

Developing Aquatics Programs for Minority Populations



Presented By:

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Maryland Association of Counties (MACo)

2018 Summer Conference

Why is Engaging Minorities in Aquatics Programming Important for Our Communities?

- Economically disadvantaged areas have higher rates of drowning fatalities with minorities disproportionately affected
- Results from national studies indicate a number of disparities among minority participants including:
 - Minority youth are five times more likely to drown than non-minority youth
 - More than two-thirds (69%) of Black/African-American respondents self-report low swimming skills
 - 58% of Hispanic/Latino respondents self-report low swimming skills

Looking & planning ahead for diverse community programming

United States Census Projections:

- By mid-century, the nation will be more racially and ethnically diverse
 - By 2023, minorities will comprise more than half of all children in the U.S.
 - Minorities are expected to become the majority in 2042, with the nation projected to be 54% minority by 2050.
 - The Hispanic/Latino population is projected to nearly triple between 2008-2050, indicating nearly one in three U.S. residents will be Hispanic
 - Black/African American population will represent 15% of the U.S. population by 2050.

Overcoming Economic Barriers

- Fee Assistance Programs
- Grants and Foundation Scholarships
- Promoting Free or Low-Cost Program Options

The image displays two screenshots of web pages related to fee assistance programs. The left screenshot shows the Prince George's County Department of Parks and Recreation website, featuring a navigation menu and a section titled "Fee Assistance Program" with detailed text about eligibility and application. The right screenshot shows the City of San Carlos website, specifically the "DEPARTMENTS FEE ASSISTANCE PROGRAM" page, which includes a list of departments, a "CONTACT US" section, and contact information for the Recreation Programs Supervisor.

Prince George's County Department of Parks and Recreation - Fee Assistance Program

M-NCPPC parks and recreation activities are supported by the taxpayers of Prince George's County, which keeps fees affordable. Some residents still need financial help to participate in classes and activities.

Depending on the level of need, an individual or family may qualify for a 90%, 70%, 50% or 20% reduction in the fee for designated programs. Completed applications and all necessary documentation including proof of income must be returned to a community center or other facility at least three weeks before the starting date of a program. Applicants pay a 10% deposit to hold space in the program while the application is being reviewed. All information gathered for the purpose of determining fee assistance will be kept in the strictest confidence.

The Fee Assistance Program may be used for classes for all ages, day camps, Kids' Care, preschool, and other specific activities where the total fee exceeds \$35. Fee assistance is not available for groups or teams, or for people who do not live in Prince George's County.

[Application for Individual Fee Assistance](#)
[Application for Individual Fee Assistance \(Spanish\)](#)

Some facilities may require an IRS Return Transcript to be submitted with the completed application in order to verify income and family size. This

City of San Carlos - Fee Assistance

DEPARTMENTS FEE ASSISTANCE PROGRAM

The Fee Assistance Program, sponsored by the Parks & Recreation Foundation of San Carlos is available only to qualifying San Carlos residents to participate in classes and programs offered through the San Carlos Parks and Recreation Department.

Fee Assistance awards are contingent upon the following:

- Funding availability
- Issued on a first come, first serve basis
- Aid area for registration fees only and do not include funds for supplies or other cost

To find out if funds are available, please call 650.802.4382

To apply for fee assistance, please download the following form:

[Policy/Guideline and Application \(138KB\)](#)

Please note the following:

- Submitting the application does not confirm enrollment or guarantee scholarship.
- Provision of income documentation is done yearly. However, applicant is required to update fee assistance information if financial and/or family status changes. For on-going programs such as Preschool or Pre-K, applicants may be required to submit documentation every three months or upon request.
- Fee Assistance requests must be made in writing and submitted with proper income documentation. You may mail or drop off to:

San Carlos Parks & Recreation
Fee Assistance Program
600 Elm Street
San Carlos, CA 94070

