



PoolSafely.gov
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The *Pool Safely* Campaign Timeline

The campaign will feature a series of public media activities and events throughout the summer to highlight the importance of adopting additional water safety steps in and around pools and spas.

May: Official Launch Event

- ✓ CPSC will officially launch the campaign on May 24, 2010, with a press conference at the Fort Lauderdale Aquatic Complex, home of the International Swimming Hall of Fame, in Fort Lauderdale, Florida.

June: Release of Public Service Announcements (PSAs)

- ✓ Release of new print, broadcast and audio PSAs with a national radio media tour and a digital newsroom that will leverage online assets using Twitter, Flickr, and YouTube. The PSAs are being developed in partnership with the American Red Cross and the YMCA of the USA.

July: Kids Safety Event

- ✓ CPSC will partner with Safe Kids USA and the National Drowning Prevention Alliance (NDPA) to launch a kids safety education effort through the release of an online kids game, which will teach kids and parents how to “spot the dangers” around the pool and spa, and an educational video that will incorporate graphic representations of the campaign’s messages and goals.

August: Back to School, Back to Safety Announcement

- ✓ Working with the Home Safety Council (HSC), CPSC will hold an online event to announce a new water safety education module that supports efforts to prevent drowning and entrapment incidents in pools and spas nationwide. The module will be part of HSC’s Expert Network outreach to support fire and rescue services personnel.

September: Pool and Spa Safety Everywhere Event

- ✓ Partnering with the World Waterpark Association (WWA) and Abbey’s Hope, CPSC will host an event at an indoor waterpark to remind kids and parents that pool and spa safety is important year round, not just at outdoor pools or spas or during the summer months.

