

PROPOSAL NAME:

“Swim Like Mike”

The Louisiana Water Safety and Awareness Program

SUBMITTED BY:

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STATEMENT OF THE PROBLEM

During 2016 through 2018 Louisiana had the highest rate of drowning in the United States, for children 0 - 14 years. Drowning was the 3rd leading cause of injury related death in Louisiana. Most children (95%) did not know how to swim. Other top risk factors include no supervision and no barriers to water. The most common drowning location was the pool, hot tub, or spa (61%).

In Louisiana State from 2016 through 2018 an average of 104 children died from injuries each year. Most of these deaths were a result of vehicle crashes, drowning and homicide. An average of 21 children (20%) ages 1 to 14 die from drowning annually in Louisiana state. Children ages 1 to 4 have an average of 13 (28%) annual deaths due to drowning.

Recognizing Louisiana's concern of the high mortality rates due to drowning, an objective of this program is to provide the community with educational information and tools that improve water safety. Similar grassroots programs already exist, particularly in the southeast portion of Louisiana. The "Swim Like Mike" program plans to work with local teachers and administrative staff at public schools to connect with children and their families to offer swimming lessons and to provide water safety education and equipment.

GOAL

To initiate a program that will certify at least 90 new Water Safety Instructors (WSI) in Louisiana state within the first year. New certified WSI will be required to volunteer as swim instructors, providing free water safety instruction to children ages 5 -15 years old in the state. We aim to reach at least 1,200 children throughout the state within the first year. Additionally, we aim to collaborate with other swim programs in the State with an end goal to unify programs and combine resources.

OBJECTIVES

OBJECTIVE 1: Train new Water Safety Instructors (WSI) in Louisiana who can provide swim lessons to local children.

Rationale: Since the majority (95%) of drowning injuries occur among children who do not know how to swim, our program aims to reduce drownings by increasing the amount of water safety (swimming lesson) instructors, who can then provide swimming lessons to children in Louisiana.

Target Audience: Program participants will be high school and college students.

- Participants must be strong swimmers who are 16 and older.
- FREE Water Safety (swimming lesson) Instructor Certification. (\$300 value)
- Willing to volunteer for a free one-week swimming lesson program the following week at the YMCA where they obtained certification.
- Can continue to teach swimming lessons as a paid job for many years to come.

Evaluation:

- Was the goal of certifying a minimum of 90 new Water Safety Instructors met?
- Did a minimum of 90 new WSIs provide free group swimming lessons to the community?

- Were volunteers who completed certification able to gain employment with this new skill within 1 year?
- Did we meet our objective without going over budget?

OBJECTIVE 2: Reduce drownings in children ages 5 - 15 in Louisiana state by providing free swim lessons.

Rationale: Since the majority (95%) of drowning injuries occur among children who do not know how to swim, our program aims to reduce drownings by increasing the number of children who know how to swim by providing free swimming lessons.

Target Audience: Children of ages 5 to 15 years old (but people of ALL ages are welcome) (\$200 value)

- Living in an area surrounding a participating YMCA.
- Invited to take part in free group swimming lessons and water safety classes.
- Swim safety bundle: water safety book, personal flotation device, goggles, swimsuit, pool shoes, and towel

Evaluation:

- Was the goal of 1,200 children enrolled in swim lessons met?
- How many of the infant swimming lesson vouchers were used?
- Did we meet our objective without going over budget?
- Follow-up surveys will be administered one year after enrollment in swim classes.
 - Our survey will evaluate the beliefs and benefits of this program.
 - Questions asked: On a scale of not likely to most likely. (1= not likely, 2= neutral, 3=likely, 4=most likely)
 - Would you recommend swim lessons to family and friends who have children ages to 5 -15?
 - How likely are you to recommend this swim lesson program to others?
 - Are you confident in your child's ability to swim?
 - Do you feel your child benefited from the lessons?
 - Were there any specific incidents where their child had to use the skills they learned?
 - Do you feel more confident about your child's knowledge of water safety?
 - Aim for 80% survey participation rate and 65% response rate of scores 3 and higher.

OBJECTIVE 3: Reduce drownings in infants aged 0-4 in Louisiana through parental water safety education.

