



IMPACT ASSESSMENT STUDY

Executive Summary

The mission of the National Drowning Prevention Alliance (NDPA) is to; “Elevate Awareness To Educate, Advocate, Innovate, And Equip To Prevent Drownings”. The vision of the NDPA is of a “United Alliance Saving Lives By Preventing The Tragedy Of Drowning.”

This impact study set out to identify key critical places of impact and key potential opportunities for future impact for the NDPA. According to the CDC, more children in the United States ages 1-4 die from drowning than any other cause of death and drowning is the second leading cause of unintentional death for children ages 5-14. Drowning is a complex, multi-faceted yet preventable epidemic requiring a complex, multi-sectoral collaborative solution. *The good news is that drowning is preventable.*

This study included online surveys, individual and small group interviews with internal and external NDPA stakeholders and a survey to the general public. Over 70 survey responses were received and 20 zoom interviews were completed. Additionally, NDPA stakeholder commentary in podcasts and social media platforms and key NDPA resources and tools were reviewed. The data from these surveys, interviews and feedback was analyzed to identify key themes, trends, critical impacts and potential opportunities for future impact. Stakeholders surveyed and interviewed ranged from having 0 years to 10+ years in water safety/drowning prevention and 100% reported that the NDPA is a well respected and valued water safety organization. 75% of stakeholders rely on the NDPA as a primary source for water safety and drowning prevention information. *This demonstrates incredible impact and value.*

This impact report includes; stakeholder quotes and six impact case studies. It also highlights current critical impact areas and identifies future impact opportunities for the NDPA. Stakeholders represented those working in the water safety and drowning prevention arenas, individuals personally impacted by drowning, aquatic professionals, pool and spa industry professionals, government and hospital employees and funders. Additionally, survey responses from a small sample from the general public stakeholder group were included in the review.

The most critical and deepest impact areas reported by stakeholders were; the NDPA being a go-to organization, the NDPA convening water safety groups and the NDPA being an

organization with a consistent and constant unifying force in the water safety and drowning prevention community. Information and education they receive from the NDPA is absolutely critical to the impact they are making in their own communities to educate about water safety to prevent drowning.

Stakeholders reported utilizing a variety of NDPA resources, with the website (www.ndpa.org), social media content/posts, the Water Safety Toolkit and the in-person National Water Safety Conference being the most utilized. The NDPA makes it possible for stakeholders to use NDPA resources and tools to impact their own communities, ultimately multiplying the NDPA impact.

It is important to mention that while all stakeholders were not fully aligned in what the single most critical role for NDPA is, the majority strongly believe that the NDPA must seek additional and diversified resources, funding and person power to adequately make an even greater impact. Potential future impact opportunities identified by stakeholders included but was not limited to; research, legislation, greater support of family foundations, local and state water safety coalitions as well as supporting the implementation of the US National Water Safety Action Plan.

It is important to note that there was some misalignment among some stakeholders as to who the primary audience of the NDPA should be, water safety advocates working in the drowning prevention and aquatics fields or parents and caregivers. It may in fact be both audiences. If this is the case, then the NDPA should (continue to be) strategic in the way they utilize, grow and nurture partnerships with over 100 organizations, both in and outside of the water safety field, to reach the parents and caregivers wherever they are. This study demonstrated that the depth and breadth of partnerships is one of the NDPA's greatest assets.

Overall, the study highlights the fact that the National Drowning Prevention Alliance is well positioned to achieve its' strategic goals of serving as a convener and being the go-to organization for water safety and drowning prevention resources in order to support water safety advocate organizations and individuals to make a greater impact in preventing drownings.

A key and critical piece that will play into the continued and future success of the NDPA is being able to secure sustainable and diversified funding to lead and do this important and necessary work.

IMPACT ASSESSMENT STUDY REPORT

The Impact Assessment Study Methodology

This study was conducted by Alissa Magrum, an independent contractor of the National Drowning Prevention Alliance (NDPA) during July- September 2023.

The study included online surveys, individual and small group zoom interviews with NDPA internal and external stakeholders to evaluate NDPA impacts on each stakeholder or stakeholder group. Additionally, a review of NDPA resources and tools was done to better understand the content that stakeholders are accessing from the NDPA. All of the data from the surveys and interviews was analyzed and this report outlines key themes, trends identifying critical impacts, strengths and opportunities for growth and future impact.

