National Center for Emerging and Zoonotic Infectious Diseases (NCEZID)
National Center for Environmental Health (NCEH)
National Center for Injury Prevention and Control (NCIPC)

Healthy and Safe Swimming Week
May 21–27, 2018
Outreach Suggestions for Community Partners and the Public

All Audiences

- Update or create a Healthy and Safe Swimming Week (HSSW) webpage on your agency's website.
  - Copy content from CDC's Healthy Swimming website and safe swimming webpages while maintaining the look of your website (content syndication). Visit https://tools.cdc.gov/medialibrary/index.aspx#/results or contact healthywater@cdc.gov for more information.
  - See "Web-based Resource List" in toolkit and include links to CDC's Healthy Swimming, Harmful Algal Blooms (HABs), and *Naegleria* (or "the brain-eating ameba") websites and safe swimming pages; EPA's Beaches and CyanoHABs websites; and CPSC's Pool Safely website.

Media

- Provide press release to media outlets (see "Sample Press Release" in toolkit).
  - Share information on
    - Latest public health data on illness and injury associated with recreational water and
    - Steps we can all take to prevent recreational water–associated illness and injury.
- Have media shadow inspection of public treated aquatic facility or water quality testing at the beach.
- Hold press conference during HSSW.
- Write healthy swimming feature (see "Sample Feature" in toolkit) for your state/local newspaper.

Bathers and Parents

- Disseminate healthy and safe swimming promotion materials at pools, beaches, childcare centers, etc.
  - Download and share CDC materials: www.cdc.gov/healthywater/swimming/materials/index.html.
- Disseminate healthy and safe swimming messages through newsletters or e-mail announcements that are distributed by schools, camps, apartment/condominium complexes, fairs, etc.
- Spread the word about healthy and safe swimming on social media (see "Suggested Social Media Messages" in toolkit).

Public Treated Aquatic–Facility Operators and Beach Managers

- Include information on healthy and safe swimming in training for public treated aquatic–facility operators and beach managers.
- Collaborate with public treated aquatic–facility operators and beach managers to promote HSSW.
  - Provide healthy and safe swimming promotion materials.
- Increase public treated aquatic–facility operators' awareness of CDC's Model Aquatic Health Code: www.cdc.gov/mahc .
- Promote learn-to-swim and CPR training opportunities as community drowning prevention strategies.
  - Check out World's Largest Swim Lesson: www.worldslargestswimminglesson.org/.
  - Check out Watersafety USA: www.watersafetyusa.org/.

Healthcare Providers

- Provide healthy and safe swimming materials.
- Engage your local chapter of the American Academy of Pediatrics (www.aap.org) or other organizations for healthcare professionals.

Community Leaders

- Create fact sheets for community leaders (such as program administrators, boards of health, and elected officials) detailing specifics about your agency's HSSW efforts.
- Collaborate on HSSW proclamation (see "Sample Proclamation" in toolkit).

Let us know about your activities related to Healthy and Safe Swimming Week!
Email us at healthywater@cdc.gov.