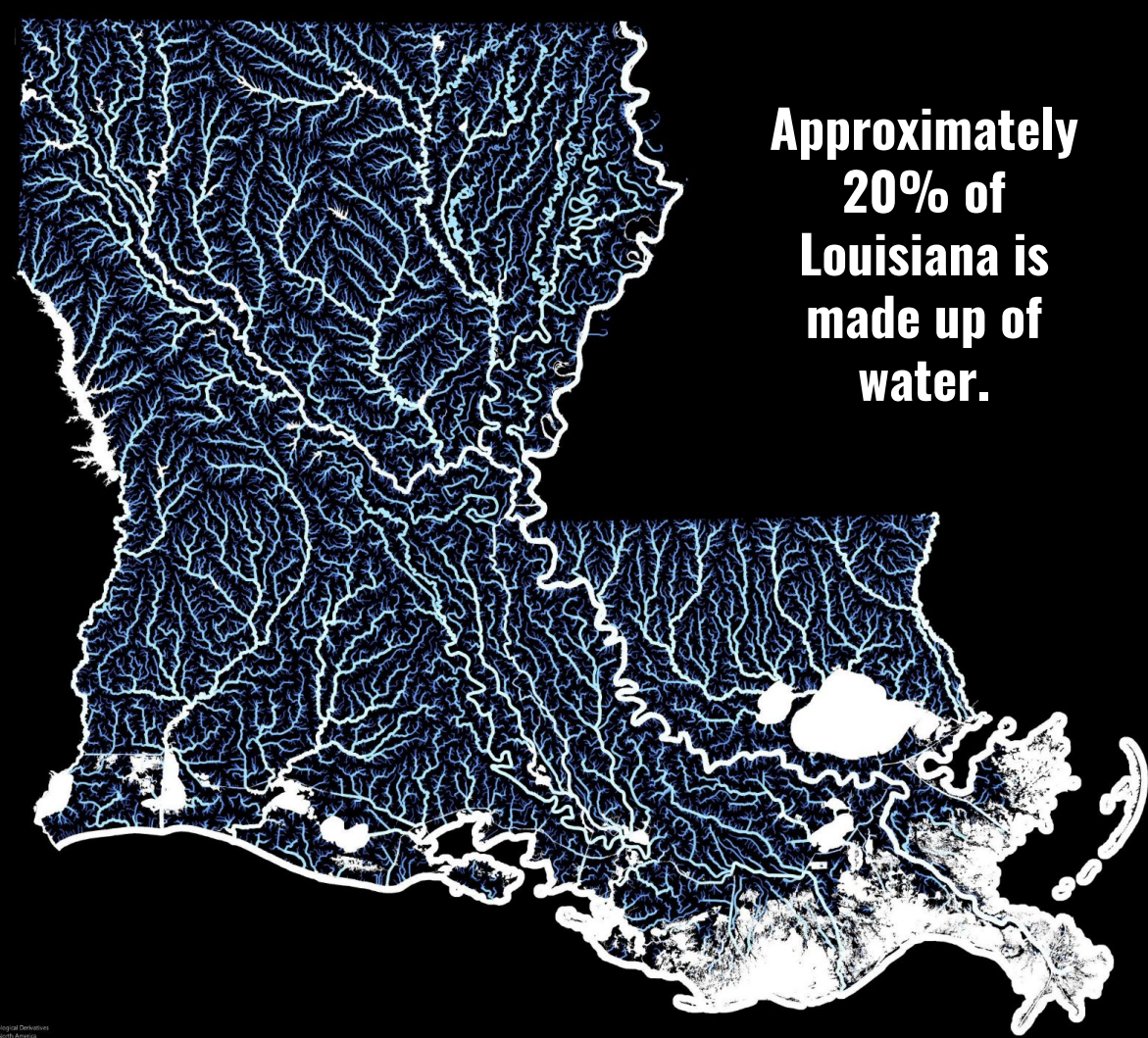


A close-up photograph of a tiger swimming in a body of water. The tiger's head and shoulders are above the water, and it is looking directly at the camera with a calm expression. The water is slightly rippled, and the background shows a sandy or muddy bank.

# **SWIM LIKE MIKE**

**Anna Legrand, Martina Davis, and Sarah Grunblatt**  
**Managers of the Louisiana Water Safety Instructor and Awareness Program**



**Approximately  
20% of  
Louisiana is  
made up of  
water.**

**Louisiana has the second  
highest drowning rate in  
America.**

Accidental drowning, seen  
statewide at **double** U.S. rate.  
It is the **#1** biggest danger for  
Louisiana toddlers.