Rationale: 28% of deaths in infants 0-4 are a result of drowning injury. Our program aims to address this issue with providing flotation devices that are designed for the specified age range. Educational seminars will cover specific topics geared for 0 - 4 age range. Topics would include resources to infant swimming classes, how to make bath time fun and safe, and what is best to do with your 0 - 4-year-old at pool time.

Rationale: Lack of parental supervision and lack of physical barriers are second and third, respectively, in risk factors leading to fatal and non-fatal drowning injury. To reduce this risk, parents will attend seminars educating about these risk factors and how to prevent them.

Target Audience: Parents and guardians (particularly those of young children)

- Adult water safety and awareness series of five classes will last 40 minutes each while children are in lessons.
- American Red Cross Courses -- Orientation to Swim Lessons for Parents and Caregivers, Water Safety for Parents and Caregivers, and Becoming a Water Safety Ambassador
- Lake Pontchartrain Basin Foundation -- education sessions that include ways to be caretakers of the environment and appreciate recreational opportunities that the lake and other bodies of water in the state offer.

Evaluation

- Were any children age 5 and under signed up for swimming classes at the YMCA using the vouchers?
- Did we meet our objective without going over budget?
- Follow-up surveys will be administered one year after enrollment in education sessions.
 - Our survey will evaluate the beliefs and benefits of this program.
 - Questions asked: On a scale of not likely to most likely. (1= not likely, 2= neutral, 3=likely, 4=most likely)
 - Would you recommend water safety awareness and education sessions to family and friends who have children ages 0-4?
 - How likely are you to recommend these water safety awareness and education sessions to others?
 - If applicable, how likely are you to enroll a child ages 0-4 in swim lessons?
 - Do you feel you benefited from the education sessions?
 - Were there any specific incidents where you had to use the skills you learned?
 - Do you feel more confident about your knowledge of water safety?
 - Aim for 80% survey participation rate and 65% response rate of scores 3 and higher.

EXPECTED RESULTS

An overall increase in enrollment in swimming classes, an increase in people who can swim, and a decrease in drownings. (Current data regarding exact numbers are not available, so numerical goals were not able to be set.)

OBSTACLES

This program may encounter several obstacles that prevent or delay implementation.

- Reaching rural communities
- Finding proper facilities for certification and swim lessons
- Ensuring follow-through of volunteer hours

- Continuing the programs after funds run out
- Expanding the program in future years
- COVID-19
 - Our program intends to comply with any state COVID-19 guidelines, prioritizing keeping volunteers and participants healthy and safe. To ensure that participants and community members have access to the COVID-19 vaccine, our program plans to provide vaccines, with full vaccination being required to participate in the program. The main limitation will be whether or not vaccines will be approved for use in children.

PARTNERSHIPS

Several partnerships will provide essential resources for this program.

- YMCA: Pool facilities for swim lesson, publicity events, other logistics
- American Red Cross and Lake Pontchartrain Basin Foundation: Water Safety Instructor certification course, swimming lesson completion certificates, water safety and awareness education
- Louisiana Department of Health: funding, logistics, publicity, manpower, etc.

INCENTIVES

To better reach the public, our program has several incentives to increase compliance and participation.

Incentive 1: Participation incentives for Water Safety Instructor training course, the mandatory volunteer water safety instruction lessons will fulfill community service hour requirements to meet high school and college service-learning requirements. Volunteers have the opportunity to become a certified WSI and create a qualifying skill set for gainful employment. Volunteers who complete the required hours will be awarded with a WSI certification, at no cost to the volunteer, and receive a \$1,000 scholarship for In-State Tuition.

Incentive 2: Participation incentives children 5 -15 will receive free swim lessons, each child will receive a swim bundle including, swimsuit (boy/girl/gender neutral options), pool towel, goggle, and a pool noodle.

Incentive 3: Educational incentives aimed at parents provide tools and information about water safety for the whole family. Parents will have access to educational seminars instructed by a member from the American Red Cross public outreach manager on what preventative measures they can take as parents to help reduce the risk of drowning injury among their family. Seminars will have water safety tools to take home, such as educational flyers designed to be displayed in the home, infant swim lesson vouchers, and products designed to increase water safety for young children between 0-4 years of age.

