



USACE Galveston Water Safety Program

2011 Maj. Gen. Keith L. Ware Awards Submission
USACE Herbert A. Kassner
Community Relations, Category B

Contact:

Sandra Arnold, APR+M or Isidro Reyna, APR

Public Affairs Officers

U.S. Army Corps of Engineers, Galveston District

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Reply to
Attention of:

DEPARTMENT OF THE ARMY
GALVESTON DISTRICT, CORPS OF ENGINEERS
P.O. BOX 1229
GALVESTON, TEXAS 77553-1229

MEMORANDUM: Office of the Chief of Public Affairs, U.S. Army ATTN: 2011 MG Keith L. Ware Public Affairs Competition

SUBJECT: Nomination for "USACE Galveston Water Safety Program" MG Keith L. Ware Community Relations Category B Program Award

1. I strongly recommend the selection of the U.S. Army Corps of Engineers' Galveston District's Public Affairs Office for the Department of the Army MG Keith L. Ware Community Relations Award for Category B: Program, for outstanding achievement in the realm of community relations by public affairs professionals.
2. In 2011, the Galveston District Public Affairs Office launched an aggressive Water Safety public awareness campaign to aid the district, the Southwestern Division and the Corps in achieving its goals of increasing water safety awareness and reducing water-related fatalities by 50 percent over fiscal year 2010. The district's PAO coordinated with staff to implement creative, low-cost and no-cost solutions to maximize outreach efforts and manage water safety communication messages to a potential audience of six million people. These efforts were strategically synchronized and nested within SWD's 2011 Campaign Plan of communicating strategically and transparently.
3. The Galveston PAO successfully partnered with numerous local organizations, agencies, community leaders and the public to maximize its resources and implement a program that included many "firsts." The district received proclamations from community leaders designating April 1, 2011, as the USACE Galveston District's Water Safety Program Kick-off Day; created and aired radio water safety public service announcements; contracted with Houston movie theaters to play water safety PSA's; coordinated with the Chamber of Commerce to disseminate water safety messages to local businesses; and was instrumental in having the Texas State Legislature declare April as Water Safety Month in Texas.
4. The 2011 Water Safety Program successfully united ours citizens and our communities in a fight against the second leading cause of fatalities in children under the age of 13 and succeeded in realizing a zero water-fatality rate on Corps owned property within the district. This effort has improved public safety at our lakes, recreational areas and public facilities for generations to come.
5. Point of contact is the undersigned at (409) 766-3001.

A handwritten signature in black ink, appearing to read "Chris W. Sallese".

CHRISTOPHER W. SALLESE
Colonel, EN
Commanding

Coastal Custodians Building Strong!



DEPARTMENT OF THE ARMY
GALVESTON DISTRICT, CORPS OF ENGINEERS
P. O. BOX 1229
GALVESTON, TEXAS 77553-1229

CESWG-PA

Jan. 25, 2012

MEMORANDUM

TO: Mr. Bernard Tate
Manager, Herbert A. Kassner/Maj. Gen. Keith L. Ware Awards Program
Headquarters, U.S. Army Corps of Engineers Public Affairs Office
Washington, D.C.

FROM: Ms. Sandra Arnold, APR+M
Chief, Public Affairs
U.S. Army Corps of Engineers Galveston District Public Affairs Office
Galveston, Texas

SUBJECT: Nomination for "USACE Galveston Water Safety Program" MG Keith L. Ware Community Relations Category B Program Award

FROM:

1. I strongly recommend the selection of the U.S. Army Corps of Engineers' Galveston District's Public Affairs Office for the Department of the Army MG Keith L. Ware Community Relations Award for Category B: Program, for outstanding achievement in the realm of community relations by public affairs professionals.
2. In January 2011, Southwestern Division Commander Gen. Thomas Kula announced a "bold" goal of a 50 percent reduction in public fatalities from fiscal year 2010 levels and sought to work collaboratively, share good ideas and influence those we work with at our various facilities to try to reduce public fatalities at the U.S. Army Corps of Engineers' Southwestern Division lakes, recreational areas and public facilities.
3. The USACE Galveston District's Public Affairs Office accepted the challenge of implementing a strategic communication's plan that incorporated new and innovative ways to educate the public and partner with our community leaders, volunteers and citizens to help us reduce public fatalities and improve public safety.
4. With the successful launch and implementation of the "safety first" and "water-aware" message, the USACE Galveston District's PAO solidified the Corps' role as a leader in public safety – exceeding its goals and objectives.
5. Point of contact is the undersigned at (409) 766-3005.

A handwritten signature in cursive script, appearing to read "S. Arnold".

Sandra Arnold, APR+M
Chief, Public Affairs
USACE Galveston District



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For additional information, please contact:

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Situation Analysis

USACE Galveston Water Safety Program

With nearly 12 million acres of land and water in its portfolio, the U.S. Army Corps of Engineers (USACE) is the leading provider of outdoor recreation on all federally-managed public lands in the United States.

Responsible for more than 11,400 miles of shoreline, 90 lakes and 1,172 recreation sites in its area of operation, the USACE Southwestern Division (SWD) consisting of four district offices in Fort Worth; Galveston, Texas; Little Rock, Ark., and Tulsa, Okla.; provides water-based recreational opportunities to the public, boasting the most visited recreational areas in the Corps.

Though water safety has been a top priority for the Corps, sadly, water-related deaths at SWD Corps recreational areas maintained a steady fatality rate averaging 52 deaths per year over the last five years with a slight dip to fiscal year 2007 levels of 49 deaths in FY2010.

In response to the alarming number of deaths, the two-person USACE Galveston District Public Affairs Office (PAO) launched an aggressive water safety community outreach and public information campaign in *January 2011* to educate those who use its facilities, enhance the commitment of community leaders and stakeholders to assist in executing its mission to promote public safety, and reduce public fatalities by 50 percent from the previous fiscal year.

Research:

The PAO's research portion of this water safety program's communication campaign was based largely on secondary research gathered from the *Texas State Child Fatality Review Team Committee Position Statement: Water Safety for Children*, coauthored by Galveston District Park Ranger Kristine Brown. The PAO staff conducted the following research:

Secondary Research: A media analysis to research local concerns regarding water safety and fatalities. Safety concerns regarding Galveston jetties prompted staff to revisit and assess Corps-built jetty structures.

Primary Research: Field visits to the breakwaters to inspect signage and to ensure important safety messages were in place warning recreational fishers and beachgoers of potential dangers of using the rock structures as a recreational feature.

Formal, Secondary Research: Through fact finding, staff directly obtained answers to questions on water-related statistics needed as part of key messaging.

Informal, Secondary Research: Obtained research data and statistics through Internet Web searches and from the USACE SWD Water-Related Fatalities Data Summary.



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Situation Analysis

USACE Galveston Water Safety Program

A brief summary of research findings concluded:

- In 2010, 113 children drowned in Texas - the most since the Department of Family and Protective Services began its count in 2005. (DFPS)
- Most at risk: According to the CDC, the populations most at risk in America include: **Males:** Nearly 80 percent of people who die from drowning are male; **Children:** Children ages 1 to 4 have the highest drowning rates; **Minorities:** The fatal drowning rate of African American children ages 5 to 14 is 3.1 times that of white children in the same age range. For American Indian and Alaskan Native children, the fatal drowning rate is 2.3 times higher than for white children. (Center for Disease Control)
- Participation in formal swimming lessons can reduce the risk of drowning by 88 percent among children aged 1 to 4 years. (CDC)

Research was the foundation in which this successful campaign was launched and was used throughout all stages of this communications plan to enable staff to clearly define planning requirements, goals and objectives; direct which strategies and tactics to implement; assist staff in identifying key audiences to implement the best methods of communicating, as well as shape effective command messages throughout the execution and evaluation phases.

Planning: Data obtained from informal and formal methods, content analysis, as well as primary and secondary research provided the PAO team with an accurate depiction of the current operating environment and guided the team in developing key talking points, strategies, tactics, crafting effective messages, identifying audiences, working with media and prioritizing vulnerabilities early in the planning and decision-making process and helped to develop the following campaign goals:

Goal 1: To increase knowledge of water safety to children in urban areas, as well as the general population, to promote and raise awareness of the importance of learning to swim and achieving water confidence.

Goal 2: To collaborate with existing local partners, community leaders and organizations throughout 2011 to prevent water-related fatalities.

Goal 3: To engage traditional media (television and print) to assist with increasing knowledge of practical water safety skills among Galveston District residents.

Goal 4: To employ social media to promote the district's water safety initiative.

The communications plan identified community concerns; confirmed the value of developing relationships with media; reinforced the importance of knowing our audiences; identified the growing need to implement social media into public service communications; and underscored the need to bring attention to this unnecessary loss of life.



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Situation Analysis

USACE Galveston Water Safety Program

Execution: In response to the alarming number of deaths, the two-person USACE Galveston District Public Affairs Office (PAO) launched an aggressive water safety community outreach and public information campaign in 2011 to educate those who use its facilities, enhance the commitment of community leaders and stakeholders to assist in executing its mission to promote public safety, and reduce public fatalities by 50 percent from the previous fiscal year.

Successfully addressing this challenge demanded a cooperative and integrated effort that moved beyond jurisdictional boundaries and embraced local communities at risk in the State of Texas – communities with an abundance of outdoor recreation involving water activities on public beaches, swimming pools, boating and other aquatic-related activities.

Partnering with nearly a dozen nationally recognized water-safety organizations, staff engaged in 22 community outreach events to educate the community about the importance of learning to swim and taking safety precautions when recreating on the water; garnered the support of nearly 20 community leaders; made one-on-one contact with nearly 5,000 adults and children; and reached a combined audience of over one million through various media outlets. Galveston District employee integrated innovative ways to reach a wide audience with its water

safety message including co-authoring a bill that was passed by the Texas Legislature to recognize April as Water Safety Month in Texas; PSA placement in theaters (reaching 10,000), using social media in a safety program to promote awareness (reaching 550), message distribution through the chamber of commerce e-newsletters (reaching 5,000), and creating radio PSAs (reaching 36,000) that were broadcast via radio stations along the Texas Coast.

Evaluation: A review of the data revealed that all communication campaign goals and objectives were exceeded. Social media analytics, media clip scanning for message placement and pitched stories, and a comparison of the Southwestern Division's fatality data from FY10 and FY11 were used to assist the PAO in evaluating the success of water safety communications campaign.

The positive media coverage of the USACE Galveston District's Water Safety Program reached an audience of more than one million and generated about 31,600 search results on Google, it was the first time social media was used in the district to promote a safety campaign and was in keeping with the original campaign plan. The USACE Galveston District's coordinated efforts enabled the district to achieve its goal in supporting the division commander, realizing zero water fatalities during FY11 and become a driving force behind the passing of the state's



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Situation Analysis

USACE Galveston Water Safety Program

legislation to recognize April as Water Safety Month in Texas – bringing awareness to more than 25,145,561 Texans (2010 Census) of this growing problem that unnecessarily claims the lives of approximately 100 people each year.

Social media analytics, media clip scanning for message placement and pitched stories, and a comparison of the Southwestern Division’s fatality data from FY10 and FY11 were used to assist the PAO in evaluating the success of water safety communications campaign.

Though the SWD did not reach its goal of achieving a 50 percent reduction in water-related fatalities from fiscal year 2010 levels, data gathered in FY10 and compared to FY11 reveals a zero increase in USACE Galveston District’s water-related fatalities while all other districts within the division experienced an increase in fatalities. The PAO concluded that the district’s water safety campaign reached its intended audiences and directly contributed to a zero increase in water-related deaths within the USACE Galveston District.

The USACE Galveston District has a long history of leading the way in safety initiatives. With a “safety first” and “water-aware” message to share, staff solidified the Corps’ role as a leader in public safety – exceeding its goals and objectives detailed in this submission.



Picnic in the Park at Barker Reservoir, Houston, Texas, with the USACE water safety mascot “Bobber” the Water Safety Dog.



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Research

**2011 Maj. Gen. Keith L. Ware Awards Submission
Community Relations, Category B
USACE Galveston Water Safety Program**



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Research:

About the USACE Galveston District

The USACE Galveston District, established in 1880 and fondly known as the “Custodians of the Coast,” plays a key role in America’s well-being by keeping waterways open for navigation and commerce and serves the nation as part of the world’s largest public engineering, design and construction management agency.

Encompassing the Texas coast from Louisiana to Mexico; an area that spans across 50,000 square miles, contains more than 1,000 miles of channels (750 deep-draft and 250 shallow-draft) serving 28 ports, and 700 miles of coastline, the district successfully executes its mission of providing vital public engineering services in peace and war to strengthen the nation’s security, energize the economy and reduce risks from disasters.

With its 350 dedicated professionals the Galveston District continues to provide valuable navigation, flood risk management, ecosystem restoration, shoreline protection, regulatory (which issues more than 2,500 permits annually), military construction and emergency management services to the nation and remains fully committed to continuing its mission of building strong.

“93% of the people who go swimming every summer can’t swim more than 40 yards at a stretch, if at all!”

Richard Hawk, safety professional



Research and Strategy Overview

With coastal engineering being the district’s primary mission, the USACE Galveston District staff have naturally made water safety a top priority. Wanting to enhance current efforts, the PAO devised a campaign strategy that focused on partnering with local communities to implement an aggressive water safety awareness campaign to educate visitors at Corps lakes, recreational areas and public facilities.

As part of the research phase, the PAO sought to identify specific audiences prior to the campaign’s launch. Areas with high concentrations of water-related recreational deaths would be targeted, as drowning is the second leading cause of unintentional injury-related death among Texas children (with vehicle accidents being number one).

The scope of the problem exceeded the ability of any one agency, state, federal or local, to address on a comprehensive basis. It required the commitment of local agencies and communities in order to ensure success.



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Research:

USACE Southwestern Division Research Data

Researched compiled from the Southwestern Division's data showed the following facts for FY10:

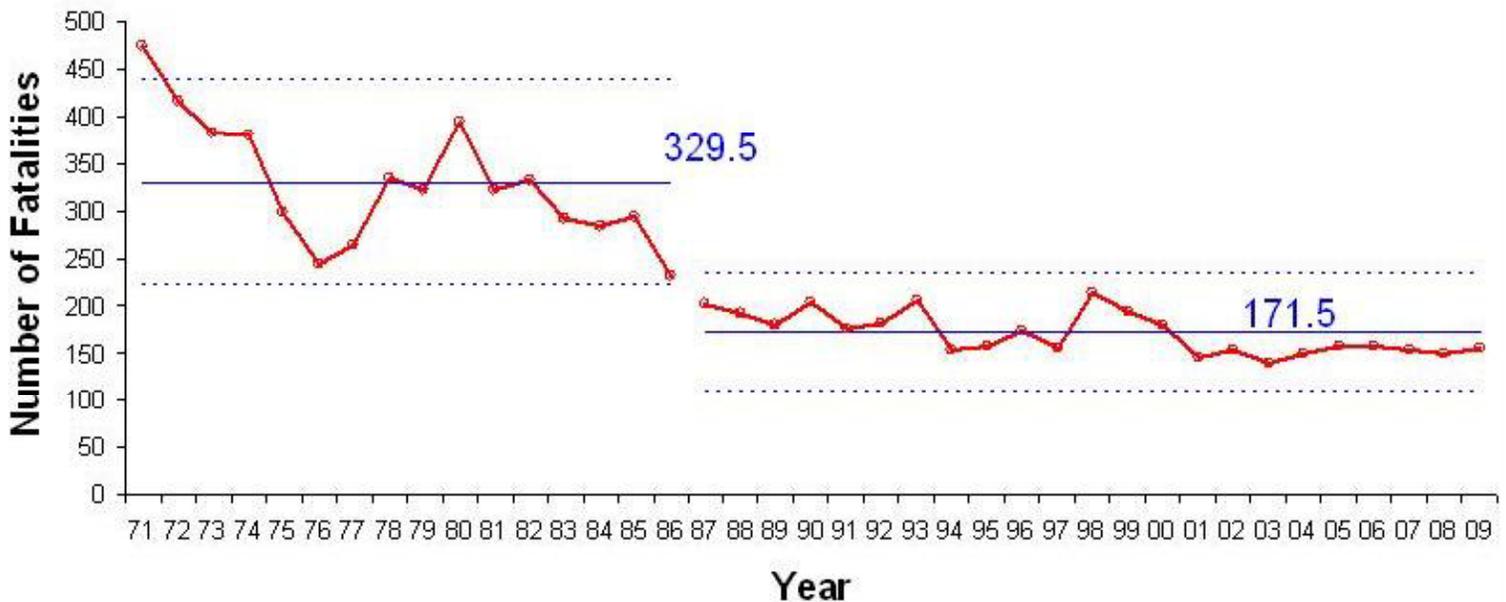
- Majority of water-related deaths resulted from swimming (43 percent) followed up by boating (17 percent).
- Water-related fatalities affect all age groups with the largest percentage of fatalities occurring in groups aged 19-33 (31 percent); followed by 34-49 (29 percent); 0-18 (22 percent); and 50-78 (14 percent). The age of four percent was unknown.

