



Established in 2003



Mission

*Educating the public on the
importance of **SAFETY**
while celebrating the joys
of water sports.*



Creation

For several years, Joseph M. Vassallo, CBP President of Paragon Pools and Mary Vail, MBA Publicist participated in numerous anti-drowning programs. They believed there had to be a more effective way of sharing the message with the public without using “trauma” or “scare tactics”.

Uniting their mutual passion for water safety and Mary’s experience as a swim instructor, the duo strategized to develop a more family-friendly program focusing on the positive elements of pools and water activities.

The result was the creation of ***Float Like A Duck™*** in 2003. Since its origination, Float Like a Duck™ has evolved into a popular, award-winning, multi-dimensional water safety initiative presented by Paragon Pools.

New and exciting elements have been introduced over the years.



Goal

“ Water and water sports are an integral part of our lives whether it be in the bathtub, a pool, at the lake, or beach. Our goal through the Float Like A Duck program is to prepare the entire family with water safety skills, practices and preventative measures to ensure every experience is an enjoyable one. ”

*Joseph M. Vassallo, CBP, PHTA Fellow
President Paragon Pools
Water Safety Advocate*



Messaging

Messaging focusses on ENFORCING the *ABC&Ds* of water safety, with a BIG emphasis on A-adult supervision.

To accommodate the diverse cultural population in Southern Nevada, Float Like A Duck™ messaging is presented in both English and Spanish.



ABC&Ds of Water Safety

Adult: supervision: always have an adult present.

Barriers: layers of barriers include alarms, fencing, locks and gates.

Classes: all family members should take swimming and CPR classes.

Devices: PFD's- personal flotation devices, life jackets and rescue tools.

Spanish - IMPONGA el abecedario de seguridad en el agua

Supervisión Adulta: Siempre tenga a un adulto

Barreras: Tenga capas de barreras como alarmas, cercas, cerraduras y puertas

Clases: Tome clases de natación, de salvamento, y de resucitación cardiopulmonar

Dispositivos: Tenga DPF (dispositivos personales de flotación), chalecos salvavidas y herramientas de rescate disponibles



Event

Float Like A Duck began with an annual event held in May* of each year, strategically timed to kick-off the summer swim season as well as support National Water Safety Month.

The event was FREE and Open to the public. Event activities included exhibits, hands-on safety training, open swimming in the water park and learn-to-float instruction.

Float like a Duck can be regarded as the first building block in a series of safety and water-related programs that families can build on throughout the child's upbringing.

*In 2020, the program was held on-line due to covid restrictions. The influx of on-line inquiries made us aware of the need for the program to reach families across the country and globally.



Why Floating is Important!

- Floating is a lifesaving skill.
- Individuals of any age can learn how to float on their back, from infants-to-seniors.
- Floating is one of the first steps in learning how to swim.
- Floaters have the ability to breath, to maneuver to safety, and if needed to call for help.



Graphic Artist



Designer Danny Romero is the official graphic artist for Float Like A Duck™.

Danny was introduced to the program through an educational project with The Art Institute of Las Vegas. Upon graduation with a degree in graphic design, Danny developed the original “floating” Duckie logo in 2008.

He has continued to share his design talents by creating variations of the logo to celebrate anniversary dates. In addition, Danny is the artistic talent behind the popular Float Like A Duck collector cards and water safety coloring books.



Duckie the Mascot

Duckie the Mascot was introduced in 2008.



Utilizing a kid-friendly, sidekick named Duckie, Vassallo and his team are able to catch the attention of children and their parents, allowing them the opportunity to provide vital information about the importance of practicing safety measures, around all bodies of water.





Handout

Over the years a variety of colorful handouts with the ABC&Ds of water safety were published to distribute to the public, at events, presentations and through our water safety partners.

The series of collateral materials includes brochures, bookmarks, collector cards, and coloring books.



Water Safety Coloring Book

The official Float Like A Duck Water Safety Coloring Book was introduced in 2008 and was designed for parent (grandparent, guardian) and child interaction. The publication's messaging is in English and Spanish, features local personalities, QR codes with links to water safety videos and a "Certificate of Completion" with space for the parent to add their child's name.

Over the years the coloring book has expanded from its original 12-page format (including front and back covers) to 24 pages in 2022 to accommodate additional water safety tips.

The latest edition features 3X Olympic Champion and PHTA/Step Into Swim VP Rowdy Gaines.

