



21 FT

WORKING TOGETHER, OUR PARTNERS CAN  
HELP FLORIDA REDUCE ITS HIGH NUMBER OF  
DROWNINGS AMONG CHILDREN UNDER AGE 5.

Learn the steps you can take to protect Florida's  
children. Pool safety is everyone's responsibility.

1-877-362-5033 | [WaterSmartFL.com](http://WaterSmartFL.com)



## WaterSmartFL: "POOL SAFETY IS EVERYONE'S RESPONSIBILITY"

Many partners will be needed to help reduce drowning among Florida's children, including businesses, community groups and individual advocates. As a partner, you can be a "layer of protection" and help us spread the word about pool safety, making a difference by educating your members and getting more people involved in the WaterSmartFL campaign.

Becoming a WaterSmartFL partner is free and easy. We simply need your commitment to sharing information about pool safety with your network using communication tools already in place within your organization. Here are a few ideas:

- **Post a link** on your website to [WaterSmartFL.com](http://WaterSmartFL.com)—we will provide you with a Web banner to post on your homepage that links directly to our website.
- **Feature WaterSmartFL posters, window clings and post cards** at your business or office. These materials are available on [WaterSmartFL.com](http://WaterSmartFL.com).
- **Use your newsletters, newspapers, magazines, email blasts or other publications** to educate your employees, customers and mem-

bers about the importance of pool safety. The WaterSmartFL tool kit contains advertising copy you can use in print, Web, TV and radio ads.

- **Make pool safety brochures available** in your offices or retail locations. Electronic versions of all marketing materials are available for download at [WaterSmartFL.com](http://WaterSmartFL.com).
- **Distribute Water Watcher tags to consumers and members.** This is an important tool that will encourage more active supervision and help control who is in charge of watching the pool while children are playing.
- **Show the 10-minute safety video** at your next conference or meeting or at your retail locations. The DVD is available in a loop format that plays continuously.
- **Encourage homeowners to add layers of protection.** Offer special promotions and sales on different types of barriers. You also can offer CPR classes for your members. We have created campaign postcards with a special place for promotions and coupons. These materials are available for download at [WaterSmartFL.com](http://WaterSmartFL.com).





**ENCOURAGE POOL HOMEOWNERS TO ADD  
MULTIPLE BARRIERS TO HELP ENSURE POOL  
SAFETY, EVEN IF THEY DON'T HAVE CHILDREN.**

## THE FACTS **FLORIDA LEADS THE COUNTRY IN DROWNING DEATHS OF CHILDREN AGES 1–4.**

- In Florida, drowning is the leading cause of death among children ages 1–4.
- The Residential Swimming Pool Safety Act, F.S. Chapter 515, requires only one physical barrier for pools built after 2000.
- The Florida Department of Health strongly recommends multiple barriers to help ensure safety and using “layers of protection” to help prevent drowning.
- Drowning is silent and only takes a minute.
- The average hospital stay is two days with a median admission charge of \$16,338.
- 47% of these stays are covered by Medicaid.
- The monetary cost of drowning in Florida for a year is greater than \$15 million.
- Over 90% of Florida’s home swimming pools were built before the law.  
“Does your pool have the necessary barriers to save a child’s life?”







# LAYERS OF PROTECTION

1 SUPERVISION 2 BARRIERS 3 EMERGENCY PREPAREDNESS



## 1 LAYER 1: SUPERVISION

**IN 2011, 66% OF DROWNINGS OCCURRED IN RESIDENTIAL SWIMMING POOLS.**

Drowning can be a silent catastrophe, one that can happen in the few minutes you take to answer a phone call or run inside for a towel. In 2011, 66% of victims under age 5 drowned in residential swimming pools. Supervision, the first and most crucial layer of protection, means someone is always actively watching when a child is in the pool.

### THE “BACKYARD BARBECUE” SCENARIO

Imagine a barbecue with friends and neighbors gathered around the pool, eating and drinking, while the kids splash in the pool. But who’s watching the kids? Everyone, right? Or no one. In a situation like this, it’s easy to assume someone else is watching. **DON’T ASSUME.** At every moment, make sure someone is assigned the role of “water watcher” and does nothing else but focus on the children at all times.

### THE “IN THE HOUSE” SCENARIO

When you get home after a long day at work, there are many things that need to get done around the house: Laundry, cleaning, cooking, packing school lunches—it can be very easy for a parent to be distracted by chores. As the parents are busy around the house, they may open a backyard door and forget to close it, leaving an opportunity for a small child to wander outdoors and easily gain entry into the pool. That is why barriers are so important. Incorporating childproof locks, door alarms and a pool gate sets obstacles between a child and the pool, making it more difficult to gain access and alerting parents when a child opens a door and is outside.





