



Healthy and Safe Swimming Week 2019

OutbreakNet/WASH Webinar

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Healthy and Safe Swimming Week

MAY 20-26, 2019



Pool Chemistry for Healthy and Safe Swimming

- 15th annual observance celebrated the week before Memorial Day
- Focus
 - Promote optimal pool water chemistry to prevent pool chemical-associated injuries
- Target Audiences
 - Pool owners and operators
 - General public

Calls to Action

Pool Operators/Owners:

- Read the labels carefully
- Wear appropriate personal protective equipment
- Safely store and secure pool chemicals away from children and animal

General Public:

- Do your own mini-inspection
- Check the inspection score
- Shower before you get in the water
- Keep pee, poop, sweat, blood, and dirt out of the water

POOL CHEMICAL SAFETY: USE
PROTECT YOURSELF AND SWIMMERS FROM THE THOUSANDS OF PREVENTABLE INJURIES THAT OCCUR EACH YEAR

BEFORE YOU USE POOL CHEMICALS

- Get trained in pool chemical safety (for example, during operator training course)
- Ask for help if you are NOT trained for specific tasks
- Read entire product label or Material Safety Data Sheet (MSDS) before using
- Learn your pool's Emergency Chemical Spill Response Plan and practice steps (for example, evacuation)

USING POOL CHEMICALS SAFELY

- Dress for safety by wearing appropriate safety equipment (for example, safety goggles, gloves, and mask)
- Read chemical product label before each use
 - Handle in a well-ventilated area
 - Open one product container at a time and close it before opening another
 - Minimize dust, fumes, and splashes
 - Measure carefully
- Never mix
 - Chlorine products with acid; this could create toxic gases
 - Different pool chemicals (for example, different types of chlorine products) with each other or with any other substance
- Only pre-dissolve pool chemicals when directed by product label
 - If product label directs pre-dissolving, add pool chemical to water; NEVER add water to pool chemical because violent (potentially explosive) reaction can occur

Always respond to pool chemical spills immediately. Follow your pool's Emergency Chemical Spill Response Plan, and be sure to contact the proper authorities and management.

Pool Address and Phone Number:
Emergency Response Phone Number:
Local Health Department Phone Number:

For more information about the safe use of pool chemicals, check your pool safety plan or visit www.cdc.gov/healthyswimming

Department of Health and Human Services
Centers for Disease Control and Prevention

2018 Metrics

- MMWR report earned an Altmetric (attention score) of **1293**
 - Visual abstract had a reach of **26.1M people** and **40.6M impressions**
- Media coverage of the report resulted in more than **960 media stories**
 - Stories reached nearly **1B people** and had a broadcast **publicity value of \$974,739**
- Social media coverage included a total of **1,160 tweets** by **1,020 Twitter users** with an estimated reach of **21.4M people**



Communications Toolkit

- ❑ Community outreach suggestions
- ❑ List of online resources with hyperlinks
- ❑ Sample press release
- ❑ Sample feature
- ❑ Sample proclamation
- ❑ Social media message bank



SAMPLE PRESS RELEASE

The following information summarizes a variety of healthy and safe swimming messages, intended to be customized to best meet each state or local community's priorities and needs before distributing. State or local committees can choose which messages to highlight in a press release for Healthy and Safe Swimming Week from the table below.

For Release [date]

Contact: Name, title
Phone/e-mail

Healthy and Safe Swimming Week 2019

<City, State> — The week before Memorial Day (May 20–26, 2019) is Healthy and Safe Swimming Week. The goal of this awareness week is to maximize the health benefits of swimming by minimizing the risk of illness and injury. Just 2.5 hours of physical activity every week, including water-based physical activity, can benefit everyone's health. Each of us plays a role in preventing illnesses and injuries linked to the water we swim, play, and relax in and shore, this summer and year-round.

Why Is This Important?

Injuries caused by mislabeling pool chemicals: Pool chemicals are added to maintain water quality (for example, to kill germs). Each year, however, mislabeling pool chemicals when treating public or residential/bodywater pools, hot tubs/spas, and water playgrounds leads to 3,000–5,000 visits to U.S. emergency departments.

For more info, visit www.cdc.gov/healthy-swimming/capstone-professionals/preventing-pool-chemical-errors.html.

Illnesses caused by the germs in pools, hot tubs/spas and water playgrounds: During 2000–2014, nearly 500 outbreaks were linked to pools, hot tubs/spas, and water playgrounds. Most of the outbreaks were caused by germs *Cryptosporidium* (or "Crypts"), *Legionella*, or *Pseudomonas*.