**We live surrounded by water  
here in Louisiana, and we  
need to know how to be  
caretakers of our  
environment as well as how  
to safely enjoy the  
recreation it offers.**

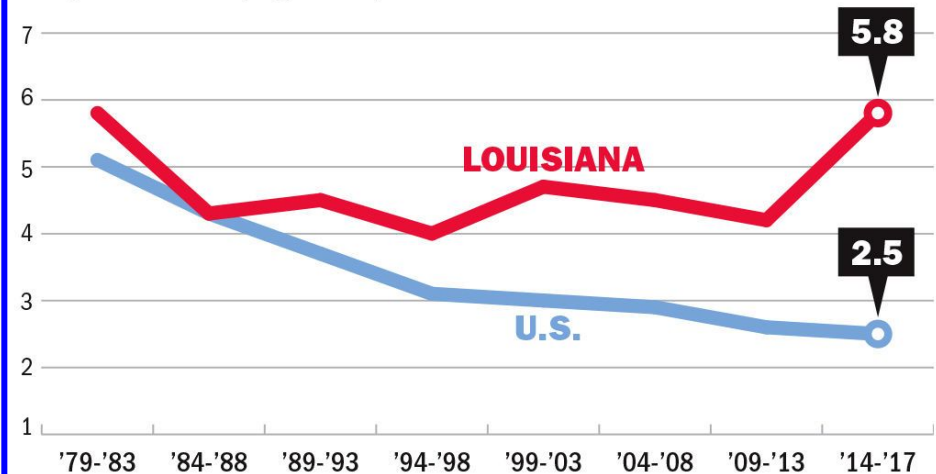


# BACKGROUND

- Louisiana has the **highest rate of drowning** in the U.S. for children aged 0-14
  - **64** infants and children in Louisiana died from drowning from 2016-2018
- Drowning is the third leading cause of death of children aged 0-14 in Louisiana from 2016-2018
- **Most children who drowned didn't know how to swim**

## Child drownings break with national trend

Louisiana children are drowning at twice the national rate in recent years. A look at the 5-year average rate of accidental drownings per 100,000 children, ages 1-4, since 1980:



Source: Centers for Disease Control and Prevention

Staff graphic

# LEGISLATION

- **PREMISE:** Water safety and awareness

## PROGRAM COMPONENTS:

- Collaboration between the American Red Cross and YMCAs in all 9 of LDH regions to offer:
  1. FREE water safety (swimming lesson) instructor certification
  2. FREE swimming lessons & water safety equipment to the community
  3. FREE water safety education and awareness to parents



# OBJECTIVES

## Water Safety Instructor Training Sessions

1. Have two, free, instructor training sessions per LDH region
  2. Certify at least 90 new Water Safety Instructors
- ## Free Swim Lessons and Water Safety Instruction
3. Offer free swim lessons to at least 1,200 kids in the first year
  4. Provide free personal floatation devices to children

## Infant and Toddler Water Safety Instruction

5. Educate parents about water and pool safety during swim lessons
6. Provide free personal floatation devices for children 1 to 4 years of age
7. Provide grants for infant swimming classes



# PRECEDENT

There are several programs around southeast Louisiana already offering free swimming lessons to kids.

*Our hope for this project is to **unify** and **expand** these efforts.*

- **Throw Me Somethin': Ashley Kelley Swim Program (LDH Region 1)**
  - Lake Pontchartrain Basin Foundation partners with the Ashley Marie Kelly Foundation, the American Red Cross, and Loyola University to provide a free week long swim program in May to anyone who lives in the Pontchartrain Basin and is 5 years or older.
- **YMCA offering free swim lessons, water safety classes (LDH Region 2)**
  - The Y and Tankproof are partnering to provide swimming lessons and water safety classes at the ExxonMobil YMCA located at Howell Boulevard in Baton Rouge. The swimming lessons are free for children ages three to 12. The kids must live in North Baton Rouge.
- **BREC Free Swim Lessons (LDH Region 2)**
  - Partnerships with southeast Louisiana Aquatics and American Red Cross will now offer those lessons free to approximately 500 children at Liberty Lagoon and about 180 kids at each of its public pools, including the City-Brooks, Howell and Anna T. Jordan community pools, the news release states.
- **Free St. John Swimming Lessons (LDH Region 3)**
  - Nonprofit Louisiana Splash and Water Safety foundation, aims to make swim education accessible to all.



