



California Surf Lifesaving Association

Public Education Committee

To: CSLSA Board of Directors
From: Rob Williams, Committee Chair
Subject: **Public Education Committee Report**
Date: October 17th, 2002

CSLSA Booth

The cardboard box that was used to carry the pictures has been replaced with a flat portfolio carrying case. It is a little big; however, all the pictures fit and will lay flat in it. We had allocated \$300 for this, and I spent about \$160. Hoag Hospital has agreed to supply us with literature on Spinal Injuries and Sun Protection information to go along with the booth when chapters want to use it. San Clemente will use it at the end of this month. I had all the clips in the back replaced to make the stand more durable. It is functional and serves a purpose, however, it does need some TLC and we should consider replacing it or upgrading it in the years to come.

SoCal Beach Safety Challenge

The 8-day run-swim-paddle event was held during National Beach Safety Week in May. There were 37 participants (Lifeguards and US Coastguards), with 7 completing the entire event. They covered 120 miles of coastline. During their adventure, they talked to over 100 children in Imperial Beach, and completed the training swim with the Oceanside training group. They were also greeted by a number of media outlets during the event. There are plans for a 2004 NorCal Beach Safety Challenge, but none so far for 2003. If anyone is interested in hosting the event for 2003, I will give you the contact information.

USLA Posters

As I mentioned at the spring meeting, I have some of the USLA posters left and, upon request, I will distribute them over the next two days.

Public Education Marketing

We have started to embark on the marketing plan to help us in our efforts in getting the public education message out. We have started on two different areas for concern: "The Plan" and "Money".

The Plan

We have been in contact with a professor from California State University, Fullerton. She has assigned our project to a group of students in one of her classes. With a time sensitive issue of

the semester ending in December, the current class will look into research and an integrated marketing communication plan.

When the second semester starts in late January, she will assign the task of the actual marketing plan for us, which includes a layered approach for distribution, to be completed, with measurable results, in May.

Money

The issue of money is a big stepping stone for us. Plain and simple, we need money to support this project. I applied for a \$10,000 Pacific Life Grant in August (I have a copy of the application if anyone wants to see it). The recipients will be announced in November, with the distribution in January. The only negative feeling I have in getting the grant is that we do not have our plan intact yet. Other than that, we match their profile to receive the grant.

Even if we do receive this grant, it will not be enough money to support our plan. We will need to come up with a great deal more money through sponsorships or other means.

We will discuss this in detail in committee.

Rob Williams — Committee Chair I

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