



Media Advisory

April 29, 2024

April Public Service Announcement Water Safety: Riptides, Boating Safety, & Supervising Children

FORT PIERCE, FL – With spring in the air and summer just around the corner, this is the perfect time to begin promoting water safety. In 2022, Florida Health Charts reported 487 deaths from unintentional drowning in the state of Florida and drowning is the leading cause of injury-related death for children ages 1-4.

What: Public Service Announcement **PSA**

When: Tuesday, **April 30, 2024, 10:00 AM**

Where: **Jetty Park** on South Hutchinson Island (**2098 Seaway Drive**)

Who: The **Fire District**, in collaboration with the **Coast Guard** and **Sheriff's Office Marine Unit**

Why: To raise community awareness regarding the ***dangers of riptides, boating safety, and supervising children near the water.***

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GUARDIANS OF SAINT LUCIE: MONTHLY SAFETY MISSIONS

The Saint Lucie County Fire District is launching a comprehensive Community Risk Reduction Campaign aimed at addressing a wide array of risks that affect the citizens of Saint Lucie County throughout the year. This initiative is designed to enhance community awareness, educate on preventive measures, and engage residents in safety practices through a mix of Public Service Announcements (PSAs), targeted social media campaigns, and community outreach activities.

OBJECTIVES

- **Raise Awareness:** Increase community awareness about various safety risks and preventive measures.
- **Educate Residents:** Provide valuable information on how to prevent and respond to potential risks.
- **Engage Community:** Foster a sense of community involvement and proactive risk reduction.
- **Reduce Incidents:** Aim to decrease the number of incidents related to the highlighted risks through education and engagement.

MONTHLY TOPICS AND ACTIVITIES

January - Fire Pit and Space Heater Safety

PSA: Tips on safe usage, proper placement, and maintenance of fire pits and space heaters.

Social Media: Share infographics on dos and don'ts, and video tutorials on safety checks.

Community Outreach: Host fire safety workshops and distribute free smoke detectors where needed.

February - Healthy Heart and AED Awareness

PSA: Importance of heart health, signs of heart-related issues, and the lifesaving potential of AEDs.

Social Media: Promote heart-healthy habits, CPR and AED usage tutorials.

Community Outreach: CPR/AED training sessions, Station blood pressure checks.

March - Wildland Urban Interface Fires

PSA: Precautions to prevent wildfires and protect homes in wildland-urban interfaces.

Social Media: Tips on creating defensible spaces and emergency evacuation plans.

Community Outreach: Wildfire preparedness seminars and neighborhood assessments.

April - Water Safety

PSA: Dangers of riptides, importance of supervising children near water, and boating safety.

Social Media: Educational videos on spotting and escaping riptides, pool safety guidelines.

Community Outreach: Water safety information distributed at community events.

May - Hurricane Preparation

PSA: Steps for hurricane readiness, including emergency kits and home fortification.

Social Media: Checklists for preparation, updates on approaching storms.

Community Outreach: Hurricane preparedness information distributed at community events.

June - Lightning and Severe Summer Weather

PSA: Safety protocols for lightning storms and severe weather.

Social Media: Infographics on indoor and outdoor safety, preparation for severe weather.

Community Outreach: Distribution of safety materials to youth sport facilities.

July - Firework Safety

PSA: Safe handling and enjoyment of fireworks.

Social Media: Guidelines and safety tips for fireworks.

Community Outreach: Distribution of safety flyers at community events.

August - Safety Focus: Crosswalk, Back to School, Distracted Driving

PSA: Importance of pedestrian safety, school zone awareness, and the risks of distracted driving.

Social Media: Campaigns on each week's subtopic, highlighting safety tips.

Community Outreach: Targeted distracted driving awareness information at community events.

September - Fall and Trip Prevention

PSA: Strategies to prevent falls, especially among seniors.

Social Media: Tips on home safety modifications, proper footwear, and balance exercises.

Community Outreach: Fall prevention workshops and targeted home safety assessments for seniors. Info can be distributed by HOA and property managers.

October - Fire Prevention Safety

PSA: Fire prevention tips, the importance of smoke alarms, and planning escape routes.

Social Media: Success stories, reminders for smoke alarm testing, and fire safety quizzes.

Community Outreach: Fire station open houses and smoke alarm installation drives.

November - Drinking and Driving

PSA: The dangers of drinking and driving, especially during holiday seasons.

Social Media: Share statistics, personal stories, and promote alternative transportation options.

Community Outreach: Partner with Law Enforcement to promote responsible drinking practices.

