

Healthy and Safe Swimming Week 2018

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WASH Webinar
May 8, 2018



Healthy and Safe Swimming Week 2018



Swim Healthy, Stay Healthy! May 21–27, 2018

- ❑ **Objective**
 - Increase awareness of recreational water—associated outbreaks and steps to prevent them
- ❑ **Target Audiences**
 - Swimmers and parents of young swimmers



**Healthy and Safe
Swimming Week**

MAY 21–27, 2018

Healthy & Safe Swimming Week 2017

□ 2017 Metrics

- More than 225 broadcast stories reaching a total of 8.9 million people
- Social media coverage included 3,556 tweets with an estimated reach of over 88 million people.
- Twitter Chat reached 5 million Twitter users and had 531 participants; 1,293 total mentions used the hashtag #HealthySwimChat

Communications Toolkit

- ❑ Community outreach suggestions
- ❑ List of resources/URLs
- ❑ Sample press release
- ❑ Sample feature
- ❑ Sample proclamation
- ❑ Social media message bank



www.cdc.gov/healthywater/observances/hss-week/response-tools-public-health.html

Promotional Activities and Outreach

□ Web

- CDC.gov homepage feature
- Fact sheet updates
- Content syndication
<https://tools.cdc.gov/syndication/>

□ Social Media

- Facebook Live Event (May 21)
- New graphics and GIFs
- Instagram story
- #HSSW18



Join CDC expert,
Michele Hlavsa, RN, MPH, for a
**Facebook LIVE event
on Healthy Swimming**

MAY 21 at 2:00 PM ET

 www.facebook.com/CDC

Promotional Activities and Outreach

□ Partner Outreach

- Blog post
- GovDelivery announcement



□ Media

- CDC Press Release
- Radio Media Tour (May 22)



Web Materials

□ Brochure

(English & Spanish)

□ 2 Pool Chemical Safety Posters

■ Use

■ Storage

(English & Spanish)

□ Infographics, Buttons & other promotional materials

www.cdc.gov/healthywater/swimming/materials/index.html

SHARE THE FUN... not the germs

Remember, we share the water—and the germs in it—with everyone.

Protect yourself, your family, and your friends from germs in the water!

Pools, waterparks, hot tubs, splash pools, and spray parks are great places to have fun, be active, or just relax. But you can get sick if germs contaminate the water. People who get into the water can carry in and spread germs.

and make a healthy splash!

Follow these 4 easy steps to help keep germs out of the water and stay healthy:

- 1 Stay out of the water if you have diarrhea.
- 2 Shower before you get in the water.
- 3 Don't pee or poop in the water.
- 4 Don't swallow the water.

Why is this so important?

If you get into the water when you have diarrhea, you could make others sick. Most outbreaks linked to the water we swim, relax, and play in are outbreaks of diarrhea. These outbreaks are caused by germs like *Cryptosporidium* or "Crypto" for short, norovirus, and *E. coli*.

These germs—sometimes millions at a time—can spread when someone who is sick has diarrhea in the water. Other people can get sick if they swallow the germ water—even just a mouthful.

Even when it's treated properly with chemicals, the water can still have germs.

Pool chemicals, like chlorine or bromine, are added to the water to kill germs. But they don't work right away. It takes 24 hours. They can kill most germs within a few minutes. However, some germs, like Crypto, can live in properly treated pool water for several days.

Let the chemicals use their power on germs—not on your pee, poop, sweat, and dirt.

The job of pool chemicals is to kill germs. But when pee, poop, sweat, and dirt flow off our bodies and into the pool water, the chemicals break down these other things instead of killing germs. This uses up the chemicals' power, which means there's less to kill germs. That's why it's important to follow the 4 easy steps.

Did you know that the water can also cause skin, eye, and lung infections?

POOL CHEMICAL SAFETY: USE BEFORE YOU USE POOL CHEMICALS

Get treated and supervised for the treatment of waterborne illness. For more information, visit www.cdc.gov/healthywater/swimming.

BEFORE YOU USE POOL CHEMICALS

- Get treated in pool chemical safety (for example, during waterborne illness).
- Ask for help if you are NOT trained for specific tasks.
- Read entire product label on Material Safety Data Sheet (MSDS) before using.
- Leave your pool's Emergency Chemical Spill Response Plan and location signs (in multiple languages).

