



California Surf Lifesaving Association

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Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Public Education Committee - Spring 2006

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Special thanks to Ross Pounds who stepped down from chairing the Public Education committee to pursue other endeavors. We wish him the best of luck in this transition.

Public Education is currently focusing on the following projects which will be discussed in committee today:

1. Creation of beach safety badges (stickers) similar to ones used by Police & Fire.
2. Continuing promotion of the 5 basic ocean safety tips for all education materials. Tips:
 - a. Learn to swim
 - b. The ocean is a dangerous place
 - c. Always check with a lifeguard
 - d. Wear sunscreen
 - e. Always wear a leash and/or fins when surfing and body boarding
3. Educational campaign for the San Clemente beach train in collaboration with Project Wipeout, featuring posters and/or materials available to advertise beach safety tips.
4. Duke's "Big Wednesday" charity event for CSLSA public education. Steve Reuter will be discussing this in committee. Assistance will be needed from all agencies.
5. Encouraging local chapters to promote beach and ocean safety through local surf shops, manufacturers, and large events to target beginning surfers and body boarders.
6. Creation of more public educational materials, using USLA artwork with a Junior Lifeguard message, including: stickers, magnets, and posters.
7. Distributing beach and ocean safety materials to hotels and stores to target visitors.

New projects for consideration:

1. I will be presenting a sample CSLSA "inventory" matrix to the committee for use by committee and possible inclusion on the web site. Inventory will list all available public education materials, contact information and price, and whether-or-not Spanish versions are available.
2. A campaign to promote "You're the Lifeguard" for parents.

Thank you and please join us in the committee meeting to share your ideas.

Bill Humphreys