•Deaths occurred mostly in the evening with a significant increase in fatalities after 6 p.m., while the least amount occurred from midnight to noon.

•Fatalities occurred predominantly on the weekends with a significant increase taking place on Thursday and increasing until Sunday.

In short, the PAO team learned that water-related deaths occurred predominantly when people were swimming or boating, either in the afternoon or evening, affected all age groups and tended to occur toward the end of the week with the highest fatalities happening on Saturday and Sunday.

Water-Related Fatalities on USACE Property



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Research:

USACE Southwestern Division Water-Related Fatalities Data Summary FY98-FY11

| Gender | | % |
|--------------|------------|-------|
| Female | 96 | 11.3% |
| Male | 743 | 87.7% |
| Unknown | 8 | 0.9% |
| Total | 847 | |

| 10 Year Age Groupings | | |
|-----------------------|-----|------------|
| Age 0-9 | 6% | 51 |
| Age 10-20 | 23% | 199 |
| Age 21-30 | 23% | 192 |
| Age 31-40 | 16% | 133 |
| Age 41-50 | 13% | 106 |
| Age 51-60 | 10% | 84 |
| Age 61-70 | 5% | 41 |
| 71 & Over | 3% | 28 |
| Age Unknown | 2% | 13 |
| Total | | 847 |

| Other Common Age Groupings | | |
|----------------------------|-----|-----|
| 13 and under | 10% | 82 |
| Age 14-17 | 10% | 86 |
| Ages 18-35 | 40% | 342 |
| Ages 36-53 | 24% | 206 |
| Age 54+ | 14% | 118 |

| Cause | | |
|--------------------------------|-----|-----|
| D = Drowning | 739 | 87% |
| T = Trauma | 64 | 8% |
| DH = Hypothermia | 22 | 3% |
| M = Medical | 6 | 1% |
| ***CO = Carbon Monoxide | 2 | 2% |
| U = Unknown | 14 | 0% |

| ****Swimming Fatalities D/U | | % |
|-----------------------------|------------|-----|
| D=Designated Area | 51 | 16% |
| U=Undesignated Area | 262 | 84% |
| Total | 313 | |

| **Alcohol/Drug | | % |
|----------------|-----|-----|
| YES | 190 | 22% |
| NO | 447 | 53% |
| Unk | 196 | 23% |
| Suspected | 14 | 2% |

| Wearing PFD | | % |
|-------------|-----|-------|
| YES | 44 | 5.2% |
| NO | 752 | 88.8% |
| Unknown | 33 | 3.9% |
| *N/A | 18 | 2.1% |

*Above charts have been updated to include FY11 data as the campaign began in January 2011.

*New not applicable category in PFD section in FY06

**FY06 combined alcohol/drugs to summarize with FY98-05

***Started tracking in FY06 as a new cause

****Includes only swimming-related drownings when location is known

The PAO's research portion of this water safety program's communication campaign was based largely on secondary research gathered from the *Texas State Child Fatality Review Team Committee Position Statement: Water Safety for Children*, coauthored by Galveston District Park Ranger Kristine Brown. Additionally, the PAO staff conducted the following:

- Secondary Research:** A media analysis to research local concerns regarding water safety and fatalities. Citizens' concerns brought attention and an early warning of an emerging issue at the Galveston jetties, allowing the PAO to take immediate action at the Corps-built structures.
- Primary Research:** Field visits to the breakwaters to inspect signage and to ensure important safety messages were in place warning recreational fishers and beachgoers of potential dangers of using the rock structures as a recreational feature.
- Formal, Secondary Research:** Through fact finding, staff directly obtained answers to questions on water-related statistics needed as part of key messaging.
- Informal, Secondary Research:** Obtained research data and statistics through Internet Web searches and from the USACE Southwestern Division Water-Related Fatalities Data Summary.



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Planning

**2011 Maj. Gen. Keith L. Ware Awards Submission
Community Relations, Category B
USACE Galveston Water Safety Program**



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Planning:

In January 2011, the Galveston District participated in the Southwestern Division's annual water safety conference to kick off the Water Safety Program.

The USACE Galveston District PAO called on various staff elements, including the district's Safety Office and Water Safety Program manager to establish goals and objectives necessary to develop a successful plan.

Research methods employed prior to the implementation of this public service campaign, coupled with a newly-developed strategic communications plan, provided the PAO team with a solid way forward and set the stage for the successful implementation of the execution and evaluation phases.

Data obtained from informal and formal meetings, content analysis, emails as well as primary and secondary research provided the PAO team with an accurate depiction of the strengths, weaknesses, opportunities and threats and helped guide the team in developing key talking points, strategies, tactics, crafting effective messages, identifying audiences, working with media and prioritizing vulnerabilities early in the planning and decision-making process.

In addition, the district's team was assigned specific roles which included identifying spokespersons, internal communicators, as well as community liaisons. The PAO reviewed prior water safety activities implemented by the district and developed an aggressive communications plan.

After a careful review of the team's research, and understanding the district commander's intent, the PAO developed the following goals to assist the Southwestern Division in achieving a 50 percent reduction in water-related fatalities from fiscal year 2010 levels:

Goal 1: To increase knowledge of water safety to children in urban areas, as well as the general population, to promote and raise awareness of the importance of learning to swim and achieving water confidence.

Objective: Develop at least two innovative ways to educate a minimum of 5,000 children and adults about water safety by Dec. 31, 2011.

Tactics:

- Create radio public service announcements
- Contact local movie theaters to have water safety PSA placements run
- Hold water safety events at Corps locations throughout the Galveston District
- Place USACE's National Water Safety website on the homepage of the Galveston District's site
- Visit area schools and participate in community events with Bobber the Corps' Water Safety Dog and Mascot; hand out water safety tips and promotional items with key messages
- Disseminate Corps' water safety material

Goal 2: To collaborate with existing local partners, community leaders and organizations throughout 2011 to prevent water-related fatalities.

Objective: Garner the support of at least five influentials within the Galveston District to endorse and support the Corps' Water Safety Program by Dec. 31, 2011.



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Planning:

Tactics:

- Participate in partner organization’s water safety initiatives
- Encourage the Chamber of Commerce to disseminate Corps’ water safety messages to members via their weekly newsletter
- Distribute water-related news releases to the U.S. Coast Guard so they may send a “Notice to Mariners” as a safety precaution when operating boats near Corps’ projects
- Include messaging in Corps monthly newsletters
- Obtain water safety proclamations from city and county governments
- Actively participate with established water safety organizations

Goal 3: To engage traditional media (television and print) to assist with increasing knowledge of practical water safety skills among Galveston District residents.

Objective: To educate a minimum of 100,000 children and adults about water safety by Dec. 31, 2011.

Tactics:

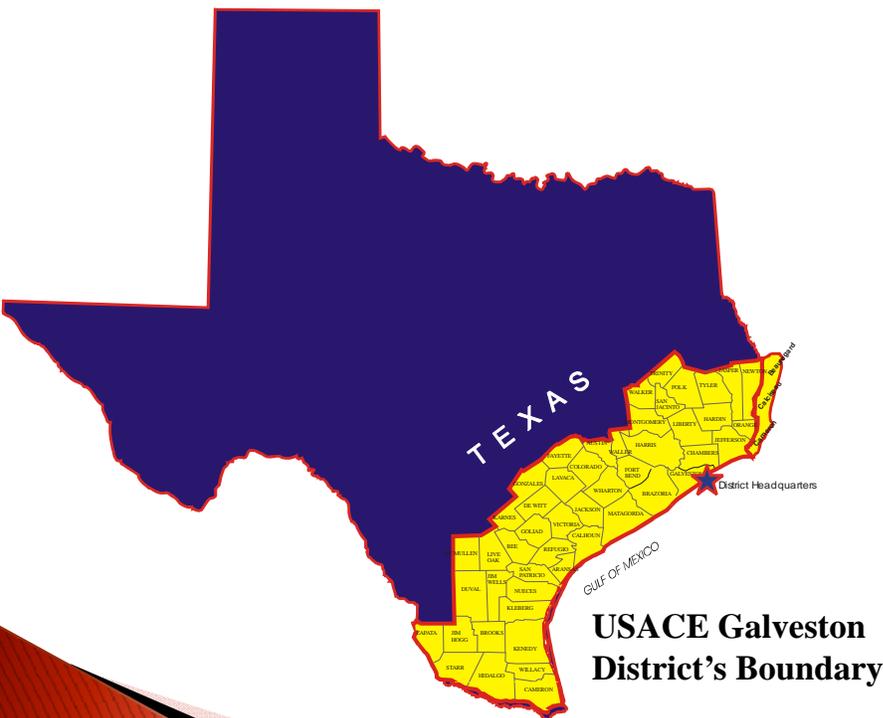
- Distribute media advisories announcing events and outreach activities distribute through the Defense Video & Imagery Distribution System (DVIDS)
- Inspect and install additional caution signage in high-risk areas including jetties and invite the media to cover the story
- Create fact sheets and frequently asked questions to distribute to local media
- Pitch local media about Corps’ Water Safety Program

Goal 4: To employ social media to promote the district’s water safety initiative.

Objective: Engage an audience of 1,500 using social media to promote swimming and boating safety by Dec. 31, 2011.

Tactics:

- Create online community presence on Twitter, Facebook, YouTube sites to disseminate water safety messages and upcoming event information:
- www.facebook.com/GalvestonDistrict
www.twitter.com/USACEgalveston
www.youtube.com/GalvestonDistrict
- Include social website addresses media sites on all internal and external publications



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Planning:

The USACE Galveston District PAO sought to better coordinate efforts to prevent drowning and provide outreach to local communities to maximize public awareness of the second leading cause of unintentional injury-related death among Texas children.

Implementing a cooperative and integrated effort that moved beyond jurisdictional boundaries and embraced local communities at risk in the State of Texas, the PAO partnered with local community leaders to implement the following strategies:

1. Outreach to communities, internal audiences, and local/regional organizations;
2. Progress reporting to local, state, and federal elected officials; and
3. Invest in community relationships;
4. Media Outreach.

Outreach is designed to meet awareness and knowledge objectives in target audiences. This includes presentations to local or regional organizations and governmental bodies; targeted, local media stories aimed at reaching local community audiences; making use of the Internet and social media sites to provide information and placing articles in internal newsletters.

Periodic progress reporting to local, state, and federal elected officials is also designed to meet awareness and knowledge objectives, emphasizing that actions are being taken. This includes providing staff briefings to state and local elected representative, field or site trips, presentations. An interagency emphasis is particularly important to help communicate the message of cooperation and integration.

Briefings and field/site trips focus on steps the USACE Galveston District is taking to address water-safety related fatalities at USACE sites and discuss potential actions USACE Galveston District can take to help local communities reduce drowning.

Invest in community relationships by providing assistance to communities in planning actions that help reduce the threat of water-related fatalities. This involves offering a site assessment of communities and organizations recreational areas and assisting them in building a water safety plan, increasing awareness of grant resources and providing assistance in developing grant proposals.

The PAO team researched and identified a diverse, influential group of community officials and organizations to become involved in the Corps' efforts, as the Texas coastal area is home to a variety of distinct communities and media markets.

The PAO chose to concentrate efforts in the following Texas markets:

- Corpus Christi
- Harlingen/Weslaco/Brownsville/McAllen
- Houston/Galveston/Beaumont
- Victoria/Matagorda

The USACE Galveston District has been an integral part of the coastal community for 131 years, providing vital public engineering services to areas along the Texas coast. Staff has cultivated strong relationships within the communities in which they live, work and play.



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Planning:

Key Messages

1. The U.S. Army Corps of Engineers provides recreational opportunities to the public through our parks and recreational areas.
2. As the leading provider of outdoor recreation on all federally-managed public lands in the U.S., the Corps has a dedicated focus on water safety by putting **“safety first”** and becoming **“water aware”** when participating in water-related recreational activities.
3. The Corps understands the important role that education plays in saving lives and requests the assistance of community leaders, volunteers and the public to partner with us to help reduce public fatalities and improve public safety at our lakes, recreational areas and public facilities.
4. 3. The Corps encourage residents to raise their awareness of water recreation safety issues and participate in water-safety programs conducted by trained and certified professionals.
5. Drowning is the number two fatality in the U.S. for children 13 years and younger, with vehicle accidents being number one.
6. Wear life jackets when participating in water-related activities.
7. Never leave children, especially those under five years of age, unsupervised near water.
8. Siblings are not a replacement for adult supervision.
9. All children under the age of three years should be constantly supervised in the bath by an adult.
10. The USACE Galveston District has a long history of leading the way in safety initiatives and is actively involved in providing solutions of choice to hurricane and coastal storm damage for the protection of life and property and contributing to the safety, economic success and quality of life of local communities by reducing the risk for flooding along the Texas coast.

Budget

Working with a budget of \$1,750, the USACE Galveston PAO relied on in-house equipment to implement the successful campaign, writing all articles, and shooting photos using a digital camera. All products were part of the staff’s regular duties at no additional expense to the district. All promotional items were provided to the district office by the Corps’ National Water Safety Office at no additional cost to the district. Of the amount budgeted, \$1,632 was spent on public safety advertising in Houston area theaters. Office supplies averaged approximately \$100.

In total, staff secured more than \$40,000 in free media coverage of positive stories via radio, television, and newspaper and in-house public information coverage which included the publication of water safety articles in internal publications including the *Pacesetter* and *Sand Castle*.



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Planning:

| Action | Responsibility | Date/Time Action Will Occur | Method of Action |
|--|--|-----------------------------|--|
| Strategic communications plan developed | PAO/Safety Office/Water Safety Program Manager | January | Electronic document |
| Establish and continually update websites to incorporate current news, and include links to other relevant websites. Market this site out to target audiences. | PAO/Safety/Water | ASAP and then ongoing | Web |
| Develop project brochure | PAO/Safety/Water | As needed | Print, Web |
| Develop op-ed Pieces | Commanding officer, PAO/Safety/Water | As needed | Print, Web |
| Produce updates for quarterly and monthly newsletters, <i>Pacesetter</i> and <i>Sand Castle</i> | PAO/Safety/Water | As needed | Print, Web |
| Identify potential news articles, feature stories about water safety initiatives and prepare print and electronic media material for distribution to local media to encourage engagement opportunities | PAO | Ongoing | Broadcast, print/Web |
| Employ social media sites (Twitter, Facebook, and YouTube) to enhance awareness, communications and messaging | All | Ongoing | Web |
| Participate in appropriate conferences, workshops, seminars and other civic/community events to provide information about our recreational facilities | All | Ongoing | In person |
| Create recreational facilities fact sheet | All | As needed | Printed document/electronic for websites |
| Distribute water-related news releases to the U.S. Coast Guard so they may send a "Notice to Mariners" as a safety precaution when operating boats near Corps' dredging projects | PAO | As needed | Email/Web |
| Provide promotional items to stakeholders | All | As needed | Printed documents & giveaways |
| Evaluate communications needs quarterly to determine needed revisions to this plan | All | Quarterly | Electronic document |
| Encourage/engage all targeted audiences through community outreach initiatives (press conferences, media interviews, events) | All | Ongoing | Printed brochures, web sites, Web blogs, in person, TV/radio broadcast |
| Exhibit/display and a plan for using it | All | As needed | |
| Public and media tour of USACE recreational facilities | All | As needed | In person |





Planning:

SWOT ANALYSIS



*The USACE Galveston District has been part of the community for 131 years and has cultivated strong relationships with local community leaders, non-profit organizations and residents along the Texas coast.

*Support of division and district leadership.

Strengths



*Many adults view water safety as an issue that only affects children when in fact all age groups are susceptible to water-related fatalities.

*People maybe embarrassed to admit they are unable to swim and therefore won't seek to participate in any water-safety related programs.

Weaknesses



*Capitalize on established community relationships to promote water safety to save lives and educate residents about Corps' facilities.

*Work with partners to propose a bill that encourages the State of Texas to recognize April as Water Safety Month.

*Houston, the 4th largest city in the nation, is home to hundreds of thousands of minority children, a high at-risk population.

Opportunities



*Looming budget cuts and a depressed economy could threaten to reduce funding for Corps' and public recreational components, which could decrease park rangers at USACE projects and lead to the temporary closure of public swimming facilities.

*Complacency regarding water safety.

Threats

Target audiences. While the PAO team's goal was to educate the general population residing within the USACE Galveston District, staff recognized the necessity to reach children residing in urban areas and low-income households. Additionally, the PAO staff sought to educate Corps employees and community leaders about the district's water safety initiatives.



Building Strong!



