



California Surf Lifesaving Association

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Southwest Region - United States Lifesaving Association
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World Wide Web: www.cslsa.org

Public Education Committee Report - Fall 2008 October 16, 2008

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Over the past six months, the Public Education Committee has been working on the following projects:

1. Public Education Inventory and Needs Matrix – An online “Inventory and Needs” matrix has been on the CSLSA website for approximately six months. The committee would like to remind everyone that this “living document” has proven useful in planning purposes for the Committee by helping to identifying areas of potential needs; as well as serving as a resource document for all members of CSLSA for obtaining materials for use in educating the public. As a reminder, the document can be accessed by going to the CSLSA website. It is under the “Pubic Education” blue tab on left the left side, titled “Resources”. The direct link is:

<http://cslsa.org/publiceducation/Resources.asp>

2. Public Education DVD – The committee would like to develop a universal public education DVD on beach and ocean safety. San Clemente City lifeguards are in the process of collecting raw footage and Huntington Beach City lifeguards are pursuing a public education DVD from the raw footage used in the development of truTV’s Ocean Force. We will discuss progress on this project in committee today.

3. Mike Silvestri has obtained quotes for book covers using JG artwork. Costs and project will be discussed in committee.

The following items will be discussed in Committee today:

1. Review Inventory and Needs Matrix
2. Public Education DVD
3. Book covers using JG artwork
4. Update on Public Education equipment (Display Booth repairs, etc.).
5. “Inner City Ocean Awareness” outreach day.
6. Roundtable

Respectfully submitted,

Bill Humphreys, Public Education Chairman