

**Natalie King**

650 Maryville University Dr,  
St. Louis, MO 63141  
(573)-846-6709  
nking3@live.maryville.edu

December 5, 2017

Mr. Gary Bess, Director of St. Louis Parks and Recreation  
41 South Central  
Clayton, Mo 63105

Dear Mr. Bess,

Hello, my name is Natalie King. I am a fourth year student pursuing a bachelor's degree in communications at Maryville University. For the past four years I have dedicated countless hours to training lifeguards with my Lifeguard Instructor certification and teaching children to swim with my Water Safety Instructor certification, both through the American Red Cross. Before this I was a lifeguard who dedicated my time to making sure the swimmers in my pool were safe around the water.

While summer has come to an end, I believe it is time to start planning forward. With an unusually high amount of drownings in the area this summer, I think it is time to have a community-wide campaign to promote water safety, to members of the St. Louis Community. This is why I am proposing Water Safe St. Louis to your organization, the St. Louis Parks and Recreation Department.

I would like to propose an event to help educate the members of our community about how to stay safe around the water with a Water Safe St. Louis event. This event would occur in May of 2018, during National Water Safety Month and at the start of summer. The event would center around water safety with a learning session for the entire family along with games and activities to reinforce these skills. Rather than just hosting an educational event, I believe it is important to reinforce skills with activities to help the children realize that water safety can be fun.

Enclosed is additional information in regards to the event. Please let me know if you have any questions

Sincerely,

A handwritten signature in black ink that reads "Natalie King". The signature is stylized with a large, looped "N" and a cursive "King".

Natalie King  
Student of Maryville University

Enc.: Event Plan and Information



Event Campaign Plan

Natalie King

# Water Safe St. Louis Fact Sheet

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## What

St. Louis County Parks and Recreation Department will host the first Water Safe St. Louis event. Join us for day of safe water fun to prepare for the summer season. There will be a life jacket donation and trade to make sure children have the appropriate life jacket for the summer. There will also be information for parents about how to keep their children safe around the pool as well as activities, games and prizes for children of all ages.

## When and Where

May 19, 2018 from 12:00 to 2:30 p.m.  
The North County Recreation Complex  
2577 Redman Ave,  
St. Louis, MO, 63136



## Activities

Parents and children will get the chance to learn water safety skills alongside each other to give a bonding experience of learning life-saving skills. The skills emphasized will be drowning recognition, when to go near water and what to do if you see someone struggling in the water. This will be done through a variety of activities such as:

- Parent and Child Water Safety Lessons
- Life Jacket Fitting Service (to trade-in old life jackets or prepare to purchase a new one)
- And games to help reinforce lessons learned earlier.

## Audience

Families with children ages 3-10 of all swimming abilities.

## About the St. Louis County Parks and Recreation

The St. Louis County Parks and Recreation department oversees all parks and recreation complexes in St. Louis county. With the combined effort of the members of the Park Board and other government employees and the help of volunteers they provide the St. Louis area with quality places to play and learn in the area.

## Donations

Donations are welcome in the shape of new or gently used life jackets that will be provided to those in the community who need them as well as monetary donations to help get the event up and running. If you have no life jackets that can be donated, monetary donations are always welcome and greatly appreciated.

# Water Safe St. Louis

## Frequently Asked Questions

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Q: Is swim wear required for the event?

Swim wear is not required for the event. There will be water in the pool, however it will still be too cold to swim because the pool is filled and prepared for opening on Memorial Day weekend.

Q: What can I donate?

If you have any gently used life jackets that are not being used (as in your child grew too big for them or does not swim enough to warrant a life jacket) we will greatly accept those donations. However, all monetary donations are accepted and appreciated.

Q: How can I tell if a life jacket is Coast Guard Approved?

There is a label somewhere in the life jacket with safety information. On that label will be a phrase that says "Coast Guard Approved."

Q: Can I receive a life jacket?

