



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 Report - Spring 2008 April 10, 2008

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Over the past six months, the Public Education Committee has been working on the following projects:

Public Education Inventory and Needs Matrix

An online "Inventory and Needs" matrix has been added to the CSLSA website. First, the committee would like to thank Bob Moore and Pat Francis for their great work on this effort. This "living document" will be useful in planning purposes for the Committee by helping to identify areas of potential need; 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 "Public Education" blue tab on the left side, titled "Resources". The direct link is: <http://cslsa.org/publiceducation/Resources.asp>

We believe this will be a valuable tool that will be updated and modified as new projects are created. Please assist in its development by taking some time to review the existing inventory and categories, and by e-mailing Bill Humphreys at HumphreysB@san-clemente.org if you have any suggested changes.

National Beach Safety Week (NBSW)

Begins the Monday (May 19) 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!

Public Service Announcements

A reminder that local cable companies are typically under contract with local agencies to provide free Public Service Announcements. This is an excellent way to reach many viewers with free beach safety presentations. Anyone interested in learning how to set up a program for their community is invited to contact me.

The following items will be discussed in Committee today:

1. Update on Public Education equipment (Display Booth).
2. Public Education Inventory matrix.
3. Roundtable

Respectfully submitted,

Bill Humphreys, Public Education Chairman

Public Education Committee Report

Partial screen print of inventory & needs matrix

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 **Public Education**

- [Safety Tips](#)
- [Rip Currents](#)
- [Spinal Injuries](#)
- [Marine Animals](#)

Public Education Materials Inventory and Sources

Legend
Beginning Concepts (intro) -- X
Intermediate Concepts -- X
Advanced Concepts -- X

Product	Year	Level	Target Age				Avail.in Spanish?	Location of Artwork	Price/Min. Order	Contact
			5-10	11-15	16-24	25+				
Ocean Safety Tips (general)										
CSLSA Poster: <i>Be Safe, Be Seen</i>	2007	Beg	X	X	X	X	No	Steve Reuter	TBD	rescuesentinel@aol.com
		Inter								
		Adv								
JG Book Covers: <i>General Beach Safety</i>	2007	Beg	X	X			No	Mike Silvestri	TBD	msily@parks.ca.gov
		Inter								
		Adv								
Metal <i>Rip Current</i> Signs from USC Sea Grants	2007	Beg					Yes	Steve Gabrysh	Free	sgabrysh@ucsd.edu (858) 534-4446
		Inter	X	X	X	X				
		Adv								