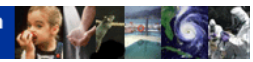




Healthy Swimming

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Environmental Health Services (EHS)



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Health Promotion Tool Kit

Recreational Water Illness Prevention Week: May 19–25, 2008

Suggestions for state and local programs to engage the following partners:

Media

- Provide a release to media outlets or see sample release at www.cdc.gov/healthyswimming/tools.htm
- Invite media to “shadow” an environmental health specialist performing a pool inspection or water-quality testing at a local beach to highlight how your agency protects the public’s health
- Share information such as
 - Interview preparation guide for recreational water illnesses (RWIs)
 - Details on importance of training aquatics staff: www.cdc.gov/healthyswimming/poolstaff.htm
 - Information on recent outbreaks, including the public’s important role in prevention measures: www.cdc.gov/healthyswimming/rwi_pub.htm

Community Leaders

- Create fact sheets detailing specifics about local and state RWI Prevention programs for community leaders (program administrators, boards of health, elected officials)
- Provide suggested resolutions related to RWI Prevention Week for use by area decision makers

Aquatic Facility Operators and Beach Managers

- Announce Recreational Water Illness Prevention Week, May 19–25, 2008, and encourage pool operators and beach managers to adopt and promote this observance
- Provide RWI prevention tips and provide Healthy Swimming posters and brochures:
 - www.cdc.gov/healthyswimming/twelvesteps.htm
 - www.cdc.gov/healthyswimming/brochure.htm
 - www.cdc.gov/healthyswimming/posters.htm
 - www.cdc.gov/healthyswimming/pdf/epa_beachbro.pdf
- Schedule operator trainings:
 - www.cdc.gov/healthyswimming/pdf/Fecal_Accident_Response_Recommendations_for_Pool_Staff.pdf
 - www.cdc.gov/healthyswimming/poolstaff.htm
 - www.cdc.gov/healthyswimming/q_and_a.htm

Swimmers and Parents

- Provide general prevention information through brochures and fact sheets:
 - www.cdc.gov/healthyswimming/general_pub.htm
 - www.cdc.gov/healthyswimming/swimmer_protection.htm
 - www.cdc.gov/healthyswimming/prevent_commentaries.htm

Healthcare Providers

- Provide education materials: www.cdc.gov/healthyswimming/pdf/Safe_Swimming.pdf
- Send *MMWR* articles on RWI outbreaks to healthcare providers: www.cdc.gov/healthyswimming/mmwr.htm
- Engage your local chapter of the American Academy of Pediatrics (AAP) and other organizations to help reach healthcare professionals

Agency Web Site

- Create an RWI page on your agency’s Web site if one does not already exist
- Announce Recreational Water Illness Prevention Week, May 19–25, 2008
- Include links to CDC’s Healthy Swimming Web site: www.cdc.gov/healthyswimming and EPA’s Beaches Web site: www.epa.gov/beaches/

Let us know about your activities related to **Recreational Water Illness Prevention Week**: ehsb@cdc.gov