



FOR IMMEDIATE RELEASE

CONTACT:

Tiffany Isaacson
(480) 292-8774 office
(480) 510-0965 (cell)
tisaacson@phoenixchildrens.com

Water Watcher's at Phoenix Children's Hospital Receives Honors

PHOENIX, Ariz. (May 10, 2006) – One of the Valley's best known injury prevention programs recently received both local and national honors for efforts to prevent child drownings. Water Watchers was founded by the family of Weston Letter, who drowned in 1998. The program merged with Phoenix Children's Hospital, and is a part of the hospital's Injury Prevention Center.

Water Watcher's curriculum program called "Water Safety is for YOU" was given an award of merit by the National Water Safety Congress at the International Boating and Water Safety Summit in Palm Harbor Florida. The program is directed towards first graders and uses water safety to teach existing classroom lessons, such as grammar, cause and effect, and sequencing. The curriculum can be downloaded for free by visiting Phoenix Children's Hospital's website at www.phoenixchildrens.com and typing "Water Watchers" into the search engine. Information about the supplemental book used with the curriculum, "Stewie the Duck Learns to Swim," is available at the same web page.

Water Safety Day 2005 was given honorable mention at the International Association of Business Communicators "Copper Quill" event, put on by the Phoenix Chapter on May 4th. This award recognizes programs and projects in 2005 which demonstrate excellent strategic thinking and execution. At Water Safety Day 2005, approximately 1200 first graders learned water safety lessons through the "Water Safety is for YOU" curriculum and hands-on activities at South Mountain Community College.

In evaluations, children who participated in both the curriculum program and Water Safety Day were shown to have an improved understanding of key water safety concepts. Title sponsor Valley Toyota Dealers, presenting sponsor SRP Safety Connection, 2005 host fire department Phoenix Fire and host site South Mountain Community College lent the program extensive support. Mesa Community College also supported the 2005 event and hosted Water Safety Day 2006 in March.

Phoenix Children's Hospital is Arizona's leader in pediatric care and is one of the 10 largest free-standing children's hospitals in the nation. The most comprehensive array of pediatric specialists in the State practice at this one organization. The outstanding clinical expertise, as well as high patient volume, and an unwavering commitment to caring only for children, all contribute to Children's leadership position. For information about Phoenix Children's, visit the Hospital's award-winning website at www.phoenixchildrens.com.