



# California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: [www.cslsa.org](http://www.cslsa.org)

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## Public Education Committee Minutes - Fall 2007 October 12, 2007

The following was discussed at the Public Education Committee meeting on October 12, 2007:

1. Use of local Public Service Announcements (PSA's) – Chapters are encouraged to use PSA's created by the USLA and available on the USLA website for download. DVD's can be burned and provided to local cable providers for use.
2. Ocean Education Day – Suggestion to create an ocean awareness day (or days) and promote local involvement and "open houses" at local agencies. Committee will discuss issue further between now and Spring '08 via email.
3. Suggestion to look into endorsement of safe surfing products, such as fins with soft edges. Committee was concerned about promoting specific products, but agreed that generic promotion of safe surfing products is appropriate. Items include: nose guards or having boards shaped with blunt noses and soft edge fins or sanding fins to remove sharp edges.
4. Steve Reuter has personally thanked all Big Wednesday sponsors on behalf of CSLSA and this committee.

Projects committee will be working on over next 6 months:

1. Expanding and posting Public Education Inventory and needs matrix online. Links to PSA's will be added with instructions on how to access. Public Ed committee members and agencies will be notified by email when this is available online.
2. Committee requests up to \$250 to purchase new banner and pictures for booth.
3. Spring public education material distribution goals:
  - a. Hoag Hospital Activity Books
  - b. Sea Grant materials:
    1. Rip current stickers
    2. Tri-fold rip current brochures
    3. Rip current posters
    4. Beach safety/rip current coloring book

Respectfully submitted,

Bill Humphreys, Public Education Chairman