Healthy and Safe Swimming Week 2018

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NPHIC Meeting
April 26, 2018
Week before Memorial Day (May 21–27, 2018)

Objective
- Increase awareness of recreational water–associated diarrhea outbreaks and steps to prevent them

Call to Action
- Don’t swim or let your kid swim if sick with diarrhea
- Check out latest inspection score
- Do your own mini-inspection
- Don’t swallow the water you swim in

Target Audiences
- Swimmers and parents of young swimmers
Healthy and Safe Swimming Week Communications Toolkit

- Community outreach suggestions
- List of resources/URLs
- Sample press release
- Sample feature
- Sample proclamation
- Social media message bank

New Data on Outbreaks Linked to Swimming

  - ~500 outbreaks: >27,000 cases, 8 deaths
  - Leading etiologies
    - Cryptosporidium: >200 outbreaks, >21,000 cases
    - Legionella: 6+ patients died
    - Pseudomonas
Web, Social Media & Partner Outreach

- CDC.gov homepage feature
- Factsheets
- Web content syndication
  [https://tools.cdc.gov/syndication/](https://tools.cdc.gov/syndication/)
- New social media images
- Additional social media outreach
- Radio Media Tour on May 22
- *Did You Know?* and *Have You Heard?*
- Blog post
- GovDelivery announcements
Printed Healthy Swimming Promotion Materials

- Brochure (English & Spanish) 
  FREE!

- 2 Pool Chemical Safety Posters
  - Use 
  - Storage 
  (laminated posters in English & Spanish) 
  FREE!
healthywater@cdc.gov

www.cdc.gov/healthywater/swimming/