If you have a child under the age of 10 who has out grown their current life jacket, you are encouraged to bring the old life jacket to trade-in for a new one. We will also give life jackets to those who arrive with a non-Coast Guard Approved life jacket. If there are life jackets available after 2 p.m., people without life jackets will be able to purchase them at a discount.

Q: What happens if it rains on the day of the event?

If the weather forecast is calling for rain, the event will be rescheduled for the following Saturday, May 26. In the event the weather on May 26 is calling for rain, the event will be canceled.

Q: Will there be activities for children?

Yes, there are activities of children and parents. Parents can receive information about staying safe around the water. Children will have various activities and games to participate in like a scavenger hunt and a coloring contest.

Q: Does the event cost any money?

The activities for Water Safe St. Louis are free. However, there will be discounts available if the family decides to play in the pool after they are done at the event.

Q: Do you have to be present for the entire event?

There is a schedule of events, so we hope families will stay for the whole event. However the first part is the water safety skills and the second half is life jacket fittings, games and activities.

# Water Safe St. Louis Style Sheet

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Event Logo



Variant



Fonts

**Header:**  
**Oswald Semi Bold**  
**25pt #153052**

**Subhead:**  
Oswald Extra Light  
20 pt Black

**Body:**  
Georgia Regular  
11pt Black

Main Colors

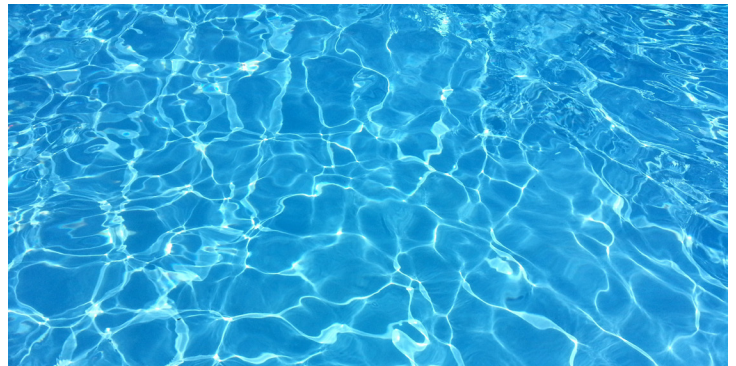


#9BF3FF



#153052

Pattern



# Water Safe St. Louis

## Radio Ad

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Title: "Are You Ready for Summer?"

Product: Water Safe St. Louis- Event

Length: 30 seconds

Medium: Voices with Sound Effects

Writer: Natalie King

Station: 96.3 KNOU

SFX: KIDS LAUGHING AND SPLASHING IN THE POOL.

ANNOUNCER: We all wish summer could be like this all the time. Happy, playful and carefree. But sometimes, summer can sound more like this.

PANICKED VOICE: Help! Somebody help! There was a child in the pool and he isn't breathing! Someone call 911!

ANNOUNCER: Would you know what to do if someone was drowning? Do you have the confidence necessary to save someone's life?

ANNOUNCER: If you answered "No" to these questions, Water Safe St. Louis is the event for you. Water Safe St. Louis is a family event held by the St. Louis Parks and Recreation Department on May 19 from 12:00 to 2:30 P-M at the North County Recreation Complex pool. Come with your family and don't forget to bring life jackets. Visit [WaterSafeSTL.com](http://WaterSafeSTL.com) for more information.

# Water Safe St. Louis

## Press Release

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### FOR IMMEDIATE RELEASE

Natalie King  
41 South Central  
Clayton, Mo 63105  
nking3@live.maryville.edu

### Drowning Prevention and Summer Preparation

ST. LOUIS, April 29, 2018 —The St. Louis Parks Department has announced that Water Safe St. Louis event will be held on May 19 at noon. Parents and children will participate in lessons and activities to introduce important water safety skills to the entire family. There will also be a life jacket trade-in program where families can trade in the life jackets that are too small for their children for ones that fit. All of this takes place at the North County Recreation Complex Aquatic Center, which will also offer Children Water Safety Classes every Saturday during the summer.

