



American Red Cross



Healthy Pools.
Healthy Bodies.

For Immediate Release

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American Red Cross and National Swimming Pool Foundation[®] Promote Water Safety and Good Home Pool Maintenance with New Online Course

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The American Red Cross and National Swimming Pool Foundation[®] announced today the premiere of the online Home Pool Essentials[™]: Maintenance and Safety course. Home Pool Essentials teaches pool care and water safety techniques to help home pool and hot tub owners stay safer and enjoy a well maintained environment this summer. For an enrollment fee of \$19.95, the course allows consumers to learn at their leisure at www.HomePoolEssentials.org.

Many pool builders and hot tub retailers wish to instruct homeowners on proper maintenance and prevention. Owners who are better equipped to prevent accidents reduce risk for friends and family and liability for builders, dealers, and service professionals. “The course also helps owners to identify problems and work more effectively with retail and service professionals,” says Alex Antoniou, Ph.D., Director of Educational Programs at the National Swimming Pool Foundation (NSPF[®]). “The better our industry prevents accidents and makes maintenance easier, the more prosperous our future,” Antoniou concludes. Industry professionals are encouraged to refer new customers to www.HomePoolEssentials.org or to contact NSPF for information on reselling the online course.

The course

Through interactive learning, videos, exercises and short quizzes, and a downloadable 30 page resource guide, this two-hour, online course teaches important lessons, such as how to take steps to:

- Maintain a pool or hot tub
- Lessen the risks of illness, injury, and drowning to friends and family
- Use safety equipment
- Prevent incidences with layers of protection
- Prevent pool and hot tub entrapment hazards
- Prepare for and respond to aquatic emergencies

“Pool and hot tub owners are often frustrated when their water is not clear or if they have algae or can’t seem to get the chemical levels right. Home Pool Essentials is a great resource to help prevent these problems and more,” explains Thomas M. Lachocki, CEO with NSPF. Home Pool Essentials also shows participants how to reduce ownership risks by maintaining cleaner, safer pools and hot tubs. Though pools and spas bring a lot of joy, there are certain risks and responsibilities with having water, chemicals and equipment near the home.



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P.K. Data reports there are nearly 9 million backyard pools and 6 million hot tubs in the United States. “According to a recent Red Cross survey, 66% of parents with children plan to engage in water-related activities where no lifeguards will be on duty, including home pools,” said Scott Conner, Senior Vice President of Preparedness and Health and Safety Services for the American Red Cross. “Home Pool Essentials will help home pool owners provide a safer environment for their family and friends.” According to a recent American Red Cross survey of more than 1,000 adults, 48% said they had a near drowning experience. Of those, 10% of Americans had an experience where they nearly drowned in a private pool.

Proceeds from enrollment fees will help support the activities of the Red Cross and NSPF.

Details: Telephone survey of 1,002 U.S. Adults 18 years and older on March 20-23, 2009 conducted by ORC International.

About NSPF

The National Swimming Pool Foundation[®] (NSPF[®]) is a non-profit organization founded in 1965, giving back \$3.5 million in the past five years to fund grants to prevent illness, injury, and drowning, and to demonstrate the benefits of aquatic activity. The Foundation works towards its mission to encourage healthier living through aquatic education and research with its collection of educational products and training. NSPF is the largest and most widely accepted educator of people who care for pools and spas and has trained over 240,000 pool operators around the world. For more information, please visit www.nspf.org, www.eproacademy.org, and www.homepoolessentials.org.

About Red Cross

The American Red Cross shelters, feeds and counsels victims of disasters; provides nearly half of the nation's blood supply; teaches lifesaving skills; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its humanitarian mission. For more information, please visit www.redcross.org or join our blog at www.redcrosschat.org.