Introduction to Pool Template

Health care professionals would like an easy way to share swimming and water recreation information with patients and their families. Fliers or handouts are one way health care professionals can share information. Ideally this flier or handout would be available on-line where they can be printed and handed to patients and families during a visit. Health care professionals would like to share the following information with families:

Pool Contact and Location

- Pool name, address, phone number
- Website and other social media sites (e.g. Facebook)
- Contact person

Types of Swimming and Water Recreation Activities

- Types of swimming and water recreation activities
  Examples: swim lessons; family swim; special swim such as parent/caregiver and child swim, men or women's only swim, teen only swim; fitness, rowing, kayaking etc.
- Emphasize that water activities are fun and healthy

Registering for Activities

- How to sign up for swimming and water recreation activities

Price, Reduced Fees, and Scholarships

- How much do swimming and water recreation activities cost
- How to qualify for reduced fees/scholarships
- Highlight special reduced cost or drop in options such as free family swims

Preparing for Activities

Some patients and their families are unfamiliar with swimming pools and lessons. Providing information on what to expect at a pool is helpful.

- How to prepare for swimming and water recreation activities
  Examples:
  - When to arrive
  - What to bring
  - What to wear
  - Where to change
  - When to rinse off

Working with Culturally and Economically Diverse Families

Consider these tips when working with culturally and economically diverse families in swim and water recreation programming:

- Highlight affordable swimming and water recreation activities.
- Use photos and graphics that include diverse cultures and communities and are easy to understand by English language learners.
- Translate handouts into common languages spoken in your community.
- Allow alternatives to swim suits (e.g. clean shirt and shorts).
- Establish partnerships with community health clinics, non-profit organizations, schools, churches, and other trusted community organizations. Advertise lessons and other programs on a regular basis.

Partnering with Health Care Professionals

- Establish partnerships with one or two community health clinics in your area.
- Bring handouts, scholarship forms and information on a regular basis. Health care providers like handing out information to patients and their families.
- Provide incentives to patients and families who are referred by community health clinics.
- Host an open house with an introduction to the pool and free swim time and invite community clinics.

Creating a Great Flier

Consider using these tips when creating your handout:

- Write in simple language: 8th grade reading level or below. Simple language also helps with translation.
- Avoid phrases and expressions that may be unfamiliar to or confuse people. An example is "jump into swimming!" This phrase could be taken as a fun play on words or could be taken as a person has to jump into the pool to swim.
- If using pictures, use images that reflect the surrounding community.
- Label swim lessons by descriptors, such as age and level if applicable. Swim lessons that are not labeled with descriptors can be confusing.
- Emphasize swimming is a fun activity.
- Highlight affordable activities.

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