

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Ruben Torres

SUBJECT: SAN JOSE FIRE DEPARTMENT
POOL SAFETY MEDIA CAMPAIGN

DATE: July 31, 2014

Approved



Date

7/31/14

INFORMATION

The San José Fire Department hopes everyone is enjoying their summer and wishes to inform the Mayor, Council, and the residents of San José of our current Pool Safety Media Campaign.

The San José Fire Department is making pool safety a priority throughout the summer months as well as on an annual basis. Pool and Spa related emergencies can happen to anyone, but nationally these tragic events are the #1 cause of death for children five and under. According to the CPSC (U.S. Consumer Product Safety Commission) nearly 300 children younger than five drown in swimming pools and spas each year and more than 3,800 that age go to hospital emergency rooms due to non-fatal submersion injuries. An unknown number of these hospitalizations result in permanent disability, including brain damage.

The San José Fire Department has joined efforts with <http://www.poolsafely.gov/>. The *Pool Safely* campaign is designed to raise public awareness about drowning and entrapment prevention, support industry compliance with the Pool & Spa Safety Act while improving safety at pools and spas.

The San José Fire Department Pool Safety campaign reminds the public that drowning deaths, entrapments, and related injuries among children are preventable by following these three simple steps:

- *Teach children to swim and never leave them unattended*
- *Install a barrier around your pool with child proof locks*
- *Learn CPR in the event an emergency occurs*

The San José Fire Department Pool Safety Public Service Announcement (PSA) is a critical piece to preventing pool and spa related emergencies. The PSA is now officially available on YouTube for public viewing at <https://www.youtube.com/user/1854SJFD>. We ask that you support our pool safety campaign by posting a link to the PSA on your website as well as distributing that link via all social media outlets.

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The San José Fire Department is also attending Neighborhood Association sponsored meetings upon request, as resources are available, in an effort to provide information specific to the Pool Safety Media Campaign. Requests for the Fire Department to attend neighborhood meetings, or inquiries regarding the Pool Safety Media Campaign can be directed to SJFD Public Education Officer, CA Brad McGibben at brad.mcgibben@sanjoseca.gov.

/s/

Ruben Torres

Fire Chief

San José Fire Department

For questions, please contact Brad McGibben, Public Education Officer/Community Outreach Liaison, at 408-794-7000.

