



# Healthy and Safe Swimming Week

“It focuses on... preventing drowning, pool chemical injuries, and outbreaks of illnesses. It highlights swimmer hygiene and the need for swimmers to take an active role in helping to protect themselves and prevent the spread of germs.” (CDC)

A publication of the Center for Leadership Education in Maternal and Child Public Health

We hope you find this health observance quick-guide helpful! Roll over text to find live links to sites and materials. Most messages, materials, and facts can be adapted to fit other audiences not specifically depicted here.

## Social media



### Hashtag

#Healthysummer  
#Healthyswimming  
#Swimhealthy

### Facebook

CDC

### Twitter

@CDCgov

### YouTube

Centers for Disease  
Control and Prevention

### Pinterest

Centers for Disease  
Control and Prevention

### Instagram

@cdcgov

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to find out what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media sites. Include it in any posts you create.

*Please share these documents and consider tagging the Centers: @UMN\_MCH and @SahrcUMN.*



## Print, post, or share

### Centers for Disease Control and Prevention (CDC)

- Information on healthy and safe swimming
- Healthy Swimming app for phones and tablets
- Recreational Water Illnesses (RWIs)
- Unintentional Drowning: Get the Facts

Brochure: Share the Fun... not the Germs, and Make a Healthy Splash! (English and Spanish)

- All health promotion materials
- Buttons and banners for web and social media
- Example social media posts

If available, use logos and other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers. Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

**STEPS FOR HEALTHY SWIMMING**

Without your help, even properly treated pool water can spread germs. Pool chemicals don't work right away, and pee, poop, sweat, and dirt use up their germ-killing power.

Protect yourself, your family, and your friends from germs in the water.

Follow these **easy steps** to help keep germs out of the water and **stay healthy**:

- 1 Stay out of the water if you have diarrhea.
- 2 Shower before you get in the water.
- 3 Don't pee or poop in the water.
- 4 Don't swallow the water.

Keep the **pee, poop, sweat, and dirt** out of the water.

**Every hour—everyone out!**

- Take kids on bathroom breaks.
- Check diapers, and change them in a bathroom or diaper-changing area—not poolside—to keep germs away from the pool.
- Reapply sunscreen.
- Drink plenty of fluids.

Remember, we share the water—and the germs in it—with everyone.

U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

Learn more at [www.cdc.gov/healthyswimming](http://www.cdc.gov/healthyswimming)

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