

April 2019

NDPA



USA Drowning Trends Update 2019

To develop any kind of plan for water safety and drowning prevention you need to know what type of drowning happens most in your community.

A large, bold white number '20' is centered on a blue background. The background features several overlapping, semi-transparent blue shapes that create a sense of depth and movement. The number '2' is on the left and the '0' is on the right. The overall design is clean and modern.

$2 + 2 + 2 + 14$

News about Chinese Turtle

bing.com/news 4/16/19

This softshell turtle was one of the last of her kind. Her species might die with her.

She may have been their last hope, and now she's gone. Chinese state media has said that the last known female

The Washington Post

Identify the

issue –

EVALUATE

what if anything

can be done –

INFORM the

target audience

ASK for help !



Inform yourself (Quantitative and Qualitative information) – Develop a Plan and identify advocates – Act with Objectives Strategies and Tactics– Evaluate and track results – Repeat with improvements

It is hard to develop a working campaign when you don't have all the information needed.

USA Swimming's Facilities Department has been collecting data daily since 2009. Many are just now learning about the monthly drowning report that collects data from every state daily. We believe by sharing this data and having others share their successful initiatives, it can help decrease the number of drownings in the US.



To become an effective ambassador you should be able to:

- Identify trends in all states and compare to your area
- Learn about existing initiatives that have worked
- Learn where you can get assistance
- Attend the NDPA Conference and participate in a discussion on "are we making progress and what does progress even mean"
- Know why you are looking for certain data.



Drownings happen in all kinds of places.

Lakes, Rivers, Oceans, Pools (both residential and public), Hot Tubs, Waterparks, Ditches, Buckets, Toilets, Bathtubs, Coolers, Wells, Yards, and other places you really would not imagine.

Tracking and recording the places gives us a better understanding of where to improve our focus.

We also track the state/county or major city where the drowning took place.



Every day of the year we record drownings

at

5:00 AM, 8:00 AM, 11:00 AM,

2:00 PM, 5:00 PM, and 8:00 PM.

That is a minimum of 6 times each day.

We use over a dozen different resources to gather our information and we are adding new resources when appropriate.



We have categorized our tracking into age brackets:

**4 years and younger, 5 years through 12 years,
teenagers (13-19), adults (20 and older).**

We record actual ages so we can refine information when needed.
We also track Male and Female
Hispanic and African American ethnic groups.

Other tracking includes situations:
Fishing, Autos, Emotional Reaction,
Grandparents involved, Rip currents,
Life jackets not worn (press comments),
Guards present, Alcohol (drugs) involved,
Flooding, Ladders, and more.....



Reporting – We distribute our tracking via e-mail at the end of each month – so the first few days of the following month an e-mail is sent to the “LIST”.

There are 2 forms of tracking distributed:

- ▶ A 10 year ongoing over-view excel spreadsheet that specific information can be searched.
- ▶ Also a table format synopsis of the past 9 years showing comparison by age categories.