Planning:

After identifying markets, the PAO team targeted the following officials, communities and organizations for partnership purposes:

1. Federal, state, local elected officials, including:

- U.S. Congressman and Presidential Candidate Ron Paul
- Cameron, Nueces and Matagorda county commissioners
- Houston and Galveston mayors and city councils

2. Communities and organizations including:

- Boy and Girl Scouts
- Galveston Chamber of Commerce
- Galveston, Houston and Matagorda Independent School Districts
- Houston Safe Boating Council
- Mental Health and Mental Retardation Authority of Harris County
- Safe Kids Greater Houston
 - American Red Cross
 - Houston Children's Museum
 - Outdoors/Fishing-related stores
 - YMCA
- U.S. Coast Guard

3. USACE employees

4. Media including:

- Anahuac Progress
- Bay City Tribune
- Beaumont Enterprise
- Brownsville Herald
- Corpus Christi Caller-Times
- Guidry News
- Houston Chronicle
- Matagorda Advocate
- Victoria Advocate
- Local ABC, CBS, NBC and Fox TV stations
- Local radio stations

General Resources

- American Academy of Pediatrics
- American Red Cross - Swimming and Lifeguarding
- Centers for Disease Control National Center for Injury Prevention and Control - Drowning Prevention Fact Sheet
- Clear Danger: A National Study of Childhood Drowning and Related Attitudes and Behaviors
- SAFE KIDS - Drowning Injury Facts
- SAFE KIDS - Water Safety Tips
- World Congress on Drowning Proceedings

The detailed communications effort guided and assisted the team in speaking with one voice; encouraged transparency (to discuss the deaths that occurred at Corps' facilities); identified community concerns; confirmed the value of developing relationships with media; reinforced the importance of knowing our audiences; identified the growing need to implement social media as a cornerstone of public service communications; underscored the need to maintain credibility as well as the need to bring attention of this unnecessary loss of life to citizens.

According to the National Drowning Prevention Alliance, drowning is the second leading cause of death due to unintentional injury for children in the United States. This amounts to roughly 10 people every day who pass away due to something that could have been prevented through proper education.



Building Strong!



Execution

**2011 Maj. Gen. Keith L. Ware Awards Submission
Community Relations, Category B
USACE Galveston Water Safety Program**



Building Strong!



Execution:

Community Engagement

It is widely accepted that everything is bigger in Texas. The USACE Galveston District PAO ensured the water safety program was no different, partnering with local governments across the state in order to proclaim April 1, 2011, as USACE Galveston District's Water Safety Program Kick-off Day.

On March 24, 2011, the City of Galveston presented USACE Galveston District Commander Col. Christopher W. Sallese and Twila Lindblade, a representative of **U.S. Congressman Ron Paul's office**, with a proclamation supporting the Corps' efforts to communicate water safety information to families.

City of Galveston Mayor Joe Jaworski urged each and every citizen to join in recognizing this day, in addition to thanking Col. Sallese for the Corps' efforts in repairing the Galveston Seawall following damage sustained from Hurricane Ike.

The **County of Matagorda** presented a similar proclamation March 28, **Nueces County** March 30 and **Cameron County** March 31.

Additionally, the **City of Houston** presented Safe Kids Greater Houston (of which the district is a member of) with a water safety proclamation to kick off "**April Pools Day**," an educational water safety campaign in the greater Houston community.



USACE Galveston Commander Col. Christopher W. Sallese, Corps Park Ranger Kristine Brown and "Bobber" the Water Safety Dog accept a proclamation from the mayor of Galveston.



Corps staff accept a proclamation from Nueces County Commissioners in Corpus Christi, Texas.



Building Strong!



Execution:



Matagorda Independent School District Visit – Students hold frisbees containing water safety messages.

Victoria Advocate

MATAGORDA COUNTY COMMISSIONER'S DECLARE APRIL 1 AS WATER SAFETY PROGRAM KICK OFF DAY



CONTRIBUTED PHOTO

On Monday, March 28, the Matagorda County Commissioner's Court declared April 1 as the United States Army Corps of Engineer's Water Safety Program Kick-Off day. The court has joined in support to raise awareness of water recreation safety issues and participate in water-safety programs.

The Victoria Advocate

The Safe Kids Greater Houston Water Safety Team was led by USACE Galveston District Park Ranger and Water Safety Program Manager Kristine Brown of the district's Houston Project Office.

Internally, USACE Galveston District's water safety mascot "Bobber" the dog made a surprise appearance March 24, 2011, at the district's headquarters to inform employees about water safety initiatives in preparation for the district's April 1 Water Safety Program Kick-off.

Brown, other Corps park rangers and USACE Galveston District staff continually provided water safety tips and lifejacket demonstrations to the public through outreach activities scheduled throughout the year.

In **Matagorda County**, Texas, Simon DeSoto, lockmaster at the USACE Colorado River Locks, visited students at the Matagorda Independent School District to discuss the importance of water safety before the children were released for spring break in early March.

In **Jefferson County**, Texas, Corps Park Ranger Ruth Millsaps provided a water safety information booth during "Marsh Madness" at McFaddin Wildlife Refuge March 26, 2011.

In **Houston**, Brown presented a water safety program to local elementary school children in conjunction with Texas Children's Hospital and Safe Kids Houston March 26, 2011.



Building Strong!



Execution:

On April 1, 2011, USACE Galveston District participated in a press conference with local agencies as part of Safe Kids Houston kicking off the water safety campaign at the Houston Texans YMCA. The **Sixth Annual April Pools Day Media Event Kick Off** stressed the importance of water safety during the 2011 recreational season and was broadcast on television and widely covered by Houston-area media (the nation's fourth largest city), potentially reaching six million Houstonians.

Additionally, USACE Galveston District's Houston Project Office participated in the **Ninth Annual Picnic in the Park and Intellectual and Developmental Disabilities Awareness Fair** April 16, 2011, at George Bush Park located in the district's Barker Reservoir. Brown, Corps employee Bill Krampe and "Bobber" handed out water safety information and water safety coloring books to children, adults and parents as part of Harris County Mental Health and Retardation's annual event.

The last Thursday of each month in April, May, June, July and August 2011, the Corps assisted in presenting water safety messages to children and parents during a free night at the **Children's Museum of Houston**.

USACE Galveston District hosted a regional safety managers meeting on behalf of the USACE Southwestern Division May 3-4 at the district's headquarters building on the east end of Galveston Island. Numerous safety topics were facilitated, including water and boating safety, fall protection, reporting systems and a safety management action plan.



April Pools Day Proclamation from the City of Houston



Bobber provides water safety information at the Houston/Galveston Hurricane Workshop



Picnic in the Park at Barker Reservoir



Building Strong!



Execution:



Houston/Galveston Hurricane Workshop



Oppe Elementary Coastal Carnival in Galveston



Staff participate in Water Activity Day (W.A.D.E) in Houston

On May 7, 2011, USACE Galveston District participated in the **Oppe Elementary Coastal Carnival** on Galveston Island. Corps employees provided outreach and educational materials to students in attendance, covering environmental stewardship, water safety, emergency operations and response and navigation. Staff members present included Kenny Jaynes, Bill Krampe, Alicia Rea, Natalie Rund, Bernice Taylor and a special appearance by “Bobber.”

USACE Galveston District staff participated in the **2011 Houston/Galveston Hurricane Workshop** June 4, 2011, to educate families about the importance of hurricane preparedness and water safety.

Children took part in the bi-annual **Water Activity Day Event (W.A.D.E.)** June 14, a nationally recognized, award-winning training program developed by the Houston Safe Boating Council (HSBC). Developed as a way to promote safe boating through education, W.A.D.E. has become a highly successful sought after program. The USACE Galveston District team has been a partner with the HSBC since 2001 and supports their water safety awareness initiatives.

USACE Galveston District participated in the **Texas Coastal Expo** June 18, 2011, at Moody Gardens on the west end of Galveston Island. The family-friendly expo, hosted by the Texas General Land Office, included interactive marine life exhibits and touch tanks, hands-on educational exhibits, recreational activities and demonstrations. Staff highlighted the district’s various missions and provided water safety information to attendees.



Building Strong!



Execution:

Galveston Jetties

USACE Galveston District inspected signage at the Corps-owned Galveston jetties to ensure important safety messages were in place warning recreational fishers and beachgoers of potential dangers of using the rock structures as a recreational feature during the busy Memorial Day holiday weekend.

Jetties, also known as stone breakwaters, are used to minimize wave action along the shoreline and are a source of protection along the iconic Galveston Seawall, which helps maintain the structure's integrity. Additionally, the jetties prevent sediment from filling the entrance to the Houston and Galveston ship channels, reducing dredging maintenance cycles.

Built in 1874, the Galveston jetties assist the Corps in carrying out one of its primary missions of keeping waterways open for navigation. The district routinely inspects jetty signage along the Texas coastline as part of normal operations to inform the public of the potential dangers of using the rock structures as a recreational feature.

While jetties are navigational features, many fishing enthusiasts use them as fishing piers and tourists walk view use them for sightseeing purposes and for photographic opportunities.

The jetties can be very slippery causing visitors to easily fall while walking. Additionally, open crevasses between large boulders create stepping hazards. Low jetty areas can become covered by high water and strong currents during high tide and can cause those using the structures to be carried away by wave action.



Additional Signage Installed at Jetty Structures



Capt. Greg Couturier Inspects Jetty Signage



Jetty Inspections



Building Strong!



Execution:

Legislation passes declaring April as Water Safety Month in Texas

Safe Kids Greater Houston is a local coalition made up of health and safety experts, educators, corporations, foundations, government agencies and volunteers who come together to educate and protect families.

Led by Galveston District’s Park Ranger and Water Safety Program Manager Kristine Brown, the Safe Kids’ Water Safety Coalition initiated a variety of initiatives in 2011.

Working with Dr. Kim Cheung, M.D., Ph.D., assistant professor, Department of Pediatrics, Division of Community and General Pediatrics at the University of Texas-Houston Medical School, Brown created a **statewide impact** to increase awareness of water-related injuries in an effort to reduce the number of drowning and near-drowning incidents involving children. Effective September 2011, legislation passed in the State of Texas declaring April as **Water Safety Month in Texas – a first!**

Lifejacket Loaner Stations and Boy Scouts

Created by the USACE Galveston District, the **Lifejacket Loaner Program** provides the public with free U.S. Coast Guard-approved lifejackets for use while swimming at apartment complexes and boating at Corps projects and recreational sites throughout the Houston and Galveston areas. Enlisting the help of local volunteers, **Boy Scouts** with the Sam Houston Area and Galveston councils executed “Eagle” projects to build multiple loaner stations in 2011. Working with the Water Safety Coalition’s partner Greater Houston Pool Management, Brown was able to secure 900 lifejackets for distribution and use at loaner stations, to prevent the number of drowning and near-drowning incidents involving children.

Safe Kids
Greater Houston
PARTNERS

United States Coast Guard
U.S. Department of Homeland Security

American Red Cross
Greater Houston Area Chapter

Greater Houston Pool Management

Harris County
HCPHES
Public Health & Environmental Services



Building Strong!



Execution:

Media Relations, Command Information and Outreach

The USACE Galveston District PAO incorporated many “**firsts**” into the program to maximize communication efforts ranging from partnering with the Galveston Chamber of Commerce to introducing public service commercial announcements in Houston-area movie theaters and radio stations along the Texas coast.

All community outreach events were publicized at no cost using the district’s social media sites (Facebook, Twitter and YouTube), and the Defense Video & Imagery Distribution System (DVIDS).

Water safety messages and stories were placed in the district’s command information publications, the Southwestern Division *Pacesetter* and USACE Galveston *Sand Castle*.

Movie Theater Commercials

Another first involved 408 USACE water safety commercial PSAs played in two Houston movie theaters on 17 screen for eight weeks to an audience of more than 10,000 at a cost of \$1,632.



News Releases

The following news releases were distributed to targeted media outlets during the campaign:

March 28, 2011 – **USACE Galveston to launch water safety campaign**

May 28, 2011 – **USACE ensures safety signage in place prior to holiday weekend**

Aug. 1, 2011 – **USACE concerned with rise in deaths at Corps parks**

Sept. 1, 2011 – **Water Safety release concerning Labor Day weekend**

“It takes as little as 30 - 45 seconds for a child non-swimmer (to drown) and it usually happens when an adult is nearby but doesn't recognize the telltale signs of a child in distress in the water.”
– Minnesota Department of Natural Resources



Building Strong!



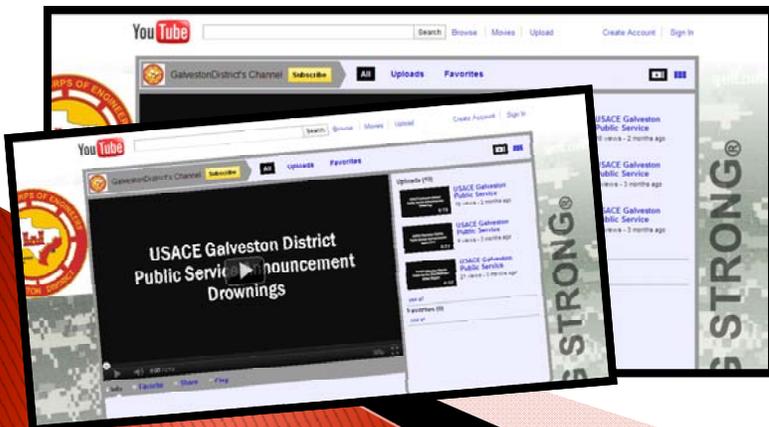
Execution:



Simon DeSoto, USACE Galveston District Colorado River Locks Lockmaster, records water safety PSAs in studio.



A Corps lifejacket loaner station



Radio Public Service Announcements

For the **first time**, eight radio PSAs were created by USACE Galveston District's Colorado River Locks Lockmaster Simon DeSoto and broadcast on radio stations along the Texas coast to an audience of more than 36,000. These were also posted on USACE Galveston's YouTube site at: <http://www.youtube.com/GalvestonDistrict>.

30-Second radio PSA's included:



Boat Sober



Drownings



Fashion Statement



Friend for Life



Grand Slam



Let the Good Times Roll



Not Me



Sober Skipper



Building Strong!



Execution:

Chamber of Commerce

For the **first time**, USACE Galveston District PAO partnered with the Galveston Chamber of Commerce to include water safety posters with key messages in their e-newsletter *Advocate Weekly* – reaching more than 5,000 members throughout the duration of the campaign at no cost to the district.

Finally, the USACE Galveston district placed important links on its website and social media sites encouraging the public to visit the Corps' Water Safety Program website for more information and tips at <http://watersafety.usace.army.mil/> and www.bobber.info.



The Galveston Chamber of Commerce *Advocate Weekly Newsletter* contained water safety posters and USACE Galveston District *Sand Castle* electronic newsletter provide water safety messages to employees in every issue throughout the duration of the campaign.

US Army Corps of Engineers Corps of Engineers, part of Defense Water Safety Home

National Water Safety Program

SAFETY TIPS | CONTACTS | EDUCATIONAL RESOURCES | TOOLS | EVENTS | CLIP ART | PARTNERSHIPS | CAMPAIGN MATERIALS

Are You Next?
Expect the Unexpected
Wear Your Life Jacket

Click Here to Learn More

Are You Next? Welcome

The U.S. Army Corps of Engineers is the Nation's leading provider of outdoor recreation with over 420 lake and river projects in 43 states and over 370 million visitors per year. We need you to be extremely careful in and around the water. Even strong swimmers have been known to drown so you could be next! Please take the time to check out this web site to make sure you and your loved ones know how to avoid being next!

Meet Bobber, the Water Safety Dog!

Click on Bobber to visit the official web site. www.bobber.info You'll find cartoons and other water safety fun! An excellent program for young children! Want to give us feedback? Send us an email at: Bobbermail

Contacts

Wanting to contact your region's Corps of Engineers water safety representative? Find contact information on this list!

Partners Wanted!

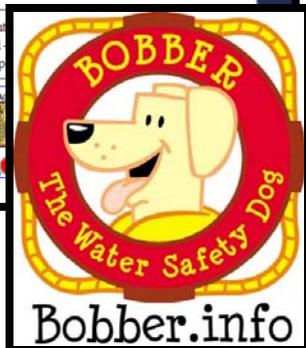
The Corps is always ready to discuss opportunities to work together. Learn about some of the projects the Corps is currently partnering on with other water safety groups!

Volunteers: If you are interested in becoming one of the many volunteers of the US Army Corps of Engineers' Volunteer Clearinghouse, at www.CorpsMakesUsVolunteer or check out other volunteer opportunities.

Privacy and Security Notice

Point of Contact for this page:
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Section 508 Disclaimer



Galveston District
Sand Castle
March 2011

What's Inside

- Commander's Corner
- Social Media Sightings:
 - Seth Jones
 - Pat McDonald
 - Alicia Peaty
 - Alicia Rea and more...
- Look Who's Talking:
 - Media Coverage
- Coastal Custodian Updates
 - Faces From the Front
 - By the Numbers
 - Upcoming Events for April
 - Feedback

USACE Galveston District celebrates the Corps' Water Safety Program with a series of events in March in preparation of the April 1 Water Safety Program Kick-Off Day. For more information about the Corps' Water Safety Program visit <http://watersafety.usace.army.mil/>

Safety, Balance, Resiliency



Building Strong!



