



Ready to Protect
Proud to Serve

NEWS RELEASE

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Chief of Police

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2012 SUMMER YOUTH SWIM PROGRAM

The Tucson Police Department is pleased to announce our participation and support of a 2012 summer youth swim program, in conjunction with City of Tucson Parks & Recreation Department. The program is designed to reduce the number of water-related deaths in the community by providing Tucson's youth with life-saving skills through swim lessons.

Nationwide, approximately 300 children under the age of five drown in swimming pools each year; and more than 5,000 children, ages 14 and under, are hospitalized due to drowning-related accidents. The Tucson Police Department is committed to helping prevent drowning incidents by supporting community programs that have a positive impact on the safety of Tucson community members. This summer swim program is expected to help nearly 4,800 of Tucson's youth gain the knowledge and skills to be safe in and around swimming pools.

The swim program will not only serve to teach essential skills, but will also promote health and fitness, while providing a positive environment for youth to spend part of their summer. As an additional benefit, the program will serve to provide community members with employment opportunities for the summer, which will introduce them to the City of Tucson and generate interest in future employment opportunities within the organization. Financing to support this program is coming from RICO (Racketeer Influenced Corrupt Organizations) funds, which are proceeds seized by law enforcement, from criminal activity associated with illegal drugs.

Those interested in participating in this fun and beneficial program can register on line and receive a voucher of sponsorship from the Tucson Police Department. **Registration begins April 21, 2012.**

Please see the attached report for additional details.

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For accommodations; materials in accessible formats; foreign language interpreters; and/or materials in a language other than English, please contact the Tucson Police Department Public Information Office at (520) 791-4852 or (520) 791-2639 for TDD at least five (5) business days in advance. Para arreglos; materiales en formatos accesibles; interpretes de idioma extranjero; y/o materiales en otro idioma que no sea inglés, por favor comunicarse al Departamento de la Policía de Tucson a la sección de Información Pública al (520) 791-4852 o (520) 791-2639 para TDD por lo menos con cinco (5) días hábiles de anticipación.

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Cops 25 Campaign
Summer 2012

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EXECUTIVE SUMMARY

Purpose:

At the direction of the Chief of Police the Tucson Police Department will participate in the Cops 25 campaign, a program designed to sponsor a youth swim program to provide a life saving skill and a positive environment for youth within our community.

Locations:

Sixteen City of Tucson pools will be involved in this summer program

Registration method:

Registration for swim lessons will be on line and the registrant will receive a voucher of sponsorship by the Tucson Police Department. Registration will begin on April 21, 2012 and the City of Tucson Parks and Recreation Department will oversee the program.

Dates:

Swim lessons will run from June 4th – 29th and July 3rd – 27th

Cost for the Tucson Police Department:

The Chief of Police has set aside the money to sponsor the program from RICO funds.

Estimated children sponsored:

A total of 4,800 youth will be sponsored as a result of this program.

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Details

In an effort to assist the youth of Tucson in developing a life saving skill, encourage physical fitness and promote active and healthy activities for youth, the Tucson Police Department will be sponsoring youth to become involved with the City of Tucson Parks and Recreation Department in a summer swim program. This program provides a great benefit for youth within the City of Tucson and has many far-reaching positive effects on our youth.

The skills learned, as a participant in this program cannot be understated. On average; nearly 90 people die from drowning in Arizona each year with the majority of those deaths happening between April and August.

Each year across the nation, about 300 children under 5 years of age drown in a swimming pool. In 2007, of all children 1 to 4 years old who died from an unintentional injury, nearly 30% died from drowning. Although drowning rates have slowly declined, drowning is the leading cause of injury-related death for young children ages 1 to 4 years, and three children die every day because of drowning. For every child who dies from drowning, another four receive emergency department care for nonfatal submersion injuries. An estimated 5,000 children ages 14 and under are hospitalized each year due to unintentional drowning-related incidents; 15 percent die in the hospital and as many as 20 percent suffer severe, permanent neurological disability.

In 2007, officials responded to 92 serious water related incidents in Arizona. Of these incidents, 43 accounted for children 0 to 4 years of age, 15 of these children died and 2 experienced serious impairment. Overall, children ages 0 to 4 comprise the largest age group in Arizona experiencing water related incidents. Drowning is the leading cause of injury-related death for children in Arizona ages 0 to 5.

Having learned that the Parks and Recreation Department has raised generous donations from the private sector business to sponsor a summer swimming program, Chief Villaseñor determined that it was not only in the best interest of the department, but the community as a whole to attempt to match private sector donations to “step up” as well and become

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involved with this important life saving program. This is in keeping with the Tucson Police Department's mission of supporting the community.

The Parks and Recreation Department will oversee this program. The Tucson Police Department will assist by not only sponsorship, but by providing necessary equipment such as towels, swim goggles and carry bags for participants. Additionally, the agency will utilize this opportunity to provide participants and their families with additional safety information in the form of flyers to create a safer environment beyond the scope of swim safety.

Each swim session will last two weeks, which breaks down to 1200 children per session. In addition, the participants will receive, which will be coordinated through the Parks and Recreation Department with input from our agency.

This program provides summer employment for members of our community and begins a process where individuals can learn about employment opportunities with the City of Tucson, and develops an interest within individuals who want to serve the community by working for the City of Tucson. The support of this program will provide summer employment for the youth in our area and an additional benefit for our organization and city is the youth involved both as participants and employees often become our future police officers, firefighters, and other valued city employees.

The Tucson Police Department will use the following methods for advertising its involvement:

Tucson Police Department Office of Public Information
Facebook
Direct emailing to Ward offices and neighborhood associations
Banners at participating pools



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