“While the best way to prevent drowning is through swimming lessons and supervision during activities in or near the water, there are some further steps that people can take to make sure their children are safe around pools,” says Gary Bess, director of St. Louis Parks and Recreation department.

According to the CDC an average of 3,536 fatal unintentional drownings occur annually. One in five of these drownings are children ages 14 or younger. While drownings can be fatal or nonfatal, everyone should be prepared for safe swimming during the summer.

The CDC also warns of the dangers of air-filled or foam toys around water. These toys are not meant to be safety devices to be used by those who cannot swim well. Instead, parents should look for Coast Guard approved life jackets to help aid in safe swimming.

**About:** St. Louis County Parks and Recreation Department’s mission is to provide high quality parks, facilities, and recreation services that enhance residents’ lives through responsible and effective management of resources.

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# Water Safe St. Louis

## Media pitch and Journalists list

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### Media List:

Valerie Schremp Hahn, St. Louis Post Dispatch, [vhahn@post-dispatch.com](mailto:vhahn@post-dispatch.com)

Rebecca Rivas, The St. Louis American, [rrivas@stlamerican.com](mailto:rrivas@stlamerican.com)

Timothy Godfrey, KMOV, [tgodfrey@kmov.com](mailto:tgodfrey@kmov.com)

### Email Pitch:

**To:** Valerie Schremp Hahn, [vhahn@post-dispatch.com](mailto:vhahn@post-dispatch.com)

**From:** Natalie King, [nking3@live.maryville.edu](mailto:nking3@live.maryville.edu)

**Subject:** Water Safety for Summer

Greetings! I am reaching out to you after reading your article “11 fun ways to see Santa without visiting the North Pole.” I appreciate the family fun you are spreading with the article.

As we prepare for summer, more families will be looking for aquatic sessions for fun activities. The St. Louis Parks and Recreation department will be holding a Water Safe St. Louis event to promote safety around water this summer. In 2014, 15 children in Missouri fatally drowned in pools and other bodies of water. We at the St. Louis Parks and Recreation department would like to see that number decreased and feel our event is a fantastic way to promote water safety.

Attached is the press release for the event. We hope to see you there!

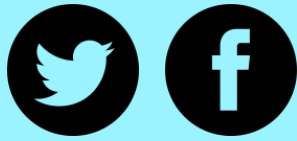
Sincerely,  
Natalie King



# Social Media Plan

## Before the Event

### Social Media To Use What To Do



- Tweet about the event every day
- Share articles about water safety on Facebook
- Create a Facebook event and share it
- Short videos on all platforms with quick water safety tips and plug the event
- Create consistent graphics across all platforms

## During the Event

### Social Media To Use

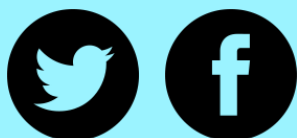


### What To Do

- Photos of families having fun and the activities going on.
- Go live for a little bit to hear what is being said by the lifeguards and a few water safety tips
- Videos of families telling what they have learned
- Videos of lifeguards talking about water safety

## After the Event

### Social Media To Use What To Do



- Tweet about the success of the event and some of the key messages from the day
- Share some remaining videos from lifeguards and families about what they've learned and water safety
- Share more photos from the event
- Continue to share articles and stress the importance of water safety

# Sponsorship Letter

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Natalie King  
650 Maryville University Drive  
St. Louis, MO 63141

December 4, 2017

Cynthia L. Erickson  
American Red Cross Eastern Missouri  
10195 Corporate Square  
Creve Coeur, MO 63132

Dear Ms. Erickson,

Greetings from St. Louis Parks and Recreation. We are looking for sponsors for our Water Safe St. Louis event. The purpose of this event is to teach parents and children essential water safety skills to help prevent drownings in our community.