## 2 LAYER 2: BARRIERS

A child should never be able to enter the pool area unaccompanied by a guardian. Barriers physically block a child from the pool. Barriers include: child-proof locks on all doors, a pool fence with self-latching and self-closing gates, as well as door and pool alarms. Pool covers may also be used but make sure it is a professional cover, fitted for your pool. A simple canvas covering can be a drowning hazard and entrap a child in the water.

## 3 LAYER 3: EMERGENCY PREPAREDNESS

The moment a child stops breathing there is a small, precious window of time in which resuscitation may occur. But only if someone knows what to do. Even if you're not a parent, it's important to learn CPR. The techniques are easy to learn and can mean the difference between life and death. In an emergency, it is critical to have a phone nearby and immediately call 911.

The Residential Swimming Pool Safety Act (Chapter 515, Florida Statutes) requires one of the following pool safety measures for pools built after October 1, 2000:

1. A pool fence with self-closing, self-latching gate—enclosing the pool and providing no direct access to it.
2. An approved pool cover.
3. Alarms on all doors and windows leading out to the pool.
4. All doors providing direct access from the home to pool to have a self-closing, self-latching device with a release mechanism no lower than 54 inches above the floor.

***The Department of Health recommends, at a minimum, using a combination of the barriers described above to help ensure your pool is equipped with approved safety features. For more information about the 515.29 Residential swimming pool barrier requirements, visit [WaterSmartFL.com/requirements](http://WaterSmartFL.com/requirements).***

Learn the steps you can take to protect Florida's children. Pool safety is everyone's responsibility.  
**1-877-362-5033 | [WaterSmartFL.com](http://WaterSmartFL.com)**



**THE PROPER PHYSICAL BARRIERS SERVE AS A  
CRUCIAL LAYER OF PROTECTION.**



# THE PHYSICAL BARRIERS

The proper physical barriers serve as a crucial layer of protection. When used correctly, each of these barriers can make your home a little safer. The Department of Health recommends incorporating a number of different barriers to ensure safety. Many pool contractors can provide these barriers at the time of pool installation or can recommend an appropriate vendor or contractor. *\*The prices below are for estimation purposes only.*

**COST LEGEND:** \$: 0–\$49    \$\$: \$50–\$250    \$\$\$: \$251–\$500    \$\$\$\$: \$501–\$1000    \$\$\$\$: \$1001+



## POOL SAFETY FENCES

(Fiberglass Post Fencing or Aluminum Post Fencing with textile mesh or interlocking mesh)

Should completely encircle the pool blocking entrance from the house or yard. The fence should be at least 4 feet high and have no holes or gaps that could allow a child to pass through.

**COST: \$\$\$**



## SELF-CLOSING & SELF-LATCHING GATES

The gate should be self-closing, self-latching and open out from the pool. So even if the gate is not latched properly, a child leaning against it will force the gate to lock.

**COST: \$\$\$**



## CHILDPROOF LOCKS

An inexpensive way to keep your child in the house. Makes the doorknob difficult for a child to turn.

**COST: \$**

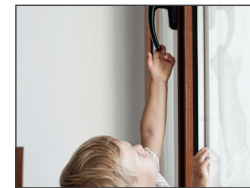


## DOOR/WINDOW ALARMS

Know the second your child goes outside. Chapter 515 states that all doors and windows providing direct access from the home to the pool must have an alarm.

Be sure to test and install battery operated alarms or plug-in alarms with battery backup according to manufacturer's instructions.

**COST: \$**



## DOORS

Chapter 515 states that all doors providing direct access from the home to the pool should have a self-closing, self-latching device with a release mechanism no lower than 54 inches above the floor.

**COST: \$**



## SAFETY COVER

A sturdy barrier between the water and children. Make sure the cover was designed for safety, not to keep the leaves out. The safety cover should be custom built and fitted for your pool.

**COST: \$\$\$**



## POOL ALARMS

Senses movement in the pool, alerting you if your child falls in.

**COST: \$**

Over 90% of Florida's home swimming pools were built before the law (F.S. Chapter 515). "Does your swimming pool have the necessary barriers to save a child's life?"

Learn the steps you can take to protect Florida's children. Pool safety is everyone's responsibility. **1-877-362-5033 | WaterSmartFL.com**

**WaterSmartFL**  
POOL SAFETY IS EVERYONE'S RESPONSIBILITY.