USING POOL CHEMICALS SAFELY

- Check for leaks by wearing appropriate safety equipment (for example, safety goggles, gloves, and mask).
- Read chemical product label before each use.
- Handle in a well-ventilated area.
- Don't use product containers if they are old and have a broken opening (crack).
- Measure acid, formal, and chlorine.
- Measure carefully.
- Never mix.
- Chlorine products with acid. This could create toxic gases.
- Different pool chemicals are necessary. Different types of chlorine products work best when used with one another.
- Only pre-dissolve pool chemicals when directed by product label.
- If product label directs pre-dissolving, use pool chemical in water. NEVER add water to pool chemical because adding water can cause a reaction.

Always required to use chemical safety procedures. Follow your pool's Emergency Chemical Spill Response Plan, and be sure to contact the proper authorities and management.

Pool Address and Phone Number:
Emergency Response Phone Number:
Local Health Department Phone Number:

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healthywater@cdc.gov
www.cdc.gov/healthywater/swimming/



Healthy Swimming Vision

- Enable bathers and aquatic facility owners and staff to maximize health benefits of water-based physical activity by minimizing risk of illness and injury associated with recreational water (e.g., water in pools, hot tubs/spas, lakes, and ocean)



Healthy Swimming Mission

- Analyze and publish surveillance data regularly
- Conduct studies to collect data needed to develop evidence-based prevention strategies
- Facilitate collection of optimal environmental health data and regularly analyze these data
- Leverage scientific data to develop evidence-based public health policy that promotes healthy swimming; and
- Translate scientific data to develop evidence-based health communication resources that promote healthy swimming.

Review of Data on 2000–2014 Recreational Water–associated Outbreaks

- Outbreak Definition
 - Similar illness in ≥ 2 persons, epidemiologically linked by location and time of exposure to
 - recreational water or to pathogens
 - chemical agents aerosolized or volatilized from recreational water into the surrounding air
- Reporting System
 - 50 states, DC, U.S. territories, and Freely Associated States voluntarily report
- Reporting Period
 - 2000–2012; data previously summarized
 - 2013–2014; data reported by December 31, 2015

Outbreaks associated with treated recreational water — United States, 2000–2014

Michele Hlavsa, RN, MPH

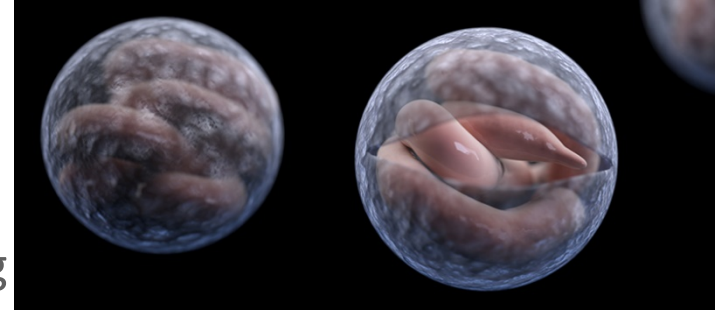
Epidemiologist, Healthy Swimming & CryptoNet

Waterborne Disease Prevention Branch



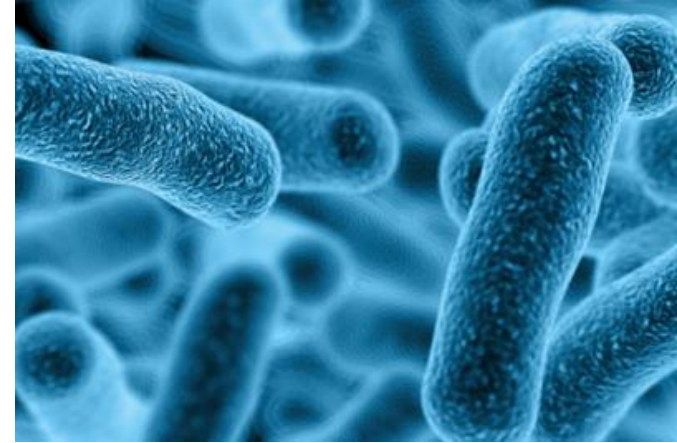
Cryptosporidium

- Extremely chlorine tolerant parasite
- Transmitted when diarrheal incident containing and contaminated water ingested
- Prevention messages
 - For aquatics operators and public health
 - Check out the Model Aquatic Health Code: www.cdc.gov/mahc
 - Collaborate to educate swimmers and parents of young swimmers
 - For swimmers
 - Don't swim or let your kids swim if sick with diarrhea
 - Don't swallow the water you swim in



