levels 1, 2 and Adult Swims.

Learn-to-Swim

Reporting by Course

Please report the number of students for each of the courses below for the month. These numbers may exceed the total number of participants as they progress through the levels. Be certain to include all enrollment for which course codes were used to issue AP fees.

Pre-school Level 1

Pre-school Level 2

Pre-school Level 3

Learn-to-Swim Level 1

Learn-to-Swim Level 2

Learn-to-Swim Level 3

Junior Lifeguarding

Adult Swim— Learning the Basics

Adult Swim— Improving Skills and Swimming Strokes

Parents/ Caregivers - Water Safety Education

Parents/ Caregivers - Pediatric CPR/AED

Please report the number of participants who successfully completed each of the courses below this month as a result of the Centennial Campaign. This should include all enrollment for which course codes were used to issue AP fees.

Lifeguarding

Lifeguard Management

Lifeguarding Instructor

Lifeguarding Instructor Trainer

Water Safety Instructor

Water Safety Instructor Trainer

We welcome an assessment of your experience and participation in the Centennial Campaign

Remember: Please also remember to normally report your course activity through normal processes, such as through www.redcross.org/courserecords or by submitting course records to the Training Support Center.

Richard

Red Cross Funding

Waived Fees

- Coupon codes will be provided in advance of your courses
- Contact your Service Delivery Specialist when you are ready to set up a course
- Centennial participants should be reported on a separate course record, even for classes that have both Centennial and non-Centennial participants

Scholarship Fees

- **Please provide IRS Form W-9 ASAP** so your organization can be set up as a vendor in the Red Cross system
- Be sure that monthly enrollment reporting is up to date prior to submitting invoice
- Recommend sending sample invoice in advance to ensure it meets Red Cross Finance requirements

Photo and Info Release

American Red Cross INFORMATION RELEASE

I give to the American Red Cross, its designees, agents and assigns, unlimited permission to use, publish and reproduce in any form or media, information about me and reproductions of my likeness (photographic or otherwise) and my voice, with or without identification of me by name.

Name of person photographed, recorded or interviewed: Age:

Other address (if different from above):

E-mail: Phone number:

Signature: Date:

Consent of parent or legal guardian if above individual is a minor.
I consent and agree, individually and as parent or legal guardian of the minor named above, to the foregoing terms and conditions.

Signature: Date:

Printed Name:

Printed address (if different from above):

E-mail: Phone number:

Other e-mail:

Cruz Roja Americana AUTORIZACIÓN PARA EL USO Y DISTRIBUCIÓN DE INFORMACIÓN

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Nombre de la persona fotografiada, entrevistada o citada en el video grabado: Edad (si es menor de edad):

Dirección actual (si es diferente a la anterior):

Celular electrónico/Número de teléfono:

Título: Fecha:

Consentimiento del padre/madre o representante legal si la persona anteriormente mencionada es menor de edad. Consentido y aprobado, individualmente como padre/madre o representante legal del menor de edad arriba citado, a los términos y estipulaciones de la presente autorización.

Nombre: Fecha:

Nombre en letra de imprenta:

Dirección actual (si es diferente a la anterior):

Producto: Código:

Asignatura: Número:

Letras o abreviatura para la fotografía:

- Telling the story is an important part of the Centennial Campaign.
- It is our goal to collect photos and quotes from participants, their parents, instructors and program directors
- We request that everyone involved in the Centennial Campaign courses completes an American Red Cross Information Release (provided in PDF format on redcross.org/centfacilities).
- Please share your Centennial Campaign stories and photos with us!

Open Lines of Communication

- We want to keep open lines of communication throughout this campaign.
- Please share with us anything that you think would be of interest, including:
 - Anecdotes from participants and parents.
 - Class schedules.
 - Special events.
 - Opportunities to get in front of your leadership, elected leadership and media.
- This is a partnership – let's make it as strong as we possibly can!

Upcoming Aquatic Events

- Open Weekends starting 5/23
 - Doolittle, Garside, CMDH
- All Pools Open June 6 – August 15
- May 16th Dive in Movie at Pavilion
- Summer LTS & Program Registration is OPEN as of 4/13
- Valley Wide Water Safety Fair 6/13
 - 15 locations, all 6 of our pools



Thank you

American Red Cross

 **100YEARS**
OF WATER SAFETY

Questions ??????