Everyone Swims
Promoting Swimming and Water Recreation among Diverse Communities

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Objectives

✓ Share the importance of swimming and water recreation with your organization and community partners.

✓ Identify policy and system strategies you can use to increase access to swimming and water recreation.

✓ Utilize resources to increase access to swimming and water recreation.
Overview

I. Background

II. Importance of Swimming and Water Recreation

III. Everyone Swims Project Description

IV. Policy and Systems Change Priorities

V. Evaluation

VI. Lessons Learned

VII. Get Involved

Background
Obesity Facts

• Poor diet and physical inactivity are a leading cause of death, second to tobacco.

• 1 in 3 children born in the US will develop diabetes in their lifetime.

• 1 in 2 CHILDREN OF COLOR will develop diabetes in their lifetime.

• First generation to not outlive their parents.

Obesity Prevention: Society’s Role

2005 Institute of Medicine Report

Federal government
School nutrition standards, State nutrition/physical activity grants, Ad/marketing guidelines, Research

Industry/media
Healthier food/beverage packaging, expand nutritional info, clear/consistent messages

State/local government
Expand access to physical activity & healthful food

Healthcare
Routine tracking of BMI and appropriate guidance/counseling to children & families

Community/non-profit
Healthful physical activity/eating esp high-risk populations

Schools/childcare
Improve nutrition quality, increase physical activity, interventions to decrease screen time, pilot wellness programs

Parents/families
Engage in more healthful eating/activity
Importance of Swimming and Water Recreation

Learning to Swim Improves...

Physical Activity  Safety  Equity
Physical Activity

• The American Academy of Pediatrics recommends at least 60 minutes of physical activity a day; swimming is one option.\(^1\)

• The American Academy of Pediatrics (AAP) recommends that all children learn to swim. The timing depends on the developmental level of the child and the environment.\(^2\)

• Knowing how to swim creates opportunities for other water recreation (e.g. kayaking, rowing, and surfing) and jobs (e.g. lifeguard).

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Safety

• In Washington State, drowning is one of the leading causes of unintentional injury death among children and youth.

• 85% of drowning fatalities occurred in open water (lakes, rivers, and ocean).\(^1\)

• Most drownings occurred while swimming and playing in or near the water.\(^2\)

• Taking formal swimming lessons is associated with an 88% reduction in drowning risk.\(^3\)

• Swimming lessons are one important step to prevent the risk of drowning. Environmental modifications such as fencing, use of life jackets and lifeguards are additional important steps.

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1. Washington State Drowning News Clippings
Health Equity

Ability to Swim

Unable to Swim, %

- Black
- Hispanic
- White


Everyone Swims
Communities Putting Prevention to Work (CPPW)

CPPW is a national initiative to improve nutrition and physical activity and to reduce tobacco use through policy, systems, and environment change.

Everyone Swims

Increase access to swimming and water recreation among low-income and culturally diverse communities.
Everyone Swims Partners

Water Recreation
- 9 Organizations
- 28 Pools
- 9 Beaches
- 2 Rowing Houses

Community Health Clinics
- 8 Clinics
- 27 Clinic Sites

Seattle Children’s Hospital
- Connected partners
- Provided technical support
- Tool development
- Managed project

Public Health Seattle & King County
- Link to CPPW
- Provided training opportunities

Power of Partnerships

Community Health Clinics
Water Recreation Organizations
The Care Model for Child Health*

Plan/Practice Improvement Program

Community
- Resources and Policies

Health System
- Health Care Organization
  - Family and Self Management Support
  - Delivery System Design
  - Decision Support
  - Clinical Information Systems

Supportive, Integrated Community

Informed, Activated Patient and Caregivers

Prepared, Proactive Practice Team

Improved Outcomes
Coordinated and Culturally Appropriate Care that is Patient-Centered, Timely, and Effective.

* Adapted from the Chronic Care Model developed by Dr. Ed Wagner et al

Priority Areas

- Screening
- Referral
- Policy and Systems
- Scholarships
- Special Swim Programs
### Needs Assessment Results

**Screening**
Clinic staff are viewed as a trusted source of information.

**Referral**
Families wanted assistance finding pools/water recreation organizations, filling out registration forms, and an easier registration process.

**Scholarships**
Families were unfamiliar with scholarships and wanted help filling out forms, understanding whether they qualify, and an easier process to apply for scholarships.

**Special Programs**
Families valued special swim programs (e.g. gender-specific swims) and suggested improvements (e.g. more than 1 child for parent-child swim lessons).

