

CNIC NAVY FITNESS DROWNING PREVENTION CAMPAIGN: SPLASH

Subj: NAVY FITNESS DROWNING PREVENTION CAMPAIGN: SPLASH

Ref: Navy Youth Swim Test SOP

1. Purpose. To implement a Navy-wide Drowning Prevention campaign (SPLASH) that educates parents and youth on aquatic safety, including active parental supervision, safe play, proper swim assessment, and the importance of swim lessons. With SPLASH, Navy Fitness strives to promote the importance of aquatic safety for all patrons to help minimize the risk of drowning for MWR patrons.

2. Policy and Scope. Provides guidance on the implementation and facilitation of the SPLASH campaign at all MWR Aquatics facilities. SPLASH is to be facilitated within every MWR Aquatic program.

3. Applicability. All MWR Navy Fitness Aquatic programs.

4. SPLASH Implementation

a. Marketing. Marketing materials will be provided by CNIC HQ to display and use at each installation. The following materials include:

1. Posters.

(a) Posters will be prominently displayed at the aquatic facility in a location that is visible to all patrons. Posters will be provided by CNIC HQ. If additional posters are needed, it is the responsibility of the Aquatic manager to request through CNIC HQ N921.

2. Brochures.

(a) SPLASH brochures will be made readily available to all parents at the aquatic facility. Brochures will be given to every parent of a child participating in the Navy Youth Swim test. Additional brochures may be made available at other MWR locations.

(b) A space is available on the back of the brochure to insert local information. Stamp or print contact information for local Aquatic program.

3. Swim License.

(a) Swim licenses are to be provided to each youth that successfully passes the Navy Youth Swim test, in accordance with ref (a). Ensure that the testing lifeguard or Aquatic Coordinator signs in the back of the license upon successful completion of the test. Cards may be laminated.

4. Social Media clips.

(a) Social media clips are provided to add to Installation/Program websites or social media accounts.

5. Movie Theater spotlights.

(a) SPLASH promotional spots will be provided and displayed at all MWR movie theaters.

6. MWR SPLASH logo.

(a) An MWR SPLASH logo has been developed to establish branding with this campaign. The logo will be used for all of the following:

- (1) Swim lessons marketing materials
- (2) Local MWR Water safety programs/events
- (3) Navy Youth Swim Test

5. Point of Contact. For additional information or to request additional materials, please contact Debbie Deutsch, CNIC N921 Fitness and Aquatic Specialist, at Debbie.deutsch@navy.mil.