

MEDIA ADVISORY

“STAY OUT, STAY ALIVE” CAMPAIGN OCTOBER DESIGNATED AS CREEK AND CHANNEL SAFETY AWARENESS MONTH

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With a goal of teaching young people about the hidden risks of being in local flood control channels, the Contra Costa County Board of Supervisors once again declared October as “**Creek and Channel Safety Awareness Month.**” The County initiated a safety program following the drownings of two Walnut Creek teenagers who tried to raft down a flood control channel in February 2011.

From outside the fence, even a dangerous flood control channel can look like a recreational opportunity. Therefore, new signage, reflecting the “**Stay Out, Stay Alive**” campaign theme, was posted near and stenciled inside dangerous stretches of the concrete flood control channels. A safety evaluation of the channel and concrete drop structure near Bancroft Road was conducted. Contra Costa Consolidated Fire Protection **District’s** swift-water rescue team is holding training exercises in the channel as well.

The safety evaluation determined that the existing Bancroft Road drop structure and channel meet current industry safety standards, leading the County to push for more education and outreach to the community. The Board of Supervisors has directed the Flood Control District to continue to implement a sustainable Countywide safety campaign, and will make the “**Creek and Channel Safety Awareness Month**” designation an annual event each October.

Efforts continue to spread the “**Stay Out, Stay Alive**” message to kids and their parents, with the focus on outreach to all schools in the County during the month of October. If you are interested in finding out more about the campaign or how you can share the message, visit our web page at www.cccounty.us/creekandchannelsafety.

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