



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 2008 April 11, 2008

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Alex K. Peabody
Fourth Executive Delegate

During the Public Education Committee we discussed the following projects:

1. Everyone attending the committee was pleased with the “Inventory and Needs” matrix. Everyone was encouraged to take a look at the new addition on the CSLSA website of the Public Education Resources to express their concern and thoughts. It was also expressed that the matrix is a “living document”, allowing everyone to add new material they believe to be useful in public education by emailing HumphreysB@san-clemente.org.
2. We spoke about National Beach Safety Week and reminded everyone to get sample letters and proclamations, available on the USLA website, to their Chiefs or heads of their departments. We also advised departments to host open houses, allowing the public to be exposed to rescue equipment, ocean safety information, and lifeguard morale.
3. Rip Current Awareness Week was another tool we talked about to increase ocean awareness. We were unsure of the exact date, but Mike Beuerlein said he would follow up on this information.
4. Thank you to Mike Bartlett who was able to have the CSLSA Public Education Booth repaired free of charge.

At the round table in the Public Education Committee there were great ideas brought up by the following people:

1. David Peden from Lake Mission Viejo suggested developing a universal public education DVD on ocean safety. San Clemente City lifeguards are working on a public education DVD and are expecting it to be complete by 2009.
2. Mike Silvestri from the California State Parks wanted to use the junior lifeguard artwork for book covers, posters and folder inserts. He will be looking into the cost information and the development.
3. Mike Beuerlein from Huntington Beach City is looking into a national or regional public education DVD from raw footage used in *Ocean Force*.
4. Alex Peabody emphasized the importance of signage for all beaches especially those without lifeguards.
5. Nick Giugni has been brainstorming on an “Inner City Ocean Awareness Out-Reach” which would target inner city kids, allowing them to experience and learn about ocean safety.

At the Fall meeting, we will discuss our progress on the above ideas. Also \$200 from the Public Education budget is going to be used to purchase a new CSLSA header for the public education booth.