Execution:

In an effort to target the 13 through 30-year-old population, the PAO team created a 60-second radio spot based on the Anheuser-Busch's Real Men of Genius's radio ad campaign; the most award-winning radio campaign in the history of advertising. Staff is waiting on authorization from Anheuser-Busch to broadcast the following radio spot, which is set to the music of the famous Anheuser-Busch's Real Men of Genius radio commercial.



Ms. Flotation Device Fashionista

The U.S. Army Corps of Engineers Galveston District Presents Real Engineers of Excellence.
(Real Engineers of Excellence)

Today, we salute you Ms. Flotation Device Fashionista.
(Ms. Flotation Device Fashionista)

Sporting a lifejacket, water wings, swim shorties and a kickboard, all eyes are on you.
(I really love your shorties)

Is that an inflatable life raft in your pocket or a designer swim assist vest?... No, it's another life preserver, because you never know when you'll need two.
(Buoyant as a buoy)

Recreational boating, leisurely laps in the pool, or boogie boarding at the beach...you really make a statement.
(Wanna be just like you)

Not even the titanic could bring you down.
(Stayin' alive)

So here's to you "Custodian of the Coast" for making safety the new skinny. Because keeping your head above water never goes out of style.
(Ms. Flotation Device Fashionista)

Visit us at www.swg.usace.army.mil to learn more about Corps lakes, water safety and recreational facilities.



Building Strong!



Evaluation

**2011 Maj. Gen. Keith L. Ware Awards Submission
Community Relations, Category B
USACE Galveston Water Safety Program**



Building Strong!



Evaluation:

BUILDING STRONG!

With 49 water-related fatalities at Corps projects in the USACE Southwestern Division during fiscal year 2010, the PAO devised a water safety communications plan to assist the division's goal of achieving a 50 percent reduction in public fatalities for FY11. While recreational deaths increased throughout the Southwestern Division, zero water-related recreational fatalities occurred at USACE Galveston District projects in FY11.

Operating under the guidelines of the Army Regulation 360-1, "Programs that involve direct contact with the civilian community are the most effective unofficial means of improving community relations," the team actively engaged the community for support.

The campaign not only provided direct contact with the community, it effectively told the Army's story, meeting its stated objectives and communicating the "safety first" and "water-aware" messages through numerous outreach events throughout the year.

Media analysis showed 100 percent key messaging disseminated by the Galveston District's PAO team was published and broadcast throughout the state, highlighting the efforts of the USACE Galveston District and its community partners.

Additionally, feedback received on the district's Facebook and Twitter pages, was overwhelmingly positive, as many of the district's messages on Twitter were re-tweeted to a larger audience.

Finally, the efforts executed through this campaign allowed the USACE Galveston District to remain a trusted public engineering agency, become a leader in the division's water safety program and exceed its overall program goals.

USACE Galveston to launch summer water safety campaign



CONTRIBUTED PHOTO
Simon De Soto, U.S. Army Corps of Engineers Colorado River Locks, spoke to the Matagorda County Commissioner's court on the importance of water safety and the Water Safety Program Kick-Off Day.

BY ADRIANA ACOSTA
AACOSTA@VICAD.COM

The U.S. Army Corps of Engineers, Galveston District, will kick off its summer water safety campaign on April 1 just in time for the busy recreational water season.

"The summer months are coming and this brings a lot of people outdoors," said Simon De Soto, U.S. Army Corps of Engineers Colorado River Locks.

The Corps is focusing on water safety and becoming aware when participating in water-related recreational activities, he said.

As part of the water safety campaign, the Corps has partnered with local governments across the Texas in order to proclaim April 1 as USACE Galveston District's Water Safety Program Kick-off Day.

The Corps has also partnered with the American Red Cross.

On Monday, the Matagorda County Commissioner's Court declared April 1 as Water Safety Program Kick-off day in the county.

The Corps of engineers cov-

ers the entire coast of Texas from Port Arthur to Brownsville.

To kick-off the water safety program, De Soto has been visiting students at different schools in the area educating to discuss the importance of water safety before the children were released for spring break in early March.

Coloring books, frisbees and other educational materials on water safety were given to the students.

Teachers and staff at schools visited were given koozies as a reminder to each of them to also be safety first in all water related events.

"We are emphasizing the importance of having adult supervision and also to wear life jackets anytime children are in water related activities, whether on the beach, in the river or at the swimming pool," he said.

The goal of the USACE is to achieve a 50 percent reduction in public fatalities from its fiscal year 2010 levels, De Soto said.

The Matagorda Advocate



Building Strong!



Evaluation:

The USACE Galveston District PAO met and exceeded its original strategy and planning objectives and evaluated set goals as follows:

Objective 1: Develop at least two innovative ways to educate a minimum of 5,000 children and adults about water safety by Dec. 31, 2011.

- **RESULT: Exceeded.** The PAO implemented five new district innovative communications tactics including: PSA placement in theaters (10,000), using social media in a safety program to promote awareness (550), message distribution through the chamber of commerce e-newsletters (5,000), creating and broadcasting radio PSAs (36,000), and co-authoring a bill that was passed by the Texas Legislature (to recognize April as Water Safety Month in Texas) contributed to district's message reaching an audience in excess of 51,000.

Objective 2: Garner the support of at least five influentials within the Galveston District to endorse and support the Corps' Water Safety Program by Dec. 31, 2011.

- **RESULT: Exceeded.** The district team engaged in 22 community outreach events to educate the community about the importance of learning to swim and taking safety precautions when recreating on the water. Staff's efforts garnered the support of nearly 20 community leaders representing Matagorda County, Nueces County, Cameron County, the City of Galveston, the City of Houston, and Congressman Ron Paul's Office. More impressively, Kristine Brown, a Galveston District employee co-authored a bill that was passed by the Texas Legislature to recognize April as Water Safety Month in Texas.

Objective 3: To educate a minimum of 100,000 children and adults about water safety by Dec. 31, 2011.

- **RESULT: Exceeded.** The district used broadcast, print, online and social media placements to educate the public about water safety and reached an audience of more than one million using the following media outlets:
 - **The Anahuac Progress** (circulation 1,728)
 - **Dredging Today** (more than one million page views monthly)
 - **Guidry News** (443,770 web views monthly)
 - **Matagorda Advocate** (weekly circulation of 30,606)
 - **Victoria Advocate** (average 88,757 readers during the week)
 - **USA Today** (23,694,000 unique visitors and 262 million page views in May 2011)
 - **KKHA-FM 92.5 Bay City radio** (reaches approximately 36,000 people) and multiple Houston television stations
 - **DVIDS** website hits – 293



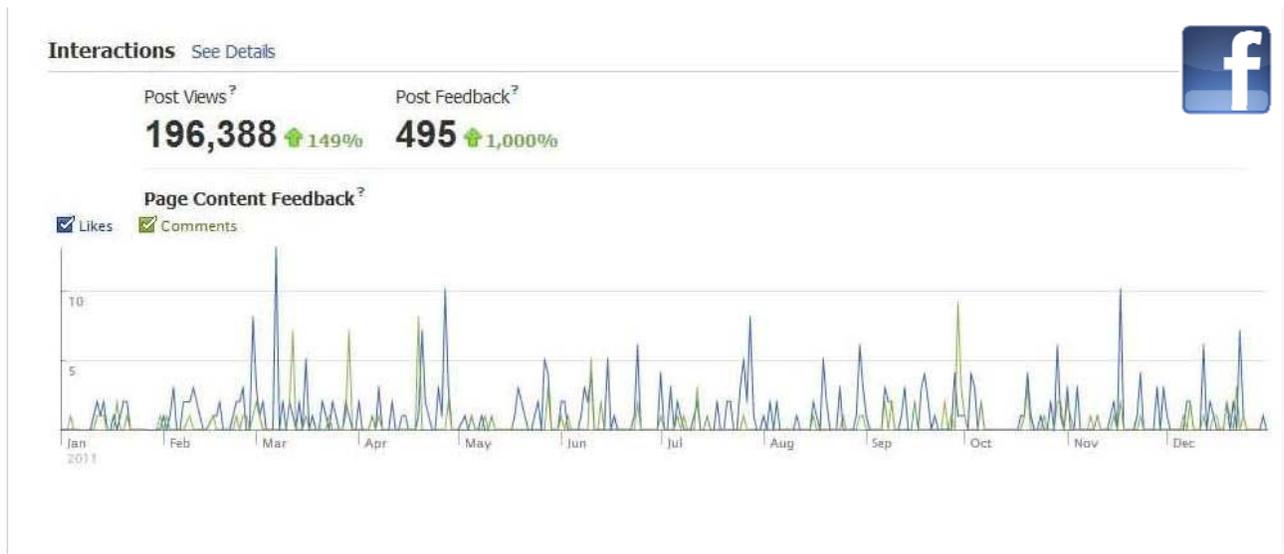
Building Strong!



Evaluation:

Objective 4: Engage an audience of 1,500 using social media to promote swimming and boating safety by Dec. 31, 2011.

- **RESULT: Exceeded.** The team educated the public about water safety and reached an audience of nearly 200,000 using the following social media outlets:
- **Facebook** – 196,388 post views from January to December 2011
- **Twitter** followers – 147
 - **Retweets** – Water safety PSAs retweeted to an audience of more than 1,000
- **YouTube** hits – More than 500 channel views and 182 PSA hits



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Corps Water Safety Mascot “Bobber” was awarded a commander’s coin from Col. Christopher W. Salles for his efforts to educate Texas children and adults about water safety.



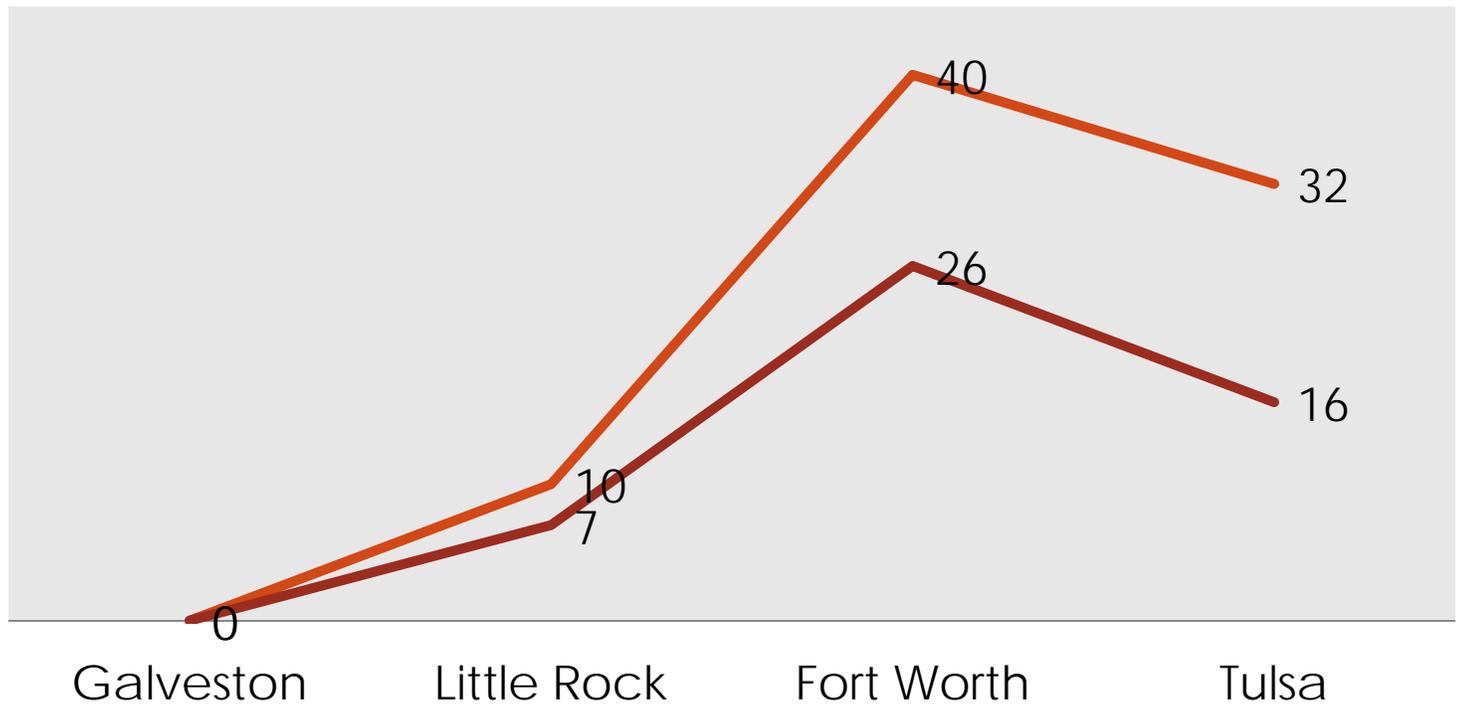
Building Strong!



Evaluation:

USACE Southwestern Division Water-Related Fatalities

— FY11 — FY10



Conclusion: Data gathered in FY10 and compared to FY11 reveals a zero increase in water-related fatalities while all other districts within the division experienced an increase in fatalities. Though the Galveston District PAO did not gather data necessary to accurately estimate the annual number of potentially avoidable deaths, staff will be considering using bootstrap statistics (Efron and Tibshirani, 1993) in future campaigns.

The district's water safety campaign exceeded all goals to reach its intended audiences and directly contributed to a zero increase in water-related deaths within the USACE Galveston District.



Building Strong!



Supporting Documents

2011 Maj. Gen. Keith L. Ware Awards Submission
Community Relations, Category B
USACE Galveston Water Safety Program



Building Strong!



Texas State Child Fatality Review Team Committee Position Statement: Water Safety for Children

The State Child Fatality Review Team Committee (SCFRT) works closely with local Child Fatality Review Teams (CFRT) to promote public awareness to reduce the number of preventable child deaths.

Drowning is the second leading cause of unintentional injury-related death among Texas children. Each year, up to 100 children die from drowning in Texas and an estimated four times that number receive emergency department care for nonfatal submersion injuries. Children ages one to four years have the highest drowning mortality rates and account for 45% of all child drowning deaths. While child drowning mortality decreased by almost half during the 1990s, rates for most age groups have remained relatively unchanged since 2000.

The dangers of drowning reflect the culture and setting in which the event occurs. Young children are at high risk for drowning when they live and play around water. Infants are most at risk of drowning when left unsupervised for even seconds in the bathtub. The greatest risk of drowning for toddlers and young children are residential pools, hot tubs, or water storage areas such as wells, cisterns and stock tanks. Young teens most often drown during water recreation such as swimming and boating.

Observational data shows that children can drown in unusual conditions.

- In as little as one inch of water.
- Very quickly and silently.
- Lose consciousness in two minutes after submersion, with irreversible brain damage occurring within four to six minutes.

RECOMMENDATIONS TO THE STATE OF TEXAS, THE TEXAS LEGISLATURE, PARENTS, AND HEALTHCARE PROVIDERS:

The State Child Fatality Review Team Committee joins the National Drowning Prevention Alliance in recognizing that multiple prevention strategies and devices should be used constantly and simultaneously to reduce childhood drowning. Multiple layers of protection need to be used to reduce child drowning deaths. Along with other leaders in injury prevention such as the Texas Parks and Wildlife Department, the U.S. Coast Guard (USCG), the Army Corps of Engineers (USACE), the American Red Cross, the Y.M.C.A., the American Academy of Pediatrics (AAP), the Centers for Disease Control and Prevention, Center for Unintentional Injuries and Safe Kids Worldwide, the State Child Fatality Review Team Committee makes the following recommendations.

ENVIRONMENT

Statement: Drowning occurs in a variety of environments.

- **POOLS, HOT TUBS AND SPAS**

Home swimming pools are the most common site for drowning to occur for a child between ages one to four years. Most of the victims were being supervised by one or both parents when the drowning occurred. Toddlers are inquisitive and are attracted to water. They move quickly and unpredictably, making swimming pools particularly hazardous for households with young children. Properly installed four-sided isolation fencing that prevents access to pools would reduce 50 to 90 percent of childhood drowning. However, there is no substitute for “eyes and hands-on” supervision.

Recommendations:

Enticements:

- Remove toys from in and around the pool when not in use.

Barriers:

- Properly install and maintain an isolation fence at least four feet high that surrounds all sides of the pool along with a self-closing and self-latching gate.
- Use a gate latch that can be locked with a key and remember to lock the gate when the pool is not in use.
- Place alarms on door and windows with access to pool area.
- Keep a shepherd's hook, life ring, and telephone by the pool for emergencies.

Entrapment Protection:

- Properly install and maintain anti-entrapment drain covers.
- Equip pool and spa pumps with safety vacuum release system (SVRS), an emergency sensor that shuts off the switch automatically if the drain is blocked.
- Replace drain covers immediately if they are broken or damaged.