# TARGET AUDIENCE

## 1. **PROGRAM PARTICIPANTS:** High school and college students (\$300 value)

- Participants must be strong swimmers who are 16 and older.
- **FREE Water Safety** (swimming lesson) **Instructor Certification**
- 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.



## 2. **CHILDREN:** Target 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

## 3. **PARENTS & 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.

# LOGISTICS AND PARTNERSHIPS

- YMCA
- Red Cross
- Lake Pontchartrain Basin Foundation
- Louisiana Department of Health -- 9 regions
  - 2 per region per year (can expand afterward)
  - After 1st year expand high schools with pools / swim teams
  - Expand to 1 per parish for second year
  - Expansion per parish will be determine:
    - Based on priority / public health burden of drowning
      - Also look at lowest income areas





# OBSTACLES

- Reaching rural communities
- Finding pools
- Ensuring follow-through of volunteer hours
  - **SOLUTION:** Will not get official WSI certificate until after volunteer hours are completed following the week of free community lessons
- COVID-19 vaccination required
  - Will it be approved for kids by then?
- Continuing the programs after funds are exhausted



# COVID-19

- Social distancing is not an option
- Instructors and volunteers would need to be fully vaccinated prior to start date
- Children ages 1-14 years old are not eligible for vaccine
- **SOLUTION:** Combine a vaccination clinic with the “dive in movie” publicity event



# PROGRAM INCENTIVES

- **Parent Education Outreach**
  - Providing educational tools and products for parents providing better water safety for the whole family
- **Increase Covid Vaccine Awareness and Accessibility**
  - Open access to covid-19 vaccines for the surrounding communities will be available at YMCA centers 1 month prior to lessons and/ or certification
  - Information on where, and vouchers if needed, for booster vaccine
- **Community Service Hours**
  - Certification hours will qualify as community service hours to meet highschool and college service learning requirements
- **Skill Set**
  - Certification will equip persons will applicable job skills as a swim instructor
- **Scholarship for In-State Tuition**
  - Upon completion of certification persons can qualify for a college scholarship up to 1,000 for colleges and universities in Louisiana State
- **“Dive in” swim movie event to promote the program prior to start**
  - Local families are invited to participate in movie night where they can sign children ages 5-15 years old for free swim lessons
- **Free family membership at the YMCA**
  - Participants who sign up for swim class will receive a two week free membership at YMCA fitness centers. Promoting access to health lifestyle
  - YMCA offers sliding scale based on income if family decides to continue membership





# PUBLICITY

- **School Outreach**

- Work with teachers and administrative staff at public schools to connect with children and their families
- Have vouchers available to students for free swim lessons to nearby YMCA

- **Media Campaigns**

- Social media manager will provide local outreach campaigns at each region
- Manage email and IM communication with participants
- Outreach campaigns would include:
  - Flyer postings
  - Provide tee shirts for participants receiving certification and swim lessons
  - Social media outreach

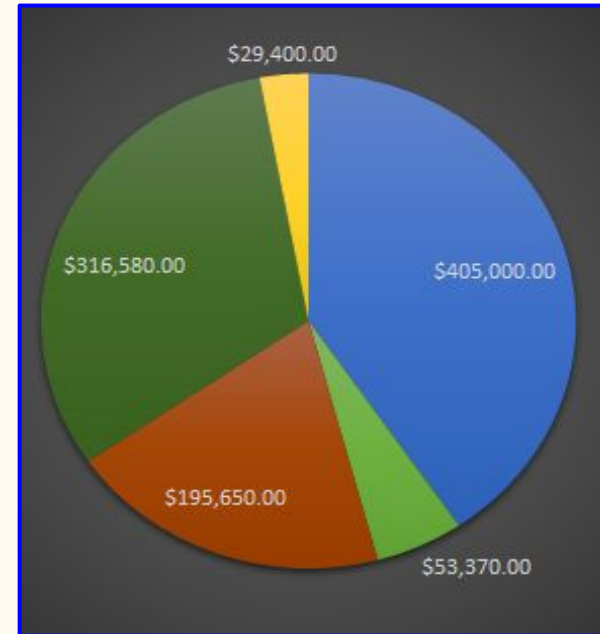
- **Celebrity Appearance: Mike the Tiger**