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### Statewide Policy Strategy

**Priority Areas**
- Safer water recreation sites
- Life jackets
- Alcohol use
- Surveillance
- **Swimming access/ability**
- Physical barriers
- Partnerships
Priority #1

Screening for Swim Ability

- Add a swimming assessment question to your:
  - Electronic Health Record (EHR)
  - Electronic Medical Record (EMR)
  - Paper-Based Screening (e.g. well-child checkup questionnaire)
- Recommend swimming at 4 year well-child checkup and follow-up screening at 5-6 year well-child checkups.
- Assess parent/caregiver/family swim ability, barriers, and fears.
- Review medical charts to assess percent screened and referred.
Partner Success

**Columbia Health Center - Public Health Seattle & King County**
Conducted chart review to assess compliance with policy to screen for swimming ability.

**Harborview Children’s Clinic**
Harborview included a swim ability screening question on their electronic medical record (EMR).

Partner Example

**Harborview Children's Clinic: Electronic Medical Record**
Priority #2
Referral to Water Recreation

Referral Recommendations

- Identify 1 or more local pools or water recreation organizations to partner with.

- Develop a referral system between your organization and a pool or water recreation organization (e.g. fax or e-mail referrals to swimming/water recreation).

- Partner with a local pool to host an “open house” event for families to become familiar with the pool and water recreation activity (e.g. swimming, rowing, kayaking).
Information Recommendations

- Make swimming and water recreation handouts available in waiting rooms.
- Give information to patients and clients:
  - Swimming and water recreation handouts
  - Registration and scholarship application forms
- Assist families with filling out registration and scholarship application forms especially the first time.
- Identify a staff member(s) who can routinely provide information and assistance and include the responsibility in their job description.

Partner Success

HealthPoint
Provided orientation on Everyone Swims to Patient Care Coordinators (PCC) at all clinic sites and working towards adding referral to PCC job duties.

International Community Health Services (ICHS)
AmeriCorps volunteers refer patients to swimming and water recreation and uses a bilingual referral tool.

Roxbury Clinic - Highline Medical Center
Providers have a hardwired system to help families fill out forms.

Sea Mar Community Health Centers (Sea Mar), Seattle Parks & Recreation - Southwest Pool, and Evergreen Pool
Sea Mar, Evergreen Pool and Southwest Pool partnered to establish a fax-referral system.
Partner Success

Medgar Evers Pool - Seattle Parks & Recreation
Medgar Evers Pool partners with Odessa Brown Children’s Clinic to offer a free “open house,” which introduces families to swimming and to the pool.

Washington Chapter of the American Academy of Pediatrics (WCAAP) - Resident Representatives
Developed a screening and referral pocket card, which will be distributed to all WCAAP residents and was adapted for general use among other health care providers.

Partner Example

Sea Mar, Southwest Pool, and Evergreen Pool:
Fax Referral System based on a successful model by Neighborcare Health

| Congratulations on taking this important step to learning water safety and leading a healthy lifestyle. Contact the Southwest pool at 206-884-7449 to learn more about classes, programs, registration, and reduced fees. Please mark the programs and information that you are interested in: |
|-|------------------|------------------|------------------|
| [ ] Swim Lessons | [ ] General Pool Information | [ ] Registration |
| [ ] Fitness Programs | [ ] Special Programs/Events: | [ ] Reduced Fees |
| [ ] Drop-in/Recreational Swim |

This form will be completed at the clinic. Please bring this form to the Southwest Pool. 2801 SW Thistle St
Google Maps Link: http://g.co/maps/hfyx

<table>
<thead>
<tr>
<th>FOR SOUTHWEST POOL USE ONLY:</th>
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<tbody>
<tr>
<td>[ ] Program materials and/or scholarship information provided to family Date: __/<strong><strong>/</strong></strong></td>
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<tr>
<td>[ ] Enrolled in Swim Lessons Date: __/<strong><strong>/</strong></strong></td>
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<tr>
<td>[ ] Enrolled/Participated in open swim Date: __/<strong><strong>/</strong></strong></td>
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<tr>
<td>[ ] Did not enroll in any programs Date: __/<strong><strong>/</strong></strong></td>
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<tr>
<td>[ ] Other</td>
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Please call the Seattle Sea Mar Clinic at (206) 744-8000
Partner Example

ICHIS Referral Card

Would you or your child like to learn how to swim?
您或您的孩子是否想学会如何游泳？

For information about low-cost or free swimming lessons in your area, call (206) 788-3722 or bring this card to the receptionist to schedule an appointment with Americorps.
在您区域有关廉价或免费游泳课程联系
(206)788-3722, 或将这张卡交给
接待员与AmeriCorps预约时间。

Priority #3

Scholarships
Scholarship Qualification Recommendations

- Automatic qualification for scholarships with participation in
  - Medicaid
  - Head Start
  - Early Childhood Education Assistance Programs (ECEAP)
  - National School Lunch Program
- Require one form of income verification (e.g. Head Start enrollment).

