



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

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Public Education Committee Minutes-Spring 2005

The following was discussed at the Public Education Committee.

1. Re-Cap of Project Wipeout activity book status
2. A CSLSA-Project Wipeout beach train education campaign
3. An educational campaign directed at surf shops, manufacturers, and/or large events such as the OP Pro.

The Project Wipeout-CSLSA activity book is in the final stages of production and hopefully will be printed before the Regional Competition to make dissemination easier. We also discussed putting the Junior Lifeguard poster winners on the CSLSA website in place of the old essay winners.

The next topic discussed was an educational campaign for the San Clemente beach train. The idea is to have educational posters and/or materials available to advertise beach safety tips. This has been discussed prior to the meeting as a collaborative effort with Project Wipeout.

The final topic of discussion was an educational campaign directed at local surf shops, manufacturers, and large events to target beginning surfers and body boarders. We then discussed using surf shops and surfboard rental shops to disseminate beach safety tips through brochures, stickers, or posters. It was also discussed that individual lifeguard agencies would be responsible for their local surf shop and rental shop relationships to ensure a consistent water safety message. We then discussed specific ocean safety tips:

1. Know how to swim before entering the ocean
2. Always check with a lifeguard for conditions.
3. Always wear swim fins and a leash when body boarding
4. Always wear a leash when surfing.
5. Always stay on your board when surfing or body boarding.

The next topic of discussion was public service announcements in magazines such as Surfer or Surfing. It was also mentioned that surf schools would also be a good target for this type of educational campaign.

After this discussion, contacting manufacturers to place tags on wetsuits and surfboards, etc would be great way to get our message out. It was then brought up that this is a labor and cost issue for the manufacturer and may or may not be a viable option. It was agreed that the Action Sports Retail show would be a good place to contact industry representatives to get their thoughts and/or participation with the CSLSA. This would also be a good opportunity for sponsorship for this and other projects.

Targeting large events such as the OP Pro to set up a booth was then discussed.

It was agreed once again that no matter the material, checking off local surf shops would be the responsibility of individual lifeguard agencies. The idea of a beach safety badge similar to Police and Fire Departments was also brought up.

Mr. Williams suggested that the committee request \$500.00 to pay for expenses for CSLSA representatives to attend the ASR show September 11, 2005 in San Diego. This was agreed upon and the committee was adjourned.