

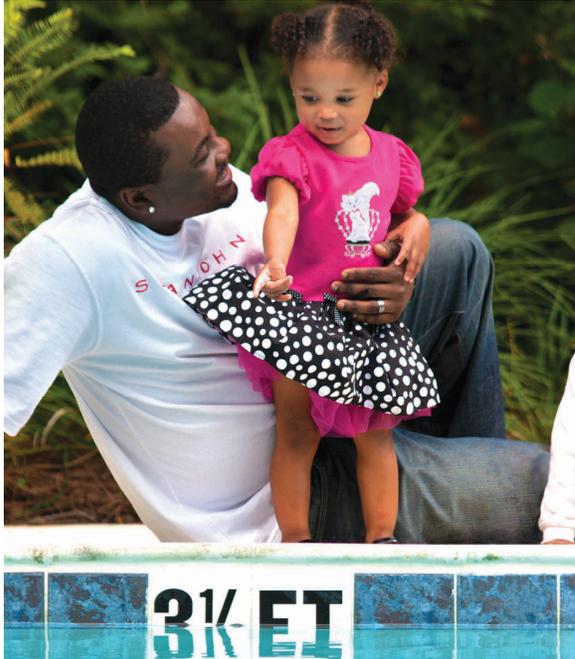
# DROWNING PREVENTION

Florida Department of Health  
WaterproofFL, Injury Prevention Program



## SAFE STATES

*Injury & Violence Prevention  
Saves Lives*



## Layers of protection around pools prevent children from drowning

### DROWNING

Drowning is a leading cause of death among children in the U.S. and in Florida.

#### Nationwide

- Drowning is the second leading cause of death among children ages 1-4.
- Minorities are disproportionately affected. The fatal drowning rate among black children ages 5-14 is almost 3 times that of white children of the same age range.

#### Florida

- Florida had the highest unintentional drowning rate in the U.S. in 2010 among children ages 1-4 (7.24 per 100,000 population) and children ages 1-14 (2.67 per 100,000 population).
- There were 522 drowning deaths among children ages 1-4 in Florida from 2005-2012.
- More children ages 1-4 drown in swimming pools in Florida than in any other state. Approximately 75% of drownings in this age group occur in swimming pools.
- The monetary cost of drownings each year is estimated at over \$16 million.

### PROGRAM

**WaterproofFL** is a campaign by Florida Department of Health's Injury Prevention Program that emphasizes layers of protection around swimming pools, including supervision, barriers, and emergency preparedness.

In 2013, WaterproofFL began a mini-grant program with funding from the Centers for Disease Control and Prevention. It awarded 21 \$5,000 mini-grants for the following drowning prevention activities:

- Public awareness campaigns
- Training events
- Swim lessons

Mini-grant recipients included:

- YMCAs
- County health departments
- Trauma and children's hospitals

Mini-grant recipients also built local partnerships with schools, civic organizations, and children's groups.

### IMPACT

Since WaterproofFL was initiated in 2010, the number of annual drowning deaths in the state has declined:

Year	Number of Deaths
2010	71
2011	64
2012	57

WaterproofFL's multi-media advertising campaign has increased swim lesson registrations, including a 4% increase at the Volusia Flagler Family YMCA.

“ The Volusia Flagler Family YMCA received a drowning prevention mini-grant from WaterproofFL in 2013. It implemented a multi-media advertising campaign to raise awareness about the risk of drowning and the importance of swim lessons in Volusia County. Billboards, commercials and print ads were created. As a result, the YMCA saw an increase in the number of families who registered for swim lessons, including the family in the story below:

A family with a child who had completed one of the YMCA's swim lessons was attending a barbeque. When everyone went inside to eat, the mother realized her toddler was not with the group. She went to the pool, since she had learned to look there first. Sure enough, the toddler was in the pool. Fortunately, she was floating on her back as she had learned to do during her swim lessons! — **Volusia Flagler Family YMCA staff** ”

FOR MORE INFORMATION ON  
THE PROGRAM FEATURED ABOVE  
[www.waterprooffl.com](http://www.waterprooffl.com)



### 20 Lives Saved

To mark its recent 20th anniversary, the Safe States Alliance is highlighting 20 of the *many* lives saved through injury and violence prevention over the last two decades. These examples show the significant impact that injury and violence prevention has on the lives of real people, every day.