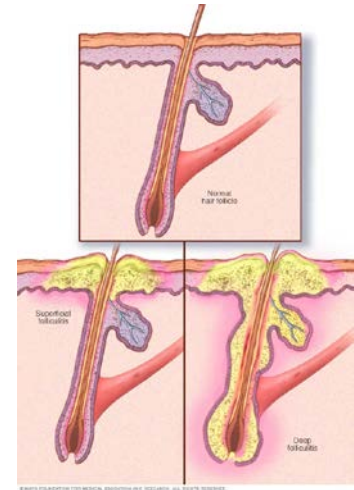
Legionella

- Bacterium associated with biofilm
- Transmitted when aerosolized water droplets containing bacterium inhaled
- Prevention messages
 - For aquatics operators and public health
 - Check out the Model Aquatic Health Code: www.cdc.gov/mahc
 - Collaborate to educate swimmers
 - For swimmers
 - Check out latest inspection score
 - Do own mini-inspection
 - Know if at increased risk for Legionnaire's disease



Pseudomonas

- Bacterium associated with biofilm
- Transmitted when skin comes in contact with contaminated water
- Prevention messages
 - For aquatics operators and public health
 - Check out the Model Aquatic Health Code: www.cdc.gov/mahc
 - Collaborate to educate swimmers
 - For swimmers
 - Check out latest inspection score
 - Do own mini-inspection



Outbreaks associated with untreated recreational water — United States, 2000–2014

Jennifer Cope, MD, MPH

Medical Epidemiologist

Waterborne Disease Prevention Branch



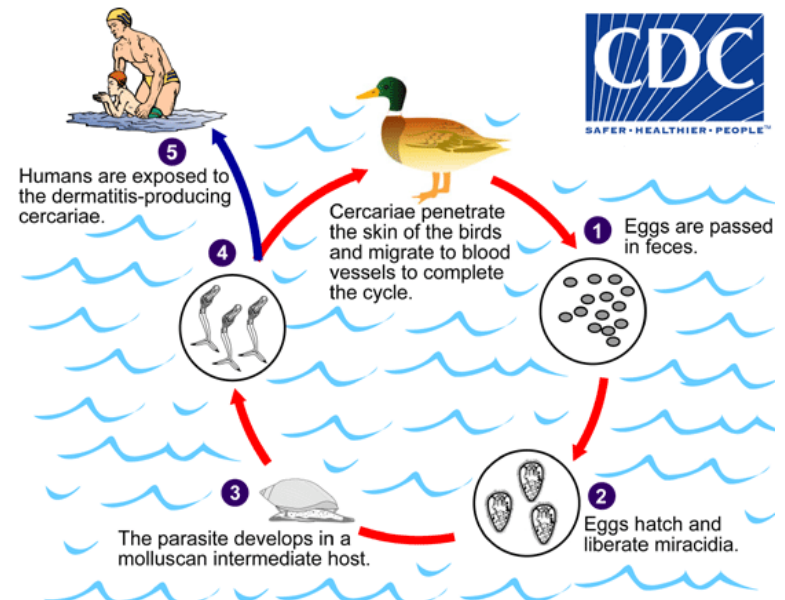
Enteric pathogens in untreated recreational water

- Fecally contaminated water
 - Human (swimmer-derived or environmental)
 - *Shigella* and norovirus
 - Animal and human
 - Crypto and *E. coli*
- Prevention messages
 - Don't swim or let your kids swim if sick with diarrhea
 - Don't swallow the water you swim in
 - Stay out of the water if the beach is closed or an advisory is posted



Cercarial dermatitis (aka Swimmer's itch)

- Caused by avian schistosomes
- Allergic reaction to cercariae burrowing into skin
- Prevention messages
 - Don't swim near or wade in marshy areas where snails are commonly found
 - Towel dry or shower immediately after exiting the water



Harmful algal blooms (HABs)

- Occur in fresh or marine water
- Cause a range of illnesses in humans and animals
 - Skin or eye irritation
 - Respiratory, GI, neuro symptoms
- Prevention messages
 - Keep children and pets from playing in or drinking scummy water
 - Rinse off pets, especially dogs, immediately if they swim in scummy water. Do not let them lick the algae off their fur



Prevention of untreated recreational water outbreaks requires a One Health approach



How do we address illness associated with untreated recreational water?

