

Juliene Hefter, Safety First Aquatics, RESPECT the Water Campaign Proposal

Presentation Title: “R.E.S.P.E.C.T the Water Campaign”

This session will provide:

This session will provide a thorough overview of the Association of Aquatic Professionals new national Drowning Prevention Campaign called R.E.S.P.E.C.T the Water. You will be introduced to the different facets of the campaign and provided resources to implement the important initiative within your community. The campaign program consists of power point presentations for swim lesson participants as well as a separate presentation for parents and care givers. There is also a wonderful drowning prevention video that will be presented as well that entails information from hospitals, EMT/Paramedics and lifesaving personnel.

The key elements that will be presented include the following (provide 3):

1. Review of the key components of the RESPECT the Water Campaign
2. Ways to implement the campaign in the nation’s communities
3. Explore drowning prevention resources available to aquatic professionals and discuss the RESPECT materials available for use

Presenters:

Juliene R Hefter, MSOLQ – Executive Director/CEO, Association of Aquatic Professionals