Understanding the Issue

According to the Center for Disease Control and Prevention (CDC), more children in the United States ages 1-4 die from drowning than any other cause of death and drowning is the second leading cause of unintentional death for children ages 5-14.

Drowning does not discriminate and occurs in all kinds of water to all kinds of people, and of all swimming abilities. Drowning is a complex, multi-faceted, yet preventable public health epidemic and requires a complex, multi-sectoral collaborative solution. ***The National Drowning Prevention Alliance brings together an alliance of individuals and organizations to address this epidemic.***

The National Drowning Prevention Alliance

The mission and vision of the National Drowning Prevention Alliance (NDPA) as well as the fact that the NDPA is perceived by both internal and external stakeholders as a well respected and “go-to” water safety and drowning prevention organization positions the NDPA to continue and expand their role as convener and alliance builder. The NDPA has over 50,000 subscribers, followers and members and over 100 partner organizations who rely on the NDPA to reach their audience with life-saving water safety resources and education to prevent drownings. **A key and critical piece that will play into the continued and future success of the NDPA is being able to secure sustainable and diversified funding to lead and do this important and necessary work.**

NDPA Stakeholders Rank the NDPA's Most Critical Impact Areas



Most Critical Impact Areas

When internal and external NDPA stakeholders were asked to rank the NDPA's most critical impact areas, the top 3 rankings were;

1. Being a go-to water organization for all things water safety and drowning prevention
2. Convening water safety groups and organizations
3. Being an organization with a consistent and constant unifying force in the water safety and drowning prevention community

These top critical impact areas align directly with some of the NDPA's strategic goals and the NDPA vision of a "united alliance saving lives by preventing the tragedy of drowning". Stakeholders reported time and time again in both surveys and interviews that the information and education they receive from the NDPA is absolutely critical to the work they are doing and the impact they are making in their own communities to prevent drowning. We can draw a very clear line of impact from the NDPA programs, resources and tools to the water safety and drowning prevention programs that are stakeholder led in communities. To be more clear and direct, the NDPA provides essential support to their stakeholders, allowing the stakeholders to make greater impacts in water safety and drowning prevention.

To tell the story of the current and most critical impacts of the NDPA, we will look at a series of 6 case studies that highlight impact on stakeholders and their water safety and drowning prevention work, as supported by the NDPA staff, NDPA resources, tools and projects.

Impact Case Study #1- The NDPA Website www.ndpa.org

The NDPA website was ranked by stakeholders as the number one critical impact area and therefore should have adequate funds, resources and staffing allocated to content development and ensuring that the website houses the most current water safety and drowning prevention data and tools. 86% of surveyed stakeholders listed the NDPA website as a resource they utilize regularly to do their own work. 80% of respondents in the general public survey said they rely on online resources for child safety and parenting information and reported that they would be likely to utilize the NDPA website in the future.

It was also mentioned by multiple stakeholders that they have recently seen a clear, obvious and significant improvement in the website in the last few years- from messaging, graphics, content and professionalism. The quote below was from an external stakeholder and demonstrates the significant impact that can occur when resources are allocated to a particular program or project- in this case the website.

“Especially within the last year or two, the messaging has become consistent and clear. The NDPA is not afraid to make a statement and really push for our society to rethink how they feel about drowning. The graphics and marketing, especially with the website and social media, have been very powerful.”

“This is the best resource I have found that has the trust of both parents and the medical community. Always sharing new research and advocating in a way that does not place blame or intimidate families who have experienced this loss. I use your site and resources often in my training.”

The NDPA website analytics show a 213.74% increase in the number of users from 17,527 in 2022 to 54,990 users in 2023. Additionally, there were significant increases in almost every website metric including; new users (up 226.56%), number of sessions (up 226.56%), page views (up 195.88%), sessions per user (up 4.08%) and average session duration (up 20.87%). This gives the NDPA quantitative data to support the qualitative data from stakeholders that tells the story that the NDPA website is making a significant impact and difference for those seeking an online water safety resource.

Given these factors, it is recommended that funds and staffing currently being allocated to the website, should be continued and even increased as the website is an essential resource for stakeholders and even the general public.