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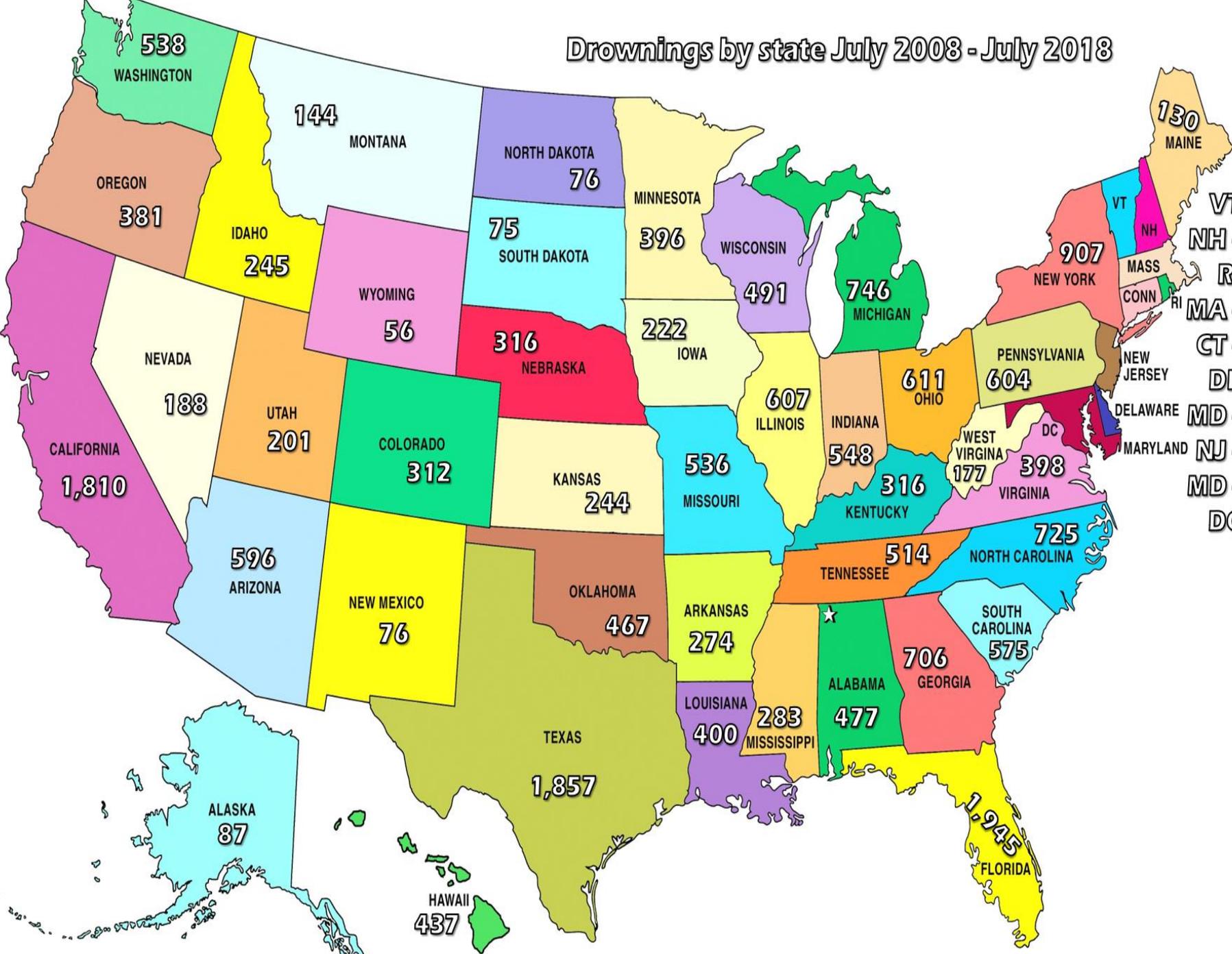
**What
we
know**

**What we know
we don't know**

**What we don't know
that we don't know**



Drownings by state July 2008 - July 2018



- VT - 55
- NH - 123
- RI - 59
- MA - 327
- CT - 183
- DE - 59
- MD - 290
- NJ - 351
- MD - 290
- DC - 17

Tracking from 2009 to 2018 – spreadsheet can be searched for specific info

Pool	Lake	River	Ocean	Pond	Bathtub	Ditch	Waterpark	Hot Tub
4898	5956	6255	2383	1758	507	360	45	146
21.3%	25.9%	27.2%	10.4%	7.6%	2.2%	1.6%	0.2%	0.6%
12-u	Teen	Adult	Female	Male	Hisp	AfrAm		
5864	2697	14,430	4090	18,901	1779	1406		
25.7%	12.0%	62.4%	17.8%	82.2%	7.7%	6.1%		
4&U 16.1%	5-12 9.6%							
Fishing	Auto	No LJ	EmotRes	RipCurrent	Grand	Alcohol	Flooding	Ladder
2912	2296	1408	1270	1021	685	3023	858	453
20.2%	10.0%	10.4%	8.8%	7.1%	11.7%	31.4%	7.5%	7.7%



Raw numbers do not include stats from Jan-Feb-2019 - percentages are still accurate

Stats that are probably not well known by the general public:

62.4 % of all drownings are ADULTS

almost 1 out of every 3 are Alcohol related.

