

National Association of State Fire Marshals Support:  
CPSC Pool and Spa Kids Safety Education Effort

Halfway through the summer swimming season, the U.S. Consumer Product Safety Commission (CPSC) has seen news reports of more than 210 child drowning and non-fatal submersion incidents in pools and spas around the country. In an effort to reduce these preventable incidents, CPSC and partners Safe Kids USA and the National Drowning Prevention Alliance (NDPA) joined forces today to introduce a new kid's safety education program. The centerpieces of the program are a multi-part educational video and an online activity, which are part of CPSC's national Pool Safely campaign.

"Just one incident is one too many," said Inez M. Tenenbaum, Chairman of the CPSC. "These statistics are a wake-up call and a reminder that these tragic incidents are preventable. Our kid's safety program is designed to teach parents and children simple water safety steps so that everyone will practice Pool Safely this summer."

The educational video highlights individual experiences and uses seven simple Pool Safely steps to encourage safe and responsible behavior in and around pools and spas. It is introduced by actress Ming-Na, the voice of Mulan in Disney animated films and star of the NBC drama "ER." The video series is available to view at [www.youtube.com/poolsafely](http://www.youtube.com/poolsafely) and on the websites of Safe Kids ([www.safekids.org](http://www.safekids.org)) and the NDPA ([www.ndpa.org](http://www.ndpa.org))

The new Pool Safely interactive online activity is designed for parents and young children. It highlights unsafe behaviors around the pool in a variety of real-world settings such as backyard, hotel and community pools. Game players are encouraged to identify the trouble spots and behaviors. The online activity is aimed at children seven and under and will be available for play on the Pool Safely website and on the websites of the NDPA and Safe Kids.

The National Association of State Fire Marshals joins CPSC, NDA and Safe Kids in supporting the new Pool Safely campaign and the efforts to increase public awareness about preventing drowning.

**SC State Fire Marshal John G. Reich** remarked "Children and families can learn valuable water safety messages through these new online activities and educational videos made possible by the Pool Safely campaign." If our firefighters as first responders have the duty to respond to such incidents, we also have the responsibility to help prevent such incident."

Last month, the Pool Safely campaign released a series of public service announcements that remind the American public how to stay safe in and around pools and spas. They can be viewed by visiting: [www.youtube.com/poolsafely](http://www.youtube.com/poolsafely).