

Communication - Public

(ALERT 89-100)

A large part of public relations involves education, programming, and publicity. All lifeguards should be involved in _____ public relations to promote water safety as well as build up the number of patrons coming to the pool.

Education

1. Part of the role of an aquatic facility is to promote _____ in the community as a public service.
2. Promote water safety in order to prevent accidents at the pool. For example, it is worthwhile to educate public on the reasons behind rules.
3. Promote water safety as a motivation for people to take lifesaving courses to learn more.

Programming

1. Try to design programs that will target community groups.
2. Special events are a great way to promote water safety as well as increase the number of patrons at your facility

Publicity

1. Word of mouth is often the most effective way to promote safety, courses, and events.
2. The professionalism, knowledge and attitudes of the _____ help to promote the facility.
3. Try to develop rapport with patrons and get to know the regulars.
4. Always do your best to maintain a _____ environment!

Communication - Victim

(ALERT 38)

Communicating with a patient effectively is an essential part of treatment. There are two essential components of good patient communication:

_____ addresses the emotional needs of a distressed patient. It is not only important what you say, but how you say it.

_____ helps to reassure the patient and demonstrates the competence of the lifeguard.

Public Relations (PR) Incidents:

Two common types of PR difficulties:

1. _____
2. _____

8 General strategies to deal with PR incidents:

1. _____ (Recognize problems BEFORE they happen)
 - Be proactive and approachable
 - Make sure you have adequate signs so that people are aware of rules
2. Maintain _____
 - Don't need to maintain eye contact
3. Be _____, and try to be "on their side"
 - Don't be negative the first time
 - Understand and rephrase (Empathize)
4. Give options, and _____ energy
 - Complaint form or supervisor
 - Give alternate activity, remember to keep the swim as enjoyable as possible
5. Be _____, firm and clear
 - Know the reasons behind all rules and be knowledgeable about the facility
 - Be definite of what you say and give consequences when needed
6. Demand _____
 - Do not let people control you or push you into allowing unsafe activities
 - You have "Shopkeeper's right to refuse" as long as you don't discriminate
7. The _____ are on your side
 - Sometimes you have to call and report incidents. It's better to be cautious.
8. _____ all major incidents
 - Prevent similar incidents, and communicate with others that it happened
 - Have a detailed record for legal reasons