

Memorandum



DATE November 1, 2013

TO Members of the Budget, Finance & Audit Committee: Jerry R. Allen (Chair),
Jennifer Staubach Gates (Vice Chair), Tennell Atkins, Sheffie Kadane,
Philip T. Kingston

SUBJECT Apartment Complex Summer Swim

The Monday, November 4, 2013, Budget, Finance and Audit Committee agenda will include a briefing on the Apartment Complex Summer Swim Program. The briefing will be presented by Gordon Echtenkamp, President and CEO of the YMCA of Metropolitan Dallas.

Please contact me if you need additional information.



Jeanne Chipperfield
Chief Financial Officer

Attachment

c: Honorable Mayor and Members of the City Council	Jill A. Jordan, P.E., Assistant City Manager
A.C. Gonzalez, Interim City Manager	Forest E. Turner, Assistant City Manager
Rosa A. Rios, City Secretary	Joey Zapata, Assistant City Manager
Warren M.S. Ernst, City Attorney	Charles M. Cato, Interim Assistant City Manager
Daniel F. Solis, Administrative Judge	Theresa O'Donnell, Interim Assistant City Manager
Craig D. Kinton, City Auditor	Frank Libro, Public Information Officer
Ryan S. Evans, Interim First Assistant City Manager	Elsa Cantu, Assistant to the City Manager

Apartment Complex Summer Swim

City of Dallas
Budget, Finance & Audit Committee
November 4, 2013



SAFE SWIMMING SAVES LIVES

According to the CDC, formal swimming lessons can reduce the risk of drowning by 88% among children ages 1-4.

FACTS

In Texas, drowning is the leading cause of accidental death among children

Dallas county outranks all other counties in this region for fatal and nonfatal drowning

Minority children between the ages of 5 and 14 are three times more likely to drown than white children in the same age range.

The Y – we teach America to swim

- 100 year history
- Community Awareness Program
Know Before you Go
- Regional Impact – 13,000 kids
- Focus on at-risk kids

MAKE A SPLASH

Providing families who live in Dallas area apartment communities with knowledge and skills that will result in safer behaviors around water

Main teaching points for children:

- Never swim alone
- Wear appropriate floatation devices
- Teaches basic water safety
- Swim skills that result in basic survival

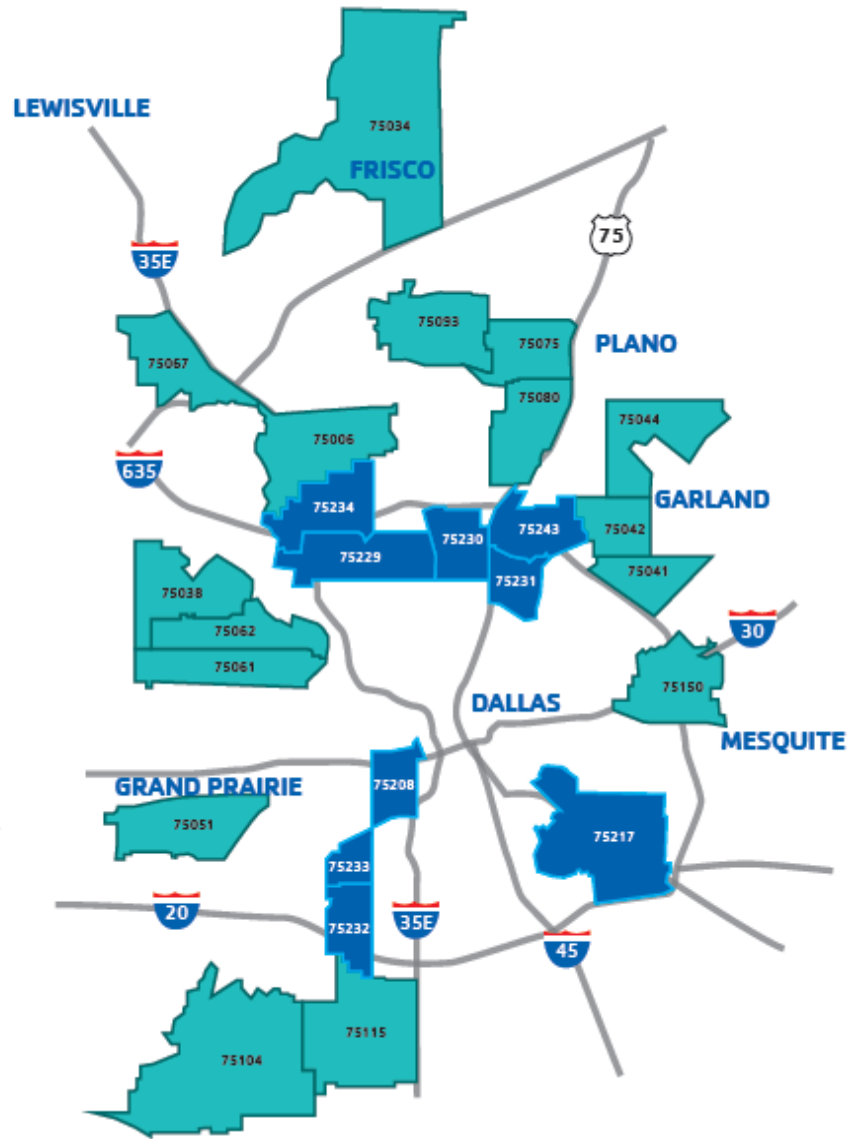




MAKE A SPLASH

Areas Served

- 118 Apartment Communities Served
- 77 Apartment Communities in the City of Dallas
- 3000 kids attended lessons



MAKE A SPLASH

2013 assessment results

	Pre-Test	Post-Test
Climb out	76%	95%
Swim 15 feet	39%	66%
Jump in deep water & return to wall	46%	73%