The American Red Cross Eastern Missouri is an essential part of the St. Louis Community whose outreach is essential to the function of our community. We also believe that your values coincide with our event as part of your organization works with educating people about water safety and rescue skills. As a part of this community we think your organization and others in the area have a responsibility to uphold the best quality of life for those in our community.

By joining us as a sponsor for our event, you are helping us put the event on and allowing us to teach essential water safety skills and help provide life jackets to families in our community. We hope to raise awareness about drownings and prevent more from happening in our community.

Attached is a page explaining the sponsorship packages.

We hope you will join us as a sponsor.

Sincerely,



Natalie King  
Event Planner  
St. Louis Parks and Recreation

# Sponsorship Packages

## Blue Shark- \$50-100



Thanks at Event

Shout Out on Social Media before event

## Tiger Shark- \$100-200

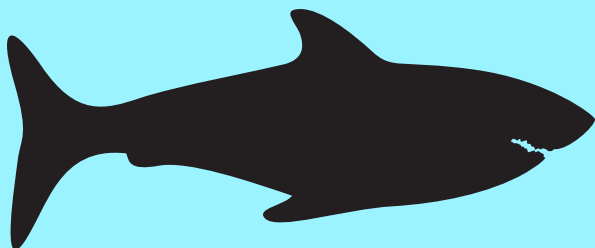


Thanks at Event

A Booth at Event

Shout Out on Social Media before event

## Great White Shark: \$200+



Thanks at Event

Shout out on social Media before event

Featured Booth at Event

Featured Partner for Event

Included as sponsor in all media promotions

# Games

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## Reach-or-Throw Ring Toss

**Objective:** Reinforce the lesson that you reach out for someone or throw them something to a person who is struggling in the water.

**Equipment Necessary:** Ring Buoys, Rope and Hula Hoops as the target to hit when throwing.

**Activity:** Children will get the chance to throw the ring buoys into the hula hoops that are stationed at different distances from the pool deck.

**How to win a prize:** Hit the hula hoop at each distance to win a prize.

## Scavenger Hunt

**Objective:** Get children to recognize the rescue equipment on a pool deck, some of which will be available at pools where a lifeguard is not present.

**Equipment Necessary:** Lists on Paper and a Pen/something to check off what is found.

**Activity:** Parents and children will have ten minutes to wander the pool deck looking for the safety equipment on the list.

**How to win a prize:** Find all of the items on the list in ten minutes.

## The Pledge

**Objective:** Have children pledge to stay safe around water.

**Equipment Necessary:** Paper, crayons and other writing utensils.

**Activity:** Children will draw their hands on a piece of paper and write their pledge.

**How to Win a Prize:** No prize, just fun with crayons.

## Design Your Dream Pool Contest and Coloring Contest

**Objective:** Creative contest to let children's imagination run wild, for ages 6-10. A coloring contest will be held for children under the age of 6.

**Equipment necessary:** Writing utensils, crayons and paper.

**Activity:** Children are invited to draw their dream pool. These images will be hung up at the pool for one week while people pick their favorites.

**How to Win a Prize:** First, Second and Third in each category will get a prize.

# Budget and Evaluation

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## Expenses

Life jackets (for various age groups): estimated \$500

Pool Reservation (unknown, if we create this event through St. Louis Parks and Rec do we have to pay?)

Prizes: \$115.86

- Rubber Ducks- Assorted (100 pieces): \$49.99
- Bubbles (96 count): \$15
- Goggles (48 count): \$55.96

Game Equipment (see GAMES page for more information)

- Hula Hoops: \$20
- Rope: \$14
- Water Rescue Rings: Provided by Facility.
- Paper: \$3.72
- Crayons (bulk 800 count): \$28.15
- Writing Utensils (144 count): \$17.03

Trained Lifeguards and Water Safety Instructors: \$35 each for working event.

Total: Around \$1000

## Revenue

Unknown as of now. This event is primarily to raise awareness on water safety.

