



Healthy Swimming

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Services (EHS)



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## Recreational Water Illness Prevention Week: May 21–27, 2007

### Health Promotion Tool Kit

**Suggestions for state and local programs to engage the following partners:**

#### Media

- Provide a release to media outlets (See attached sample release) or visit [www.cdc.gov/healthyswimming/tools.htm](http://www.cdc.gov/healthyswimming/tools.htm)
- Invite media to “shadow” an environmental health specialist on a pool visit highlighting how your agency protects the public’s health
- Share information such as
  - Interview preparation guide for RWIs
  - Details on importance of aquatic staff training ([www.cdc.gov/healthyswimming/poolstaff.htm](http://www.cdc.gov/healthyswimming/poolstaff.htm))
  - Information on recent outbreaks, including the public’s important role in preventive measures ([www.cdc.gov/healthyswimming/rwi\\_pub.htm](http://www.cdc.gov/healthyswimming/rwi_pub.htm))

#### Community Leaders

- Create fact sheets detailing specifics about local and state RWI Prevention programs for community leaders (program administrators, boards of health, elected officials)
- Provide suggested resolutions related to RWI Prevention Week for use by area decision makers

#### Aquatic Facility Operators

- Announce Recreational Water Illness Prevention Week, May 21–27, 2007, and encourage operators to adopt and promote this observance
- Distribute RWI prevention tips and provide Healthy Swimming posters and brochures to aquatic facilities and pool supply stores:
  - [www.cdc.gov/healthyswimming/twelvesteps.htm](http://www.cdc.gov/healthyswimming/twelvesteps.htm)
  - [www.cdc.gov/healthyswimming/brochure.htm](http://www.cdc.gov/healthyswimming/brochure.htm)
  - [www.cdc.gov/healthyswimming/posters.htm](http://www.cdc.gov/healthyswimming/posters.htm)
- Schedule operator trainings:
  - [www.cdc.gov/healthyswimming/fecal\\_response.htm](http://www.cdc.gov/healthyswimming/fecal_response.htm)
  - [www.cdc.gov/healthyswimming/poolstaff.htm](http://www.cdc.gov/healthyswimming/poolstaff.htm)
  - [http://www.cdc.gov/healthyswimming/q\\_and\\_a.htm](http://www.cdc.gov/healthyswimming/q_and_a.htm)

#### Swimmers, Parents, and Other Pool Users

- Provide general prevention information through brochures and fact sheets:
  - [www.cdc.gov/healthyswimming/general\\_pub.htm](http://www.cdc.gov/healthyswimming/general_pub.htm)
  - [http://www.cdc.gov/healthyswimming/swimmer\\_protection.htm](http://www.cdc.gov/healthyswimming/swimmer_protection.htm)

#### Medical Professionals

- Provide healthcare providers education materials: [www.cdc.gov/healthyswimming/pdf/Safe\\_Swimming.pdf](http://www.cdc.gov/healthyswimming/pdf/Safe_Swimming.pdf)
- Send *MMWR* articles on RWI outbreaks to healthcare providers: [www.cdc.gov/healthyswimming/mmwr.htm](http://www.cdc.gov/healthyswimming/mmwr.htm)
- Engage your local chapter of the American Academy of Pediatrics (AAP) or other medical organizations to help reach healthcare professionals

#### Agency Web Site

- Create an RWI page on your agency’s Web site if one does not already exist
- Announce Recreational Water Illness Prevention Week, May 21–27, 2007
- Include link to CDC’s Healthy Swimming Web site: [www.cdc.gov/healthyswimming](http://www.cdc.gov/healthyswimming)

Let us know about your activities related to **Recreational Water Illness Prevention Week**: [ehsb@cdc.gov](mailto:ehsb@cdc.gov)