For additional questions or assistance, please call the office at 650-802-4382



Water Fitness Programs and more

Looking for a new water fitness challenge? Why not try one of our innovative classes designed to be both fun and effective for improving your health and wellness! Classes are offered at various aquatic facilities throughout the county. As a bonus, the socialization aspect of the classes keeps people coming to exercise. Check out the schedule and register to get in shape! Some of our exciting new classes include:

- ▶ Aqua Boot Camps for Teens & Adults – 2 – page 28-29
- ▶ Aqua Pole Fitness – 2 – page 30
- ▶ Aqua Spinning – 2 – page 31
- ▶ Aqua Tabata – 2 – page 29
- ▶ Aqua Zumba – 2 – page 33
- ▶ NEW this spring! Interested in Aquatic Personal Training? Contact staff at Allentown, Fairland or Teresa Banks. – page 17

Water Fitness Programs For Active Seniors

Seniors who are interested in getting in shape, maintaining their current level of fitness, or just having a good time, please turn to page 33 for information about courses in water aerobics, aqua arthritis, power water walking, spinning and S.A.F.E.



PGPR Swim Team – page 34

The swim team offers club season and summer season programs. This club program is an affordable swim team option and encourages year-round swimming. Club practices are held at the Prince George's Sports & Learning Complex during the fall, winter, and spring club season. Tryouts will be held on March 2, 2015 at the Prince George's

Sports & Learning Complex. PGPR's summer program competes in the Prince-Mont Swim League with practices in the evening. Tryouts for the summer team will be held in May. To learn more about the PGPR Swim Team, please visit www.pgprks.com and click on Things To Do > Aquatics. Contact the team at SwimTeam@pgprks.com

Want To Bring A Camp Or Group To The Pool This Summer?

Group requests will be accepted beginning March 15, 2015. To find out more and to download the Group Reservation Request Form, please visit www.pgprks.com and click on Things To Do > Aquatics.

Teen Aquatics Opportunities

We offer tons of fun and opportunities for teens to participate in aquatics programs throughout the County. For more information or to register, visit www.pgprks.com and click on the SMARTlink logo. Turn to page 28 tp learn more. These programs include:

- ▶ NEW this Spring! Teen Swimming Lessons for ages 13-17
- ▶ Teen Boot Camp
- ▶ PGPR Swim Team
- ▶ Intro to SCUBA
- ▶ Certification Training – Lifeguarding, Water Safety Instructor, Certified Pool Operator
- ▶ Lifeguard Prep Swim Lessons
- ▶ Employment Opportunities



Looking For A Job? Join Our Aquatics Team!

Don't wait until the summer, get certified now and apply to join our energetic team! The benefits of working for our aquatics team included competitive pay, FREE uniforms, flexible work schedules, job promotion opportunities, on-the-job training and a partial refund for M-NCPPC Lifeguard certification courses, if hired. For more information, call our aquatic recruitment hotline at 301-249-8880 or visit please visit www.pgprks.com and click on Things To Do > Aquatics.

Therapeutic Recreation Aquatics Information

Therapeutic Recreation offers individuals with disabilities a variety of Adapted Aquatics programs for Prince George's County residents, such as Individualized Swim Lessons and Swim-N-Cym. Individualized Swim Lessons are offered seven days a week, year-round, with a one-to-one ratio, to meet the unique needs and goals of the participants. On Saturday mornings, Swim-n-Cym provides participants with one-to-one supervision emphasizing fun, adaptive exercises and swimming in a warm water therapy tank. The adapted aquatic programs are staffed with a certified water safety instructor and therapeutic recreation staff. These programs are offered at locations throughout the County. Contact the Special Programs Division for more information at 301-446-3400, TTY 301-446-3402.



