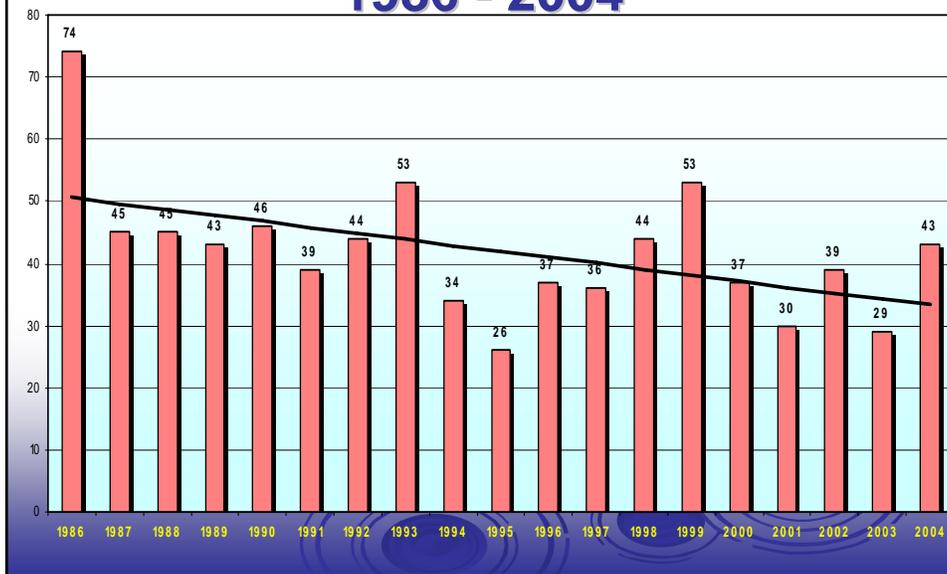
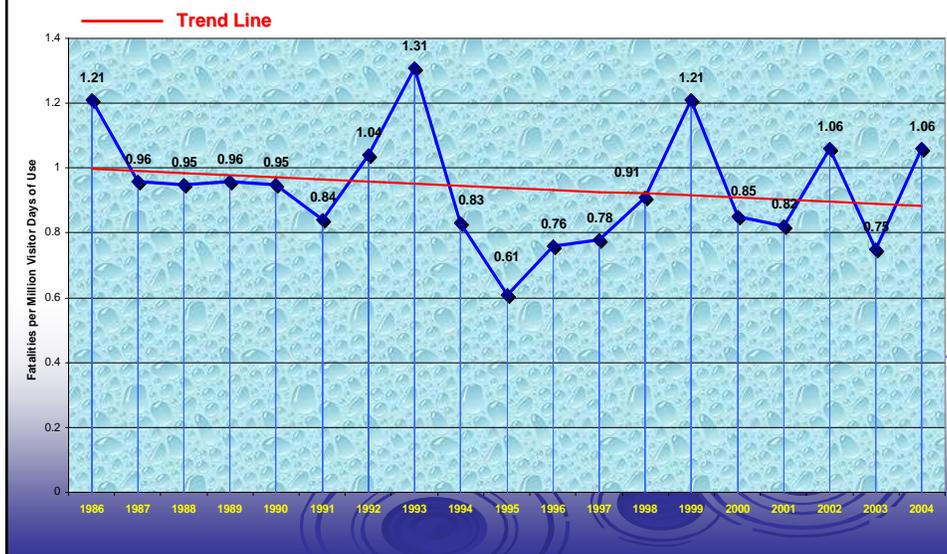


Number of Fatalities 1986 - 2004



Frequency Rates 1986 - 2004



South Atlantic Division Water Safety PDT

Purpose

- Promote regional outreach with consistent message
- Create new materials and methods to promote water safety
- **Evaluate regional water safety trends, statistics and identify target audiences**
- Consolidate acquisition and distribution of promotional items
- Establish meaningful partnerships
- Share Information and Lessons Learned

3

Accurate Data Collection and Analysis is Critical

- **Target Audience Identification**
 - Between 1999 & 2004 Swimming Fatalities outside of designated swim areas accounted for 50% of all fatalities.
 - Average Age = 24 (98% Male)
 - 60% Minority (30% Black, 30% Hispanic)
 - 71% Inside of developed recreation area and outside of designated swim area.
 - 92% of the victims were NOT alone at the time of the mishap.

Concentrate Efforts Where You Have Control

- Recreation areas with controlled access
- Create Awareness
- Educate Ranger Staff (Get out of the vehicle)
- Personal contacts are the most effective
- Educate and Train Park/Gate Attendants
 - Include water safety as contract requirement
 - Ensure focus on target audience

Create Awareness



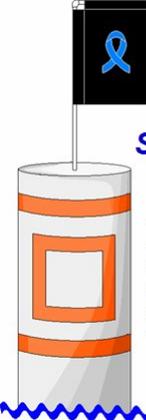
FY 2005 Actions to Achieve Goal

Commanders Personal Goal

Reduce Public Fatalities by 50% Within Two Years

- Focus on Personal Contacts with Targeted Populations Inside Recreation Areas
- Awareness Buoys
- Use College Coaches & Mascots in Media
- Last Ranger/Next Ranger
- Share all water safety initiatives thru Groove
- Life Jacket Loaner Program at all projects

SEEN THESE BUOYS?



They represent boating or swimming deaths.

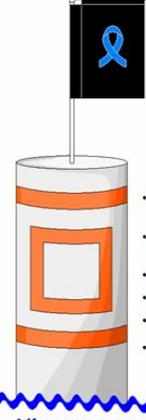
STAY ALIVE!

- Always Wear a Life Jacket
- Boat Smart – Boat Sober
- Learn To Swim
- Never Swim Alone
- Swim in Designated Areas
- Be Weather Wise

Water Safety

Yearly, 160 people die at Corps lakes nationwide

¿Haz Visto Estas BOYAS?



Indican una muerte de la natación o al navegar en bote.

¡ Mantente con vida!

- Siempre utilice el chaleco salvavidas
- Navegar Sobrio – Es Navegar Sabiamente
- Aprende a Nadar
- Nunca Nade Solo
- Nade en áreas designadas
- Sea conciente del estado del tiempo.

Water Safety

160 personas mueren anualmente en los lagos del US Army Corps of Engineers

Awareness Buoy



Life Jacket Loaner Program

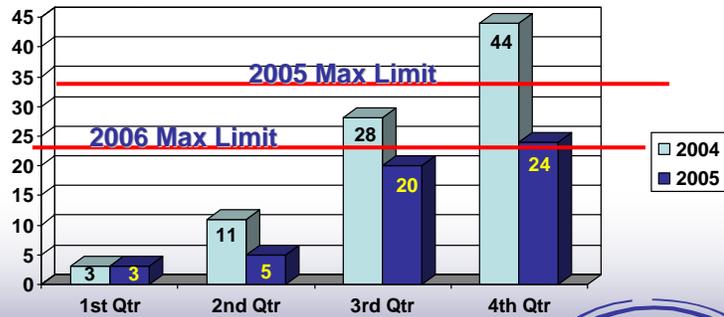




FY 2005 Goal

Reduce Public Fatalities 50% by FY 2007

(25% in FY 2005 and 25% in FY 2006)



Lowest Number of Public Fatalities on Record for SAD!

QUESTIONS?