The coloring book is available for free download on the website.



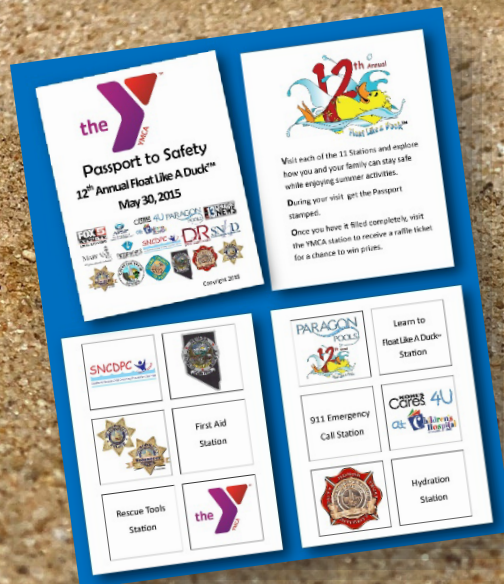
Partners

Water Safety Partners include area First Responders, local media and businesses, fellow water safety organizations, industry affiliates, and manufacturers.



Passport to Safety

In 2015, the Passport to Safety a folded, 4-page activity guide was introduced as an incentive for families to visit each of the interactive stations, where they were instructed on a specific safety activity. With the expansion of partners over the years, the Passport expanded 16 stations.



Beyond the Event

Float Like A Duck programming expanded well beyond the annual event. Duckie and Vassallo make complimentary guest appearances throughout the community at events, schools, churches, hospitals, libraries, and parades to share the water safety



Beyond the Event (2)



Since 2016, Float like a Duck/Paragon Pools has been a financial sponsor of the Southern Nevada YMCA's [Safety Around Water Program \(SAW\)](#).

The program consists of 8 sessions, instructing youths with a variety of skills including swim lessons and hands-on safety techniques.

To date over 1,200 youths have been enrolled in the program. The program is offered at no-charge to at-risk youths. SAW is facilitated in coordination with the Boys and Girls Club, The City of North Las Vegas, and Clark County Aquatics.



Beyond the Event (3)



Since 2017, Float like a Duck/Paragon Pools has collaborated with the [Nevada Desert Mermaids \(NDM\)](#) artistic swim team promoting the benefits of competitive water sports.

The NDM have performed at the annual event, are featured in the coloring book, and in a water safety PSA.

In 2021, Float Like A Duck/Paragon Pools became a financial sponsor of the team.



Beyond the Event (4)



In 2013, Paragon Pools began receiving requests from concerned water safety advocates from as far away as Alaska for information and advice on sharing the family-friendly Float Like A Duck messaging.

To accommodate these long-distance requests, Vassallo and Duckie created personalized and topic specific outreach PSA videos to address their community issues.

These requests inspired a series of PSAs that anyone could watch and share with their household and community.



30-sec PSA



In 2015, a **30-SEC Water Safety PSA** promoting the ABC&Ds of water safety was created in collaboration with Clark County.



Inspirational

PSAs



The "Learning to swim, led me to..."TM PSA campaign was created in 2017 to inform and inspire youth about exciting adventures and career opportunities one can enjoy from learning how to swim.

The multi-series, PSA video campaign showcases a wide-range of individuals and groups from around the Southern Nevada community who credit their path to personal growth, success, and accomplishments in sports, academics, recreational activities, and careers from learning to swim.

Over two-dozen individuals and groups welcomed the opportunity to share their message, volunteering their time and talent to encourage others with positive messages about swimming. For their participation in the PSAs they were named official Aqua Ambassadors.

<https://youtu.be/WEw70RXMwjE> English

<https://youtu.be/xz4ZArXEhzg> Spanish



"Learning to Swim, led me to ..."



"Aprender a nadar, me llevó a..."