## Evaluation

To evaluate this event we will look at the number of life jackets that were traded in or purchased. Along with the number of pledges made and the amount of foot traffic at the venue.



## All About Life Jackets

Remember: Life jackets only work if they are worn.

### When should you wear a life jacket?

Always wear a life jacket when you are boating or rafting and when using inner tubes or personal watercraft.

Children and inexperienced swimmers should wear life jackets when they are in, around and on the water, even with a lifeguard present.

Life jackets should also be worn in open water, at water parks and in other challenging environments, even around cold water and ice.

### Choosing a life jacket

**When choosing a proper life jacket consider the following:**

Pick a life jacket for the type of activity and ensure the life jacket is Coast Guard Approved (it will be in the safety section).

Select a life jacket that fits the user. Consider the weight limits of the life jacket as well as any age limits.

Check that all straps and buckles are in proper working order before wearing the jacket.

### Use the Snug Fit Test

With the life jacket on, place your hands above your head in a touchdown position.

Ask a friend, parent or relative to tug on the shoulders of the life jacket.

If there is any excess space on the shoulders of your jacket, or if it rides up to your chin or face it is not snug enough.





Actively Supervise Children  
whenever around water.  
Even if a lifeguard is present.



Stay within arms reach of young  
children and avoid distractions  
while supervising them.

## Know What to Do in Case of an Emergency

Know when and how to call 9-1-1 or  
your local emergency number.

If you own a home pool or hot tub,  
have appropriate equipment nearby,  
such as items that can be reached or  
thrown to someone in the pool, a cell  
phone, life jackets and first aid kits.

Take a home pool safety course or a  
first aid and CPR/AED course.

Know that every second the  
appropriate care is delayed, there is  
a decreased chance of survival.

## Local Emergency Numbers

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# Water Safety Guidelines



Knowledge is key when it  
comes to water and pool  
safety. Educating children  
from a young age and keeping  
yourself informed can lead  
to a lifetime of healthy safe  
swimming.

## Basic Water Safety

- Swim in areas supervised by a lifeguard.
- Swim with another person, never swim alone.
- Never leave a young child unattended near water.
- Teach children to ask permission to go near water.
- Have young children and inexperienced swimmers wear life jackets when around and in the water.
- Establish Rules for your family and enforce them. Set limits based on each individual's swimming abilities.

- Be cautious around natural bodies of water, even if you don't swim because of cold temperatures, currents and unseen underwater hazards.
- Wear a life jacket while boating.
- Avoid alcohol use around water as it inhibits judgment and ability.



## Precautions for Home Pools

- Install barriers around home pools and hot tubs. Safety covers and alarms can also be added as extra precautions.
- Remove ladders and secure safety cover when not using above ground or inflatable pools.
- Remove other structures that could provide access to a pool including outdoor furniture, climbable trees (place your pool away from all trees) and play-ground equipment.
- Keep toys not in use away from pools and hidden from sight. Toys could attract young children closer to the pool.

## Swimming in Open Bodies of Water

- Always swim near a lifeguard. The chance of drowning at a beach protected by a lifeguard is one in 18 million per year, according to the United States Lifeguarding Association.
- Stay within designated swimming areas. These are usually marked by ropes or buoys.
- Beware rip currents. They are powerful, channeled currents of water that flow away from shore. Rip currents can sweep even the strongest swimmer away from the beach.
- Don't swim in polluted water. Look for flags or signs that may designate the location of polluted water.
- Know your limits. Swimming in open water is different from swimming in the pool. Cold water, currents and other natural forces can undermine even the strongest swimmer.



# Water Safety Scavenger Hunt

Name: \_\_\_\_\_

Answer Copy

Go around the pool and find these things.

Write down the name of each one as you find it. (Each is marked with their name when you find them.)

**Rescue Tube**

I am a lifeguard's right-hand companion. I am red and float when tossed in the water.

