







PRESS KIT 6 MAY 2004

ANTI-DROWNING REFLEXES

Prevention and protection to combat drowning effectively

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ANTI-DROWNING REFLEXES: PREVENTION AND PROTECTION TO COMBAT ACCIDENTAL DROWNING FFECTIVE:

A multi-partner prevention campaign

www.Barriere In response to the increase in the number of accidental drownings recorded by the InVS/DDSC survey in 2003, the Ministry of Health and Social Protection and INPES have launched a national drowning prevention campaign, in association with the Ministry of the Interior, Internal Security and Local Freedoms, the Ministry of Public Works, Transport, Town and Country Planning, Tourism and the Sea, the Ministry of Youth, des Sports et de la Vie Associative, the Ministère délégué aux Petites et Moyennes Entreprises, au Commerce, à l'Artisanat, aux Professions Libérales et à la Consommation, the Secrétariat d'État au Logement, the Secrétariat Général de la Mer, the Institut de Veille Sanitaire, the Assurance Maladie, the Commission de Sécurité des Consommateurs, the Fédération Nationale des Sapeurs Pompiers de France, the Fédération Française de Natation and the Coordination Syndicale Interprofessionnelle de la Piscine.

The aim is to alert the public to the dangers of being near water and to remind everyone of the rules to follow to minimise the risk of drowning.

The "anti-drowning reflexes" prevention scheme

This campaign, built around the theme of "Anti-drowning reflexes", takes the form of three tools which will be sent by INPES to the various local players and information relays who will be responsible for distributing them to the target audiences:

A leaflet to prevent drowning when swimming, entitled "What you need to know before going in the water", aimed at both adults and children.

It sets out the measures to be taken to ensure responsible bathing on two themes:

- Pay attention to your physical fitness and swimming ability (learn to move around in the water in all circumstances and develop sufficient physical fitness).
- o **Be aware of your surroundings** (choose swimming areas, check the local weather forecast every day, learn to swim in waves and currents, but also be alert to sudden changes in the environment, take currents and waves into account, beware of unstable and/or impassable shores).

From June onwards, 2,000,000 copies of this leaflet aimed at the general public will be distributed by the fire brigade, beach rescue services, prefectures, town halls, first aid associations, the French swimming federation, etc.

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A leaflet on preventing children from drowning in private swimming pools, entitled "Piscine protégée, faut quand même me surveiller" ("Protected swimming pool: you still have to keep an eye on me"), is aimed specifically at owners of private swimming pools for family or public use.

This leaflet sets out the laws in force on the safety of private swimming pools. It reminds you of the essential rules to follow to protect your child (never leave them alone, never let them out of your sight and appoint only one responsible adult).

From mid-May, 1,000,000 copies of this leaflet aimed at pool owners will be distributed by pool builders, prefectures, fire brigades, etc.

A leaflet entitled "Piscine protégée, faut quand même me surveiller" ("Swimming pool
protected, but you still need to keep an eye on me"), aimed at pool manufacturers and builders
and using the same visuals as the leaflet.

Another ministerial communication campaign on water sports safety

At the same time, the Ministry of Public Works, Transport, Spatial Planning, Tourism and the Sea, under the impetus of the General Secretariat for the Sea and the State Secretariat for Transport and the Sea, is renewing the communication campaign on the safety of water-based leisure activities, both at sea and in freshwater, with the support of the relevant departments and public establishments of the Ministry - Maritime Affairs, Port and Coastline, Land Transport, Voies navigables de France, Météo France - as well as the Ministry of Youth, Sport and the Voluntary Sector.

Based around the theme of caution, this campaign is above all a preventive action designed to raise awareness among the general public, during the summer, of the potential risks associated with water sports and to provide them with appropriate advice on how to behave, depending on the area in which they are going to be taking part: sea or river. It is aimed particularly at uninitiated and unsupervised water sports enthusiasts, and focuses on:

- activities that are booming but often poorly understood (diving and board sports)
 "extreme"),
- dangerous aguatic phenomena if they are not well known (currents, waves, etc.).
- risk-taking (by young people looking for thrills, but especially by the over-45s who overestimate their physical condition),
- the rules for ensuring that different practices coexist effectively.

Launched on 14 May, during the Fête du Nautisme, with the help of the SNSM (Société Nationale de Sauvetage en Mer), the campaign will be relayed in the field from June to September by the partners with the help of two guides for the general public - a "freshwater" guide and a "sea" guide - which will be available in two languages (French/English) from tourist offices, equipment, gear and boat rental/sales outlets, pharmacists, the French Swimming Federation and safety professionals - CRS, Gendarmerie, Capitaineries, Cross (Regional operational centres for surveillance and rescue at sea), Affaires maritimes, the French Navy and lifeguards on coastal beaches.

PREVENTION ADVICE

Preventing drowning in the sea, lake, river, watercourse ...