Impact Case Study #2 - NDPA Social Media Content and Posts

The NDPA’s overall strategy in using social media is to make water safety information easy to understand and to provide simple tools for parents, caregivers and water safety advocates. This includes social media content on Facebook, Instagram and LinkedIn platforms.

The NDPA social media content and social media posts were ranked by stakeholders as the second most critically impacting effort of the NDPA. They expressed that the posts push out clear, concise and data driven water safety messages that stakeholders can repost, reshare and use on their own social media accounts. A wide variety of examples were given in the survey responses and in the interviews, including; the 5 Layers of Protection Video, the Water Safety Toolkit, the Back to School Toolkit and general water safety and drowning prevention educational posts that include statistics and recommended water safety tips during National Water Safety Month, Bathtub Safety Month, among others. Stakeholders recognize that when the NDPA creates and curates social media content, they do not have to reinvent the wheel researching and creating content. Again, the fact that stakeholders feel that the NDPA is well respected and a go-to water safety and drowning prevention organization can be extrapolated to mean that the NDPA social media content is making a direct and huge impact.

The 2023 social media analytics for the NDPA Facebook, Instagram and LinkedIn platforms show a steady increase in all categories. Below are a few of these social media quantitative impact metrics.

There were;

- Over 2.4 million impressions, which is a 90% increase from 2022
- 86,132 engagements, up 138% from 2022
- 15,045 post link clicks, an increase of 152.5% from 2022
- A total audience of 30,651, up 26.7% from 2022
- Total net audience growth was up 86.2% to 4,176 users

As stakeholders ranked social media as the number 2 critically impacting NDPA program, we can advocate for continued effort, funding and resources in this area. By providing high impact content and more unified and consistent water safety and drowning prevention messaging, the NDPA is taking a heavy burden off their stakeholders and it is recommended that they continue this effort.

Impact Case Study #3- The NDPA Water Safety Toolkit

In the late Spring of 2023, the NDPA released a Water Safety Toolkit targeted at water safety advocates and organizations providing a 5 layers of protection video, water safety social media templates and graphics, water safety checklists and a wide variety of easy to use water safety downloadable and printable resources. This Water Safety Toolkit was ranked 3rd by stakeholders in the survey and mentioned in multiple stakeholder interviews as a critically impacting program.

This particular resource required an infusion of dedicated funding to produce which, as evidenced by the comments and the quantitative metrics below, was a valid use of resources. The Water Safety Toolkit made a profound impact for stakeholders as it gave them a comprehensive suite of resources allowing them to take water safety education and drowning prevention messaging out into their organizations and communities this Spring and Summer.

“The NDPA is making the greatest impact by unifying other organizations to raise awareness and providing material for organizations to use, including the new Water Safety Toolkit and 5 Layers of Protection video.”

The Water Safety Toolkit metrics showed a total of 6,111 downloads by 5,209 unique users. This is remarkable for a resource that was recently released and shows that over 900 users returned multiple times to download toolkit materials.

We can extrapolate from both the stakeholder testimonials and high ranking of the Water Safety Toolkit as well as the analytics, that stakeholders believe that the NDPA makes a profound impact in water safety and drowning prevention when they provide usable and turn key educational tools and interventions.

Impact Case Study #4 - National Water Safety Conference

The National Water Safety Conference is a key program/project of the NDPA that not only addresses multiple strategic goals but also fills the two most critically impacting roles for the NDPA as ranked by stakeholders. The NDPA as a convener of water safety groups and

organizations and the NDPA as the go-to organizations for water safety and drowning prevention.

In 2023, the NDPA National Water Safety Conference hosted 229 individuals representing water safety and drowning prevention organizations, aquatic professionals and families impacted by drowning. For the first time, the NDPA combined with the Association of Aquatic Professionals (AOAP) Conference, which added 750 more attendees. This was a huge increase as compared to prior years attendance and reach. This collaboration with the AOAP resulted in greater impact and education for the water safety, drowning prevention and aquatic professionals in attendance and should be continued and built upon.

89% of stakeholders surveyed have attended the conference in the past and ranked educational and networking opportunities as their primary reasons for attending. This aligns with the NDPA strategic goals of being a convener of water safety groups and organizations and supports multiple other strategic goals including; being a thought leader in the water safety space and having a finger on the pulse of water safety data and information. Many stakeholders expressed that the annual conference provides a mechanism of connection for water safety advocates to share resources, collaborate and strategically align to make a greater impact in water safety and drowning prevention. Additionally, it was expressed in the surveys and in the interviews that the presence of families who have been impacted by drowning at the conference was incredibly powerful and should continue to be supported.