72% of all drownings are in open or not-pool-water

82% of all drownings are MALE

(33% of those involve Alcohol)



10 YR Summary	Total	Child 4-u	Child 12-u	Teen	Adult
2018	2077	336	163	198	1378
2017	2264	341	191	254	1478
2016	2390	368	192	<u>298</u>	<u>1532</u>
2015	2163	350	158	226	1429
2014	2135	321	192	236	1386
2013	2113	287	169	243	1414
2012	2343	389	214	285	1455
2011	<u>2414</u>	<u>419</u>	<u>216</u>	251	1528
2010	2273	410	210	279	1374
2009	1941	356	178	271	1136

Underlined values are record highs - this table is also presented for each month separately

Florida - FL 1945
Texas - TX 1857
California - CA 1810
New York - NY 907
Michigan - MI 746
North Carolina - NC 725
Georgia - GA 706
Ohio - OH 611
Illinois - IL 607
Pennsylvania - PA 604
Arizona - AZ 596
South Carolina - SC 575
Indiana - IN 548
Washington - WA 538
Missouri - MO 536
Tennessee - TN 514
Wisconsin - WI 491
Alabama - AL 477

Oklahoma - OK 467
Hawaii - HI 437
Louisiana - LA 400
Virginia - VA 398
Minnesota - MN 396
Oregon - OR 381
New Jersey - NJ 351
Massachusetts - MA
327 Kentucky - KY 316
Colorado - CO 312
Maryland - MD 290
Mississippi - MS 283
Arkansas - AR 274
Idaho - ID 245
Kansas - KS 244
Iowa - IA 222
Utah - UT 201
Nevada - NV 188

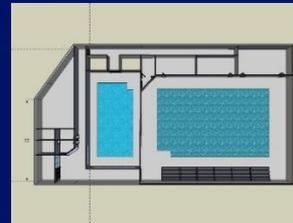
Connecticut - CT 183
West Virginia - WV 177
Montana - MT 144
Maine - ME 130
New Hampshire - NH
123 Nebraska - NE 121
Alaska - AK 87
New Mexico - NM 76
North Dakota - ND 76
South Dakota - SD 75
Delaware - DE 59
Rhode Island - RI 59
Wyoming - WY 56
Vermont - VT 55
District of Columbia - DC
17

July 2008 to July 2018

Why Build A Pool?

3 D's

- 1) **Drowning Prevention** - To give all children the opportunity to learn how to swim so that they can be safe in and around the water.
- 2) **Diversity in the Sport** - To introduce children to team swimming so they might discover a healthy activity that improves their physical fitness, raises their self-esteem, and exposes them to values that will carry-over into other aspects of their life.
- 3) **Dedication to Fitness** – To promote swimming as a lifetime activity that offers the positive benefits of competition, regular exercise and a healthy lifestyle.



GREENSBORO, N.C. – Sixty one percent of all children don't know how to swim and swim instructors say it's a life-or-death skill. Wednesday night (April 26, 2017) the Greensboro Sports Council announced the creation of the Matt Brown Learn-to-Swim Endowment. Brown is the managing director of the Greensboro Coliseum Complex and the swimming program has been one of his long-time passions.

The new endowment will fund the Learn-to-Swim program at the Greensboro Aquatic Program that teaches all second graders how to swim.



"It's such an overwhelming program to be associated with and to have our success we've been struggling to try and find more funding to reach so many of those second graders," said Brown said. Currently the program reaches only 20 of Guilford County's 69 elementary schools.

The Greensboro Sports Council has already raised \$275,000 for the endowment with a goal of \$500,000. This is enough money to fund more than one year of Learn-to-Swim classes of all the second graders in the county.

"Our feeling is that every year passes we miss X number of second graders so we really need to have funding if we want to try and accomplish every second grader learning....."

*How we all can help !



LEAD or **FOLLOW** but



So now it's your turn

Successes? Challenges? Questions? Plans?

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Never try to solve a problem from a single perspective.

So here is a question:

If we can get ADA laws passed that helps some people be safer – why can't we get PFD laws that made life vest mandatory on public water ways? This may have affected 1370 drownings the past 8 years

(probably maybe many times that number)

Think seat belt laws.



So here is a question:

Why doesn't every pool & spa sold have a SAFETY SHEET included about pool fences and gates and locks and latches on all house doors ?

A red & white 8" x 10" WARNING STICKER should also attached to pool/spa.

Think product plastics bag warnings. .



So here is a question:

If we can get a VGB law passed that helps eliminate a tragedy that has happened 11 times in modern days – why can't we get a safety ladder law that would help eliminate a tragedy that has happened 417 times the past 8 years?

Think smoke alarms in all new homes being built.



So here is a question:

If we can require children to be properly vaccinated before entering kindergarten - grade school, why can't we require children to prove they can swim prior to entering 4th grade?

It's not that complicated to track.
We put vaccine laws in place before computers.

