

NCH Safe & Healthy Children’s Coalition of Collier County recognizes that **multiple layers of protection** are necessary to prevent drowning. Layers include various types of **barriers, including supervision, pool fences, drain covers, door alarms, water safety education, water safety lessons,** and timely intervention of effective **CPR**. Some layers aid in preventing access to the water, such as pool fences. Other types of layers, such as alarms, will alert adults immediately if the barriers have been crossed. And finally, some layers are intended to minimize injury should a child gain access to the water, such as swim instruction, proper rescue techniques, and knowing CPR.

SWIM Central

Based on national and local drowning statistics, SWIM Central targets children ages 3-5 years attending socio-economically disadvantaged daycares and preschools. The program is supervised by professional aquatic directors and staffed with qualified instructors and lifeguards. SWIM Central transports children to certified aquatic facilities to provide **ten 30-minute lessons over a 2-week period**. Over **5,034** three, four, five and six year olds enrolled in preschool - school readiness (150% below federal poverty guidelines), including children with special needs have participated in the program, with **43,032** water safety lessons have been taught. These children came largely from disadvantaged daycares where access to swim lessons is difficult. This program is possible thanks to the Naples Children & Education Foundation - Founders of the Naples Winter Wine Festival.



Hot Summer Nights Making a Splash

Activities include a mock drowning and rescue, CPR and competitive swimming demonstration and a water safety talk to show children what to do if there is a drowning situation.

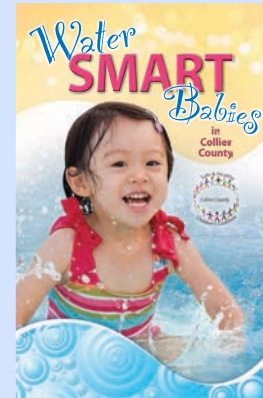
1,800 middle and high schoolers have participated and **5** Mock-Drowning and CPR Events Since 2012





Water Smart Babies & Families Booklets

Collier County pediatricians distribute water safety brochures containing valuable water safety information at well visits for children 9 months -4 years old. The brochures encourage parents/grandparents to take action against potential water hazards by installing barriers, encouraging dedicated adult supervision and CPR training and enrolling children in certified water safety lessons.



Over 30,000 English, 25,000 Spanish and 7,000 Creole brochures have been distributed since 2011.



World's Largest Swimming Lesson

On June 20, 2014 the Coalition broke the Guinness World Record for the largest swimming lesson ever conducted at a single venue. 1,308 children and adults were in the water and over 300 volunteers made this event possible. As of June 20, 2017 our Coalition still holds this record.

Drowning Prevention Spanish PSA Campaign

The Coalition is launching a PSA campaign with particular emphasis on Hispanic radio, many of the recent drownings and near drownings in our area have involved members from the Hispanic community. 400 Spanish PSA's have been aired by Univision SW Florida



"This Much" water is enough for a child to drown in.



Life Jackets Loaner Stations - “Kids Don’t Float, Life Jackets Do”

Coalition is diligently working to establish Life Jacket Loaner stations installed at all Collier County Parks and Recreation, City of Naples and state locations with water access including Sugden Park. This has been done with great success in Lake Jacksonville, Texas and in many parts of Alaska. The U.S. Coast Guard Auxiliary Flotilla 93, 95 and 96 check monthly on the condition of the lifejackets. If any lifejackets are missing or in disrepair, they will be replaced

15 loaner life jackets stations have been placed around area beaches in Collier County.



Stewie The Duck

On January 1, 1989, a 21-month old toddler lost his life in a drowning accident. This sparked his parents to pledge that they would do everything in their power to prevent this tragedy from striking other families, since drowning is the leading cause of accidental death in children under five.

In 1990, that toddler's parents, Kim and Stew Leonard, founded the Stew Leonard III Children's Charities in memory of their son. This lovable mascot for water safety, is now in Collier County working with our Coalition's drowning prevention efforts. Stewie is the focal point of two children's books: "Stewie The Duck Learns To Swim," and "Swimming Lessons With Stewie The Duck."

Since July 2017 Stewie has met over **14,315** children and adults has participated in more than **58** community events.