- **OPEN BODIES OF WATER:** Natural and man-made, which includes lakes, rivers, ponds, and bayous.

There is no substitute for "eyes on" close supervision of children near any open bodies of water. For boating related injuries and deaths, 90 percent of drowning victims were not wearing life jackets. The majority of boating fatalities occurred on boats where the operator had not received safety instructions. In 2006, the US Coast Guard received almost 5000 reports of boating incidents accounting for nearly 3500 people injured and over 700 deaths. Of these incidents, 45% involved an open motor boat and 24% involved a personal watercraft (jet skis, wet bikes, wave runners).

Recommendations:

Boating and Personal Watercrafts (PWC):

- Always have adults and children wear a life jacket (also called personal flotation device or PFD) approved by the U.S. Coast guard while on a boat or PWC. The life jacket should fit snugly and not allow the child's chin or ears to slip through the neck opening.
- Air-filled swimming aids, such as "water wings" and inner tubes, are NOT safety devices and should never be used as a substitute for a PFD or proper supervision.
- Children younger than 16 years should not operate a boat or PWC.
- Adults and adolescents (16 years and older) should not operate a boat or PWC without taking a boating course and safety training education.
- Never drink alcoholic beverages or use any drug while operating a boat or PWC.
- Do not operate boats or PWC where swimmers are in the water.
- Always have a supervisor face the rear of a boat or PWC when there is a person being towed while skiing, knee boarding or in a tube.
- Participate in a vessel safety check program every year offered free by the U.S. Coast Guard Auxiliary or U.S. Power Squadrons (www.uscgboating.org).

Carbon Monoxide Poisoning:

Each year boaters are injured or killed from carbon monoxide poisoning. Many such incidents occur within the cabin or other enclosed areas without sufficient ventilation. Carbon monoxide-related injuries and or drowning can also occur near the rear deck and swimming platform. Prolonged exposure to low doses or short exposure to high concentrations of carbon monoxide can lead to death.

Recommendations:

- Install a carbon monoxide detector in the enclosed areas of your motorboat.
 - Avoid motor exhaust vent areas.
 - Do not swim near or under the back deck or swim platform of a boat or PWC when the motor or generator is operating.
 - Do not “break surf” (holding onto the swim platform while towed by a boat).
 - Do not confuse carbon monoxide poisoning with sea sickness or intoxication if someone onboard complains of headaches, dizziness, nausea, confusion and fatigue.
- **HOMES:**
Many household areas and items can cause water-related fatalities. Children can drown in only a few inches of water and should be supervised closely in and around areas of the home where water can accumulate. Both the Centers for Disease Control and the American Academy of Pediatrics (AAP) identify the following as potential sites where young children can be injured by accumulated water.
 - Bathtubs
 - Buckets/Pails
 - Ice Chests
 - Toilets
 - Fountains

Recommendations:

- Never leave a child unattended, alone or cared for by another child in a bathtub.
- Never leave a child in a bathtub to answer the phone or doorbell.
- Empty all buckets/pails, ice chests and bathtubs completely after they are used.
- Keep bathroom and laundry room doors closed. Install door knob covers and/or hook-and-eye latches to keep closed doors secured.
- Keep toilet seats and covers down. Install toilet seat locks.
- Keep your family safe from hot water burns: Set water heater thermostats to 120° F.
- Showers are preferred for bathing when children and adolescents have a seizure disorder.
- Parents and caregivers should learn CPR to provide immediate resuscitation if needed for drowning or other water related injury.

SUPERVISION

Statement: Parents, guardians and caregivers need to understand the dangers of drowning and know the proper steps to take to protect children. Children are especially vulnerable to water hazards. Never leave a young child unsupervised in or around water, even for a moment.

Recommendations:

- Never allow children to swim without adult supervision. An adult should be present in the water with children less than five years of age.
- Always designate a responsible adult to serve as the “water watcher” – a supervisor whose sole responsibility is to constantly observe children in or near the water.
- Supervisors should maintain continuous visual and auditory contact with children in or near the water, and should stay in close proximity (waterside) so that they can effectively intervene if an emergency should arise.
- Supervisors should not engage in distracting behaviors such as talking on the phone, cooking or reading.
- Supervisors should keep children who cannot swim within arm's reach at all times.
- Supervisors should learn infant and child CPR and rescue safety tips.

- Teach children not to dive into unknown water. Check for depth and obstructions before diving and then go in feet first the first time.
- While there is no specific recommended ratio of supervisors to child swimmers, the number of supervisors should increase when many children are swimming, younger or inexperienced swimmers are present, or the swimming area is large.
- Instruct babysitters about potential pool hazards and emphasize the need for constant supervision.

EDUCATION

Statement: Over the years, decreased drowning rates can be attributed to many factors. Injury prevention initiatives raise the awareness of water safety as an important social issue. The delivery of targeted educational and public outreach initiatives has also improved with advances in technology to reach more families and children. Yet, far too many children continue to lose their lives in drowning situations that are frequently preventable circumstances.

Recommendations

- **Swimming Instruction**

Children by age 8 and adolescents should learn how to swim and receive instruction from a certified instructor. However, the SCFRT along with other safety advocates do not recommend swimming and/or other aquatic programs as the only methods to decrease or prevent drowning and other water related injuries. The AAP does not recommend formal swimming lessons until a child reaches their fourth birthday.

The SCFRT recommends the following for swimming instruction, aquatic programs and general safety for children and adolescents in and around water:

- Swimming instruction and aquatic programs should not be considered or promoted as the sole methods to prevent drowning and other water-related injuries.
- Swimming instruction and aquatic programs should provide education on the developmental limitations of young children, strategies for prevention of water related injuries and the importance of proper supervision of children and adolescents in and around water.

Educate children about the rules of water safety such as swimming with a buddy and always have an adult present. Instruct children how to recognize someone is in trouble in the water and to call for help and throw something that floats to the victim. A child should never enter the water to try to save someone.

Along with the above recommendations, parents often ask about water safety for children with disabilities or special needs. Children with disabilities are at increased risk for injuries, including drowning. It is important to know that local communities can provide water skills and safety programs that teach children with disabilities to be safe and have fun in and around the water. Be sure to connect with qualified aquatic facilities that are appropriately certified to instruct special needs children and their families.

Recommendations:

- **Always Swim With a Buddy:** It is important to remind children that it is dangerous to swim alone and under adult supervision.
- **No Running, No Pushing:** Reminds children how to behave in and around water.
- **STOP, LOOK, LISTEN:** Children must learn to do this when the Lifeguard blows the whistle. This explains the importance of the lifeguard and what they should do.
- **Learn to blow bubbles when under the water:** Many children are unfamiliar with water and may panic if water is over their heads. This teaches children to stay calm and to blow bubbles out when underwater.
- **Put Feet Down/Stand Up When In Trouble:** Children may lose their sense of spatial awareness. This teaches children to put their feet down and helps to keep their head above water.

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DROWNING PREVENTION ONLINE RESOURCES

General Resources

- [National Center for Injury Prevention and Control \(Centers for Disease Control and Prevention\)](#)
- [North American 2004 Boating Campaign Information](#)
- [Harborview Injury Prevention and Research Center](#)
- [SAFE KIDS](#)
- [Clear Danger: A National Study of Childhood Drowning and Related Attitudes and Behaviors](#)
- [Washington State Drowning Prevention Campaign](#)
- [World Congress on Drowning Proceedings](#)
- [American Academy of Pediatrics](#)
- [American Red Cross - King and Kitsap County](#)
- [American Red Cross - Swimming and Lifeguarding](#)
- [Centers for Disease Control National Center for Injury Prevention and Control - Drowning Prevention Fact Sheet](#)
- [Public Health Seattle & King County](#)
- [SAFE KIDS - Water Safety Tips](#)
- [SAFE KIDS - Drowning Injury Facts](#)
- [The Joey Pizzano Memorial Fund Inc](#)
- [Swim Kids](#)

The Home (pools and spas)

- [Above Ground Pools and Spas \(PDF\)](#)
- [Consumer Product Safety Commission - Pool and Spa Safety](#)
- [Consumer Product Safety Commission - Prevent Child In-Home Drowning Deaths](#)
- [Consumer Product Safety Commission - Preventing Child Drownings](#)
- [Drowning Facts and Prevention Tips for Homeowners \(PDF\)](#)
- [Private Residential Pools and Spas-Tips for Homeowners \(PDF\)](#)

Open Water (Playing or Swimming)

- [Rip Currents Awareness](#)
- [Farm Pond Safety](#)
- [National Children's Center - Rural Youth Drowning: Fact Sheet](#)
- [U.S. Army Corps of Engineers - National Water Safety Program](#)
- [Washington State Department of Health - Water Safety Fact Sheet](#)

Boating

- [National Safe Boating Council](#)
- [U.S. Coast Guard - Office of Boating Safety](#)

The SCFRT Position Statement on Water Safety for Children is a product of the SCFRT Workgroup on Water Safety (Dr. Kim Cheung, Dr. Juan Parra, John Hellsten, PhD, Kristene Brown and Dr. Eric Levy). The Position Paper on Water Safety for Children will be reviewed annually and updated as new validated information indicates.
July 2009

Army Regulation 360-1

Army Public Affairs

The Army Public Affairs Program

**Headquarters
Department of the Army
Washington, DC
15 September 2000**

UNCLASSIFIED



7-11. Procedures for approval of aerial activities other than travel

Requests (DD Form 2535) for Army aerial demonstrations that require DA approval will be forwarded through command channels to OCPA.

a. Aircraft performance record demonstrations. Forward all requests to engage in aircraft performance record demonstrations and to release information on new performance records through command channels to OCPA. Submissions will include the following:

- (1) A description of the aircraft.
- (2) A justification for the proposed record attempt.
- (3) The supporting flight and PA plans.

b. Golden Knights demonstrations. Submit requests (DD Form 2535) for demonstrations by the Golden Knights through command channels to OCPA. An Army scheduling conference is conducted each October for the following year. Requests must be submitted to OCPA by 30 September to be evaluated at the conference.

c. Flyovers. Major Army commands must approve all flyovers conducted over Army installations and those off post to observe AFD, Memorial Day, Independence Day, POW/MIA Recognition Day, and Veterans Day when held within 7 days of the traditional holiday date. Submit other requests for flyovers in the public domain to OCPA. To minimize interference with operations and training, flyovers will be approved only for the following occasions:

- (1) Memorial services for Armed Forces or Federal Government dignitaries.
- (2) Celebrations or receptions for foreign government dignitaries.
- (3) National conventions of bona fide veterans organizations.
- (4) Occasions primarily designed to advance aviation and are of more than local interest.

d. Aerial infiltration and exfiltration demonstrations. Local commanders may approve these demonstrations from Army aircraft or fixed objects in the public domain if the following conditions are met:

- (1) Army participants must be properly qualified.
- (2) For aerial rappelling demonstrations, the commander will insure compliance with the safety and operational requirements of AR 95-1, FM 57-38, and other pertinent regulations.

Chapter 8 Programs and Activities

8-1. Community relations programs and activities

a. Official programs. A number of command initiated actions are effective in informing the public about the Army and in developing and maintaining a viable relationship with the civilian community.

- (1) An active speakers bureau program.
- (2) Ongoing liaison with organizations (including those at local, State, and regional events).
- (3) Participatory membership in civic, business, and professional organizations.
- (4) Using exhibits, bands, color guards, and other ceremonial units in the public domain.
- (5) Periodic open houses and an active installation tour program (see para 7-5).
- (6) Participating in national holiday observances.
- (7) Supporting overseas host nation activities (American youth, holiday, and traditional programs).

b. Unofficial programs.

(1) Programs that involve direct contact with the civilian community are the most effective unofficial means of improving community relations. Commanders should encourage military and civilian personnel and their family members to participate as private persons in local community activities such as educational, religious, organizational, recreational, and youth projects.

(2) Military personnel lending voluntary support during off-duty time to a community activity may be authorized to participate in uniform if such participation is consistent with DOD 5500.7-R. Refer to AR 670-1 for appropriate off-duty uniform wear.

c. Liaison with persons and organizations in the civilian community.

(1) Commanders must maintain continual liaison with persons and organizations in the local community to help resolve common problems and develop cooperation and understanding between the installation and the local community by—

- (a)* Developing an effective two-way channel of communication between the Army and the community.
- (b)* Fostering cooperation among all civilian and military agencies.
- (c)* Sponsoring joint social activities.
- (d)* Providing adequate off-post housing, public facilities, entertainment, and other services to all military personnel and their family members without regard to race, creed, color, sex, national origin, or physical or mental handicap.
- (e)* Providing maximum support of Army activities such as AFD/W and other special events.

- (f) Exchanging clergy and chaplains.
 - (g) Providing recreational facilities for service personnel within the community.
 - (h) Supporting the Army recruiting mission and better community understanding of the benefits of an Army enlistment.
 - (i) Participating in and hosting civic, professional, and business clubs at regular luncheons with one of the military units at the installation.
 - (j) Promoting United States Military Academy (USMA) and ROTC scholarship opportunities through educators and counselors.
 - (k) Promoting use of ARNG armories or USAR centers by civic organizations.
- (2) Policy on establishing official civilian advisory committees and councils is in AR 15–1, chapter 3.
- d.* Community relations councils. Commanders are encouraged to organize an informal community relations council consisting of key military and civilian staff members and subordinate commanders. This council should be composed of personnel assigned to a particular installation and their counterparts from the civilian community. The PAO should manage the council. As a minimum, councils should—
- (1) Plan a continuous community relations program.
 - (2) Establish and maintain contact with civilian service, business, economic, professional, minority, and veterans organizations.
 - (3) Establish and maintain contact with key civilian community officials.
 - (4) Evaluate the possible effects of command operations and policies on community relations, and advise the commander of actions that can reduce or prevent adverse reaction.
 - (5) Maintain a consistent orientation program on community relations for all members of the command.
 - (6) Promote new ways for members of the command to participate actively in local community activities.
 - (7) Conduct a periodic appraisal of public attitudes toward the command to see if modification or new procedures are needed for community relations policies and operations.
- e.* Community survey and analysis. Community surveys and analyses are helpful in developing a sound community relations program. Army FM 46–1–1 (under development) has guidance on conducting community surveys. Caution will be taken to insure that surveys do not violate the FOIA, the Privacy Act, or AR 380–13, which concerns the acquisition and storage of information on non-affiliated persons and organizations.
- f.* Fundraising.
- (1) Army support may be provided to—
 - (a) United, federated, or joint fundraising campaigns authorized by AR 600–29.
 - (b) Other appeals authorized by the President of the United States or the Director, Office of Personnel Management.
 - (c) Efforts sponsored by military service aid societies.
 - (2) Army support for local fundraising events is governed by DOD 5500.7–R, chapter 3.
 - (3) Encourage volunteer efforts by Army personnel as private individuals on behalf of charities of their choice.
 - (4) Fundraising concerts by military bands (including The U.S. Army Band and U.S. Army Field Band) will be limited to those sponsored by or held to benefit the campaigns and appeals cited above. Exceptions may be made if DA determines that benefits are sufficiently widespread throughout a community.
 - (5) Commanders of UCs may authorize exceptions to this policy in overseas areas, except Hawaii and Alaska, to permit participation in athletic or sports competition within their commands to support local fundraising efforts.

8–2. Observance of the Army Birthday

- a.* June 14 is observed as the anniversary of the founding of the U.S. Army as the Continental Army.
- b.* Guidance on public events in this regulation applies to observance of the Army birthday.
- c.* Commanders at all levels are encouraged to remind their personnel of the proud traditions they have inherited by reading the Resolution of the Continental Congress, found in appendix F, at troop formations.

8–3. Armed Forces Day and Veterans Day

- a.* By presidential proclamation, the annual observance of AFD is celebrated on the third Saturday of May each year. Armed Forces Week includes AFD plus the preceding six days. Veterans Day is celebrated on November 11 of each year.
- b.* Armed Forces Day and Veterans Day are holidays that pay tribute to past and present members of the Armed Forces. The theme is announced annually by DOD.
- c.* It is DOD policy to provide military support for—
 - (1) Armed Forces Day and Veterans Day observances at communities designated as official DOD regional sites by the DOD and the Veterans Day National Committee.
 - (2) Smaller local observances held in communities not designated as official DOD regional sites, as resources permit.



NEWS RELEASE

U.S. ARMY CORPS OF ENGINEERS

BUILDING STRONG®

For Immediate Release:
May 28, 2011

Media Contact:
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swgpao@usace.army.mil
Release No. 051105

USACE ensures safety signage in place at Galveston jetties for holiday weekend

GALVESTON, Texas (May 28, 2011) – The U.S. Army Corps of Engineers, Galveston District inspected signage at the Galveston jetties to ensure important safety messages are in place warning recreational fishers and beachgoers of potential dangers of using the rock structures as a recreational feature during the busy Memorial Day holiday weekend.

