

# PWCS Aquatics Center Water Safety School

November 10, 2022

Rita Goss, Associate Superintendent  
for Teaching and Learning

Kenneth Bassett, Director of Student  
Learning

Allen Dunn, Aquatics Manager





## Drowning: An Epidemic

- Drowning is the second leading cause of death for children under the age of 14<sup>1</sup>.
- 79% of children in households with incomes less than \$50,000 have little-to-no swimming ability<sup>2</sup>.
- 64% of African American, 45% of Hispanic/Latino, and 40% of Caucasian children have little to no swimming ability<sup>2</sup>.

1. Centers for Disease Control – “Drowning Facts”
2. USA Swimming Foundation and University of Memphis – “Constraints Impacting Minority Swimming Participation”



## Our Solution: Water Safety School

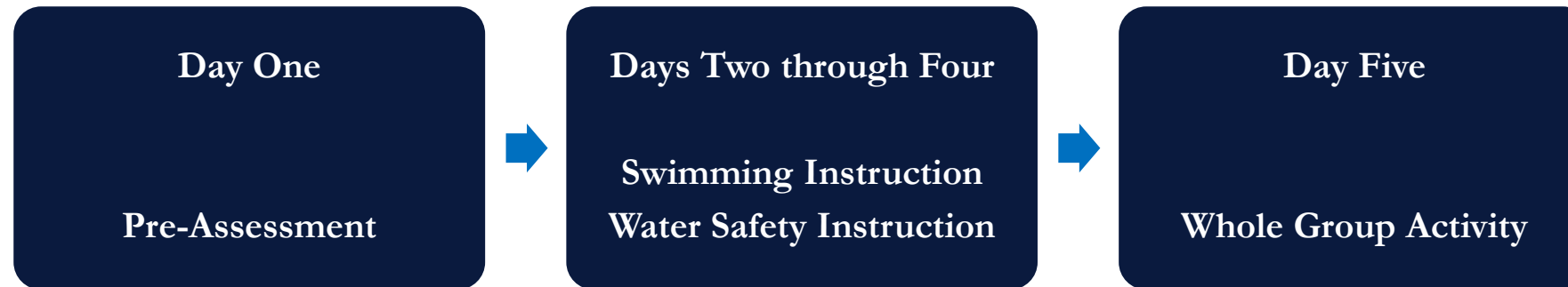
- Our goal is to provide second grade students with instruction in swimming and water safety.
- Formal swimming lessons reduce the likelihood of childhood drowning by 88%<sup>1</sup>.



1. Brenner, et. Al – “Association Between Swimming Lessons and Drowning in Childhood”

## Our Solution: Water Safety School

### Five-Day Program



### One-Day Program





# What We Teach

## Swimming Instruction



vs.



## Our Solution: Water Safety School

- American Red Cross Learn-to-Swim curriculum;
- Lottery selection for the five-day program; and
- First-come, first-served basis for the one-day program.



**American  
Red Cross**



## By the Numbers

	2016-17	2017-18	2018-19	2019-20*	2020-21*	2021-22*	2022-23	Totals
<b>Schools</b>	30	37	37	19		13	32	
<b>One Day</b>	2,254	1,860	1,878				257	
<b>Five Day</b>	842	1,947	1,951	2,000		1,523	2,766	
<b>Total</b>	<b>3,096</b>	<b>3,807</b>	<b>3,829</b>	<b>2,000</b>		<b>1,523</b>	<b>3,023</b>	<b>17,278</b>



## Water Safety School and More...

- Dual, conference, regional, and club swim meets;
- Low-cost high school swim and dive team practices;
- First Aid/CPR/AED courses for PWCS teachers;
- Robust community learn-to-swim program; and
- Employee membership discounts.







## Water Safety School and More...

- One-day and full-week camps;
- Lifeguarding instructor and water safety instructor courses;
- iCanSwim camp in summer 2022;
- Special events like Pumpkin Pluckin' and Water Wonderland; and
- Exclusive after-hours autism swim.



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