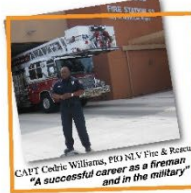
Southern Nevada Desert Mermaids
"Become competitive synchronized swimmers"



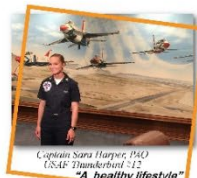
Toshi Yoshida, Lake Mead National Rec. Area - Dive Team
"Become a scuba diver"



Kayla & Megan, BCI Hoatvine Swim Team
"Be competitive swimmers"



CAPT Cedric Williams, FD NV Fire & Rescue
"A successful career as a fireman and in the military"



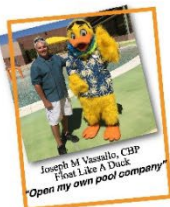
Captain Sara Harper, PSC CSAB Thunderbird 112
"A healthy lifestyle"



Elise & Addie, Swimming Buddies
"A summer filled with Fun"



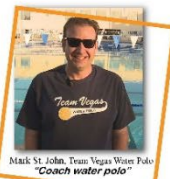
Sandy Nitta, Director Team Victor Henderson Water Polo
"Be a 1964 USA Olympic Swimmer"



Joseph M Vasallo, CBP Float Like A Duck
"Open my own pool company"



Jake Lewis, Centennial Hills YMCA
"Become a pool manager & lifeguard"



Mark St John, Team Vegas Water Polo
"Coach water polo"



Sophia Girault, Henderson Multigenerational Pool
"Become a swim coach"



LCDR David 'Fish' Vail, USN, Ret.
"Become a Navy Fighter Pilot"



Timothy Tankley, Henderson Multigenerational Pool
"My first job"



Michael Mcate, LV Fire & Rescue
"Teach my son, Cash to swim"



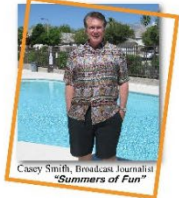
Evelyn Olsen, UMC Southern NV
"Construir confianza y hacer amigos"



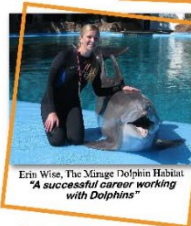
CAPT Sergio Reyes, NV Fire & Rescue
"Diversión en la piscina con la familia"



Ludvige Porri-Sapostnik, Coach SN Desert Mermaids Synchronized Team
"A successful aquatic career"



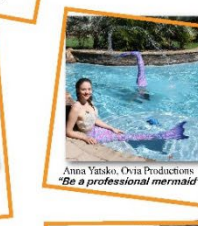
Casey Smith, Broadcast Journalist
"Summers of Fun"



Eric Wise, The Mirage Dolphin Habitat
"A successful career working with Dolphins"



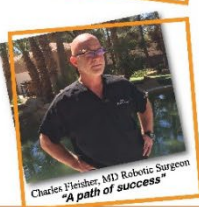
Tonick Plekaczinski, Arroyo Mamotes
"Become an underwater photographer"



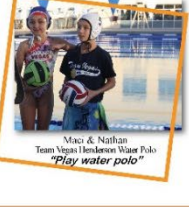
Anna Yatsko, Octa Productions
"Be a professional mermaid"



Oskar Palomo, Videographer
"Fun with my daughter"



Charles Fletcher, MD Robotic Surgeon
"A path of success"



Mac & Nathan, Team Vegas Henderson Water Polo
"Play water polo"



Sergeant Brian Kobay, LV Metro
"Build self confidence"



SN Desert Mermaids Recreational Team
"Become synchronized swimmers"



Francesca Rebute, SkyView YMCA
"Convertirse en un entrenador de natación y salvavidas"



Team Vegas Henderson Water Polo
"Play water polo"



Cassandra Jones, FOX3 Morning News Weather Anchor
"Family time in the Pool"

Where did swimming lead you?

#Learningtoswimledmeto

Share your story in pictures or video at:

#swimmingledmeto

Facebook: @FloatLikeADuck

#watersafety

Twitter: @Duckieparagon

#aquaambassadors

Float Like A Duck is a water safety initiative presented by Paragon Pools

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Pediatric

Water Safety PSAs



In an effort to bring more awareness to the importance of water safety especially with regards to young children between the ages of 1-4 years, Float Like A Duck™ teamed up with UMC Children's Hospital to create an informative and educational Public Service Announcement (PSA), ***"Family Time: The Joys of Water Activities with Your Child."***

The 2021 PSA features Float Like A Duck's water safety mascot, Duckie, along with key UMC Children's Hospital personnel, Dr. Jay Fisher, Medical Director of the Pediatric Emergency Department and Xochitl Kambak, Registered Nurse of the Healthy Living Institute at UMC, who provide five crucial water safety tips in English and Spanish.

<https://youtu.be/PswaRj65ys> English

<https://youtu.be/qvtSVmCQN> Spanish



Water Safety

Month PSAs



In 2022, Float Like A Duck™ released a series of on-line video PSAs to promote Water Safety as part of National Water Safety Month.