Jetties, also known as stone breakwaters, are used to minimize wave action along the shoreline and are a source of protection along the iconic Galveston Seawall, which helps maintain the structure's integrity. Additionally, the jetties prevent sediment from filling the entrance to the Houston and Galveston ship channels, reducing dredging maintenance cycles.

"Public safety remains a top priority for the Corps, as the first major summer holiday of the season approaches," said Col. Christopher W. Sallese, Galveston District commander. "We routinely inspect jetty signage along the Texas coastline as part of our normal operations to inform the public of the potential dangers of using the rock structures as a recreational feature." Built in 1874, the Galveston jetties assist the Corps in carrying out one of its primary missions of keeping waterways open for navigation.

"The jetties allow millions of tons of cargo, including critical commodities that contribute to the economic strength of the nation, to be shipped to various ports," said Sallese.

According to Sallese, the Corps currently maintains the jetties for navigational purposes and is scheduled to repair the heads of the north and south Galveston jetties after damage was sustained as a result of Hurricane Ike.

"Some rocks at the jetty were displaced due to Hurricane Ike and plans are in place to replace the rocks, repairing the jetties to pre-Ike conditions," said Sallese.

A contract, awarded to Conti for more than \$45 million in March 2010, consists of jetty work in Galveston, Sabine, Freeport, Matagorda and Brownsville, and includes riprap repairs at Texas City. The Galveston portion is more than \$13 million and work is scheduled to begin mid June.

USACE Galveston District kicked off its summer water safety campaign in April, in order to educate the public about the importance of water safety.

"The arrival of the Memorial Day holiday weekend will bring an increased level of outdoor activities throughout the State of Texas, especially with outdoor recreation involving water activities on public beaches, swimming pools, boating and other aquatic-related activities," said Sallese. "The Corps realizes the important role that education plays in saving lives and requests the public read and understand warning signs prior to using the Galveston jetties throughout the summer."

For more information and tips on water safety, visit the U.S. Army Corps of Engineers website at <http://watersafety.usace.army.mil/>. For more news about the Galveston District, visit www.swg.usace.army.mil. Find us on Facebook, www.facebook.com/GalvestonDistrict, or follow us on Twitter, www.twitter.com/USACEGalveston.

###USACE###

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March 28, 2011

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Release No. 031107

USACE Galveston to launch summer water safety campaign

GALVESTON, Texas (March 28, 2011) – The U.S. Army Corps of Engineers, Galveston District, will kick off its summer water safety campaign April 1 in time for the busy recreational water season.

As the leading provider of outdoor recreation on all federally-managed public lands in the U.S., the Corps has a dedicated focus on water safety by putting “safety first” and becoming “water aware” when participating in water-related recreational activities.

“The arrival of the summer months brings an increased level of outdoor activities throughout the State of Texas, especially with outdoor recreation involving water activities on public beaches, swimming pools, boating and other aquatic-related activities,” said Col. Christopher W. Sallese, Galveston District commander. “The Corps understands the important role that education plays in saving lives and requests the assistance of community leaders, volunteers and the public to partner with us to help reduce public fatalities and improve public safety at our lakes, recreational areas and public facilities.”

As part of the water safety campaign, the Corps has partnered with local governments across the State of Texas in order to proclaim April 1 as USACE Galveston District's Water Safety Program Kick-off Day.

On March 24, the City of Galveston presented Sallese and Twila Lindblade, a representative of U.S. Congressman Ron Paul's office, with a proclamation supporting the Corps' efforts to communicate water safety information to families, whether owners of private pools, users of public swimming facilities or visitors to Texas beaches and water parks.

“We the mayor and city council, by virtue of the authority vested by the City of Galveston, Texas, do proclaim April 1, 2011, as USACE Galveston Water Safety Kick-off Day,” said City of Galveston Mayor Joe Jaworski. “We urge each and every citizen to join in recognizing this day.”

Jaworski also thanked Sallese for the Corps' efforts in repairing the Galveston Seawall following damage sustained from Hurricane Ike.

The County of Matagorda is scheduled to present a similar proclamation March 28, Nueces County March 30 and Cameron County March 31.

“We encourage residents to raise their awareness of water recreation safety issues and participate in water-safety programs conducted by trained and certified professionals,” said Kristine Brown, a park ranger with USACE Galveston and water safety program manager. “It is imperative that we educate the public about water safety, as drowning is the number two fatality in the U.S. for children 13 and younger with vehicle accidents being number one.”

Brown, Corps park rangers and USACE Galveston District staff continually provide water safety tips and lifejacket demonstrations to the public through outreach activities scheduled throughout the year.

-MORE-

U.S. ARMY CORPS OF ENGINEERS – GALVESTON DISTRICT

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In Matagorda County, Texas, Simon DeSoto, lockmaster at the U.S. Army Corps of Engineers Colorado River Locks, visited students at the Matagorda Independent School District to discuss the importance of water safety before the children were released for spring break in early March. In Jefferson County, Texas, Corps Park Ranger Ruth Millsaps provided a water safety information booth during “Marsh Madness” at McFaddin Wildlife Refuge March 26. In Houston, Brown presented a water safety program to local elementary school children in conjunction with Texas Children’s Hospital and Safe Kids Houston March 26.

Upcoming events include:

Friday, April 1, 9 a.m.

April Pool’s Day
Houston Texans YMCA
5202 Griggs
Houston, Texas 77021

The Corps will participate in a press conference with local agencies as part of Safe Kids Houston kicking off the water safety campaign.

Point of Contact, Park Ranger Kristine Brown
Houston Project Office

Saturday, April 16

Picnic in the Park
The Corps will present water safety to mental health students at George Bush Park located in Barker Reservoir.
Point of Contact, Park Ranger Kristine Brown
Houston Project Office

The last Thursday of each month in April, May, June, July and August

Children’s Museum of Houston
The Corps will assist in presenting water safety to children during a free night at the museum.
Point of Contact, Park Ranger Kristine Brown
Houston Project Office

For more information and tips on water safety, visit the U.S. Army Corps of Engineers website at <http://watersafety.usace.army.mil/>.

For more news about the Galveston District, visit www.swg.usace.army.mil. Find us on Facebook, www.facebook.com/GalvestonDistrict, or follow us on Twitter, www.twitter.com/USACEGalveston.

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Sept. 1, 2011

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Release No. 091101

USACE Galveston stresses water safety awareness in anticipation of busy Labor Day weekend

GALVESTON, Texas (Sept. 1, 2011) – As the busy Labor Day holiday weekend approaches, the U.S. Army Corps of Engineers Galveston District is continuing to concentrate on water safety outreach at lakes, rivers, projects and public beaches after a deadly start to the recreation season at USACE parks nationwide.

As of Aug. 14, 177 people have died while recreating on Corps-owned property nationwide this fiscal year compared to 128 at this time last year – a more than 38 percent increase. Most of these fatalities were from drowning. USACE officials report that more than 90 percent of drowning victims at USACE parks were not wearing life jackets.

“It is imperative that we educate the public about water safety, as drowning is the number two fatality in the U.S. for children 13 and younger with vehicle accidents being number one,” said Col. Christopher W. Sallese, USACE Galveston District commander. “The arrival of the Labor Day holiday weekend will bring an increased level of outdoor activities throughout Texas, especially with outdoor recreation involving water activities at public beaches, in swimming pools, while boating and engaging in other aquatic-related activities.”

According to Sallese, the Corps realizes the important role that education plays in saving lives and requests the public wear life jackets and read warning signs when recreating on a lake, river or beach this busy weekend.

Since the beginning of the year, USACE Galveston District staff has engaged in an aggressive water safety campaign to minimize the potential for loss of life due to drowning. The campaign includes launching a series of radio public service announcements to inform visitors of Corps’ recreation facilities how to prevent drowning, inspections of Corps-maintained jetties for proper safety signage, and partnering with community leaders, volunteers and the public to improve public safety at Corps’ lakes, recreational areas and facilities.

“This year, 68 children and teens have already drowned in Texas, with 13 in the Greater Houston area,” said Kris Brown, natural resources specialist and park ranger for the USACE Galveston District. “We understand the important role that education plays in saving lives and we’re working with our partners to extend our drowning prevention knowledge, skills, expertise, and services and help to develop and implement effective strategies to promote education and prevent drowning.”

USACE officials encourage visitors to check local water and weather conditions and pay attention to recreation warnings, such as river closures from local emergency services offices, prior to entering the water. Officials stress the single most important item a person can do on the water to reduce risk is to wear a life jacket. USACE will continue its efforts to promote boating and water safety and with the public's support will work to reduce the risk and save lives.

USACE is the nation’s largest federal provider of outdoor recreation, hosting more than 370 million visits per year at 422 recreation parks in 43 states. The Galveston District has a long history of leading the way in safety initiatives for the protection of life and property and is available to assist in water safety educational engagements by calling 281-497-0740.

For the USACE recreation area near you visit www.CorpsLakes.us or for more news and information visit www.swg.usace.army.mil. Find us on Facebook, www.facebook.com/GalvestonDistrict.

###USACE###

U.S. ARMY CORPS OF ENGINEERS – GALVESTON DISTRICT

2000 Fort Point Road, Galveston, Texas, 77550

Web: www.swg.usace.army.mil • DVIDS: www.dvidshub.net/units/USACE-GD

Twitter: www.twitter.com/USACEgalveston • Facebook: www.facebook.com/GalvestonDistrict





NEWS RELEASE

U.S. ARMY CORPS OF ENGINEERS

BUILDING STRONG®

For Immediate Release:
Aug. 1, 2011

Media Contact:
Sandra Arnold or Isidro Reyna
(409) 766-3004
swgpao@usace.army.mil
Release No. 081101

Army Corps of Engineers concerned with rise in deaths at Corps parks

GALVESTON, Texas (Aug. 1, 2011) – The U.S. Army Corps of Engineers Galveston District is continuing to concentrate on water safety outreach at lake and river projects after a deadly start to the recreation season at USACE parks nationwide.

As of May 31, 57 people have died on Corps-owned property this year, compared to 39 at this time last year – a more than 32 percent increase. Most of these fatalities were from drowning. USACE officials report that more than 90 percent of drowning victims at USACE parks were not wearing a life jacket.

“Public safety is our number one priority,” said Maj. Gen. Merdith W.B. Temple, acting commanding general of the USACE. “The increase in deaths at USACE parks this year is of great concern to us. We want to do everything we can to make people aware of potential risks when they visit one of our recreation areas, and how to make good decisions that will improve safety for themselves, families and friends.”

Since the beginning of the year, USACE Galveston District staff has engaged in an aggressive water safety campaign to minimize the potential for loss of life due to drowning. The campaign includes a series of radio public service announcements to inform visitors of Corps recreation facilities how to prevent drowning, an inspection of Corps-maintained jetties for proper safety signage, and partnering with community leaders, volunteers and the public to help reduce drowning and improve public safety at Corps’ lakes, recreational areas and facilities.

“This year, 68 children and teens have already drowned in Texas, with 13 in the Greater Houston area,” said Kris Brown, natural resource specialist and park ranger for the USACE Galveston District. “We understand the important role that education plays in saving lives and we’re working with our partners to extend our drowning prevention knowledge, skills, expertise, and services and help to develop and implement effective strategies to promote education and prevent drowning.”

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For the USACE recreation area near you visit www.CorpsLakes.us or for more news and information, visit www.swg.usace.army.mil. Find us on Facebook, www.facebook.com/GalvestonDistrict, or follow us on Twitter, www.twitter.com/USACEGalveston.

###USACE###

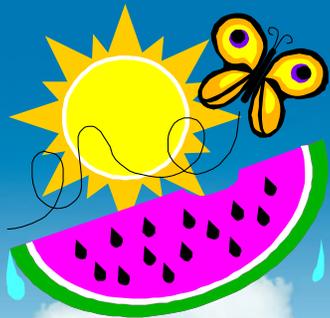
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9th Annual

Picnic in the Park

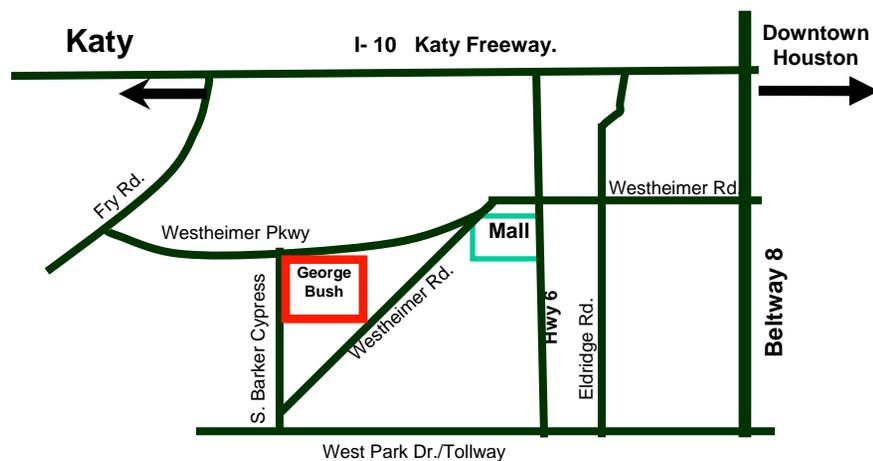
-Linking Families Together-

George Bush Park
4/16/2011 Noon-4pm

**Intellectual and Developmental Disabilities
Awareness Fair**

***(Formerly Autism & Mental Retardation)**

**George Bush Park—16756 Westheimer Parkway
Houston, TX 77082**



- ◆ Learn about Community Resources
- ◆ Network with Families & Professionals
- ◆ Enjoy Free Food, Fun, & Games

*Bring the entire family for a day of **FUN!***

Information/Volunteer/Donate:

713-970-3824 or email:

picnicinthepark@mhmraharris.org

Organized by:



- IDD/PAC : Public Awareness Committee

6th Annual Safe Kids Greater Houston April Pools Day Media Event Agenda



When: April 1, 2011
Where: Houston Texans YMCA: 5202 Griggs, Houston, TX 77021 713.748.5405 Map
[Houston Texans YMCA Map](#)
<http://www.ymcahouston.org/houston-texans/> Virtual Tour of Pool

- 9:00AM** Be present for pre-interviews and prep
- 10:00 AM** Welcome – **Council Member Wanda Adams, Houston City Council District D**
- 10:03 AM** Personal Story – **Deon Grays**
- 10:08 AM** Houston/ Harris County statistics on drowning – **Estella Olguin**
- 10:11 AM** **Drowning and** Surviving a near drowning – **Dr. Kim Cheung, Pediatrician, UT Houston School of Medicine**
- 10:13 AM** Creating Safe Pool Environments & Virginia Graeme Baker Pool and Spa Safety Act Ordinance – **Phil Weldy & John Williams, City of Houston Department of Health & Human Services**
- 10:15 AM** National water safety month initiative – **Association of Pool & Spa Professionals and Pool Safely**
- 10:17AM** Apartment pool safety – **Kim Small, President of Houston Apartment Association**
- 10:19AM** PFD (life jacket) fit demo – **Phil Steffen, Boating Safety Specialist, Texas Parks & Wildlife**
- 10:22 AM** CPR Demonstration & importance of learning CPR – **Gidget Swift, American Red Cross**
- 10:27AM** Importance of taking swimming lessons – **Kristine Meyerson, Aquatic Specialist, YMCA of Greater Houston**
- 10:30 AM** Key water safety messages & request for community based water safety events – **Emcee CM Wanda Adams**
- 10:33 AM** Mock Swim Class or Drowning demonstration – **YMCA lifeguards & Houston Fire Department**

**Safety Ranger
Badges**

Gold foil decal
badges

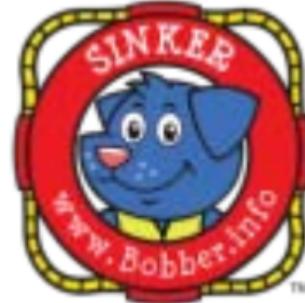
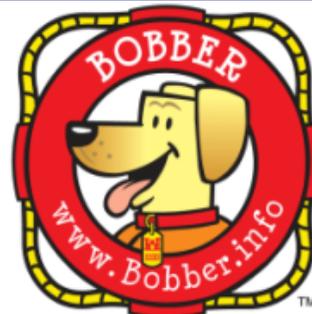
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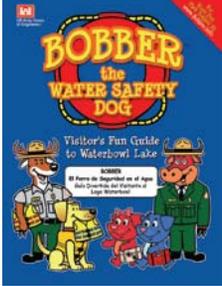
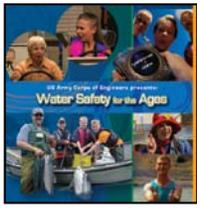


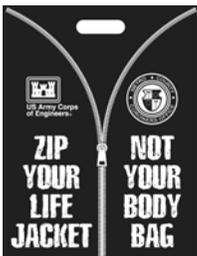
**Bobber the
Water Safety
Dog, Corkey,
Sinker, Wear
It!
Temporary
Tattoos**

2" x 2" temporary
tattoos. You will be
shipped a random
supply of the four
tattoos.

