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](http://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

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___
Children’s 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


**KHON-2**

5PM NEWS

THU 8/6/2009
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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