Each of the PSAs provides important safety tips on a specific “water centric” environment. Our goal is to educate families on steps they can take to keep their loved ones safe by bringing attention to situations and provide them with a pro-active safety tip to ensure a safe and fun lifestyle.

Water Safety Tip PSA series:

- Pool Safety Includes Layers of Barriers
 - Family Outing Water Safety Tips
 - Open Waters Water Safety Tips (English and Spanish)
 - Home Water Safety Tips
 - Flowing Waterways Water Safety Tips

Available on the YouTube playlist

<https://youtube.com/playlist?list=PL-TZ9WH-Jfx8w6IRgJpsJ-Hcrarcflo2N>



Water Safety

Affiliates

- Southern Nevada Child Drowning Prevention Coalition (SNCDPC)
est. 2008- Founding Board Member: Joseph M Vassallo, CBP representing
Paragon Pools & Float Like A Duck
- National Water Safety Month – PHTA: Partner
<https://www.phta.org/safety/public-safety/safety-organizations/>
- U.S. Consumer Product Safety Commission (CPSC)- Pool Safely
Campaign: Collaborator/Partner since 2017
<https://www.poolsafely.gov/blog/partner-spotlight-interview-with-joseph-vassallo-president-of-paragon-pools-and-co-founder-of-float-like-a-duck-water-safety-initiative/>
- National Drowning Prevention Alliance: Official Partner



Crossing the Border

2021 & 2022 - Float Like A Duck Coloring Books were presented to Cabo San Lucas Fire Department- Fire Chief Juan A Carabajal Figueroa for distribution to youths in the community.

“Water safety is a global concern, and we try to be as far reaching as possible with our messaging. Our website, YouTube channel and social media platforms allow anyone to tap into our many resources,” states Vassallo. “However, being able to share the coloring books with the Fire Chief and the Cabo San Lucas community is truly an honor.”



Impact

Float Like A Duck is proud to be the longest running water safety initiative in the state of Nevada. Float Like A Duck along with other water safety advocates have made a definitive impact in the Las Vegas valley with regards to water safety awareness.

- Over the years, close to 6,000 have attended the annual event, obtaining first-hand information and hands-on water safety training.
- An immeasurable number of individuals and households have been exposed to the Float Like A Duck™ messaging via appearances, news reports, social media posts, PSA videos, and Float Like A Duck™ collateral materials.
- The **MOST** significant impact is the reduction in submersions in Southern Nevada. Clark County population increased by 770,000 residents from 2003-2021, along with a significant increase in public, private, and residential pools throughout the valley. Data from the SNHD reveals the total number of submersions and fatal infant drownings decreased by 50 % or more from 2003 to 2021.



Impact

TV News Interviews



Milestones

- 2003: Program Established
- 2007: Partnership with Heinrich YMCA as host site
- 2008: 5th Anniversary - Introduction of:
 - Duckie the Mascot
 - “Floating” Duckie logo
 - Float Like A Duck coloring book
- 2013: 10th Anniversary - Coloring book, 2nd edition
- 2015: 30-sec *Water Safety PSA* in collaboration with Clark County
Passport to Safety activity guide was introduced
- 2016: Partnered with YMCA for Inaugural Safety Around Water program
- 2017: Launched “*Learning to swim, led me to...*” *PSA* campaign & Aqua Ambassadors
- Named U.S. CPSC Pool Safety Campaign Collaborator/Partner



Milestones

- 2018: 15th Annual Float Like A Duck
- 2020: COVID restrictions prevented an in-person event thus the 17th Float Like A Duck community and on-line efforts were enhanced to share the initiatives messaging:
 - Distribution of 3,000 Water Safety Coloring Book
 - Downloadable Water Safety Coloring Book
 - Water Safety Tip of the Day on Social Media for Water Safety Month
 - How to Properly Fit a Lifejacket PSA- <https://youtu.be/X3L0Wdb2aGY>
 - Pool Safely- Ask the Experts Series - <https://youtu.be/48SGlVoJ2x8>
- 2021: Launched "The Joys of Water Activities with Your Child" PSA Videos

PHTA -Step Into Swim Grant Recipient: 100% of funding was distributed to the YMCA SAW program and Train-to-Work FREE Lifeguard training program for at-risk teens

International Outreach - Coloring Books presented to Cabo San Lucas Fire Department for distribution in the community.
- 2022: PHTA -Step Into Swim Grant Recipient: 100% of funding was distributed to the YMCA SAW program.



