



California Surf Lifesaving Association *Public Education Committee*

Spring Committee Report Dana Point -- April 25th , 2003

Library of Public Education Items

I will begin the process in asking all agencies to send me samples of public education materials that has been produced. I am also asking for any pictures and/or videos that might be useful in our public education marketing plan.

Coloring Books & Brochures from CSLSA

Mike Silvestri from Cal State has offered the coloring books, c-spine and rip current brochures they produced for any other chapter to use. They can be printed with the chapter's logo on it for a price. He also stated there is a possibility of a grant that would fund a number of materials that could be passed out to each chapter for educational use.

Grant Money

I will again look into grants to apply for. "Cush" from Seal Beach took a preliminary letter to the Department of Boating and Waterways for us to receive a grant application.

Public Education with SHP

The committee prioritized a wish list for SHP to begin looking into sponsorships for public education materials. The number one item was PSA's. SHP will now play a big part in the money for development of public education materials.

OC Fair and Youth Expo

Thank you for all the agencies that committed to providing lifeguards at these events. It is a great opportunity to show lifeguards to the community and promote beach safety.

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Bill Richardson has been given the application and will begin the process to hopefully receive the status for the CSLSA.

Bookmarks to Ensenada

Chris Graham asked and the committee approved donating some of the extra book-marks to the Ensenada Lifeguards. 500 Spanish and 200 English bookmarks were given to Chris for delivery.

American Somoa

I will begin working with American Somoa to help their endeavor in Public Education. The committee also wanted to give them a "Care Package" of sample materials and ask them to be part of our membership.