

Recreational Water Illness Media Campaign

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TV PSAs

In response to cryptosporidiosis outbreaks associated with recreational water venues in Idaho in 2007, the Idaho Department of Health and Welfare (IDHW) and Idaho's local public health districts produced three fun and educational 30-second television spots to promote recreational waterborne illness prevention. IDHW is making these spots available for use by other state and local health departments, municipalities, or non-profit associations. If you are interested in acquiring and modifying these TV spots for your organization's use, please send an e-mail to epimail@dhw.idaho.gov with your complete contact information and "RWI PSA Request" in the subject line.

To select the PSA you would like to view, click on "TV Spot". The TV spots are in Windows Media Player format (.wmv). If you use a Mac and do not have Windows Media Player on your computer please go to <http://www.videolan.org/vlc/download-macosx.html> to download a free media player that will play the TV spots.



You wouldn't go swimming in someone's bathtub, so why would you use the pool for your bathwater? Always shower well before using the pool.

[TV Spot](#)



We all carry things on our bodies we wouldn't want to share. Always shower before swimming.

[TV Spot](#)



Change your baby's diapers in the bathroom, and don't forget to wash your hands!

[TV Spot](#)

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Radio PSAs



[Radio PSA 1](#)

(30 seconds)

Do your part to prevent another "Crypto" outbreak at swimming pools and splash parks.



[Radio PSA 2](#)

(30 seconds)

We all carry things on our bodies we wouldn't want to share.



[Radio PSA 3](#)

(30 seconds)

Swimming and playing in the water are great ways to have fun, but careless swimmers can make others sick.



[Radio PSA 4](#)

(60 seconds)

Filters and disinfectants can only do so much to keep the water clean, the rest is up to you.

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Print Materials

In response to cryptosporidiosis outbreaks associated with recreational water venues in Idaho in 2007, the Idaho Department of Health and Welfare (IDHW) and Idaho's local public health districts produced three posters, a brochure, and two temporary tattoo designs to promote recreational waterborne illness prevention. IDHW is making these materials available for use by other state and local health departments, municipalities, or non-profit associations. If you are interested in acquiring a version of the posters without logos and modifying these materials for your organization's use, please send an e-mail to epimail@dhw.idaho.gov with your complete contact information and "RWI <type of material> Request" in the subject line.

[Posters](#)

[Brochure](#)

[Temporary Tattoos](#)

Posters

Please, note that the PDF files of the posters posted here are formatted for 8.5"x11" paper. The actual size of the posters will be larger; specific dimensions are noted next to the images. If you request poster files for use by your organization, the files that will be sent will not be the 8.5"x11" version.



Recreational water illness prevention poster developed for restrooms

The [linked](#) PDF file is formatted for 8.5"x11" paper; the actual size will be 18"x24".



Recreational water illness prevention poster developed for physician offices and day cares.

The [linked](#) PDF file is formatted for 8.5"x11" paper; the actual size will be 11"x17".



Recreational water illness prevention poster developed for general use.

The [linked](#) PDF file is formatted for 8.5"x11" paper; the actual size will be 18"x24".

Brochure

Z fold brochure; to see the PDF file, please click [here](#).



DON'T LET WATERBORNE ILLNESSES SUCH AS CRYPTO, GIARDIA, AND E. COLI TURN YOUR SUMMER FUN INTO A STOMACH-CHURNING NIGHTMARE!

TO HELP EVERYONE KEEP SAFE & HEALTHY ALWAYS FOLLOW THESE SIMPLE RULES:

- Never swim if you have diarrhea.
- Shower using soap before going into the water.
- Don't swallow the water you play in.
- Make sure kids take frequent bathroom breaks & check diapers often.
- Always wash your hands before eating.
- Always wash kids - especially hands & bottoms - before water play.
- Never change diapers at waterside - use the bathroom or other designated area.

REMEMBER, WHETHER AT THE POOL, THE LAKE, OR SPLASH PARK, HEALTHY SWIMMING IS NO ACCIDENT.

For additional information on water-borne illnesses visit www.rwls.idaho.gov or call the Idaho CareLine at 2-1-1.

IDAHO DEPARTMENT OF HEALTH & WELFARE | 211 | Public Health

Temporary Tattoos

To download a PDF of the tattoo images, please click [here](#).



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