100/pkg



| | | | |
|---|---|------------------------|--|
| <p>Bobber the Water Safety Dog Activity Book</p> <p>Half size book 8½ x 5</p> | <p>NEW! Half size booklet.</p> <p>Activity booklet with key safety tips from the gang at Waterbowl Lake.</p> | <p>250/case</p> |  |
| <p>Water Safety for the Ages</p> | <p>DVD with three key water safety programs: “Safe Passage”, “Young and the Reckless” and “Wear It Right”. Curriculum available online for Safe Passage and Young and Reckless.</p> | <p>1/Ea</p> |  |
| <p>Which Life Jacket for You?</p> | <p>12” x 18” standee poster; describes different life jackets available for various boating activities.</p> | <p>1/Ea</p> |  |
| <p>TOURISM CARD</p> | <p>Recreation-related tourism rack card offers visitors the key message of “Visit a Corps Lake Near You Today!”, as well as web-site information for learning more about Corps recreational opportunities and camping reservations.</p> | <p>50/pkg</p> |  |
| <p>“Safety First, Catch it!” Frisbee</p> | <p>Black lettered message on orange plastic Frisbee ring. Frisbees have proven to be a popular and catchy educational incentive with everyone from kids to adults!</p> | <p>250/box</p> |  |

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| <p>“Pack It In, Pack It Out” Kid-Orange Bags</p> | <p>Bag Size: 15”x18” Messages: “Pack It In, Pack It Out” and “Winners Wear Life Jackets, Don’t Be A Loser” in English and Spanish</p> | <p>250/case</p> |  |
| <p>“Zip your life jacket...” Adult-Black Bags</p> | <p>Bag Size: 15”x18” Message: You’re your Life Jacket, Not Your Body Bag” Targeting older adolescents-adults; not intended for children.</p> | <p>250/box</p> |  |
| <p>“Wear It For Life” Poster</p> | <p>Size 8½ x 11 Message “Wear It For Life”</p> | <p>50/pkg</p> |  |
| <p>“Almost a Perfect Day” DVD</p> | <p>NEW! Nat. Safe Boating Council production promotes awareness of environmental stressors and how their interaction with alcohol could determine whether you have a fun day on the water or a disastrous experience - 11 min. long</p> | <p>1/ea</p> |  |
| <p>“Small Boat Skills” DVD</p> | <p>NEW! US Power Squadron production. This DVD contains information on 4 different types of small boats (Fishing, Paddling, Runabouts, PWC). The segments contained on this DVD are ideal for presentations, supplements for classroom, boat shows or informative viewing.</p> | <p>1/ea</p> |  |

| | | | |
|---|---|----------------------|--|
| <p>“Keep Them Smiling/Show Your Love” Poster</p> | <p>Size 17”x27” Messages “Keep Them Smiling. Keep Them Safe. Kids wearing life jackets...a safe choice around water.” & “Show Your Love. Keep Them Safe. Watch Your Children. A Safe Choice Around Water.”</p> | <p>50/pk</p> |  |
| <p>“Keep Them Smiling/Show Your Love” Poster</p> | <p>Size 8½ x 11 Messages “Keep Them Smiling. Keep Them Safe. Kids wearing life jackets...a safe choice around water.” & “Show Your Love. Keep Them Safe. Watch Your Children. A Safe Choice Around Water.”</p> | <p>50/pk</p> |  |
| <p>Locking Through DVD</p> | <p>NEW! This 13 minute DVD gives tips on how recreational boats should properly lock through. This DVD can be used on websites, in visitor centers, at boat shows or as general information.</p> | <p>1/ea</p> |  |
| <p>Spanish Posters: Series of 3</p> | <p>Size: 11”x17”</p> | <p>50/pkg</p> |  |

“Water Safety Fun & You” Brochure

English Version

100/pkg



“Water Safety Fun & You” Brochure

Spanish Version

100/pkg





**Bobber says,
"Watch your children around the water!"**



Water Watcher





Don't let children swim alone

The second leading cause of accidental death for children under the age of 10 is drowning

Teach children to swim

Children who know how to swim are less likely to drown than non swimmers

Watch children when playing around water

It only takes 20 seconds for a child to drown

Make children wear their life jackets

85% of drowning victims would be alive today if they had worn a life jacket

No permita que los niños nadar solo

La segunda causa de muerte accidental para los niños menores de 10 años es el ahogamiento

Enseñe a los niños a nadar

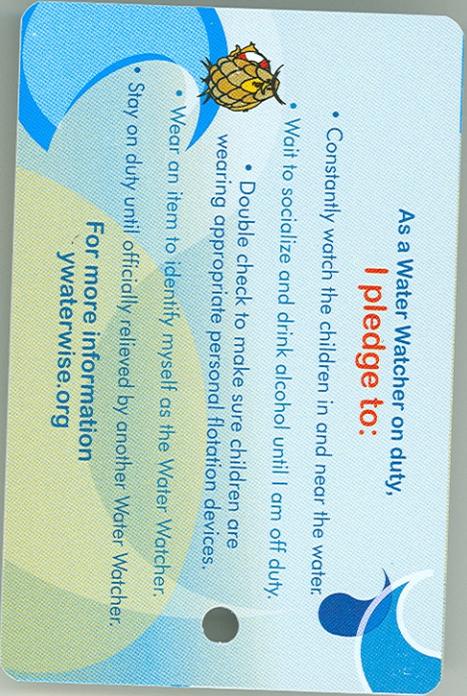
Los niños que saben nadar son menos propensos a ahogarse que los no nadadores

Mira los niños al jugar cerca del agua

Sólo se tarda 20 segundos para que un niño se ahogan

Hacer que los niños llevan sus chalecos salvavidas

85% de las víctimas por ahogamiento hoy estaría vivo si hubiera usado un chaleco salvavidas



By: Davis

S.B. No. 770

A BILL TO BE ENTITLED

AN ACT

relating to designating April as Water Safety Awareness Month.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

SECTION 1. Subchapter D, Chapter 662, Government Code, is amended by adding Section 662.107 to read as follows:

Sec. 662.107. WATER SAFETY AWARENESS MONTH. (a) April is Water Safety Awareness Month to increase awareness of water-related injuries in an effort to reduce the number of drowning and near-drowning incidents involving children.

(b) Water Safety Awareness Month may be regularly observed through appropriate activities in public schools and other places to increase awareness of water safety.

SECTION 2. This Act takes effect September 1, 2011.

PROCLAMATION

We the Mayor and the City Council, by virtue of the authority vested by the City of Galveston, Texas, do proclaim

April 1, 2011

as

“USACE Galveston Water Safety Kick-off Day”

in the City of Galveston

WHEREAS, the arrival of the summer months brings an increased level of outdoor activities in the City of Galveston and throughout the State of Texas, on public beaches, swimming pools, boating in Galveston Bay and other aquatic-related activities; and,

WHEREAS, the USACE Galveston District and Southwestern Division provides recreational opportunities to the public including having the most visited recreation areas in the entire Corps; and,

WHEREAS, the USACE Galveston District understands the important role that education plays in saving lives and requests the assistance of community leaders, volunteers and the public to partner with us to help reduce public fatalities and improve public safety at our lakes, recreational areas and public facilities; and,

WHEREAS, the USACE Galveston District encourages residents to raise their awareness of water recreation safety issues and participate in water-safety programs conducted by trained and certified professionals to build stronger Corps' and national Water Safety programs; and,

WHEREAS, the USACE Galveston District the City of Galveston's and the residents of Texas' support in communicating water safety information to families and people of all ages, whether owners of private pools, users of public swimming facilities or visitors to Texas beaches and water parks; and,

THEREFORE, BE IT RESOLVED, that the Mayor and City Council for the City of Galveston, Texas urge each and every citizen to join in recognizing April 1, 2011 as USACE Galveston Water Safety Kick-off Day.

IN TESTIMONY WHEREOF, witness my hand and the Seal of the City of Galveston, this 24th day of March 2011.



Mayor Joe Jaworski

Doug Godinich, City Secretary

County of Nueces



MIKE PUSLEY
Commissioner
Precinct 1

JOE A. GONZALEZ
Commissioner
Precinct 2

SAMUEL L. NEAL, JR.
County Judge
Nueces County Courthouse, Room 303
901 Leopard Street
Corpus Christi, Texas 78401-3697

OSCAR ORTIZ
Commissioner
Precinct 3

JOE MCCOMB
Commissioner
Precinct 4

COMMISSIONERS COURT RESOLUTION

United States Army Corps of Engineers – Water Safety Program Kickoff, April 1, 2011

WHEREAS, the arrival of the summer months brings an increased level of outdoor activities in Nueces County and throughout the State of Texas, especially with outdoor recreation involving water activities on public beaches, swimming pools, boating and other aquatic-related activities; and,

WHEREAS, the United States Army Corps of Engineers (USACE) Galveston District and Southwestern Division provides recreational opportunities to the public including having the most visited recreational areas in the entire Corps; furthermore, the USACE Galveston District has a long history of leading the way in safety initiatives for the protection of life and property; and,

WHEREAS, the USACE Galveston District understands the important role that education plays in saving lives and requests the assistance of community leaders, volunteers and the public to partner with us to help reduce public fatalities and improve public safety at our lakes, recreational areas and public facilities;

WHEREAS, the USACE Galveston District encourages residents to raise their awareness of water recreation safety issues and participate in water-safety programs conducted by trained and certified professionals to build stronger Corps' and national Water Safety programs; and,

WHEREAS, the USACE Galveston District requests Nueces County residents' support in communicating water safety information to families and people of all ages, whether owners of private pools, users of public swimming facilities or visitors to Texas beaches and water parks; and,

WHEREAS, the USACE Galveston District requests Nueces County to join in supporting their goals to achieve a 50 percent reduction in public fatalities from its fiscal year 2010 levels by putting "safety first" and becoming "water aware" when participating in water-related recreational activities;

NOW, THEREFORE, BE IT RESOLVED BY THE NUECES COUNTY COMMISSIONERS COURT, that the Court hereby declares April 1, 2011, as –

THE USACE GALVESTON DISTRICT'S WATER SAFETY PROGRAM KICKOFF DAY

and encourages all citizens of Nueces County to be mindful of water safety issues in the Coastal Bend.

**DULY ADOPTED BY VOTE OF THE COMMISSIONERS COURT OF NUECES COUNTY, TEXAS,
ON THE 30th DAY OF MARCH, 2011.**

SAMUEL L. NEAL, JR.
Nueces County Judge

MIKE PUSLEY
Commissioner, Precinct 1

JOE A. GONZALEZ
Commissioner, Precinct 2

OSCAR ORTIZ
Commissioner, Precinct 3

JOE MCCOMB
Commissioner, Precinct 4

ATTEST:

DIANA T. BARRERA, County Clerk



MATAGORDA COUNTY COMMISSIONERS' COURT

PROCLAMATION

**Declaring April 1, 2011 as the United States Army Corps of Engineer's
Water Safety Program Kick-Off Day**

- WHEREAS,** *the arrival of the summer months brings an increased level of outdoor activities in Matagorda County and throughout the State of Texas, especially with outdoor recreation involving water activities on public beaches, swimming pools, boating in the waters of Matagorda County and other aquatic-related activities; and*
- WHEREAS,** *the USACE Galveston District and Southwestern Division provides recreational opportunities to the public including having the most visited recreation areas in the entire Corps; and*
- WHEREAS,** *the USACE Galveston District has a long history of leading the way in safety initiatives for the protection of life and property; and*
- WHEREAS,** *the USACE Galveston District understands the important role that education plays in saving lives and requests the assistance of community leaders, volunteers and the public to partner with us to help reduce public fatalities and improve public safety at our lakes, recreational areas and public facilities; and*
- WHEREAS,** *the USACE Galveston District encourages residents to raise their awareness of water recreation safety issues and participate in water-safety programs conducted by trained and certified professionals to build stronger Corps' and national Water Safety programs; and*
- WHEREAS,** *the USACE Galveston District requests Matagorda County and the residents of Texas' support in communicating water safety information to families and people of all ages, whether owners of private pools, users of public swimming facilities or visitors to Texas beaches and water parks; and*
- WHEREAS,** *the USACE Galveston District requests Matagorda County to join us in supporting our goals to achieve a 50 percent reduction in public fatalities from its fiscal year 2010 levels by putting "safety first" and becoming "water aware" when participating in water-related recreational activities.*

NOW, THEREFORE, BE IT PROCLAIMED, *that the Matagorda County Commissioners Court does hereby proclaim April 1, 2011 as*

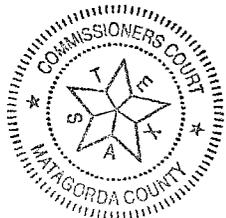
"THE UNITED STATES ARMY CORPS OF ENGINEER GALVESTON DISTRICT'S WATER SAFETY PROGRAM KICK-OFF DAY"

in Matagorda County, and urge all citizens to increase their awareness of water safety while sharing that awareness with others, and assist the USACE in reducing public fatalities while working to improve public safety in all recreational areas, not only in Matagorda County, but the entire State of Texas."

Dated this the 28th day of March 2011.

Attest:

Janel Hickl
Janel Hickl, County Clerk



Approved:

Nate McDonald
Nate McDonald, County Judge

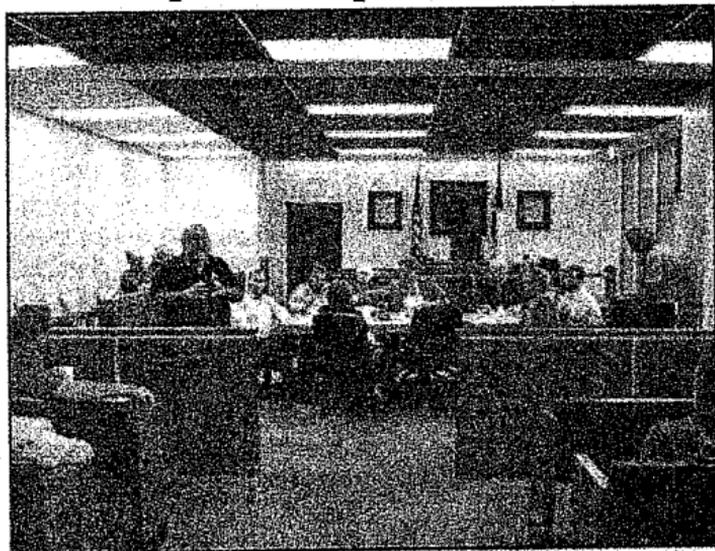
Dan Pustka
Dan Pustka, Commissioner Pct. #1

Kent Pollard
Kent Pollard, Commissioner Pct. #2

James Gibson
James Gibson, Commissioner Pct. #3

David Woodson
David Woodson, Commissioner Pct. #4

USACE Galveston to launch summer water safety campaign



CONTRIBUTED PHOTO

Simon De Soto, U.S. Army Corps of Engineers Colorado River Locks, spoke to the Matagorda County Commissioner's court on the importance of water safety and the Water Safety Program Kick-Off Day.

BY ADRIANA ACOSTA

AACOSTA@VICAD.COM

The U.S. Army Corps of Engineers, Galveston District, will kick off its summer water safety campaign on April 1 just in time for the busy recreational water season.

"The summer months are coming and this brings a lot of people outdoors," said Simon De Soto, U.S. Army Corps of Engineers Colorado River Locks.

The Corps is focusing on water safety and becoming aware when participating in water-related recreational activities, he said.

As part of the water safety campaign, the Corps has partnered with local governments across the Texas in order to proclaim April 1 as US-ACE Galveston District's Water Safety Program Kick-off Day.

The Corps has also partnered with the American Red Cross.

On Monday, the Matagorda County Commissioner's Court declared April 1 as Water Safety Program Kick-off day in the county.

The Corps of engineers cov-

ers the entire coast of Texas from Port Arthur to Brownsville.

To kick-off the water safety program, De Soto has been visiting students at different schools in the area educating to discuss the importance of water safety before the children were released for spring break in early March.

Coloring books, frisbees and other educational materials on water safety were given to the students.

Teachers and staff at schools visited were given koozies as a reminder to each of them to also be safety first in all water related events.

"We are emphasizing the importance of having adult supervision and also to wear life jackets anytime children are in water related activities, whether on the beach, in the river or at the swimming pool," he said.

The goal of the USACE is to achieve a 50 percent reduction in public fatalities from its fiscal year 2010 levels, De Soto said.

MATAGORDA COUNTY COMMISSIONER'S DECLARE APRIL 1 AS WATER SAFETY PROGRAM KICK OFF DAY

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CONTRIBUTED PHOTO

On Monday, March 28, the Matagorda County Commissioner's Court declared April 1 as the United States Army Corps of Engineer's Water Safety Program Kick-Off day. The court has joined in support to raise awareness of water recreation safety issues and participate in water-safety programs.

