
Request for Interest

Supporting Community-Based Organizations and School Boards to Pilot Basic Swimming and Water Safety Training for School-Aged Children in Select States

Date Issued: May 8, 2023

Early Response Deadline: June 5, 2023

Rolling Response Deadline: October 15, 2023

CDC FOUNDATION CONTACT

PEARLANNA ZAPOTOCKY, PROGRAM SPECIALIST

PZAPOTOCKY@CDCFOUNDATION.ORG

SUMMARY OF REQUEST

The CDC Foundation is announcing a Request for Interest (RFI) from eligible community-based organizations (CBOs) interested in partnering with the CDC Foundation to expand access to basic swimming and water safety skills training among children aged 6-15 years. Eligible CBOs will operate in¹ Alaska, Arizona, California, Florida, Georgia, Louisiana, Michigan, New York, Oklahoma and Texas. CBOs that have a collaborative relationship with their local school board to facilitate program activities and reach Black and American Indian and Alaska Native (AIAN) communities will be given priority consideration. Selected partners will work with the CDC Foundation to implement a basic swimming and water safety program to reduce drowning in communities that are disproportionately impacted by drowning.

The CDC Foundation will fund at least two programs in each state. Interested organizations are asked to respond to the RFI with a brief program plan and requested supporting documents. Program plans will be reviewed by subject matter experts on drowning prevention. Finalists will be invited to submit a full proposal and work in partnership with the CDC Foundation to finalize program activities.

BACKGROUND AND NEED

According to the Centers for Disease Control and Prevention (CDC), drowning is a leading cause of unintentional injury for children aged 1 to 14 years in the United States², resulting in nearly 800 deaths annually³. Not all drownings are fatal; non-fatal drownings can have resounding impacts on survivors, with long-term health complications such as permanent neurological damage or disability. Among people less than 30 years, disparities persist between racial and ethnic populations, with Non-Hispanic AIAN and Black children and young adults experiencing 1.5 to 2.0 times the rate of drowning as compared to White children and young adults². Drowning death rates in swimming pools are up to 7.6 times higher for Black youth aged 5 to 14 years than for White youth².

Teaching school-aged children basic swimming and water safety skills has been shown to be an effective drowning prevention strategy. According to the World Health Organization (WHO), basic swimming and water safety training programs are better suited for children aged six years and older, as such programs can be incorporated at scale within school systems, require fewer instructors and are associated with faster skill acquisition.

In seeking to prevent future drownings among youth, the CDC Foundation plans to partner with CBOs and school boards across the United States to deliver basic swimming and water safety skills training programs in states and communities with high incidences of drowning.

PROGRAM REQUIREMENTS

Organizational Eligibility

1. Eligible applicants will be CBOs with 501(c)(3) tax exempt status.
2. CBOs will operate in Alaska, Arizona, California, Florida, Georgia, Louisiana, Michigan, New York, Oklahoma and Texas.
3. Priority consideration will be given to CBOs serving AIAN and Black communities.

¹ State selection may be subject to change.

² Centers for Disease Control and Prevention. (2022, October 7). Drowning Facts. <https://www.cdc.gov/drowning/facts/index.html#:~:text=Every%20year%20in%20the%20United,22%20nonfatal%20drownings%20per%20day.>

³ Centers for Disease Control and Prevention. (2021, July). Unintentional Drowning Deaths Among Children Aged 0–17 Years: United States, 1999–2019. <https://www.cdc.gov/nchs/data/databriefs/db413-tables-508.pdf#1>

Program Requirements

1. CBOs will deliver a swimming skills and water safety program for children aged 6-15 years.
2. Local school boards can be involved in the program through transportation of students between school and the pool, provision of resources and/or other collaborative efforts. Otherwise, applicants should detail how they will provide transportation of students if necessary.
3. Programs will have insurance to cover participant transportation from school and during pool lessons.
4. CBOs will report metrics and indicators of their basic swimming and water safety trainings, including number of students trained, number of students successfully completing the program and demographic characteristics of students.
5. CBOs will provide periodic timeline and budget updates.

RESPONSE REQUIREMENTS

In responding to the RFI, program plans should be submitted at the following link: [CDC Foundation Drowning Prevention CBO Partnerships RFI](#). Program plans should be no more than 2 pages, single spaced, and must include the following:

1. Program Plan – 2 pages maximum

- Describe your organization, including organization name, abbreviated name, address, website, mission, year established, organization type and business classification.
- Briefly detail the community your CBO supports, including drowning burden (if known) and demographics, and how your organization has built a rapport with community members.
- Describe the proposed program, including how children will be recruited and enrolled, the target number of participants, the frequency and duration of swim lessons, curriculum and who will be serve as instructors. Indicate what aquatic facility or facilities you will use, and your affiliation with them.
- Describe the age range of children that will be targeted for recruitment and explain why children in the proposed age range are best suited for the program.
- Explain how your local school board may be able to support the program, including available resources and transportation of participants to swim lessons.
- For summer programs, explain how you will enroll and transport students as necessary to the aquatic facility or facilities.

2. Team and Organizational Qualifications

- List key personnel to be involved in the program and their title. Please note the certifications (name and date obtained) of swim instructors.

3. Budget Estimate

- The program will run from date of selection until June 30, 2025.
- Budget estimates should not exceed \$125,000 USD.
- An overall proposed budget should be submitted in table form using the attached excel template. Please also include a short narrative describing your proposed budget.
- Budgets will be primarily evaluated on the cost per student with the intent of maximizing the impact of distributed funds.

APPLICANT REQUIREMENTS

Applicants should not have any affiliation with or received support from the tobacco industry or its associates in the past five years.

TIMELINE

Applicants are encouraged to submit their program plan by June 5, 2023, for priority consideration. After the early response deadline, program plans will be accepted on a rolling basis or until October 15, 2023.

| Project Phase | Estimated Completion |
|---|--|
| Program plans due for priority consideration | By June 5, 2023 |
| Request for full proposals issued to priority consideration CBOs | By June 30, 2023 |
| Rolling response deadline for program plans | By October 15, 2023 |
| Request for full proposals issued to remaining CBOs, on rolling basis | Within one month of program plan submission |
| Grant implementation period | From contract execution date through June 30, 2025 |

ADDITIONAL RESOURCES

More information on drowning prevention is available at:

CDC

<https://www.cdc.gov/drowning/prevention/index.html>

<https://www.cdc.gov/drowning/publications/index.html>

WHO

www.who.int/publications/i/item/global-report-on-drowning-preventing-a-leading-killer

<https://www.who.int/publications/i/item/preventing-drowning-an-implementation-guide>

<https://www.who.int/publications/i/item/9789240046726>

KEY CONTACT

Send inquiries to **Pearlanna Zapotocky** at pzapotocky@cdcfoundation.org.

ATTACHMENTS

Attachment 1 – Budget Template



USDP_RFIBudget_Template.xlsx