



## Legislation Text

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### **PROCLAIM AUGUST 2017 AS DROWNING IMPACT AWARENESS MONTH**

Staff Contact: Terry Garrison, Fire Chief

Presented By: Office of the Mayor

Accepted By: Cecil Tudor, Fire Engineer - Glendale Firefighter Charities

### **Purpose and Recommended Action**

This is a request for City Council to proclaim August 2017, as Drowning Impact Awareness Month in support of Banner Cardon Children's Hospital, Phoenix Children's Hospital and the Drowning Prevention Coalition of Arizona water safety programs. Fire Engineer Cecil Tudor, Glendale Fire Department will accept the proclamation on behalf of Glendale Firefighter Charities.

### **Background**

Drowning Impact Awareness Month is part of the drowning prevention community outreach program at Phoenix Children's Hospital. This is a statewide effort to promote awareness of childhood drowning. In 2016, in Maricopa and Pinal Counties, there were a total of 157 water related incidents resulting in 50 deaths of which 16 were children. In 2016, in Glendale, there were a total of six water related incidents which resulted in two child deaths. Every drowning is preventable.

Drowning Impact Awareness Month is Arizona's largest collaborative effort to prevent drowning. Purple ribbons should be worn to remember those touched by child drowning and as a reminder to practice water safety. Drowning Impact Awareness banners are hanging at every fire station. Water safety information will be provided at both city of Glendale pools, at the city of Glendale's "Surviving the Summer" Safety Event at Westgate on June 2, 2017 and during a water safety walk on May 20, 2017. Throughout the month of August and year around, the Glendale Fire Department will be available to give water safety presentations, drowning prevention and water safety resources.

Through this proclamation, along with swim lessons and water safety education provided to the community, the Mayor and Councilmembers, Glendale Fire Department, Glendale Parks and Recreation Department, Banner Cardon Children's Hospital, Phoenix Children's Hospital and the Drowning Prevention Coalition of Arizona, will actively work together to promote water safety and prevent childhood drowning.

### **Previous Related Council Action**

Council annually proclaims August as Drowning Impact Awareness Month.

### **Community Benefit/Public Involvement**

Banner Cardon Children's Hospital, Phoenix Children's Hospital, the Drowning Prevention Coalition of Arizona, and the Glendale Fire Department urge communities around the state of Arizona to keep drowning awareness campaigns going year around, in an effort to eliminate drownings in Arizona. Drowning prevention is the responsibility of every citizen. It takes a team effort to ensure that everyone is safe from drowning. The intent of Drowning Impact Awareness Month is to encourage individuals, families, organizations, and businesses within the community to become partners in the effort to prevent drownings. The goal this year is to transform awareness into action by encouraging citizens, organizations, and businesses to make the community aware of ways to prevent drownings through media and education and to remember that all drownings are preventable.