Safety Insights℠
Safety & Risk Management News & Notes

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Drowning is a leading cause of injury and death for young children ages 1 to 4, and the fifth leading cause of unintentional injury death for people of all ages. For every child less than 15 years old who dies from drowning in a pool, another 10 receive emergency department care for nonfatal submersion injuries. Nonfatal drowning can cause brain damage that may result in long-term disabilities including memory problems, learning disabilities, and permanent loss of basic functions. The Centers for Disease Control and Prevention (CDC) recently published national drowning statistics on their Website. These statistics are available HERE. While these statistics can be startling, the good news is that drowning can be prevented. Information on aquatic safety and drowning prevention is available in the Online Resource Library.

A new edition of *Risk Management Essentials* is available online. Featured articles include: How to Bring the Power of Intuition to the Discipline of Risk Management, Background Checks, Screening and Your Nonprofit and Let's Get Entrepreneurial. The "turn the page" edition of *Risk Management Essentials* is available HERE. A PDF version of the newsletter (suitable for printing), is available HERE.

A safety culture is an essential element of an effective organization. A safety culture is reflected by the commitment of personnel to safety at all levels of the organization. The key elements of a safety culture are: organizational & management commitment, training, the physical environment, staff involvement, effective communication, performance management and personal accountability. The safety culture is achieved over time, continually grows and must be nurtured through evaluation and information. The guidance of the safety culture at an organization can be lead by a safety committee. More information about safety is available on the Online Resource Library.

In the Nonprofit Risk Management Center E-news Melanie Lockwood Herman discusses how to *o*vercome the lure of procrastination and how to *a*void unnecessary penalties in the article *Back to School*. These concepts should be part of an organization's annual goal setting and planning. Goal-setting is widely embraced by nonprofit leaders who recognize that establishing ambitious goals is fundamental to achieving mission-advancing results. The E-news also provides information on risk taking, handling complaints and achieving peaceful endings.

Implementing an AED program is generally accepted as good practice for organizations that offer physical activities. However, many organizations do not know that thirty of the fifty states (60%) require physician oversight for an AED program to be legally compliant. Each state defines requirements differently as to medical qualifications of the physician, practicing location of physician and responsibilities of the physician in providing oversight. Click HERE to see a map of the states that require Physician Oversight.   Finding a physician willing to contribute time and absorb the associated liability risk can be a daunting task. CardioReady is a professional resource that includes qualified physician oversight for organizations that need assistance in implementing their AED program.

Technologies can help organizations with aquatic safety. Dave Cutler from Aquatic Safety Concepts discusses drowning detection in a recent Recreation Management article. Cutler writes: "The statistics speak for themselves. Despite the extreme importance of new pool safety legislation, the intentions of well-funded awareness and education campaigns, and all the hard work of diligent and dedicated aquatic professionals, needless and preventable drownings continue to occur each year at guarded aquatic facilities." Read more HERE.

This Month's Topics:

Drowning Prevention
New RM Resources
Safety Culture
NRMC E-news
AED Program Support
Drowning Detection Technologies