December - Lithium-Ion Battery Fires

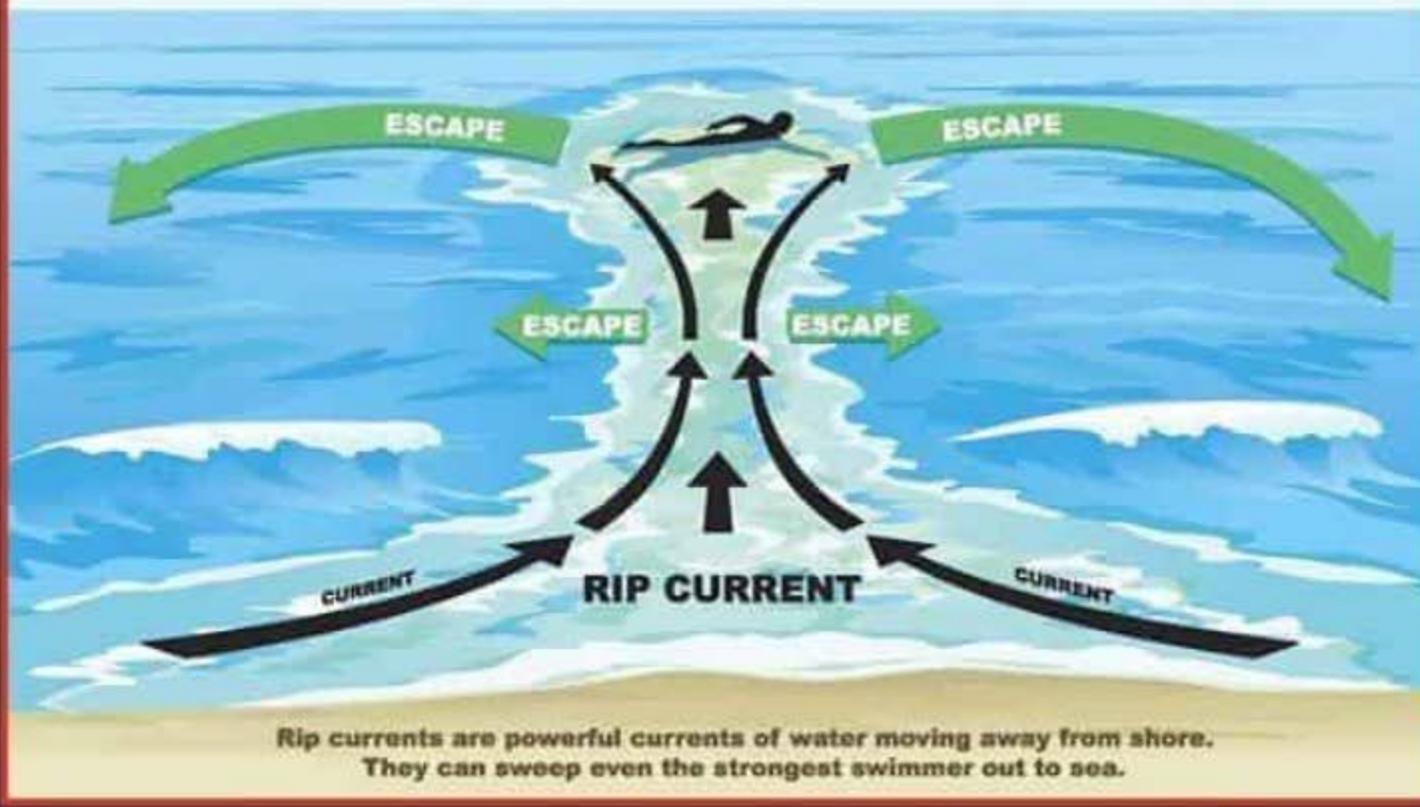
PSA: Safe handling, charging, and storage of lithium-ion batteries.

Social Media: Tips on identifying battery issues and proper disposal methods.

Community Outreach: Safety workshops focusing on holiday gifts and gadgets. Information can be distributed by HOA members in communities.

RIP CURRENTS

Break the Grip of the Rip!



IF CAUGHT IN A RIP CURRENT

- ◆ Don't fight the current
- ◆ Swim out of the current, then to shore
- ◆ If you can't escape, float or tread water
- ◆ If you need help, call or wave for assistance

SAFETY

- ◆ Know how to swim
- ◆ Never swim alone
- ◆ If in doubt, don't go out

More information about rip currents can be found at the following web sites:

www.ripcurrents.noaa.gov
www.usla.org