Accolades



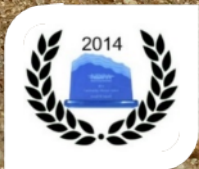
2006 AMCP MarCom Award - Excellence in Design



*2007, 2008 & 2013 Office of the Mayor of Las Vegas Proclamations
Joseph Vassallo Day and Float Like A Duck Day*



2013 AMCP Communitas Award: Excellence in Community Service



*2014 National Drowning Prevention Alliance (NDPA) - Community Lifesaver Award -
Joseph M Vassallo, CBP Honoring his exceptional work in the field of drowning
prevention at the community level with the Float Like Duck initiative.
According to the NDPA records, Vassallo is the first Nevadan and
the first pool company in the nation to be singled out for the award.*



Accolades



*2015 American Country Countdown with Kix Brooks & Kidde Alarms
Kidde Hero of the Week (week of June 14, 2015), Joseph M. Vassallo, CBP for
Float Like A Duck initiative*



*2015 Videographers Awards: **Award of Distinction** – 30 sec Water Safety PSA*



*2016 Nevada Governor's **Points of Light Award** Volunteerism Southern Nevada
Individual, Joseph M Vassallo, CBP for Float Like A Duck program*



*2017 Videographers Awards: **Award of Distinction**
Learning To Swim , Led me to... Water Safety PSAs*



Accolades



2017 National Water Safety Congress: **Award of Merit** for Float Like A Duck program



2019 Presidents Council on Sports, Fitness & Nutrition (PCSFN) **Community Leadership Award** presented to Joseph M. Vassallo, CBP for Float Like A Duck program



2021 Videographers Awards: **Gold Award**
The Joys of Water Activities with Your Child PSA Videos



2021 & 2022 Paragon Pools/Float Like A Duck received 2 **GRANTS** from Step Into Swim/ PHTA. 100% of the grant funds are utilized in a collaboration with the YMCA of Southern Nevada's Safety Around Water and Train to Work Lifeguard training programs.



Website & Social Media

Website : <https://www.paragonpoolslv.com/float-like-a-duck>

Facebook @Floatlikeaduck

Twitter @Duckieparagon

Instagram @Duckiefloatlikeaduck

YouTube Float Like a Duck videos

https://www.youtube.com/playlist?list=PL-TZ9WH-lfx_ID28tbYfw1QI4GDyrWNCF

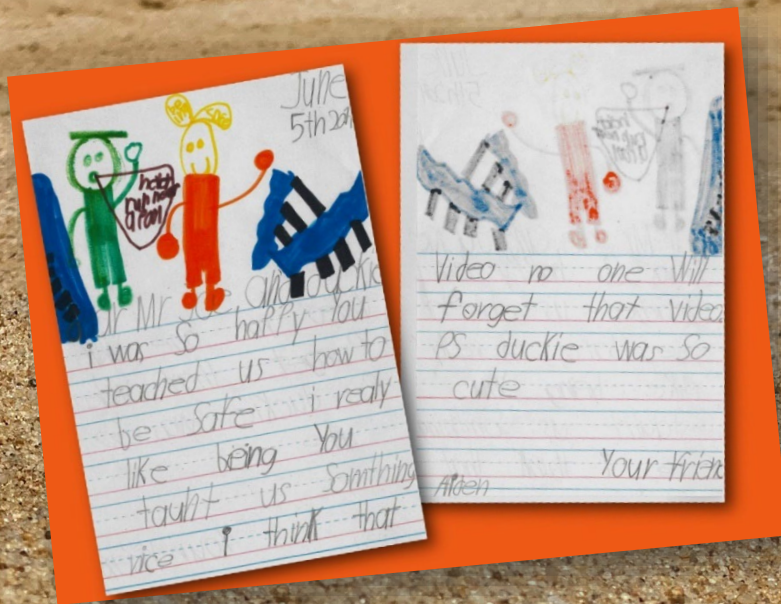
<https://youtube.com/playlist?list=PL-TZ9WH-lfx8w6IRgJpsJ-Hcrarcflo2N>



Thank You

Notes

Joe and Duckie have received wonderful thank you notes following an appearance and in response to the special videos.











Proudly presented
2003–2023

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