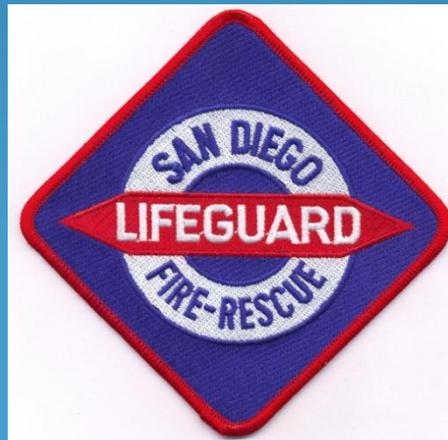


Junior Lifeguards and Outreach

San Diego Lifeguard Service
May 11, 2011





National “Drowning Prevention” Month

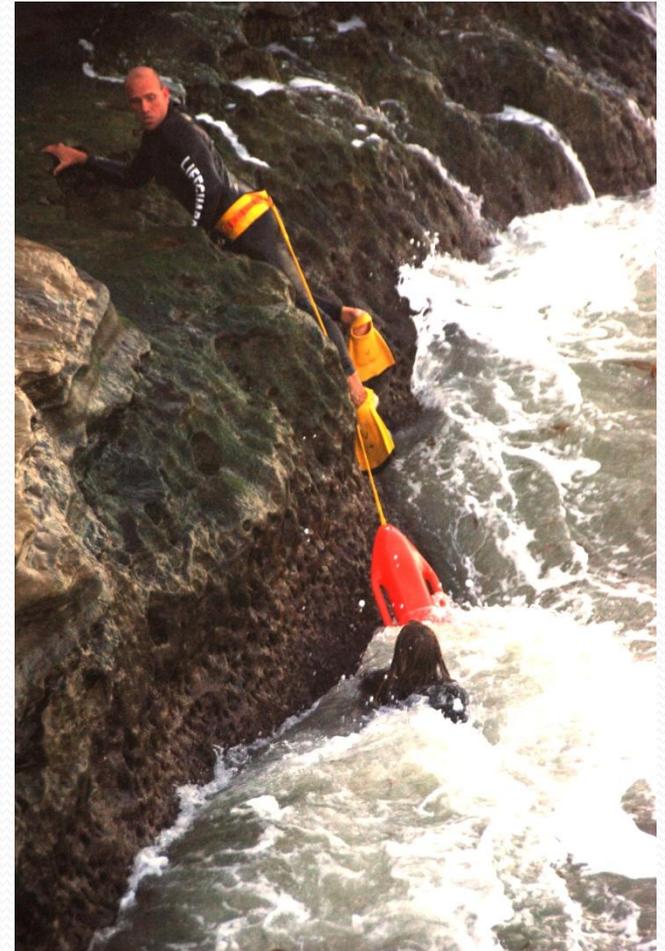
In the US, drowning is the second leading cause of non-natural death among children under 15

Drowning Prevention and Aquatic Education

Lifeguard job is to:

- Observe
- Prevent
- Rescue

Adding value to each customer's visit



Junior Lifeguards

- Teaching 'Skills for Life'
- Instill Confidence
- Promote Teambuilding
- Reinforce respect for one another and the environment



Junior Lifeguard Funding

- Cost recoverable Program
- Approximately \$525,000 in revenue
- Per child cost is \$500
 - Registration done via 3rd party vendor on-line
- Approximately 40 JG instructors and interns
- One JG Manager

JG Scholarships

- Scholarships are a fabric of the Program
- Over 100 scholarships offered to low income children

JG Customer Service Feedback 2010 survey results

- Valuable to children – 100%
- Very Satisfied with safety of Program – 99%
- Economic value- 100%
 - Less than \$7.50 per child/per hour

2010-11 Highlights

Environmental Awareness Day

Leadership and mentoring
training

1st San Diego County JG
conference

OB Pier Jump



Impact of Drowning on San Diego County

In the San Diego County, drowning is the leading cause of non-natural death among children under 5

**Leading Causes of Non-Natural Death by Age Group of Victim,
County of San Diego
2000 - 2009***

Age Group of Victim	Rank of Cause of Death				
	1	2	3	4	5
0-4	Drown 59	Homicide 57	Motor Vehicle 42	Asphyxia 29	Drug/Alcohol Overdose 16
5-9	Motor Vehicle 38	Drown 6	Asphyxia 4	Homicide 3	Burn 2
10-14	Motor Vehicle 44	Suicide 14	Homicide 13	Drown 3	Hang 3
15-19	Motor Vehicle 331	Homicide 170	Suicide 109	Drug/Alcohol Overdose 40	Drown 22
20-24	Motor Vehicle 513	Suicide 244	Homicide 213	Drug/Alcohol Overdose 133	Exposure 23
25-34	Motor Vehicle 508	Suicide 486	Drug/Alcohol Overdose 461	Homicide 259	Drown 41
35-44	Drug/Alcohol Overdose 883	Suicide 648	Motor Vehicle 470	Homicide 197	Fall 60
45-54	Drug/Alcohol Overdose 1329	Suicide 740	Motor Vehicle 451	Fall 171	Homicide 145
55-64	Drug/Alcohol Overdose 514	Suicide 477	Motor Vehicle 329	Fall 221	Homicide 68
65-74	Suicide 248	Fall 246	Motor Vehicle 206	Medical/Therapeutic 86	Drug/Alcohol Overdose 69
75-84	Fall 676	Suicide 252	Motor Vehicle 216	Medical/Therapeutic 79	Asphyxia 47
85+	Fall 949	Suicide 140	Motor Vehicle 126	Medical/Therapeutic 31	Asphyxia 30
Total	Drug/Alcohol Overdose 3491	Suicide 3366	Motor Vehicle 3305	Fall 2397	Homicide 1273

Source: County of San Diego Health and Human Services Agency, Emergency Medical Services, Medical Examiner database, 2000 - 2009

Note: Age detail not available for open or sealed cases.

*Closed ME cases as of September 8, 2010

Outreach Continuum

“Waterproofing San Diego”

- Water Safety presentations
- Learn-to-swim programs
- Bridge to Beach
- JG Scholarship recruitment





Outreach Funding

San Diego Junior Lifeguard Foundation



www.sdjgfoundation.org

Community Partners

- Jackie Robinson YMCA
- City Heights Pool
- San Diego Unified Schools
- Safe Kids Coalition
- Rady-Children's Hospital



Future JG and Outreach Goals

- Expand JG Program to include 7 & 8 year old kids
- Apply for Kaiser Permanente grant
- Complete draft of aquatic safety elementary school book
- Connect with SD County Childhood Obesity Initiative

How You can Help

- Visit the JG Program this summer
- Attend our ‘Start of Summer’ fundraiser or pancake breakfast
- Invite us to speak to groups within your districts
- Assist with networking contacts to help us pursue “Waterproofing San Diego”

Questions?