Learn-to-Swim Programs

- Classes for infants, youth and adults of varying abilities
- Access to certified instructors
- Promote achieving “water competency” for all participants
- Provides leadership opportunities for staff



National Partnerships & Grant Programs

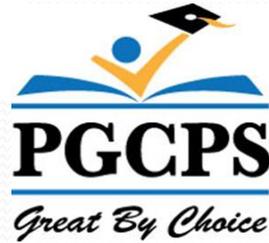


Association of Aquatic Professionals



**American
Red Cross**





Free water safety education and swimming lessons

- Partnership with PGCPS
- 27 participating schools
- Over **10,000** participants served since piloting program in 2011
- Currently serving over **2200** second grade students served annually
- Grant-Funded via USA Swimming Foundation
- Department provides additional instructor funding
- PGCPS provides transportation & swimsuits funding



American Red Cross Centennial Campaign

- Fall 2015 through Fall 2018
- Program designed to reduce the number of drownings in the U.S. by 50% in 50 key markets
- ARC committed to reimburse the Department for instructor costs & course fees up to **\$64,000**:
 - Learn-to-Swim Classes
 - Water Safety Education for Parents
 - Pediatric CPR/AED Courses
 - Safety Certification Programs



American Red Cross



Proud Participant in the
Centennial Campaign

Reaching Underserved Areas

Partnering with Local Officials to Deliver Services

- County Executive
- City Manager/Mayor
- Council Members
- Commissioners
- State Legislators



Water Safety Outreach

SwiMore



Longfellow the Whale



Water Safety Outreach

Department Events

- Black History Month
- Hispanic Festival
- Kinderfest
- Department Community Outreach Team Events
- Good Neighbor Day
- Three Kings Day
- World's Largest Swim Lesson offered in 6 facilities

Out in the Community

- Schools
- Child Care Centers
- Foundation Events
- Parent Teacher Association Events
- School Fairs and Events
- 5k walk runs through county





- May is National Water Safety Month
- Host FREE or low cost water safety themed activities during the month of May
- Opportunities can include:
 - Water Safety Education Sessions
 - Swimming Lessons & Stroke Clinics
 - Water Safety/Rescue Skills Demos
 - Water Safety Table Displays & Giveaways

World's Largest Swim Lesson

- Domestic & International participation
- Free swim lesson
- Annual attempt to break the world record for most participants in a swim lesson at the same time
- Great marketing opportunity!



Aqua Access & Education

- **FREE** Admission for Youth ID members on Fridays & Saturdays throughout the Summer
- **FREE** water safety education and swimming lessons at 6 aquatic facilities
 - 600 free spaces offered annually throughout the County
 - Funded via the Safe Summer Program

Live more, play more, & swim more!

The Prince George's County Department of Parks and Recreation is offering plenty of opportunities for youth to stay cool in a pool this summer!



Check out exciting aquatics opportunities including:

- **FREE** admission during general swim sessions for youth ages 6-17 on Fridays & Saturdays (June 24–August 21) from **4 pm–closing** at all M-NCPPC pools throughout Prince George's County with your FREE M-NCPPC Youth ID!
- **FREE water safety & swim lesson** programs for children, pre-teens, & teens (ages 6-17) at aquatic facilities throughout the county!
- \$8 swim lessons for youth who live in the Transforming Neighborhoods Initiative (TNI) areas
- Don't forget to visit our aquatics webpage for more information about all of our programs: www.pgparcs.com/aquatics.htm

U.S Coast Guard approved life jackets can now be worn at M-NCPPC pools!

A properly fitting U.S. Coast Guard approved and labeled personal flotation device (PFD) designed to provide vertical support and to keep the head above the surface of the water may be worn, provided each non-swimmer is accompanied by an adult in the pool, within arm's reach. The adult must remain in water in which they can stand flat on the pool bottom. Patrons wearing life jackets are not permitted in deep water or on deep water play features.

Non-U.S Coast Guard approved personal flotation devices, inflatable toys, back floats, rafts, inner tubes, water wings, rings (including those built into bathing suits) and similar objects are not permitted in M-NCPPC pools.

