



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Public Education Committee Report - Fall 2006 October 12, 2006

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Over the past 6 months, the Public Education Committee has been working on the following projects/issues:

1. Duke's Big Wednesday Fundraiser was a tremendous success raising nearly \$8,000. A big "Thank You" goes out to Steve Reuter of Huntington Beach for not only suggesting the program, but implementing and coordinating the entire series of events. Steve apologizes for not being able to attend today's meeting. Thanks to all the chapters which provided host members at the 8 events.

2. Melissa Murphy has designed the CSLSA's "Be Seen, Be Safe" poster design, which will be printed using the funds generated by the Big Wednesday event. Payment is pending a written agreement allowing CSLSA to right to use the design as determined by the Public Education Committee. Thank you to Melissa for her hard work and great design, which was approved by committee members via email during the summer.

3. National Beach Safety Week (NBSW). Last spring, I reminded chapters of the importance of promoting NBSW through local governmental proclamations. Sample proclamations are available on the USLA website. Unfortunately, participation in this program is very limited. Our goal is to increase participation in this process, in order to reach more people with the important messages regarding beach and water safety. We need to look at methods to involve the managers of individual agencies (Chiefs or their equivalents) who have the ability to take proclamations to their local Councils, Boards, or Commissions for enactment. Suggestions on how to do this will be solicited in committee.

4. A reminder that local cable companies are typically under contract with local agencies to provide free Public Service Announcements. This is an excellent way to reach many viewers with free beach safety presentations. For example, last spring I was featured on Orange County's local Cox Communications channel with a 15 minute beach and ocean safety presentation. Anyone interested in learning how to set up a similar program for their community is invited to contact me.

The following items will be discussed in Committee today:

1. Update on Public Education fund balances and options.
2. Public Education Inventory matrix.
3. Be Safe, Be Seen posters.
4. Roundtable

We invite everyone to attend our committee meeting.

Respectfully submitted,

Bill Humphreys, Chairman
Kade Boisseranc, Vice-Chairman