



Smarter Water Watcher[®]

An Emergency Management Training and Education Program



PRODUCT 1

A whistle, breakaway lanyard and two laminated cards.

Also, educational videos in multiple languages, website pages, and educational outreach material for agencies.



PRICE

Free to obtain by consumers through existing home pool (including portable) purchases, plus via Foundations, local public safety officials, etc.



PLACE

Designed for home use, anywhere in the world. Not a substitute for a certified lifeguard or other safety equipment or professionals.



PROMOTION

Opportunity for material costs and logistics to be underwritten by corporate sponsorship (on the lanyard, for example)



PEOPLE

Local Government
Private Companies
NGOs
Foundations
Risk Communicators
Academics



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PRODUCT 1

A whistle, breakaway lanyard and two laminated cards.

Also, educational web videos in multiple languages, website pages, and educational outreach material for agencies.

Must be a break-away lanyard. Can have advertising opportunity



Clipboard not included – but 8x10 inch laminated sheet (waterproof) is included and has smart device (cell phone) “landing pad” on one side and basic instructions on the other. Phone should be left near the pool, but not (that) near the “watcher”.

The Social Reengineering needed is to have people temporarily trade their smart phones or devices for the whistle – so they do not get distracted from watching people in the water.



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Free to obtain by consumers through existing home pool (including portable) purchases, plus via Foundations, local public safety officials, etc.

- Collaborate with Amazon, Staples, UPS, FedEx, etc. to deliver to homes for free
 - Maybe they sell the clipboard and/or clear box
 - Same for other retailers and distribution points to the public
- Collaborate with pool vendors and manufacturers to include Water Watcher material in their production/shipping and/or marketing and follow-up customer service
- Collaborate with swimming pool manufacturing associations, to further awareness and offerings

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Designed for home or away use, anywhere in the world. Not a substitute for a certified lifeguard, other safety equipment or professionals.

- Plan where the water watcher will be, and where their cell phone will be located, too. Others will probably need to call for help, while the watcher responds.
- Expand program into outdoor pool-based “panic button” for home security systems – alternative for those who do not have phones outside by pool/open water area
- Align with Non-Governmental Organizations and For-Profit Corporations who offer lifeguard services for hire at private residences

Simple education
program online
at YouTube:



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- Numerous spots (lanyard, whistle, placard, etc.) for marketing of any corporate or organizational name/logo
- Alternative language versions of placard can also have alternative sponsors and distribution systems
- Cross-collaboration with water safety non-profit organizations (YMCAs, Red Cross, Stew Leonard III Water Safety Foundation, etc.)

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- Whole-of-Community effort
- What is key is that this must be free (including liability-free) for all involved
- Common platform, merchandising, messaging, etc. Equitable distribution is key, as well.

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FUTURE PRODUCTS

Home Security and
Virtual Assistance
(SimpliSafe, Nest,
Alexa, Siri, Medical
Alert Systems, etc.)
Interfaces and
Protocols

Smart Phone
Features

Using an Echo Connect to call 911