USACE Galveston to launch summer water safety campaign



Simon De Soto, U.S. Army Corps of Engineers Colorado River Locks, spoke to the Matagorda County Commissioner's court on the importance of water safety and the Water Safety Program Kick-Off Day.

[PRINT](#) • [SHARE](#) • [POST A COMMENT](#) • [FAVORITE](#) • [REPORT ERROR](#) • [retweet](#)

By [Adriana Acosta](#) • Originally published April 1, 2011 at 6:55 p.m., updated April 1, 2011 at 6:55 p.m.

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GuidryNews.com

The Online News Station

Galveston County

U.S. Army Corps of Engineers

News Release
Wednesday, March 30, 2011

USACE Galveston to launch summer water safety campaign

GALVESTON, Texas - The U.S. Army Corps of Engineers, Galveston District, will kick off its summer water safety campaign April 1 in time for the busy recreational water season.

As the leading provider of outdoor recreation on all federally-managed public lands in the U.S., the Corps has a dedicated focus on water safety by putting "safety first" and becoming "water aware" when participating in water-related recreational activities.

"The arrival of the summer months brings an increased level of outdoor activities throughout the State of Texas, especially with outdoor recreation involving water activities on public beaches, swimming pools, boating and other aquatic-related activities," said Col. Christopher W. Sallese, Galveston District commander. "The Corps understands the important role that education plays in saving lives and requests the assistance of community leaders, volunteers and the public to partner with us to help reduce public fatalities and improve public safety at our lakes, recreational areas and public facilities."

As part of the water safety campaign, the Corps has partnered with local governments across the State of Texas in order to proclaim April 1 as USACE Galveston District's Water Safety Program Kick-off Day.

On March 24, the City of Galveston presented Sallese and Twila Lindblade, a representative of U.S. Congressman Ron Paul's office, with a proclamation supporting the Corps' efforts to communicate water safety information to families, whether owners of private pools, users of public swimming facilities or visitors to Texas beaches and water parks.

"We the mayor and city council, by virtue of the authority vested by the City of Galveston, Texas, do proclaim April 1, 2011, as USACE Galveston Water Safety Kick-off Day," said City of Galveston Mayor Joe Jaworski. "We urge each and every citizen to join in recognizing this day."

Jaworski also thanked Sallese for the Corps' efforts in repairing the Galveston Seawall following damage sustained from Hurricane Ike.

The County of Matagorda is scheduled to present a similar proclamation March 28, Nueces County March 30 and Cameron County March 31.

"We encourage residents to raise their awareness of water recreation safety issues and participate in water-safety programs conducted by trained and certified professionals," said Kristine Brown, a park ranger with USACE Galveston and water safety program manager. "It is imperative that we educate the public about water safety, as drowning is the number two fatality in the U.S. for children 13 and younger with vehicle accidents being number one."

Brown, Corps park rangers and USACE Galveston District staff continually provide water safety tips and lifejacket demonstrations to the public through outreach activities scheduled throughout the year.

In Matagorda County, Texas, Simon DeSoto, lockmaster at the U.S. Army Corps of Engineers Colorado River Locks, visited students at the Matagorda Independent School District to discuss the importance of water safety before the children were released for spring break in early March. In Jefferson County, Texas, Corps Park Ranger Ruth Millsaps provided a water safety information booth during "Marsh Madness" at McFaddin Wildlife Refuge March 26. In Houston, Brown presented a water safety program to local elementary school children in conjunction with Texas Children's Hospital and Safe Kids Houston March 26.

Upcoming events include:

Friday, April 1, 9 a.m.
April Pool's Day
Houston Texans YMCA



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The Corps will participate in a press conference with local agencies as part of Safe Kids Houston kicking off the water safety campaign. Point of Contact, Park Ranger Kristine Brown Houston Project Office

Saturday, April 16
Picnic in the Park

The Corps will present water safety to mental health students at George Bush Park located in Barker Reservoir. Point of Contact, Park Ranger Kristine Brown Houston Project Office

The last Thursday of each month in April, May, June, July and August Children's Museum of Houston The Corps will assist in presenting water safety to children during a free night at the museum. Point of Contact, Park Ranger Kristine Brown Houston Project Office

For more information and tips on water safety, visit the U.S. Army Corps of Engineers website at <http://watersafety.usace.army.mil/>.

For more news about the Galveston District, visit www.swg.usace.army.mil.

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USACE Galveston to launch summer water safety campaign

GALVESTON, Texas — The U.S. Army Corps of Engineers, Galveston District, will kick off its summer water safety campaign April 1 in time for the busy recreational water season. As the leading provider of outdoor recreation on all federally-managed public

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Corps of Engineers donate water safety easter eggs to MISD



Pictured with DeSoto are Pre-K teacher Janet Ryman and students Julie Garcia, Colton Ward and Haley Owens.

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Originally published April 19, 2011 at 3:11 p.m., updated April 19, 2011 at 3:11 p.m.

US Army Corps of Engineers, Galveston District, Colorado River Lockmaster Simon DeSoto presented Matagorda Independent School District with Easter Eggs for their Annual Easter Egg hunt this week. Each egg was filled with a Water Safety Temporary Tattoo which stated, "I Look Best In My Life Vest".

Pictured with DeSoto are Pre-K teacher Janet Ryman and students Julie Garcia, Colton Ward and Haley Owens.

DeSoto is working to provide the school children with reminders and increase awareness of water safety as the Galveston District continues it Water Safety Awareness to reduce public fatalities in water related accidents.

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US Army Corps of Engineers presents water safety to Matagorda ISD students



2nd Grade class at Matagorda Independent School District Adults in back row - Left to right - Second grade teacher, Jami Casey, Colorado River Lockmaster, Simon DeSoto

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Originally published March 16, 2011 at 4:20 p.m., updated March 16, 2011 at 4:20 p.m.

The US Army Corps of Engineers, Galveston District, Colorado River Locks presented a Water Safety message to all Matagorda Independent School District students this past Friday morning, just as students were leaving school for Spring Break. Colorado River Locks Lockmaster Simon DeSoto made a presentation to all students advising them of the importance of "Safety First" whenever they are in the vicinity of water. He emphasized the importance of having adult supervision and also to wear Life Jackets anytime children are in water related activities, whether on the beach, in the river or at the swimming pool. He also gave out Frisbee's to all students as a reminder to take this message home and to spread the message to friends and loved ones alike. DeSoto was assisted by two of his employees, Jesse Deshotels and David Gingles in the presentations. Teachers and staff were also given drink koozies as a reminder to each of them to also be Safety First in all water related events. Water related accidents are a very real hazard in our coastal community and the US Army Corps of Engineers wants to educate the public to be safety conscience and to practice "Safety First" in all related water activities.



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Lifestyles

Annual Marsh Madness

The McFaddin & Texas Point Refuges Alliance and U.S. Fish & Wildlife Service are hosting Marsh Madness! Saturday, March 26th, 2011 from 10:00am to 2:00pm at the McFaddin National Wildlife Refuge. The public is invited to attend the free series of presentations and programs, including:

Birds of Prey - Let Earthquest teach about and display live birds of prey, with shows at 11am and 1pm

Fire in the Marsh -- Test your skills with a fire hose and learn what it takes to be a professional wildland firefighter!

Seining - No hooks needed! Learn to fish using a net!

Crabbing -- Know what's on the end of your line? Spend some time improving your crabbing skills and knowledge.

Retrieving Demonstration - Watch some well-trained dogs in action and learn the basics of training, and working with retrievers.

Life in the Marsh - Fish, turtles, invertebrates and many other exciting critters you'll find in the marshes of McFaddin NWR.

Paddling in the Marsh - Learn from the professionals of Coastal Paddler in Beaumont how to paddle a kayak and then test your skills! Be prepared to get wet!!

Duck Calling - Practice your calls and learn how to bring in the birds!

Alligators -- Let the experts from TPWD introduce you to these reptiles that have been around since the dinosaurs. See them close up in a large alligator tank!

Craft Tent -- Get creative by creating your own crafts that you can take home!

Marsh Madness! is being hosted by the McFaddin & Texas Point Refuge Alliance and the U.S. Fish & Wildlife Service with the help of Coastal Paddler, the Friends of Anahuac Refuge, Earthquest, Haydel's Game Calls, Lamar University Texas Academy of Science, North Shore Surf Club, Inc., Port Arthur Retriever Club, Sabine Pass ISD, U.S. Coast Guard, National Park Service, Army Corps of Engineers and the Texas Parks and Wildlife Department. For more information or directions, please call (409) 267-3337. Come out today and enjoy your refuge!

The U.S. Fish and Wildlife Service is the principal federal agency responsible for conserving, protecting and enhancing fish and wildlife, plants and their habitats for the continuing benefit of the American people.

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Mom who lost child to drowning urges training for pool safety

A cautionary tale

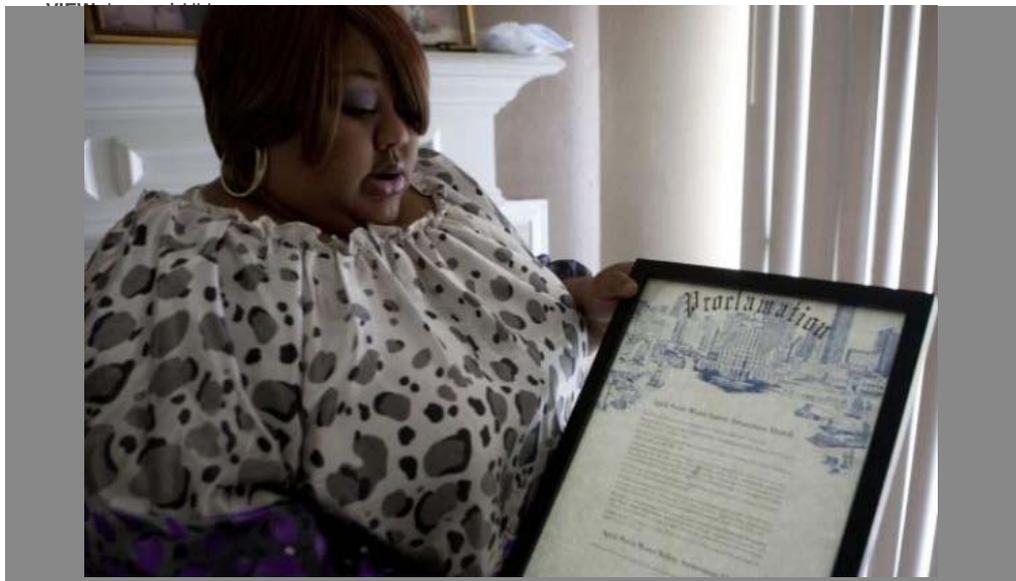
As pools open today, mom who lost child in drowning says now is the time for safety training and vigilance

LAUREN MATHIS

, HOUSTON CHRONICLE

Published 05:30 a.m., Saturday, May 28, 2011

1 of 2 [◀ PREV](#) [NEXT ▶](#)



Deonesia Grays, holding a city proclamation for pool safety awareness, founded a group after her child drowned. Photo: Chronicle, James Nielsen / HC



Houston and Texas

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Six years ago this holiday weekend, Deonesia Grays had her children swimming with friends out by the pool on a warm summer day in Alief when she heard the screams.

"We were at a friend's apartment complex the parents took the kids out to the pool. ... another parent stayed in the house," Gray



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the time we got out of the house, the parent (watching the kids) was screaming."

"I felt it," she said. "I had two kids, so I knew it had to be one of them, but I just didn't know which one."

By the time Grays made it to the pool, an apartment resident started doing CPR on a little girl. It was Grays' 4-year-old daughter, [Bria Harvey](#).

Bria started breathing again, but she eventually would die at a hospital.

The day was May 29, 2005.

Three years after Bria's drowning, Grays created Bria's House, a nonprofit that provides parents with water safety advice for their children. The work her organization does is especially important now, with Memorial Day weekend kicking off the unofficial start of the swimming season in this region. Houston city pools open today.

Since a large number of drownings are reported between May and August, Grays, 34, said she advises parents to get their kids swimming lessons soon.

From 2005 to 2010, the greater Houston area has had a reported 169 child drownings, said [Child Protective Services](#) spokeswoman [Estella Olguin](#).

6 drownings this year

So far this year, there have been six reported drownings, Olguin said.

Most young children who drown in pools are out of sight less than five minutes and are in the care of one or both parents at the time, according to CPS.

"The Center for Disease Control and Prevention estimates that for every one child that drowns, there are four near-drownings," said [Seema Patel](#), manager of Texas Children's [Center for Childhood Injury Prevention](#). "Additionally, drowning is the second-leading cause of unintentional injury-related death to children."

CPS and a number of organizations such as Texas Children's, Harris County, [Red Cross](#) and YMCA are working with Bria's House to educate the Houston community on what precautions parents should take when their children are near water.

Some tips on water safety for children:

Make sure an adult watches children at all times near water. The adult shouldn't be distracted by activities such as cooking or talking on the phone.

The child supervisor must know how to swim, and knowing CPR is important.

Make sure children swim only in designated safe areas of rivers, lakes and oceans.

Flotation devices shouldn't be considered a drowning prevention.

Tell children never to swim alone and make sure to establish water safety rules with them.

Put fences around pools.

Tell children never to run, push or jump on others around water.

Mom with mission

Grays' 12-year-old son, [Deon Grays](#), was the spokesperson at this year's local event called April Pools Day. The goal of the event was to help children understand why it is important to be safe when playing in or near the water.

Grays, a resident of northwest Houston, hopes Bria's House will make parents understand how important it is to stay with a child who is in the water.

"Be there, not only be there, but pay attention," Grays said. "That phone call or doorbell can wait. That one day I let my guard down, and that's why it hurts me so bad because I felt if I followed my first (instinct), then she would still be here."

lauren.mathis@chron.com



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Interpretive Contacts Event Summary

01-OCT-2010 TO 30-SEP-2011

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District GALVESTON
Project BUFFALO BAYOU AND TRIBUTARIES

| Contact Type | Corps Mission | | | | Cultural/Historical | | | | Environmental | | | | General Safety | | | | Project Tour | | | | Water Safety | | | |
|----------------------|---------------|----------------------|----------------|-----------------------|---------------------|----------------------|----------------|-----------------------|---------------|----------------------|----------------|-----------------------|----------------|----------------------|----------------|-----------------------|---------------|----------------------|----------------|-----------------------|---------------|----------------------|----------------|-----------------------|
| | Direct OnSite | Direct OnSite Events | Direct OffSite | Direct OffSite Events | Direct OnSite | Direct OnSite Events | Direct OffSite | Direct OffSite Events | Direct OnSite | Direct OnSite Events | Direct OffSite | Direct OffSite Events | Direct OnSite | Direct OnSite Events | Direct OffSite | Direct OffSite Events | Direct OnSite | Direct OnSite Events | Direct OffSite | Direct OffSite Events | Direct OnSite | Direct OnSite Events | Direct OffSite | Direct OffSite Events |
| Month | OnSite | Events | OffSite | Events | OnSite | Events | OffSite | Events | OnSite | Events | OffSite | Events | OnSite | Events | OffSite | Events | OnSite | Events | OffSite | Events | OnSite | Events | OffSite | Events |
| MAY-2011 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 75 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 150 | 2 |
| JUN-2011 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 800 | 1 |
| JAN-2011 | 0 | 0 | 120 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| FEB-2011 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 500 | 1 |
| NOV-2010 | 0 | 0 | 200 | 1 | 0 | 0 | 0 | 0 | 20 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| DEC-2010 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 250 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| APR-2011 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 30 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 350 | 1 | 50 | 1 |
| MAR-2011 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 600 | 2 |
| AUG-2011 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 1 |
| OCT-2010 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 25 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 500 | 1 |
| Project Total | 0 | 0 | 320 | 2 | 0 | 0 | 0 | 0 | 150 | 4 | 0 | 0 | 250 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 350 | 1 | 2700 | 9 |

Interpretive Contacts Annual Report Fiscal Year 2011

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District GALVESTON

Project Site BUFFALO BAYOU AND TRIBUTARIES

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|----------|----------------|-----------------|----------|---------------------|-----------------|----------|----------------|-----------------|----------|----------------|-----------------|----------|----------------|-----------------|----------|----------------|-----------------|----------|
| | Direct On-Site | Direct Off-Site | Indirect | Direct On-Site | Direct Off-Site | Indirect | Direct On-Site | Direct Off-Site | Indirect | Direct On-Site | Direct Off-Site | Indirect | Direct On-Site | Direct Off-Site | Indirect | Direct On-Site | Direct Off-Site | Indirect |
| Contacts | 0 | 320 | 0 | 0 | 0 | 0 | 150 | 0 | 0 | 250 | 0 | 0 | 0 | 0 | 0 | 350 | 2700 | 0 |
| Events | 0 | 2 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 7 | 1 |