

05 KIDS CAN DROWN IN INFLATABLE POOLS TOO!

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Background Inflatable and portable swimming pools are increasing in popularity due to their easy set up and affordability, especially among low socioeconomic communities who may not be able to afford a permanent swimming pool and the costs associated with installing a pool fence. Not having a fence around large inflatable or portable pools is a major risk of drowning for young children.

Aims/Objectives/Purpose To educate the community about the dangers of inflatable and portable pools and that by law, any pool capable of being filled with 300 mm of water or more requires a four-sided fence.

Methods In 2012, Kids Health will further develop its existing inflatable pool campaign in English and six of the predominant languages spoken in NSW communities. The dissemination of these resources will be supported by paid radio and print media.

Results/Outcome Kids Health received a lot of media exposure in 2011–2012 on Television, radio and in print and is expecting similar outcomes in 2012–2013.

Focus groups will inform message development and message testing of the inflatable and portable pool safety resources among different community groups as well as determining the effectiveness of the messages in changing people's behaviour.

Significance/Contribution to the Field There is a serious need to educate the public on inflatable and portable pool safety, providing them with the option of making an informed decision, on whether to purchase pool fencing around large inflatable pools or only purchase smaller inflatable pools that don't require fencing and can be easily emptied and stored away after use.