MAKE A SPLASH FREE Water Safety Program



- Beginning May 30, 2017, sign up for our **"Make a Splash"** program! This FREE, four-session program teaches water safety skills & introductory swimming skills.
- The Department of Parks and Recreation has joined forces with the USA Swimming Foundation's **"Make a Splash"** initiative to offer FREE Water Safety & Swim Lessons to youth in Prince George's County this summer. The program will offer 600 spaces to participants ages 6-17 who hold FREE M-NCPPC Youth IDs. There are six **"Make a Splash"** sites including Ellen E. Linson Splash Park in College Park, Fairland Sports and Aquatics Complex in Laurel, Allentown Splash, Tennis, and Fitness Park in Fort Washington, Prince George's Sports & Learning Complex in Landover, Rollingcrest-Chillum Splash Pool in Chillum, and Theresa Banks Memorial Aquatics Center in Glenarden. Participants will receive four, FREE Water Safety & Swim Lessons designed to increase awareness of safety in, on, and around water, and to promote drowning prevention.
- The Prince George's Department of Parks and Recreation is a Make A Splash Local Partner and offers these free swim lessons and water safety programs during the summer and to various 2nd grade classes in the Prince George's Public Schools.
- There is NO COST for those with a FREE M-NCPPC Youth ID.
- Only in-person registration is accepted. Visit your local M-NCPPC community center or aquatics facility to register!
- **Participants can register for only ONE course for this program for the whole summer. Participants who register for multiple courses/facilities/sessions will be WITHDRAWN.**

MAKE A SPLASH Course Descriptions ▶

Beginner: Non-swimmers/non-floaters will be introduced to water safety information and swimming skills. No previous swimming ability is required.

Intermediate: This class is for those who are comfortable in the water, can fully submerge under water and can swim at least 5 yards on their front and back. Participants will review water safety skills and work to improve swimming ability.

Children's Classes: Ages 6-12

Pre-Teen and Teen Classes: Ages 13-17



MAKE A SPLASH SESSION 1

- Allentown Splash, Tennis and Fitness Park, Sundays, June 11–July 2**
Children, Beginner: 10:15-11:00 am [#1677409] & 11:05-11:50 am [#1677161]
Children, Intermediate: 10:15-11:00 am [#1677160] & 11:05-11:50 am [#1677410]
Teens & Pre-Teens, Beginner: 11:55 am-12:40 pm [#1677420]
Teens & Pre-Teens, Intermediate: 11:55 am-12:40 pm [#1677425]
- Ellen E. Linson Splash Park, Saturdays, June 10–July 1**
Children, Beginner: 9:30-10:15 am [#1677155] & 10:20-11:05 am [#1677156]
Children, Intermediate: 10:20-11:05 am [#1677402]
Teens & Pre-Teens, Beginner: 11:10-11:55 am [#1677421]
Teens & Pre-Teens, Intermediate: 11:10-11:55 am [#1677427]
- Fairland Sports and Aquatics Complex, Fridays, June 16–July 7**
Children, Beginner: 7:00-7:45 pm [#1677147] & 7:50-8:35 pm [#1677148]
Children, Intermediate: 7:00-7:45 pm [#1679644] & 7:50-8:35 pm [#1677394]
Teens & Pre-Teens, Beginner: 8:40-9:25 pm [#1677418]
Teens & Pre-Teens, Intermediate: 8:40-9:25 pm [#1677424]
- Prince George's Sports & Learning Complex, Sundays, June 11–July 2**
Children, Beginner: 12:00-12:45 pm [#1677151] & 12:50-1:35 pm [#1677152]
Children, Intermediate: 12:00-12:45 pm [#1677397] & 12:50-1:35 pm [#1677398]
Teens & Pre-Teens, Beginner: 1:40-2:25 pm [#1677419]
Teens & Pre-Teens, Intermediate: 1:40-2:25 pm [#1677426]
- Rollingcrest-Chillum Splash Pool, Sundays, June 11–July 2**
Children, Beginner: 9:00-9:45 am [#1677142], 9:50-10:35 am [#1677143] & 10:40-11:25 am [#1677144]
Children, Intermediate: 9:00-9:45 am [#1677392] & 10:40-11:25 am [#1677393]
- Theresa Banks Memorial Aquatics Center, Sundays, June 11–July 2**
Children, Beginner: 9:00-9:45 am [#1677137], 9:50-10:35 am [#1677138] & 10:40-11:25 am [#1677139]
Children, Intermediate: 9:00-9:45 am [#1677399] & 9:50-10:35 am [#1677400]

