



CITY COUNCIL MEMORANDUM

FROM: Parks and Recreation **DATE:** October 24, 2016
SUBJECT: Green Crystal Award for the Water Safety 365 Initiative
PRESENTER: Vickie Loftice, Managing Director

SUMMARY:

Dana Walraven, Community Health Outreach Manager for the Center for Children's Health will present the Green Crystal Award for the Water Safety 365 Initiative to the city.

GENERAL DESCRIPTION:

The Center for Children's Health will present the City of North Richland Hills the Green Crystal Award for service to Safe Kids Tarrant County's Drowning Prevention Campaign, specifically the development of the Water Safety 365 (WS365) program.

Initiated by NRH residents Robert and Vanessa Copeland, WS365 was developed with the help of several city departments as well as non-profit organizations, businesses and the Birdville Independent School District.

Accomplishments of the program include the following:

- Staff participation at Safe Kids Tarrant County coalition meetings and sustainability planning meetings;
- Updated public, semi-public and private pool ordinances which includes a drowning prevention video and the addition of pool alarms in/around access points to pools;
- Created a new website, specifically for drowning prevention: www.nrhws365.com;
- Posted a new Twitter account, named after a young boy who drown last year: @captpaxton;
- Led April Pool's Day, Back to Pool, World's Largest Swim Lesson, Sounds of Spring events;
- Distributed 2,000 injury prevention tools, specifically Water Watcher Tags throughout the city;
- Installed durable Peaks and Ladders signs at pools throughout the city;
- Educational material with drowning prevention messaging, brochures and/or posters distributed throughout the city;
- Electronic billboards;



- Educational presentation at BISD Professional Learning Day;
- Golf tournament fundraiser;
- Creating a drowning prevention curriculum for BISD, with the goal of launching in Feb./March;
- Presentations at several schools and PTA meetings.

Dana Walraven, Community Health Outreach Manger for the Center for Children Health will present the award.