PUBLICITY

To increase publicity the program will host a "Dive In" swim movie event. Two of these events will be held 1 month prior to when free swim lessons will be available. Each region (9 total) will have an event hosted at the YMCA. At these events local

families are invited to participate in a movie night where they can sign up children ages 5-15 years old for free swim lessons. Participants who sign up for swim lessons will receive 1 swim bundle per child signed up, containing proper swim attire needed for swim lessons. Families upon signing up receive a coupon to redeem a 14-day family membership at the YMCA.

At the Baton Rouge location, a special guest appearance of Mike the Tiger will attend the “Dive in” movie event. Children who are signed up for lessons can take a picture with Mike. For those who do not live in Baton Rouge can join us on Facebook Live to say “Hi” to Mike

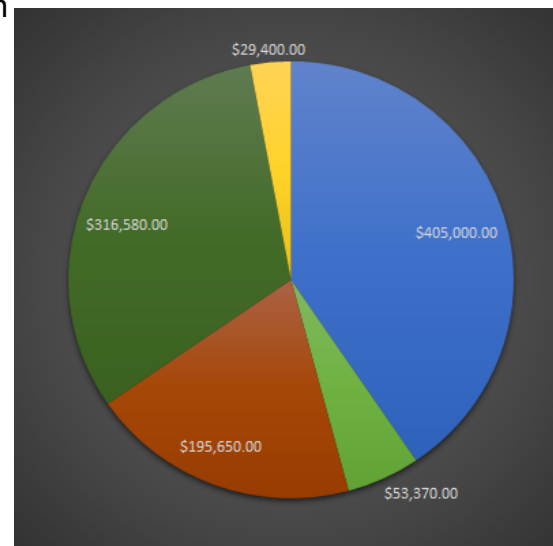
To ensure safety at swim lessons, we plan to provide mobile COVID-19 vaccine clinics hosted at our “Dive in” movie event. Any persons at this time who are in need of the COVID-19 vaccine will have the opportunity to be vaccinated at the event. If a person is unable to be vaccinated at an event, we will provide resources needed to have an opportunity for vaccination.

Media campaign managers will coordinate communications such as:

- Local outreach campaigns at each region
- Manage media sites
- Communicated with program partners
- Communicate with community members

BUDGET OVERVIEW

Program Participants	\$405,000
Program Accessories	\$53,370
Educational Resources	\$195,650
Community Resources	\$316,580
Publicity	\$29,400



- Program Participants include individuals who sign up to become a swim instructor, program costs for certification include: Cost of Red Cross WSI certification process, \$1,000 awarded scholarship for instate tuition.
- Program Accessories for children who sign up for free swim lessons, program costs include: Swim bundle for swim participants. Contents of the bundle include: Swimsuit, pool towel, goggles, and pool noodle.
- Educational outreach includes a 40 min seminar taught by a Red Cross Educational Outreach Member and educational resource on media pages in paper handouts.
- Community resources are designed to widen the range of individuals in Louisiana State who are not in the 5 -15 years old age range. These costs include Personal Flotation Device PDF for children 1 to 5 years of age. Vouchers that cover swim

lessons for ages 5 and under and ages 15 and older. Our program plans to provide covid 19 vaccines for participants that are eligible.

- Publicity would include all costs for marketing and media management, opening events to kick off the program will be hosted twice at each region.

BURDENS OF THE PROBLEM

Economic Burden

From 2005 through 2014 an average of 3,536 fatal unintentional drownings occurred annually in the United States. One in five of these fatal drownings occurs among children ages 14 years and younger. For each one of these fatal drownings five children will receive emergency department (ED) care for nonfatal submersion injuries. Unintentional injuries treated in the ED that result in hospitalization is on average 6% compared to drowning victims which almost 50% that are treated in ED require hospitalization. Non-fatal drowning injuries can lead to long term health complications and long-term disability. The average cost for ED visit in the United States is \$4,500 and average cost for a hospital stay is \$6,400.

