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Fire and Public Health Officials Broaden Drowning Prevention Campaign

In an effort to increase water safety awareness, Riverside County Department of Public Health and CAL FIRE/Riverside County Fire Department officials have produced a Spanish language public service announcement regarding drowning prevention and water safety.

The video mirrors an English version of the same message that was released in the summer of 2013; also produced by the Department of Public Health and County Fire officials.

“We may be targeting a different segment of the community, but the message remains the same,” said Susan Harrington, Riverside County Department of Public Health Director. “Children are our most precious resource and it is our responsibility to protect them. As the safety message in the video clearly states; drowning is 100% preventable.”

Riverside County Fire Chief John R. Hawkins adds, “I urge every adult to constantly monitor their children. We have two eyes and they are to see *and* watch; particularly our children. Child drownings can be prevented by *watching* our children. Let's all make a pledge to prevent every drowning.”

So far this year, three children have died from drowning and 20 other children have been injured from submersion or “near-drowning” accidents. Some of these cases were children swimming in back yard pools, jacuzzis and community/apartment pools.

Public Health and County Fire Department officials remind parents and guardians how quick tragedy can strike when youngsters are in or around water. The public service announcement video, which features Public Health Nurse, Carolina Hernandez and CAL FIRE Captain Fernando Herrera offer viewers tips on how to keep children safe near pools; such as installing a security fence and assigning a “water watcher”, who is the designated person responsible for keeping an eye on young swimmers.

For more information, go to www.rivcoips.org

Spanish Drowning PSA:

<http://youtu.be/D8WaqK4c6Xw>

English Drowning PSA:

<http://www.youtube.com/watch?v=13QDVNJkoU0>

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