There is evidence of significant impact for conference attendees as they increase their water safety knowledge by attending the NDPA conference and gain resources, tools and connections resulting in more effective, aligned and strategic work in their home communities.

The testimonial statements below further demonstrate that the National Water Safety Conference is an NDPA program that is making a critical impact and provides justification for the Conference to remain a key NDPA program/project.

“The conference brings us all together for an opportunity to be better and get better at helping others with the drowning epidemic.”

“NDPA does a fabulous job bringing together people and organizations from all facets of water safety to learn from each other and be inspired to continue the life-saving work that we are all doing. The annual water safety conference is a highlight of my year.”

“I am a firefighter and paramedic. We work with the “Safe Kids” program. I also do a drowning class, which includes some safety, but recognition and treatment of drowning. The NDPA provides easy to read and understand safety resources and data. The NDPA is making the greatest impact in water safety and drowning prevention by bringing multiple organizations together.”

“The NDPA has been an excellent convener and has elevated important messages and strategies related to water safety and drowning prevention.”

“The NDPA provides connections, links advocates and now provides great tools to share with consistency. The NDPA conferences are life changing to attendees in terms of relationships and knowledge.”

Impact Case Study #5- Support of Families Impacted by Drowning

Families United to Prevent Drowning (FamU) is one of the 4 major pillars of the NDPA, acknowledging the importance of engaging and supporting families impacted by drowning and their foundations/organizations. The NDPA provides support throughout the year for FamU and is a key and critical resource for Families United to Prevent Drowning members. Many of the stakeholders surveyed and interviewed were representatives of FamU and parents who have lost or almost lost a child/ren to drowning or entrapment.

The commentary from FamU member surveys and interviews clearly shows that these families rely on the NDPA to do water safety and drowning prevention work in their communities, in honor of their loved one. Below are a few examples of parents and their organizations who would not have achieved the impact they have achieved without the NDPA. It is clear that the NDPA is a platform and a megaphone to amplify the voices of Families who have lost a loved one to drowning or entrapment.

Additionally, internal and external stakeholders believe that there is great power and impact when families who have lost (or almost lost) a loved one to drowning are a visible part of the National Drowning Prevention Alliance team and family.

Kelly Helbig/Parent Advocate/Co-Founder of the Jack Helbig Memorial Foundation

“I can say that the Jack Helbig Memorial Foundation would not be where it is today without the knowledge and support we have found through the NDPA. The impact to our community, locally and regionally, and the lives our work has helped save are a result of our involvement with NDPA. The NDPA does a fabulous job bringing together people and organizations from all facets of water safety to learn from each other and be inspired to continue the life-saving work that we are all doing. The annual national water safety conference is a highlight of my year.”

Nancy Baker/ Parent Advocate

Nancy lost her daughter, Virginia Graeme Baker to a drowning resulting from a drain entrapment. Since Graeme’s death, she has been involved in drowning prevention for more than 10 years. She worked with Safe Kids Worldwide on legislative efforts for national drowning prevention laws- ultimately passed as Virginia Graeme Baker Pool and Spa Safety Act.

Nancy says, “I consider it (The NDPA) the foremost water safety organization- that supports so many more locally and community oriented organizations. The NDPA serves as the umbrella

organization and leader in drowning prevention. It provides extensive material and data for anyone involved in advocacy. The NDPA is making the greatest impact in water safety and drowning prevention in providing resources to hundreds of individuals and organizations across the US. I am giving a presentation to my local selectboard and members of the community and I used the information from the NDPA website as a primary resource.”

It came up multiple times in interviews with parents that the NDPA could be supporting them in other ways, including offering a fiscal sponsorship relationship instead of families creating their own non-profit. This should be examined as a potential future strategic impact area for the National Drowning Prevention Alliance and will be discussed further in this report.

Impact Case Study #6: Building, Growing and Leveraging Multi-sectoral Partnerships

A theme and trend that was consistent across internal and external stakeholder surveys as well as in the individual and small group interviews was the incredible partnerships that the NDPA has built and continues to build. The organizations represented by stakeholders were diverse and varied, signaling both a depth and breadth of partnerships.

