

Unintentional Injuries

Preventive care reduces death and disability and improves health. These services prevent and detect illnesses and diseases in earlier, more treatable stages, and reduce or prevent injury, significantly reducing the risk of illness, disability, early death, and medical care costs for individuals and the community

(Healthy People 2020).



Drowning is the leading cause of death for infants and young children in 18 states. Nationally, drowning is the second leading cause of accidental death for persons aged 5 to 44 years. The number of people receiving emergency department care for nonfatal submersion injuries is four times the number of fatalities. Nonfatal drowning can cause serious brain damage resulting in memory loss, learning disabilities, and permanent loss of basic functioning.

Source: www.nefloridacounts.org

The drowning rate has changed very little in Clay and Duval Counties, as well as the state of Florida. The rates in Nassau and St. Johns Counties have been approximately cut in half, while Putnam County rates have more than doubled.

Source: *Community Health Needs Assessment, 2012*

[Age-Adjusted Death Rate per 100,000 Persons due to Unintentional Drowning \(2014\)*](#)

Location	Rate	Status
County : Duval	2.5	
County : St. Johns	3.7	

*only one year of data available

Source: www.nefloridacounts.org

Wolfson Children's Hospital FY13-15 Community Benefit



Changing
Health Care
for Good.

Unintentional Injuries: Drowning

The Healthy People 2020 national health target is to reduce the fatal drowning death rate to 1.1 deaths per 100,000 persons.

Programs:

Water safety information, CPR classes, education and community events
Swim lessons

Strategies:

1. Provide free swim lessons to low-income children through swim school partners in the community.
2. Distribute water safety education information and awareness by using brochures, DVDs, and water watcher tags in the assessed counties.
3. Collaborate with our multi-county Safe Kids Coalition, Baptist Primary Care pediatric offices, Health Departments, CPR classes and at health/safety fairs to distribute materials.
4. Provide water safety PSA on local television.
5. Conduct a Water Safety Fair at the Jacksonville Zoo and Gardens.
6. Initiate a "Rapid Response" program in areas where a drowning or near drowning has occurred.
7. Provide Family and Friends CPR in collaboration with the American Heart Association for families who participate in child safety training classes and health fairs.
8. Water safety messages on Wolfsonchildrens.org and Facebook

Program Results:

FY13

- Provided 1,080 swimming lessons through partnership with city
- Broadcast Water Safety PSA on First Coast News
- Provided water safety education through McDonald's tray liners in 106 restaurants
- Reached over 2.7 million people with water safety messages and materials

FY14

- Provided water safety information and drowning prevention tips to over 2,000 people at water safety fairs and other health events
- 1795 vouchers for free swim lessons distributed in 6 counties with partners
- Information on free swim lessons available in the community was provided on Facebook and through local media
- Reached over 750,000 people through television, print and Internet, provided drowning prevention and water safety

FY15

- Provided water safety information and drowning prevention tips to over 1,500 people at water safety fairs and other health events
- Information on free swim lessons available in the community was provided on Facebook and through local media
- Reached over _____ people through television, print and Internet, provided drowning prevention and water safety

Partners:

Action News Channel 47 and 30	Elite Amenities
American Red Cross Vol. Lifeguards	Family Support Services
Baptist Primary Care Pediatrics	Florida Swimming Pool Association
Century Ambulance	Florida Times-Union
City of Fernandina Beach	Jacksonville Zoo and Gardens
City of Jacksonville Mayor's Office	Jax4kids.com

JaxParks Aquatics
Kohl's
McDonald's
News4Jax.com
Pools by John Garner
Jacksonville Public Libraries
Putnam County Recreation Dept.
Safe Kids Northeast Florida
Safety First Jax
Southside Newsline
Swimming Safari
US Coast Guard
WJXT Channel 4
WTLV Channel 12 and 25
YMCA