

Drowning Prevention Messaging Campaign

Next Steps:

Over the coming weeks, we will be working to create an infographic and partner cover letter to provide you with additional resources as you engage community members and partners within your county around this topic. Please let us know if there are additional tools that you would like to add to the campaign toolkit. We hope you will feel free to share with us your successes and challenges in this process. Thank you all for your efforts!

Canva Link:

Infographic:

https://www.canva.com/design/DAFpGywdOmc/-a7EjdKwSLHqO56NCRILow/edit?utm_content=DAFpGywdOmc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Post Templates:

https://www.canva.com/design/DAFnVQbQBso/yd-Vga627MTx3BQqOoLkrg/edit?utm_content=DAFnVQbQBso&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Banner Message Ideas:

"Supervision isn't enough - protect your loved ones from drowning in Central California."

"Anyone can drown, no one should."

Talking Points/ Post Caption Ideas:

- Due to excess flooding and snowmelt, the dangers of Central California rivers and lakes are not easily seen with the naked eye.
- Supervision is simply not enough this season: be diligent about keeping your family out of the water as raised water conditions, rocky terrain, and extreme temperatures have created dangerous conditions at _____ (include local lake or river here).
- Enjoy Central California rivers and lakes by taking extra precautions to keep your family:
 - Enjoy California's bodies of water from the safety of the shore.
 - Ensure all parties are utilizing well-fitted life jackets, including adults when near bodies of water.
 - At no point should a child be left unattended near any body of water, regardless of their ability to swim.
 - Be sure to take a swim class before heading to any body of water. Local classes can be found here:
 - As an extra precaution, skip the lake this year and visit a local waterpark (insert local activity)
- If you see someone drowning, do not enter the water, instead immediately call 911.

Recommendations:

- Utilize the talking points and add county-specific resources to broaden impact
 - Utilize Canva link to switch pictures to regional/county-specific natural bodies of water
- Translate messaging into other languages
- Post to your social media platforms, newsletters, and websites.

- Reach out to local partners and extend materials to them to share with their audiences.
- Develop additional media tools to accompany these posts - please share with CCPHC if possible.

We look forward to continuing to finalize this with you!