Data & Statistics (WISQARS): Cost of Injury Reports estimated number of nonfatal emergency department visits, average and total lifetime costs within the United States in 2010. Estimated the total medical cost due to hospitalization resulting from unintentional injury, including drowning/ submersion in the US totaled to \$72,480,028,000, total work loss totaled \$1,267,717,000 resulting in the total combined cost of \$199,233,323,000.

Family Burden

Families whose loved ones are victims to fatal and non-fatal injury due to drowning can be encumbered by financial loss and emotional grief. These families are left with,

- Unexpected cost
- Long term treatment due to permanent disability
- Average child funeral cost is \$3,500 to \$8,000
- Mental health costs \$20 - \$50 with insurance, \$50 - \$150+ without insurance

FUTURE OF THE PROJECT

After the initial pilot year, we hope to significantly expand the reach and offerings of this program, such as offering lifeguard certification training as well. We also hope the "Swim Like Mike" program will be impactful enough in the State of Louisiana to observe a reduction in drowning-related healthcare costs on our local economies, as well as to observe a reduction in Louisiana drownings to equal that of the national drowning rate. Furthermore, we hope to push for more transparency and surveillance of drowning incidence in the state.

We would also like to collaborate with other swim programs in efforts to unify a program across the state with the goal of a minimum of one training session per parish per year. Unification will help solidify the program, increase resources, and aid the effort for drowning data to be more available and up to date. With collaborative efforts, expanding water safety instructor trainings and free swimming lessons can be available to any local high schools with a pool. This will significantly help to reach more rural communities.

Community resources and education/assistance will be needed to sustain programs in communities after the initial pilot year. We may potentially seek grants from organizations such as the Bensons, Drew Brees, and/or Ochsner Health.

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APPENDIX 1:
PROGRAM SPENDING ITEMIZATION BREAKDOWN

Item	Unit Cost	Unit Total	Regions	Total Cost
<u>Program Participants (WSI trainee)</u>				
WSI Certification (per person)	\$300	90	9	\$27,000
Scholarships (per person)	1,000	90	9	\$90,000
WSI (water instructor - per region) (40 per hour/week)	\$30	9600	9	\$288,000
<u>Program Accessories/ Swim gear for participants</u>				
Swim attire (35 boys/35 girls/ 30 gender neutral)	\$20	1200	9	\$24,000
Goggles	\$8	1200	9	\$9,600
Pool Towels	\$5	1200	9	\$6,000
Pool noodles	\$17	810	9	\$13,770
<u>Educational Outreach</u>				
WSI (Seminar instructor)	\$30	6480	9	\$194,400
Educational Flyers (per 50)	\$50	25	9	\$1,250
<u>Community Resources</u>				
Toddler floatation device	\$20	2400	9	\$48,000
Voucher that will cover the cost of swim lessons outside our program	\$450	404	9	\$181,800
Covid 19 Vaccine (per vaccine)	\$20	4325	9	\$86,500
Traveling Nurse (per hour)	\$35	8	9	\$280
<u>Publicity/Program Incentive</u>				
Media Campaign Manager (per hour)	\$20	300	1	\$6,000
Advertising Flyers	\$50	24	9	\$1,200
movie pary rental (funflicks)	\$1,000	18	9	\$18,000
Mike the tiger LSU spirt squad (per 30 mins)	\$350	12	1	\$4,200
				\$1,000,000

APPENDIX 2:
PROGRAM SPENDING ITEMIZATION BREAKDOWN WITH \$1,000,000 MATCH

Item	Unit Cost	Unit Total	Regions	NEW Total Cost
<u>Program Participants (WSI trainee)</u>				
WSI Certification (per person)	\$300	360	9	\$108,000
Scholarships (per person)	1,000	360	9	\$360,000
WSI (water instruction) (per hour/ for 12 weeks)	\$30	19200	9	\$576,000
<u>Program Accessories/ Swim gear for participants</u>				
Swim attire (35 boys/35 girls/ 30 gender neutral)	\$30	9600	9	\$288,000
Goggles	\$8	9600	9	\$76,800
Pool Towels	\$5	9600	9	\$48,000
Pool noodles (per 10 pack)	\$17	1850	9	\$31,450
<u>Community Resources</u>				
Voucher that will cover the cost of swim lessons outside our program	\$450	1135	9	\$510,750
				\$1,999,000