Healthy swimming is not just about the steps pool operators and pool inspectors take—so let's all do our part to help keep ourselves, our families, and our friends healthy this summer and year-round.

For more info, visit www.cdc.gov/healthyswimming.

A Few Simple but Effective Prevention Steps We Can All Take

- Operators and residential owners:**
- Read and follow directions on product labels.
 - Wear appropriate safety equipment, such as goggles, when handling pool chemicals. Check product labels for directions on what to wear.
 - Secure pool chemicals to protect people, particularly young children, and animals.
 - Add pool chemical poolside **ONLY** when directed by product label and when no one is in the water.

- Prevent violent, potentially explosive, reactions.**
- **NEVER** mix different pool chemicals with each other, particularly chlorine products and acid.
 - Pre-dissolve pool chemicals **ONLY** when directed by product label.

Order FREE printed and laminated poster on safe storage and poster on safe use: www.cdc.gov/pdfs/CDClifeOnDemand.aspx?program=093.

Everyone:

- Don't swim or let your kids swim if sick with diarrhea.
- Check the latest public pool, hot tubs/spas, and water playground inspection scores online or onsite.
- Before getting in the water, do your own mini-inspection:
 - Use a test strip from your local retailer or pool supply store to check if the water's pH and free chlorine or bromine level are correct:
 - Follow the manufacturer's directions.
 - pH: 7.2–7.8
 - Free chlorine or at least 2 ppm in hot tubs/spas and at least 1 ppm in pools and water playgrounds.

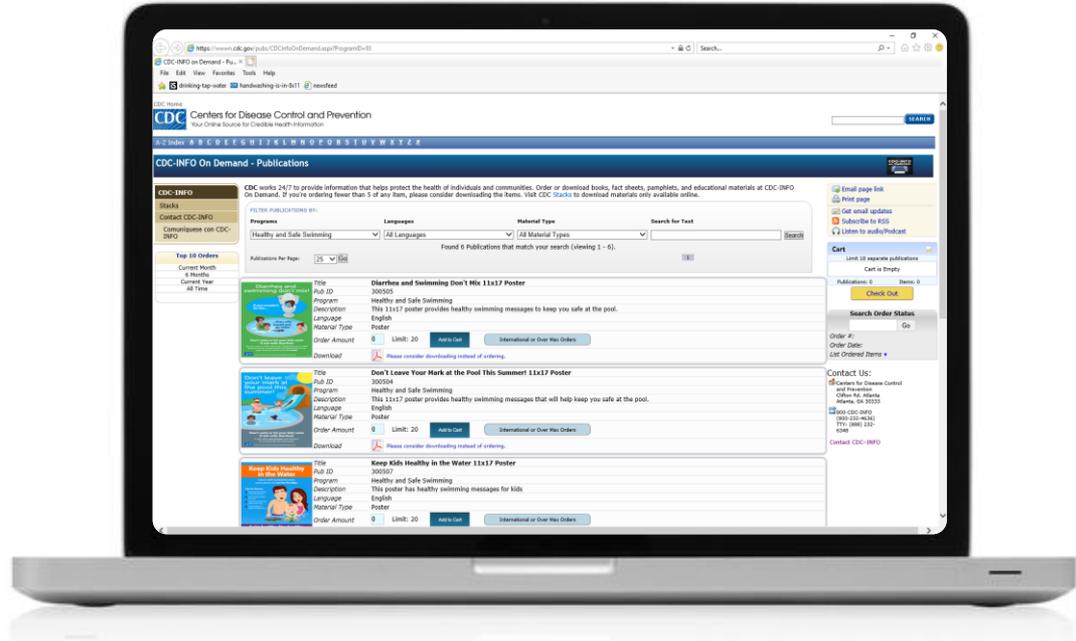
Promotion Efforts

- ❑ Communications toolkit
- ❑ Facebook Live event
 - Monday, May 20 at 11:00 AM EDT
- ❑ CDC.gov Wash Your Hands Feature
- ❑ Web updates
- ❑ Buttons, banners, & GIFs
- ❑ Traditional social media (FB, Twitter, IG)
- ❑ Partnership outreach



Free Posters!

- **General Public**
 - Healthy Swimming practices
- **For Aquatics Professionals**
 - Pool Chemical Safety: Use and Storage (English and Spanish)



<https://wwwn.cdc.gov/pubs/CDCInfoOnDemand.aspx?ProgramID=93>

Contact Info

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For healthy swimming inquiries:

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For general info, visit www.cdc.gov/healthywater/swimming/

