

A Strategic Vision for Outreach and Education

San Diego Lifeguard Service

June 11, 2008



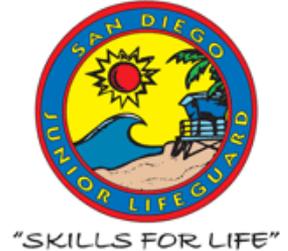
Why It Matters

- Drowning is the second leading cause of accidental death in the US among children ages 14 and under.
- In San Diego County, drowning is the leading cause of accidental death of children age 4 and under.

Outreach Programs

- Junior Lifeguards (JG)
- Bridge to the Beach
- Learn to Swim programs
- School visits & safety talks to military
- Career fairs & parades

Outreach & Junior Lifeguards



MISSION STATEMENT:

We are a team of aquatic professionals providing a fun and safe aquatic education to the youth of San Diego through:

- Developing confidence
- Mental and physical fitness and
- Respect for one another and the coastal environment.

Junior Lifeguard Facts

- The program is filled to maximum capacity every year and over 1,000 children (ages 9-17) attend, many on scholarship.
- The program is self-sustaining by its fees and receives no City of San Diego financing.
- Each year, over 10% of all Junior Lifeguards receive scholarships.

JGs and Outreach

- Scholarships are a major component of the Junior Lifeguard Program.
- Fundraising events are used to help educate the community with drowning prevention.
- Engaging the community is a year-round effort.

Swim Paddle Run
Swim-Paddle-Run



"SKILLS FOR LIFE"

Hawaii Day



JG "Hawaii Day" FUNraiser

- Goal: Raise money for four specific drowning prevention and aquatic programs
- Partners:
 - Jackie Robinson YMCA – Learn to Swim
 - City Heights - Learn to Swim
 - Muirlands Middle School 6th grade swim class
 - Junior Lifeguard Scholarships

We Raised \$24,000



Other Yearly Accomplishments

- Average of 60 presentations per year
- Over 1,200 school children each year have participated in drowning prevention programs
- Beach Safety presentations to over 5,000 military personnel



“Waterproofing San Diego”

- Our community initiative
- Provides drowning prevention education and opportunity
- Available to San Diegans of all ages

Age 0 5 10 15 18 18+

Advanced

Intern Program (16-18)

Paid Positions

Pool Lifeguards (15-18)

Lifeguard Recruitment (16-18+)

Career Fairs (16-18+)

Proficiency

Junior Lifeguards (9-17)

In- water skills

High School Aquatic Teams (14-18)

ARAFT (18+)

Survival

Tot Instruction

Learn to Swim (6-18)

Save yourself

Bridge to the Beach

Awareness

Visits to Schools

Education

Wave / Save

What's Next?

San Diego Junior Lifeguard Foundation

- Non-profit foundation
- Provides aquatic education and life skills for San Diego youth
- Through unique partnerships with local schools, community agencies, businesses, and the City of San Diego