A sampling of stakeholders who responded to the surveys is listed below. They range from small to large nonprofit organizations, governmental agencies, state health departments, state parks and wildlife departments, children’s hospitals, parks and recreation departments, private swim schools, municipal aquatic departments, family foundations, local and state drowning prevention coalitions. As demonstrated by the diversity of stakeholders, the NDPA is the connective tissue that is present among more water safety and drowning prevention organizations.

*American Red Cross
Anonymous Philanthropy
Safe Kids Worldwide
Pool and Hot Tub Alliance
Cast Water Safety Foundation
D&D Technologies
Department of Defense- United States Marines
Drowning Prevention Coalition of Arizona
Fort Worth Drowning Prevention Coalition
The ZAC Foundation
Drennen’s Dreams Foundation
Jack Helbig Memorial Foundation
Judah Brown Project
Miss Tristan Foundation
Swim4Elise
Gunner Martin Foundation
Just Against Children Drowning
Florida Department of Children and Families*

World Waterpark Association
Face in Water
Texas Parks and Wildlife Department
Dell Children's Medical Center
Lifesaving Association of Uganda
WaterSmart Florida
Water Safety Council of Fresno

It was shared on multiple occasions that the NDPA is not afraid to convene groups who may have opposing viewpoints so that difficult conversations can be had, moving water safety groups into alignment to make a collective impact. This is something that is seen by stakeholders as a huge impact area for the NDPA.

Stakeholders answered the question, "What does the NDPA do well?" by mentioning partnerships and coalition building often, as evidenced in the comments below. The role the NDPA is currently playing as well as the opportunity to step even more deeply into this role should be considered a major strategic goal as well as a critical impact area.

As mentioned earlier, drowning is a complex and multi-faceted problem requiring a multi-sectoral and multi-dimensional solution. If adequate, dedicated and diversified funds are allocated towards partnership and alliance building, impacts across all areas can be realized. *For example, if the NDPA develops water safety messaging and resources that are informed by data from a partner such as the CDC, then those messages can be pushed out to all NDPA partners and alliance members- resulting in standardized and unified water safety messaging for a more comprehensive approach to solving the drowning epidemic.*

The data gathered in this study shows that 100% of stakeholders believe that the NDPA is a well respected water safety and drowning prevention organization. This fact alone has the NDPA poised to continue growing, nurturing and expanding partnerships to build the "alliance".

See below for comments referencing NDPA's partnershiping strength.

"It (the NDPA) serves as the umbrella organization and leader in drowning prevention. It provides extensive material and data for anyone involved in advocacy."

"The NDPA is all about Coalition building and Partnering."

"The NDPA brings people and organizations in the drowning prevention space together."

"The NDPA focuses on bringing together organizations and people dedicated to drowning prevention."

What Do Stakeholders Say the NDPA Does Well?



What Do Stakeholders Say are Opportunities for Future Impact?



Opportunities for Future Impact

Stakeholders were asked to identify areas where the NDPA could and should work to make an impact. Multiple things surfaced over and over both in surveys and in interviews. These potential impact areas are outlined below and should be examined by NDPA as future strategic goals. These areas offer the NDPA the chance to make even greater long term impacts in water safety and drowning prevention, and will require significant funding, resources and staffing.

1) Water Safety and Drowning Prevention Research

Water Safety and Drowning Prevention programming must have research and data behind it which requires funding and leadership to shepherd the work.

The NDPA convened a Drowning Prevention Research Summit in Fall 2022, bringing together a group of water safety thought leaders and researchers to develop a list of possible research questions and a research agenda. Stakeholders who participated in this Summit expressed that they were energized and excited about the work that was done at the meeting and the possibilities of future water safety research, but were disappointed at the lack of follow up from the NDPA afterwards to continue the work. While there was a remarkable impact in the convening of the thought leaders and researchers and in the development of research questions and a research agenda, that impact has fallen flat in the absence of follow up after the Summit.

There is an opportunity for the NDPA to make a further impact by supporting the next steps of doing the research or in garnering funding for the research.