MAKE A SPLASH SESSION 2

- Allentown Splash, Tennis and Fitness Park, Sundays, July 16–August 8**
Children, Beginner: 10:15-11:00 am [#1677411] & 11:05-11:50 am [#1677163]
Children, Intermediate: 10:15-11:00 am [#1677162] & 11:05-11:50 am [#1677412]
- Ellen E. Linson Splash Park, Saturdays, July 15–August 5**
Children, Beginner: 9:30-10:15 am [#1677157], 10:20-11:05 am [#1677158] & 11:10-11:55 am [#1677159]
Children, Intermediate: 10:20-11:05 am [#1677404] & 11:10-11:55 am [#1677405]
- Fairland Sports and Aquatics Complex, Fridays, July 28–August 18**
Children, Beginner: 7:00-7:45 pm [#1677149] & 7:50-8:35 pm [#1677150]
Children, Intermediate: 7:00-7:45 pm [#1677406] & 7:50-8:35 pm [#1677407]
- Prince George's Sports & Learning Complex, Sundays, July 16–August 6**
Children, Beginner: 12:00-12:45 pm [#1677153] & 12:50-1:35 pm [#1677154]
Children, Intermediate: 12:00-12:45 pm [#1677403] & 12:50-1:35 pm [#1677408]
- Rollingcrest-Chillum Splash Pool, Sundays, July 16–August 6**
Children, Beginner: 9:00-9:45 am [#1677146] & 9:50-10:35 am [#1677145]
Children, Intermediate: 9:00-9:45 am [#1677395]
Teens & Pre-Teens, Beginner: 10:40-11:25 am [#1677417]
Teens & Pre-Teens, Intermediate: 10:40-11:25 am [#1677423]
- Theresa Banks Memorial Aquatics Center, Sundays, July 16–August 6**
Children, Beginner: 9:00-9:45 am [#1677141] & 9:50-10:35 am [#1677140]
Children, Intermediate: 9:00-9:45 am [#1677401]
Teens & Pre-Teens, Beginner: 10:40-11:25 am [#1677416]
Teens & Pre-Teens, Intermediate: 10:40-11:25 am [#1677422]

Competitive Swimming

- Affordable, Year-Round, USA Swimming Team competing in the Potomac Valley Swimming LSC and in the Prince-Mont Swim League during the Summer.



Prince George's County
Department of Parks and Recreation

SHARKS SWIM TEAM



**Parks &
Recreation**
M-N C P P C
live more, play more
pgparks.com



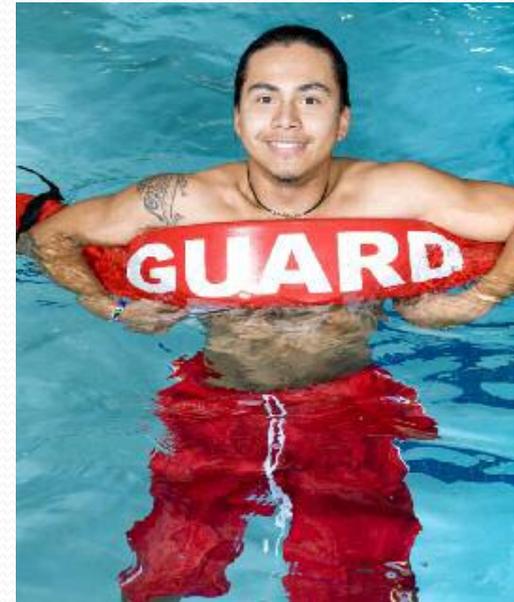
Teen Aquatics Programs

- Swimming Lessons for Teens
- Aqua Boot Camp
- Junior Lifeguarding Camps & Courses
- Free Lifeguard Prep Swim Lessons
- Lifeguard Training
- Water Safety Instructor Training
- Pool Operator Courses
- SCUBA
- Employment Opportunities