**Depth Markers**

I tell you how deep the water is as you swim around the pool.

**Pole (Hook Pole)**

I can reach out to people, who may not be far, but safety is my priority, so don't jump, reach out with my metal arm.

**Ring Buoy**

I can also be thrown to someone who needs help within the water, I am bright orange and can be thrown out farther.

**Lifeguard Stand**

The lifeguards sit on me to see near and far. Be sure that you can see me from anywhere in the pool you are.

**Life Jacket**

I hug you close and help you float as you swim the day away. Make sure you have me on if you are in harm's way.

**Backboard**

People get strapped to me when they are in harm's way. I stabilize their back and help to save the day.

**Umbrella**

I keep you cool in the summer sun because a sunburn is no fun for anyone.

**Guard Rail**

I sit beside the pool to help people get in. Do not climb or play on me, just get in the pool and swim.

**First Aid Station**

When you get a scrape or see some blood, I come into use and treat each injury with love.

**Phone**

You use me to talk to people when you need help. Be sure to talk clearly do not scream or yelp.

**Lane Lines**

I stretch the pool to warn you when the water gets too deep. Be sure you have permission before you swim past me.

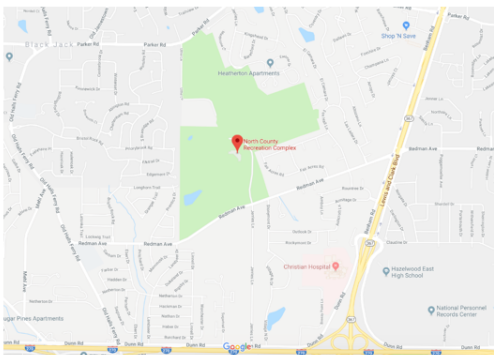
# Water Safe St. Louis Mail Chimp Newsletter

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## Are you ready to make a splash this summer?

Do you know some essential water safety skills this summer? If you said no to either of these questions, join St. Louis Parks and Recreation on Saturday May, 19 for Water Safe St. Louis.



### Upcoming Event


Water Safe St. Louis is an educational and fun event for children and parents.

It will be held May 19 at the North County Recreation Complex Aquatic Center from 12:30-2:00 p.m.

# Event Content Calendar

**Event Content Calendar** ☆ ⊕ Public


**Before**



**Water Safe St. Louis**  
May 19  
12:00- 2:30 p.m.  
North County Recreation Complex Waterpark

Create a Facebook Event

🕒 Mar 14, 2018 📋 🔗 1





**#WATERSAFESTL**

#WaterSafeSTL

Add a card...

**During**



**Featured Sponsor**  
 **American Red Cross**

Meet the Sponsors

📋 🔗 1

Photos of the Event


📋

Highlight important parts of event with video and quotes

Why water safety

Add a card...

**After**



**Thank You!!**  
#WaterSafeSTL

Thanks to sponsors and attendees

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Continue to use hashtag

📋

Share best photos of event in album for facebook

Tweet out some of the best photos

Add a card...

See the Full Calendar at  
<https://trello.com/b/E8i64dTZ/event-content-calendar>



# Social Media Images

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**Ask A Lifeguard  
Twitter Takeover  
May 1 at 3 p.m.**

#WaterSafeSTL

**Water Safe St. Louis**

**May 19  
12:00-2:30 p.m.  
North County Recreation Complex**

**#WaterSafeSTL**

**Featured Sponsor**



**American  
Red Cross**

**Thank You!!**

#WaterSafeSTL



**3 Days  
#WaterSafeSTL**

Water Safe St. Louis 20



# Schedule of Events

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## Water Safe St. Louis

### Schedule of Events

12:00- Welcome Speech and introduction from lifeguard staff

12:15-1:30 - Full family water safety skills lesson

1:30-2:20 - Water-based games area open

1:30-2:20 - Lifejacket sizing and trade-in

2:20 - Closing remarks