What if you only had 30 seconds to **save** your life?

Each year, as many as 400 people drown in vehicles. Few know the proper procedure to escape a sinking car. Remember these 4 steps when seconds count.

- SEATBELTS** (off)
- WINDOWS** (open or break)
- CHILDREN** (old to young)
- OUT**

Get prepared and hang a resqme™ in plain sight from your rear view mirror.

Learn more about vehicle submersion by visiting resqme.com/4steps

How to Escape a Sinking Car

“How to Escape a Sinking Car” handout that reviews 4 steps for escaping sinking car and promoting the ResQme safety tool will be distributed during community outreach educational sessions at a combination of businesses, gated community clubhouse gatherings, churches and schools. Pediatricians also distribute the handouts and ResQme tools at teenager well visits.

Over **400** “How to Escape a Sinking Car” brochures have been distributed.



Layers of protection: Alarms & Water Watchers

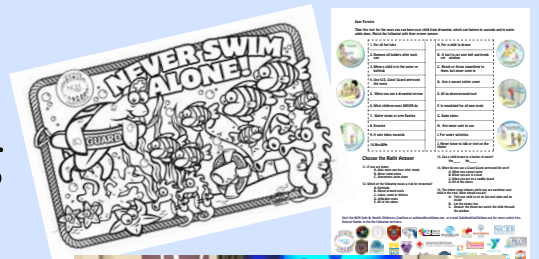
The Rusty Staub Pool Alarm Initiative is just one of the layers. In conjunction with The Florida Department of Children and Families in Collier County, Healthy Start in Collier County, fire departments and sheriff's office, the coalition gives out **805 window/door alarms** to families in need who border any kind of water. When children are in or near any type of water designate a **“Water Watcher.”** The coalition gives out “Water Watcher” tags at public events to identify the person who will be responsible for watching the water. Since 2010, over **2,200 “Water Watcher”** tags have been distributed.



#NeverSwimAlone Restaurant Coloring Sheets & Buttons

Over **30** Collier County Restaurants are handing out the Never SWIM Alone coloring sheets with water safety information on the back

4,000 Never Swim Alone buttons have been distributed among the Coalition partners.



Pool Safely - Pool Safely Homeowner Packets

Naples Area Board of REALTORS and Coldwell Banker have these wonderful Pool Safety Homeowner Packets available. The Coalition has ordered **150** of these packs from **Pool Safely** Campaign



Beach SAFETY - CPR & Water Safety Events

North Collier Fire District, Collier County Sheriff's Office and our Coalition partnered during the Spring of 2017 to provide a free instructional safety training at the beach. Classes were instructed in 20 minute intervals with three different stations. Stations included basic CPR Automated External Defibrillator instruction and drowning prevention. events to identify the person who will be responsible for watching the water.

BEACH SAFETY

Join us for free instructional safety training at the beach. Classes will be instructed in 20 minute intervals with three different stations. Stations include basic CPR instruction, Automated External Defibrillator instruction and drowning prevention.

Friday, March 31, 10 a.m. to noon
Vanderbilt Beach Road
meet at the beach turnaround at Gulfshore Drive

Friday, April 14, 10 a.m. to noon
Clam Pass Park, Seagate Drive & Crayton Road

Presented by the Collier County Sheriff's Office, North Collier Fire Control and Rescue and Safe and Healthy Children's Coalition of Collier County



CHILDREN DROWN
DROWNING IS THE MOST PREVENTABLE CAUSE OF DEATH FOR CHILDREN IN COLLIER COUNTY
Drowning is quick and silent. A child can drown in less than one minute in as little as one inch of water. There is usually no warning, such as a warning or splashing!

#NeverDrowning #WaterSafety #NoChildEverDrowns
#NeverSWIMAlone
SafeHealthyChildren.org | 239.624.4033
info@SafeHealthyChildren.org

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2017 Water Safety Campaign Posters and postcards - English and Spanish

#LiveSaver Donuts

During 2017 May all the Dunkin' Donuts in Collier County sold LiveSaver Donuts to promote water safety messages like NeverSWIM Alone and Water Watcher.





