# Smarter Water Watcher<sup>™</sup>

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.



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



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PEOPLE

Local Government Private Companies NGOs Foundations Risk Communicators Academics

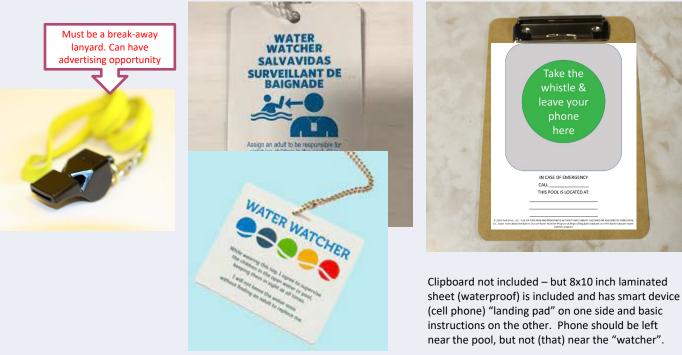
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The Social Reengineering needed is to have people temporarily trade their smart phones or devices for the whistle – so they do not get distracted from watching people in the water.

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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

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- 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 use, anywhere in the world. Not a substitute for a certified lifeguard or 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. Barton

- 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 NGOs and For-Profits who offer lifeguard services for hire at private residences

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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 nonprofit 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 has to be free (including liability-free) for all involved
- Common platform, merchandising, messaging, etc. Equitable distribution is key, too.

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## Smarter Water Watcher<sup>™</sup>

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### PRODUCT 1

While basic product of whistle/lanyard/cards is free, there are opportunities and ideas to expand product line and services/training

## PEOPLE

More people are engaged in this life safety effort, including researchers who can validate success.

### PROMOTION

Foundation goals are assisted/achieved. Increased public awareness. Key is free distribution for maximum saturation

PRICE

## PLACE

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Works anywhere in the world



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Using an Ec

### 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