2) Water Safety and Drowning Prevention Legislation

The role that Federal, state and local water safety legislation can play in helping to solve the drowning epidemic is big. There have been water safety bills and resolutions introduced at the Federal, state and local levels both in the current legislative session as well as recent sessions. These bills include proposed legislation in the areas of; pool barriers and fencing, water safety education in schools, better access for swim lessons, life jackets, beach and rip current safety, camp safety and swim school regulation- to name a few.

Stakeholders believe that the NDPA could and should play a role in the legislative realm. Suggestions for NDPA legislative support included; having a dedicated government and public policy staff person, creating a legislative tracking process so that water safety advocates are aware of water safety bills as they are filed, providing letters of support to lawmakers and providing state and local advocates with legislative templates.

If the NDPA chooses to provide additional resources to support water safety legislation, there will need to be dedicated funding and additional staffing resources allocated.

3) Increased Support for Families Impacted by Drowning

The NDPA currently provides support to families impacted by drowning by way of educational opportunities and resources as well as administrative support to the Families United to Prevent Drowning group. There is an opportunity for the NDPA to develop a more formal and organized system of support for post drowning family efforts. For example, the NDPA could serve as a fiscal sponsor for a family who wants to begin a water safety project in their loved ones name but does not want to start a 501c3 or Foundation. They could house their project under the NDPA for an administrative fee.

Another opportunity may be to provide a place for a Family organization/foundation to sunset their programs after a certain time. There are many families (and their organizations) who have been doing this very hard and emotional and necessary work for a long time and may desire an exit strategy that would relieve them of running a nonprofit but allow their loved one's legacy and programs to go on making lifesaving impacts in water safety and drowning prevention.

If the NDPA chooses to provide additional resources to support families and their organizations, there will need to be additional dedicated funding and staffing resources allocated.

4) Support for Water Safety Coalitions and the National Water Safety Action Plan

As the National Water Safety Action Plan begins the implementation phase, there are more local and State based water safety coalitions forming. Many stakeholders suggested that the NDPA should/could play a role in the formation, organization and running of these groups. This would also support better and more strategic alignment with the recommendations in the National

Water Safety Action Plan and support more consistent water safety messaging and programs across the United States.

This support could primarily be administrative in nature using a fiscal sponsorship model. This model could also be a revenue generating source for the NDPA, drawing on modest administrative fees to support the staffing and resources required to take on this role.

Additionally, stakeholders felt that the NDPA could and should provide a home and support for the National Water Safety Action Plan (NWSAP) as it is launched and implemented. It was said multiple times that the NDPA is a natural place for the NWSAP to be housed as the NDPA is already a go-to and well respected water safety organization.

If the NDPA chooses to provide additional resources to support local and state water safety coalitions and the National Water Safety Action Plan, there will need to be additional funding and staffing resources allocated to these efforts.

5) Shared Advertising and Marketing Campaign

Many public health issues tackle reaching the general public and/or their target demographics through a widespread public awareness and media campaign. Multiple stakeholders suggested that the NDPA spearhead a large campaign, allowing for localized branding of the campaign in communities across the US. *Examples of similar campaigns given were; The Safe Boating Council's Wear It Campaign, The U.S. Forest Service's Smokey the Bear Wildfire Prevention Campaign and the State of Texas' Don't Mess With Texas Anti-Litter Campaign.*

Stakeholders believe that the NDPA can create the overall message and the customizable tools (ads, billboards, psa's, social media content) and utilize the alliance members and partners to push the campaign out, multiplying impact.

This type of campaign would require significant funds but those costs could potentially be spread out among alliance members as well or offset by sponsors in targeted areas/markets.

6) Templates and Toolkits for Local Community Efforts

Stakeholders expressed a desire for more template resources similar to the Water Safety ToolKit that would be turnkey tools for water safety efforts in their communities. One example was to have a variety of presentation templates available for a partner/alliance member to customize and use in their own efforts. These templates would include pertinent drowning data, appropriate water safety messaging for the targeted audience/s, the 5 Layers of Protection video, other NDPA resources and a space for the partner to include their own materials. This aligns well with the suite of resources the NDPA has begun to release over the last year, which have been received, appreciated and utilized by stakeholders.