- Learn to swim and be cool about water safety like Mike
- Photos with Mike



# BUDGET

- **Program Participants (WSI trainees)**  
\$405,000
- **Program Accessories /  
Swim Safety Bundles for Participants**  
\$53,370
- **Educational Outreach**  
\$195,650
- **Community Resources**  
\$316,580
- **Publicity/Program Incentive**  
\$29,400



## WITH A \$1,000,000 MATCH...

- 90 → 360 New Water Safety Instructors
- 1,200 → 9,600 New swimmers
- 250 → 500 swim lessons voucher for community members outside our program age range
- 800 → 6,000 Safety education parents





# ECONOMIC COSTS

## 1. ECONOMIC LOSS

- **Emergency Medical response**
- **Emergency departments (ED)**
  - Majority of drowning victims are treated in ED and require hospitalization
  - Average cost for ED visit was **\$4,500**
- **Hospitalization**
  - Require transfer for further care due to injuries resulting in severe brain damage, long term disability and permanent loss of basic function
  - Average cost for inpatient stay **\$6,400**

## 2. FAMILY BURDEN

- **Hospital bills**
  - Unexpected cost
- **long term treatment due to permanent disability**
  - Non-fatal drowning is a cause of significant neurological morbidity in children
- **Funeral cost**
  - Average child funeral cost is **\$3,500** to **\$8,000**
- **Mental health costs**
  - **\$20 - \$50** per visit with insurance / **\$50 - \$150+ per visit** without insurance



# EVALUATION

## 1. Certification

- Did we reach our goal of 90 new certified swim instructors?
- How many people completed certification completed volunteer hours?
- How many people used certification for employment?

## 2. Amount of children learning to swim in Louisiana State

- Did we reach our goal of 1,200 children receiving swimming lessons?
- How many of the infant swimming lesson vouchers were used?

## 3. Follow up with parents one year after enrollment in swim classes

- Would parents recommend these swim classes to others?
- Do parents feel their child benefited from the lessons?
- Did parents find the water safety education useful?

## 4. Did we meet our objectives without going over budget?



# FUTURE OF THE PROGRAM

1. Reduce the drowning-related healthcare costs on our local economies
2. Reduce Louisiana drownings to national drowning rate
3. Expand to offer Lifeguard training
4. Push for drowning data to be more available
5. Expand the program to local high schools with pools to reach more rural communities
6. Community benefactors to sustain the programs in communities thereafter.
  - Possibly grants from: the Bensons, Drew Brees, and/or Ochsner Health





# WHAT IS A CHILD'S LIFE WORTH TO YOU?

Louisiana has the **highest drowning rate** in the United States for children.

**95%** did not know how to swim.

With this program, we can potentially teach over **10,000** children how to save their own lives.

And in the process, we can **save** the state **\$1,267,717,000.**



# RESOURCES

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A close-up photograph of a tiger swimming in a body of water. The tiger's head and shoulders are above the water, and it is looking directly at the camera with a calm expression. The water is slightly rippled, and the background shows a sandy or muddy bank. The lighting is warm, suggesting a sunny day.

# **SWIM LIKE MIKE**

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**Managers of the Louisiana Water Safety Instructor and Awareness Program**



# APPENDIX 1:

## PROGRAM SPENDING ITEMIZATION BREAKDOWN

Item	Unit Cost	Unit Total	Regions	Total Cost	
Program Participants (WSI trainee)					
WSI Certification (per person)	\$300	90	9	\$27,000	\$405,000
Scholarships (per person)	1,000	90	9	\$90,000	
WSI (water instructor - per region) (40 per hour/week)	\$30	9600	9	\$288,000	
Program Accessories/ Swim gear for participants					
Swim attire (35 boys/35 girls/ 30 gender neutral)	\$20	1200	9	\$24,000	\$53,370
Goggles	\$8	1200	9	\$9,600	
Pool Towels	\$5	1200	9	\$6,000	
Pool noodles	\$17	810	9	\$13,770	
Educational Outreach					
WSI (Seminar instructor)	\$30	6480	9	\$194,400	\$195,650
Educational Flyers (per 50)	\$50	25	9	\$1,250	
Community Resources					
Toddler floatation device	\$20	2400	9	\$48,000	\$316,580
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	
Publictiy/Program Incentive					
Media Campaign Manager (per hour)	\$20	300	1	\$6,000	\$29,400
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	\$1,044,000
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	\$444,250
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	\$510,750
					\$1,999,000