



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 - Spring 2009 April 9, 2009

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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 –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. 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. Mike Silvestri has coordinated the production of 10,000 book covers using JG artwork. Covers will be distributed to chapters today, based on membership numbers. Each agency will receive a minimum of 100. If any agencies do not need covers (old stock on hand), please advise the committee. The committee wishes to extend their thanks to Mike for his work on this project.

3. Public Education Display Booth – Booth is under repair. Mike Bartlett will report on the status of the booth.

4. National Beach Safety Week (NBSW) begins the Monday (May 18) before Memorial Day and ends seven days later on Memorial Day, May 26. Sample letters and proclamations are attached and available on the USLA website (USLA.org). Please forward this information to your Chief or the head of your agency and request assistance.

Our goal is to increase participation in this process in order to reach more people with the important messages regarding beach and water safety. Your assistance in forwarding this information is appreciated. Thank you!

The following items will be discussed in Committee today:

1. Review Inventory and Needs Matrix
2. Update on Public Education equipment (Display Booth repairs, etc.).
3. Roundtable

Respectfully submitted,

John Moore & Chris Pierce