

Drowning Prevention Feedback Post:

- Objectives/Goals & Timeline Blurb:

Good afternoon Subcommittee,

Time-Sensitive Action Opportunity! We would love your feedback on the following:

- 1) What messaging, if any, has your county/ organization released in reference to drowning prevention? Please share any language, templates, or released messages on this subject.
- 2) How do you currently release urgent health-related messages (i.e channels, tools, partners, etc. that could be mobilized/utilized)?
- 3) What has been most impactful for producing change in residents behavior with other health issues in your county (i.e. motivation through fear, mobilizing through a call to action, etc.)?

More than ever, the bodies of water in our region are unsafe this season due to flooding and run-off. As a complement to the [drowning prevention campaign that the CDPH is currently promoting](#), we would like to create a regional water safety and drowning prevention campaign that targets those most at risk in Central California. Given that most drowning events occur between May - August, we would like to launch a messaging campaign by June 30th with the majority of our June 14th meeting focused on developing the campaign. We kindly ask that you **respond to the questions posed above by June 9th** so that we are prepared for our working meeting on June 14th. Thank you in advance!