Community Events

An average per year our Coalition participates in 80 community events. Here are some pictures of the of these events: Vigil to remember the children who have die due to drowning, Christmas Parade, Water Safety Proclamations, Water Safety Days and etc.





95210 Kids on the GO!

The 95210 Kids on the Go program was developed to help children fulfill the 1 hour physical activity portion of the NCH Safe & Healthy Children's Coalition 95210 Let's Go! campaign.

The 95210 Kids on the Go! Program was implemented by our Coalition in 2012 with the Collier County Public Schools as an effort to increase physical activity and decrease the incidence of obesity among kids. What began in Spring 2012 at two Title I elementary schools in Collier County, has now expanded to over 22 elementary schools.

Participants in the 95210 Kids on the Go! program run a total of 26.2 miles, the equivalent of a full marathon over the course of a 10-15 week period. Health champions at each school monitor children as they make progress toward the target distance. Children run on school grounds either before or after formal school hours. Health champions log the children's progress and those kids who achieve the 26.2 mile goal can participate in a final celebratory mile run at the local feeder high school.

At the final mile celebration, parents, teachers and local officials cheer children on to complete the final mile. Each child receives a t-shirt and, upon successful completion of their run, they also receive a medal as well as fresh fruit and water. **8,978** children have participated and **22** final mile runs have been hosted since the program's inception.

During the course of the program, students build endurance, increase self-confidence, and embrace the healthy lifestyle principles of the **95210 Let's Go! Campaign** and staff at participating schools report the program also has a positive impact on behavior and attention.





Safe Sleep Initiatives

The Florida Department of Health in Collier County, Safe Sleep Committee of Collier County and The NCH Safe and Healthy Children's Coalition of Collier County have accomplished the following since 2010 when the committee was started

1. A SAFE SLEEP Questionnaire was created by physicians and committee members. There are 10 questions and if answered correctly can help keep babies safe during sleep. Parents in the hospital take this questionnaire, staff members at child care facilities and attendees of any in-services.
2. Child care centers in Collier County can get "Safe Sleep Certification" through the ELC of SWFL child care nurse specialist. A Florida alternate sleep position form was developed, safe sleep policy and SIDS power point.
3. A SIDS powerpoint/lecture was developed to provide trainings to local universities.
4. The NCH birthing center gives additional training about safe sleep to staff. They will also be distributing in late 2016 or early 2017 halo safe sleep sacks, safe sleep literature and a copy of "Sleep Baby Safe and Snug".
5. Healthy Start of SWFL has a staff member at The NCH Birthing Place every weekday to meet with new parents and discuss the how to keep baby safe when asleep.
6. Through a grant from Trinity-by-the-Cove Episcopal Church, The Florida Department of Health in Collier County in conjunction with Healthy Start of SWFL, give out pack and plays to income qualified families. Over 250 pack and plays have been given out locally.
7. Healthy Start of SWFL is reaching out to local creole churches to educate about safe sleep.
8. The Safe Sleep Committee has reached out to local pastors and churches to educate the public about safe sleep.
9. A injury prevention brochure was developed to pass out to retirement communities and churches to help educate grandparents.
10. The Florida Department of Health Collier County has free safe sleep materials, including flyers, dvd's and brochures if any community organization would like any.





NCH Safe & Healthy Children's Coalition

Recognizing that a coordinated approach will have a greater impact on preventing and improving children's accidental injuries, health and safety issues, over 40 child-serving non-profit and government service agencies providers joined efforts to create The Safe and Healthy Children's Coalition of Collier County (the Coalition). The Coalition provides a conduit for coordinating individuals, agencies and businesses to address the major issues adversely impacting Collier County youth.



Mission

To facilitate and implement programs to combat childhood obesity, prevent childhood drowning and reduce SIDS.

Vision

To improve health outcomes and prevent injuries among children (0-18 years of age) within Collier County

Contact Us

Phone: 239. 552.7788

Fax: 239.643.9070

E-mail: Info@SafeHealthyChildren.org

Mailing Address: P.O Box 234.

Naples, FL 34106

Visit Us Online

SafeHealthyChildren.org

twitter.com/HealthyKidsCC

youtube.com/user/CollierSafeHealthy

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