

**Agency: Commerce, Community and Economic Development****Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Swim Like A Fish Foundation****Federal Tax ID: 56-2610406****Project Title:****Project Type: Equipment and Materials**

# Swim Like A Fish Foundation - Drowning Prevention Public Education Program

**State Funding Requested: \$150,000****House District: Statewide (1-40)**

One-Time Need

**Brief Project Description:**

Produce a video (public announcement), website and educational materials to educate the public on how to prevent and avoid drowning in Alaska.

**Funding Plan:****Total Cost of Project: \$150,000***There is no other funding needed***Detailed Project Description and Justification:**

The Swim Like A Fish Foundation is requesting funds to produce a video, website and educational materials that will educate the public (residents and those visiting Alaska) on the importance of educating oneself on the complexities of Alaska's uniquely dangerous situations pertaining to bodies of water, mud, ice, moving water, etc. And how to prevent and avoid accidental drowning in Alaska.

We propose the video, brochures and flyers to be distributed all throughout Alaska and will come with a curriculum for implementation for schools, on cruise ships, visitor's centers, villages and communities near bodies of water and for on-air distribution on municipal channels and mainstream media outlets.

The education of the public about the dangers associated with Alaska's unique environment is essential for the safety of residents and visitors of our great state.

## Project Description/Justification

## A. Project Scope:

This project aims at training individuals to further gain lifesaving and life preserving skills that go a step further than just promoting lifejacket awareness.

We will address each scenario with "How To" and "What to do" in addition to encouraging skill development and awareness of dangers. We will go over the importance of the fundamentals of swimming and how important it is to develop the skills necessary to float, propel oneself and proper breath control. Even with a lifejacket on, a person must know proper hand and leg techniques to propel and in which position encourages less resistance in order to use the least amount of energy.

This project aims to affect the whole state and individuals of all ages, from school age children to the elderly. The video and brochures will be distributed throughout the whole state for residents and tourists alike.

#### B. Approach:

The Swim Like A Fish Foundation is committed to promoting water safety education throughout Alaska. The project will contract local agencies for production and materials thus contributing to the local economy and jobs.

After a complete product we will approach local schools (private, charter, correspondence and municipal schools) to implement a safety program into the curriculum. We will also work with communities, businesses, non profits and media outlets to get the product to the public.

#### C. Program Evaluation

Before a final completed product we will have a full evaluation and screening.

After a lesson is completed we will have participants fill out an evaluation form pre printed with multiple choice and question and answer portions. These evaluations will be reviewed on a regular basis for quality control and training.

#### Why is this Project Needed Now?

Drowning is one of the leading causes of accidental death in Alaska. Many of these deaths can be prevented. Children are most at risk for drowning and with education and skill development we can lower the drowning rate.

There are many misconceptions that surround swimming and we believe that by educating the public we can work to make water safer for everyone.

#### Long Term Goals:

The long term effects of this program are: statewide awareness of the dangers, thus leading to a reduction of water related fatalities and by educating children and young adults we are raising a generation of "swimmers" who know the dangers and have the skills to survive when faced with water related accidents

### **Project Timeline:**

FY2011

### **Entity Responsible for the Ongoing Operation and Maintenance of this Project:**

Swim Like A Fish Foundation

**Grant Recipient Contact Information:**

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Has this project been through a public review process at the local level and is it a community priority?  Yes  No