7) Mini Grants and Funding for Alliance Members

When asked how the NDPA could better support their water safety efforts, many stakeholders brought up the need for funding to support their own work. Historically, funding for water safety

and drowning prevention has been difficult to find as drowning has not been in the limelight or forefront of public health issues and priorities. However, it appears that a shift is occurring as drowning becomes more visible in the public eye and seen as a preventable event and a solvable problem. As this process occurs and dollars surface to address water safety and drowning prevention, there may be an opportunity to offer small mini grants to Alliance members. This would result in increased impact for Alliance members and the NDPA. These grants could be similar to the CPSC Pool Safety grants and Safe Kids Worldwide mini grants and could support particular efforts in local communities. Mini grants could be awarded to support a particular NDPA program or project or for a targeted area like bathtub safety, beach safety or backyard pool safety. The impacts from the mini grant recipients would then roll up into the NDPA's overall water safety impacts.

The above opportunities for future impact were suggested by multiple stakeholders during this study and should be examined by the NDPA as they create their strategic goals. Below are a few more ideas that stakeholders wanted to bring to the NDPA's attention as additional considerations for future efforts.

1. Diversification of the NDPA Board and the Alliance to reach and engage populations who are not currently engaged. This includes but is not limited to; people and communities of color, populations with higher drowning rates, people of all abilities and communities with little or no access to water safety resources and education.
2. Increased communication to stakeholders throughout the year via webinars, quarterly town hall meetings and an Annual State of the NDPA online event.
3. Clear and concise guidance on what Parent/Caregiver Supervision of children around and in water should look like.
4. Additional resources to bring open water and boating advocates into the "Alliance" to address natural water safety.
5. Bring together Learn to Swim and Survival Swim practitioners to develop more clear guidance on for swim lessons and water competency.
6. Clear and concise guidance on the proper usage of personal flotation devices while in/on/around open water, while in pools and while learning to swim.

Should the NDPA step into any of the above proposed roles or take on any of these opportunities for future impact, there will need to be increased and dedicated funding and staff to support these efforts. It was clear to stakeholders that the current NDPA staff and Board are maxed to their capacity with existing programs and projects.

In Summary and Closing

As mentioned previously, 100% of stakeholders in this study said that the NDPA is a well respected water safety and drowning prevention organization. This is illustrated in the comments below and is proof that the National Drowning Prevention Alliance is effective in its work and its goals.

“I consider it the foremost water safety organization- that supports so many more locally and community oriented organizations.”

“I get most of my drowning prevention information, data, etc. from NDPA. They are well-respected in the industry and have relevant information.”

“Seeing an organization built and led by people who have been truly affected by the dangers of drowning is amazing. The strength in your families was very apparent, and the message strong.”

“I am so thankful for the NDPA as it helps make so many people aware of the dangers of drowning and further education who have no idea of the statistics. They are a wonderful voice for the children and adults who have passed due to drowning.”

“They have helped teach me much of what I know about water safety and drowning prevention and have graciously listened to our opinions and thoughts, even when they aren’t sure about what we are promoting. They have been willing to explore it. I would just like to follow through with that. They have helped promote what we do and encouraged us to continue to do our work.”

This Impact Assessment Study illustrates that existing stakeholders already trust and rely on the NDPA for their water safety and drowning prevention information, tools and resources. This positions the NDPA to make even greater impacts in the future as seen in the “*Opportunities for Future Impact*” section of this report.

The National Drowning Prevention Alliance is clearly achieving its mission to; Elevate Awareness To Educate, Advocate, Innovate, And Equip To Prevent Drownings and its vision of creating a “United Alliance Saving Lives By Preventing The Tragedy Of Drowning.

To continue this work, the National Drowning Prevention Alliance must expand and diversify its funding and donor base to support the additional programs, projects and any future programs. The NDPA must put forth a *Call to Action* for additional funding, in-kind or pro bono support as well as connections and introductions to new donors and funding sources are concrete ways that supporters can contribute to and expand the impact of the National Drowning Prevention Alliance. More people and organizations that are part of the NDPA, will multiply the impact and prevent drownings from occurring. *Drowning is Preventable.*

REFERENCES AND SOURCES

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<https://www.cdc.gov/drowning/facts/index.html>

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NDPA Website and Social Media Analytics. National Drowning Prevention Alliance CDPI Master Deck.

Survey Monkey NDPA External Stakeholder Survey

Survey Monkey NDPA Internal Stakeholder Survey

Survey Monkey NDPA General Public Survey

Zoom Internal Stakeholder Interviews

Zoom External Stakeholder Interviews