

## Largest Public Safety Campaign in BSO History Launched

*Photo caption: Shirley Harold (left), the grandmother of J'mari Johnson, a toddler who drown last March, poses with Sheriff Al Lamberti and Community Activist Carolyn Harvey after BSO's launch of their Drowning Prevention campaign.*



Since 2005, 26 children under the age of five have drown in Broward County. In an effort to prevent this needless tragedy, Sheriff Al Lamberti initiated the largest public safety campaign in BSO history. The message is simple: If you turn your back for a moment, the pool could become your child's grave.

Even a momentary lapse in supervision could prove fatal when young children who have access to bodies of water are left unattended. Shirley Harold, the grandmother of J'mari Johnson, who drown last March in a backyard pool, knows the reality of this preventable tragedy all too well. "I am committed to preventing this tragedy from happening to other families," Harold said after the press conference. She joined Sheriff Lamberti and the Broward Sheriff's Office in promoting the message of constant supervision.

Posters, door hangers and panel cards are being distributed in every municipality in Broward County by activists, community and student volunteers and by BSO personnel. Billboards and bus ads are also an important component to this campaign and are featured throughout the county. Television and radio PSAs will be featured on local cable and radio channels. Free infant and toddler CPR courses are being offered by BSO throughout the summer.

For more information, visit [www.sheriff.org/drowning](http://www.sheriff.org/drowning).