Employment and Recruiting

- Strive to create a diverse and inclusive working environment
- Utilize diverse images in recruitment brochures and employment information
- Utilize diverse employees to serve as “ambassadors” for your facility and program during career/job fairs, recruitment activities, etc...
- Promote a diverse workforce within every level of your organization, creating positive images in which members of diverse communities can admire and/or relate



Aquatics Programming & Recruitment

“Kill Two Birds with One Stone Approach”

- Offer recreation programs that also serve as recruitment tools
- Maintain relationship with participants and encourage their continued involvement
 - Jr. Lifeguarding
 - Lady Lifesavers
 - Guys Save Lives
 - Recruitment Incentives



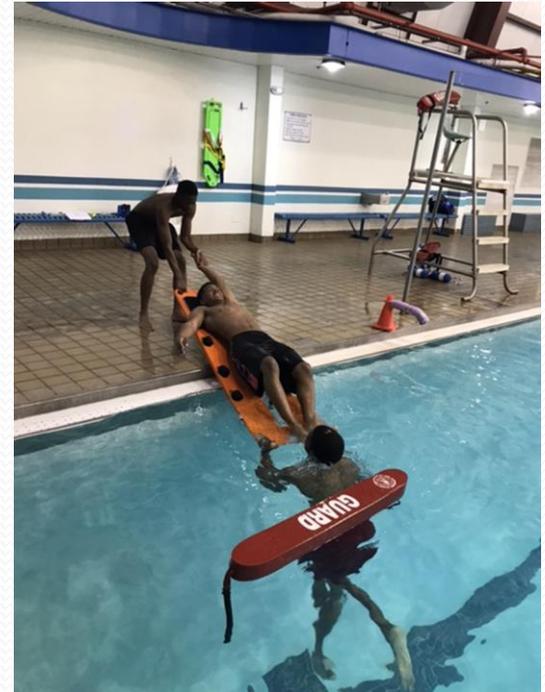
Lady Lifesavers Program

- Youth Development Program offered collaboratively by SHWD and SPD
- Girls ages 15-18 years old
- FREE to participants with Youth ID memberships
- 3-month program
 - Swimming skills development
 - Mentoring
 - Volunteer opportunities and job placement at department aquatic facilities



Guys Save Lives

- Youth Development Program offered collaboratively by SHWD and SPD
- Boys ages 15-18 years old
- FREE to participants with Youth ID memberships
- Included Program Benefits:
 - Swimming skills development
 - Mentoring
 - Volunteer opportunities and job placement at department aquatic facilities



Creating Aquatic Access for All



NYC Parks



POP-UP POOLS

Creating Access for All



NYC Parks

Brooklyn Bridge Park New York, NY



Creating Aquatic Access for All



Francisville Recreation Center Philadelphia, PA

The Pop-up Pool Project

Fairmount Park Conservancy and Philadelphia Parks & Recreation
Philadelphia, PA, USA



Philadelphia has more free outdoor public pools per capita than any other city in the country. They offer communal play spaces, relief, and exercise opportunities in diverse urban neighborhoods. However, Philly's pools offer little more than a body of water surrounded by unshaded concrete.

A winner of the Knight Cities Challenge, the Pop-Up Pool project uses relatively low-cost, high-impact design interventions to transform underutilized public spaces into catalytic, civic open spaces. For Francisville, the project's pilot site, these interventions included a cedar deck lounge with palm trees, lush plantings, moveable tables and chairs, exercise games, shade umbrellas, and active programming.



Future Threats to Success

Tough Management Decisions...

“Balancing budgets vs. community needs”

- Budgetary Impact on Aquatics Industry
 - Greater emphasis on Cost Recovery vs. Outreach Initiatives
- Aquatic Facility Closures
- Program & Staffing Resource Reductions
- Evolution and growth of minority populations across the United States

Questions/Discussion





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pgparks.com

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