Additional Scholarship Recommendations

- Forms available online, in print, in multiple languages and easy-to-read language (e.g. 6th grade reading level).
- Multiple ways to return forms (mail, in person, etc).
- Eligibility guidelines available online and in print.
- Forms collect information on race/ethnicity.
- Organization has sponsor a child scholarship.
- Scholarships apply to all physical activities at an organization.
Partner Success

**Covington Aquatic Center**
Simplified scholarship eligibility to proof of school lunch program (or other government assistance). Revised scholarship form to be easy-to-read and offers multiple ways to return forms (in-person, mail, and e-mail).

**Issaquah Pool**
Publishes income eligibility guidelines so parents know if they qualify before applying.

**Orca Swim School**
Simplified scholarship eligibility to “any one that can show proof of enrollment in a government assistance program (Medicaid, Head Start, ECEAP, or school lunch program) or referral from an Everyone Swims health care partner.”

Partner Example

**Covington Aquatic Center**

![Scholarship Application](Image)

- **Multiple submission options**
- **Single, non-invasive eligibility**
Priority #4
Special Programs

Special Programs Recommendations

- Community organization partners with water recreation organization to offer special swim programs such as:
  - Special Programming Appropriate for Organization (e.g. teen swim lessons or swim lessons for Head Start)
  - Special Programs for Children, Teens, and Adults who are Overweight

- Pools offer programs such as:
  - Child and Parent/Caregiver Beginning Swim Lessons
  - Family Swim Time at reduced rates on a scheduled basis
  - Gender-Specific Swims and Swim Lessons (women and girls only or men and boys only)
Partner Success

**George Pocock Rowing Foundation**
Partners with Seattle Public Schools to offer intro to rowing.

**Kent Meridian Pool**
Provides regular drop-in women-specific swims and the opportunity to rent their facility for women-specific swims.

**Odessa Brown Children's Clinic**
Odessa Brown partners with Medgar Evers Pool to offer swimming to their patients. Patients attend a pre-class orientation, or "open house."

**Pritchard Beach - Seattle Parks & Recreation**
Pritchard Beach offered free weekly evening group swimming lessons for ages 6-16. Lessons were scheduled in the evening to accommodate working parents.

**YMCA of Greater Seattle**
Offers community women-specific swims once a month. These swim programs are open to the community (do not have to be a YMCA member) for a small fee.

Evaluation Results
Clinic Partners

- Standard tool/system to assess swim ability of child at 5-6 year well child check
- Staff role established to assist with finding pool/water recreation info and registration

Water Recreation Partners

- If a child is on Medicaid, Head Start, ECEAP, and/or free/reduced lunch automatically qualify for water recreation scholarship
- Pool partners to offer gender only swim for girls and women
Lessons Learned

- Partnerships and Collaboration
- Importance of Needs Assessment
- Consensus-Based Policy and Systems Strategies
- Flexibility
Get Involved

Everyone Swims Tools and Resources

http://www.seattlechildrens.org/dp

**Everyone Swims**
- Complete List of Policy and Systems Change Priorities
- Stakeholder Needs Assessment
- Families Needs Assessment

**Screening**
- Screening and Referral Pocket Card
- Screening for Health Care Providers – PowerPoint
- Partner Examples

**Referrals**
- Swimming and Water Recreation in Seattle, South King, and East King (includes Google Maps)
- Sample Job Description
- Partner Examples

**Scholarships**
- Guidelines for Water Recreation Scholarships
- Partner Examples

**Special Programs**
- Gender-Specific Swims Manual
- Gender Swims Messaging
- How to Create a Water Recreation Handout for Families New to Water Recreation
Additional Everyone Swims Opportunities

- All grant partners have plans for ongoing sustainability.
- Toolkit maintenance part of CDC funded statewide drowning prevention policy project.
- Everyone Swims part of WA Chapter American Academy of Pediatrics grant called Washington PLAY.
- Everyone Swims on agenda for biannual Washington State Drowning Prevention Network meetings.

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Thank you!
Questions?