



A guide to  
successfully  
introduce



at your  
facility.



The time is always right to do what is right.

- Martin Luther King Jr.

# We think you're awesome.

Why? Because by deciding to deploy WAVE, you've taken a major step to dramatically raise the standard of care you provide your swimmers. We think that's pretty great.

We also understand that the idea using technology to make swimming safer is new, and introducing change can sometimes be challenging. To help you get started, we've created this booklet with recommendations on how to present WAVE to your organization and begin using your system successfully from day one.

We hope you find our suggestions helpful. We're also here if you need us to answer questions, address concerns, and provide assistance.

From everyone at WAVE, we truly appreciate your passion and commitment to keeping your swimmers as safe as possible.



WAVE Systems Inc.



# Introducing WAVE to your lifeguards

A key to successful use of WAVE begins with getting your guards on board. A good place to start is to direct them to visit this page on our website, [wavedds.com/lifeguards](http://wavedds.com/lifeguards). Most guards quickly embrace WAVE and appreciate it as a powerful new tool to enhance their jobs.

Explain to your guards that while WAVE will have very little impact on their daily responsibilities, they will be expected to:

- Explain WAVE to swimmers, parents and caregivers as needed.
- Wear their Staff Bracelet during their shifts.
- Ensure swimmer compliance with using wearables.
- Set a good example for swimmers by also using wearables while in the water.
- Carry out simple protocols, such as recharging their bracelets when needed.

It's important to make your guards aware that for WAVE to be successful, it will require their full participation and nothing less. With your leadership and their support, using WAVE will quickly become part of your aquatics program's daily routines.

# PARKS RECREATION

HOPKINSVILLE, KY



BECAUSE OUR KIDS  
DESERVES THE HIGHEST  
STANDARD OF CARE.

**WELCOME**

Please wash your hands, wear a mask and keep your distance



# Introducing WAVE to parents & community

A good first step for parents and caregivers is to direct them to the page on our website, [wavedds.com/parents](http://wavedds.com/parents).

You'll also be provided with our co-branded Patron Brochures which are a great resource to explain why your organization is using WAVE and how it works.



Co-branded posters, videos, and social media content are also available to help you promote WAVE in your community, including outreach materials and advice for getting media coverage.

You'll quickly discover that parents appreciate the effort to increase the safety of their families. Ask them to show that support by instructing their families to use WAVE wearables as directed.

Lastly, it's very important to make sure that your staff is always positive and prepared to answer questions that parents and guests may have about the system.





# Introducing WAVE to swimmers

Fortunately, the use of wearables in our every day lives is now quite common. This sets the stage for quick acceptance of using WAVE wearables for swimming. You'll discover that kids are actually excited about the idea of using them.

Here are some helpful suggestions when introducing WAVE to your swimmers:

- Explain that WAVE lets guards know if any swimmer needs help.
- Demonstrate how the system works by submerging a wearable to create alerts.
- WAVE is potentially a life saving system. Explain that intentional attempts to create false alerts or tamper with equipment won't be tolerated, and stick to this policy from day one.
- Some swimmers might think that a wearable will be uncomfortable. Explain to them that once they start swimming they'll quickly forget they're wearing one\*.
- Instruct swimmers to always return their wearables to storage before leaving the swim area. (Your system may include optional Exit Detectors which will beep and flash to remind users to return their wearables before leaving.)



Note that we do not recommend singling out individual swimmers within groups to use wearables as doing so can stigmatize both the swimmer and using wearables.

\* Typical experience. For the few swimmers that may find wearing Trackers challenging due to unique circumstances, please speak to your WAVE representative for solutions we have available.



# Introducing WAVE to skeptics

Despite WAVE being a nationally awarded technology being used at several facilities around the country, some people may have initial doubts. As an advocate for the safety of your members and the welfare of your aquatics staff, you'll need to effectively address these concerns early on.

First, make these individuals aware that even with responsible lifeguards present, the risk of drowning is *always possible*. Many people don't realize that drownings occur quickly, silently, and are extremely difficult to detect even for trained eyes.



Explain that deploying WAVE means your guards will have a powerful additional layer of protection that will dramatically reduce the risk of an event being missed.

Lastly, remind them that when it comes to water safety it is always better to be "safe" rather than "sorry". Being WAVE-enabled means that your organization is now doing everything possible to make swimming



# Early implementation of WAVE

“A journey of a thousand miles begins with a single step.” - Chinese Proverb

We believe that every swimmer should use a wearable since anyone is at risk of drowning. However, mandating that everyone wear one can be challenging. Instead, consider using WAVE initially for:

- Structured swimming such as classes, camp sessions, or swim parties.
- Swimmers between ages 5 through 14, an age group most associated with risk at commercial facilities. While younger children are also at risk in these settings, they are typically required to have one-on-one adult supervision at all times.
- When outside groups swim at your facility or when traveling with a group to swim at an offsite location.



Note that we do not recommend singling out individual swimmers within groups to use wearables as doing so can stigmatize both the swimmer and using wearables.

It's important to understand that during the first few days of using WAVE it is not unusual that your facility may experience a higher than usual number of alerts. Prepare your staff and swimmers that this may be the case as any initial “kinks” in the system are addressed. Most are minor and often due to swimmers accidentally leaving the swim area with their wearables on, the placement of equipment, and/or software settings. So for those first few days we recommend the following temporary steps:

- Consider lowering the volume of public (audio) alerts.
- Consider extending the maximum submersion time and/or delay before public alerts.
- Instruct guards and staff to proactively remind swimmers to return wearables before leaving swim area.

Rest assured that WAVE will be with you to get things running smoothly as quickly as possible.



# Keys to a successful deployment.

We've learned that organizations that use WAVE successfully have most of the following important characteristics:

- Consider safety to be the ultimate priority not just in words, but also in actions.
- Have leaders that truly lead and truly listen.
- Have a dedicated, proactive and engaged aquatics staff.
- Are open to innovation and willing to change and experiment.
- Have excellent up/down communications within the organization and with patrons.
- Maintain strict enforcement of rules regarding safety.

Since you're dedicated to the safety of your swimmers, we're confident that your leadership will make using WAVE a great success. And we'll be here to support you every step of the way.



WAVE Systems Inc.

**Welcome to safer swimming.**



Safer swimming starts here.

[wavedds.com](http://wavedds.com)

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WAVE is not intended to replace responsible human supervision. Never let anyone swim alone.