Pay attention to your fitness level and swimming ability:

- Learn to move around in the water in all circumstances and develop sufficient physical fitness.
 - E.g.: Swimming at least 25 metres on the surface is necessary but not sufficient in terms of safety, you need to learn to go over and under water, change direction over and under water, change positions (ventral, dorsal), stay in the water for a while without being tied up, etc.)
 - Respect the principle of progressiveness for sports and leisure activities

Being vigilant and adopting appropriate behaviour

- Keeping an eye on your children
- Warn your friends and family if you're going swimming
- Don't drink alcohol if you're going swimming
- Avoid going in the water if you feel the slightest discomfort
- Cooling off in the water every quarter of an hour
- oven.com Avoid prolonged exposure to the sun
- Drink water regularly
- Enter the water gradually

Paying attention to your environment

Choose bathing areas that are supervised and get information from qualified professionals.

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- Check the local weather every day
- Learn to move in a wave and a current, but also be alert to sudden changes in the environment WWW.Ba
- Taking currents and waves into account
- Beware of unstable and/or impassable banks

Preventing children from drowning in private swimming pools

Always keep an eye on your child:

- A child can drown silently in less than three minutes in twenty centimetres of water, so only
 active and constant supervision by adults can ensure effective prevention. So it's important never
 to leave them on their own and never let them out of your sight.
- Introduce children to swimming from the age of 3-4 and make them aware of the danger.
- Designate a single responsible adult
- Equip the child with CE-marked armbands, a buoy or a floatation swimming costume.
- Place a buoy, a pole and a telephone next to the pool to alert emergency services as quickly as possible.
- After swimming, also remember to take out of the water any toys that the child might want to grab and to put the protective equipment back on.

Secure your pool with standardised equipment:

Owners can choose between several installations:

- A flexible or rigid barrier (standard NF P90-306) at least 1.10 m high between two support points, preferably fitted with a self-closing gate.
- An audible pool alarm (standard NF P90-307) placed on the surface of the water or around the pool.
- A flexible or rigid cover (NF P90-308 standard) to enclose the pool: automatic roller shutter, bar cover, cover stretched over the outside of the coping, rising pool floor, etc.
- A rigid enclosure (standard NF P90-309) enclosing the pool

SPECIAL SAFETY MEASURES MUST BE TAKEN WHEN THE SWIMMER IS A CHILD...

The reflexes to acquire when a person does not know how to swim consist of :

- designate a single adult to be responsible for supervising the child, who must never leave the child's sight,
- provide the child with standardised buoyancy aids (necessary, but not sufficient!), but care must
 be taken because these aids do not enable the child to learn to swim freely (EX: in the event of
 equipment failure or particular changes in conditions, the child can quickly find himself in
 danger!)

In conclusion, it's best to start learning from the age of 3-4, so that children can acquire the reflexes they need to avoid putting themselves in danger and gradually become more and more independent in the water.

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irePiscineBeethoven **ACCIDENTAL DROWNINGS IN FRANCE: A** SURVEY TO MONITOR THE TREND - SUMMER 2003 RESULTS -

Summary

The 2003 epidemiological study carried out by the Institut de Veille Sanitaire and the Civil Defence and Security Directorate of the Ministry of the Interior, Internal Security and Local Liberties highlighted an increase in the number of accidental drownings: 1,154 victims of drowning, including 435 deaths, the majority of whom were adults over 45 (42.3%) and children under 6 (15.7%).

We can also see that all bathing areas are affected (sea, rivers, private swimming pools, public swimming pools, etc.) and that maritime regions or regions with large numbers of tourists are the most affected.

Finally, the causes of drowning are specific to each age group. Drowning among children under the age of 13 is mainly due to a lack of knowledge of how to swim or a lack of supervision, while drowning among adults over the age of 45 is often the result of a health problem.

The epidemiological survey carried out from 1 June to 30 September in France (in the mainland and overseas departments) by the Institut de Veille Sanitaire and the Civil Defence and Security Directorate of the Ministry of the Interior, Internal Security and Local Liberties covered drownings requiring the intervention of organised emergency services (Samu-smur, departmental fire and rescue services, lifeguards, etc.) whether they resulted in hospitalisation or death. This survey, carried out in all bathing areas (private swimming pools, public swimming pools, rivers, lakes, the sea and other areas), identified the populations at risk and the circumstances in which these accidents occurred. The communication and awareness-raising plan developed by INPES and its partners is based on this www.Barrie survey.

Epidemiology of drowning

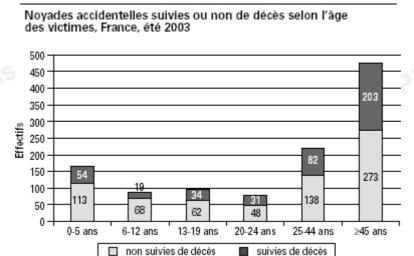
During the summer of 2003, 1,154 victims of accidental drowning were recorded in France. Of these victims, 435 (38%) died.

Typology of victims, geographical regions and locations

Populations at risk

Men, women, adults and children are all affected by the risk of accidental drowning, albeit in different proportions: children under 6 (15.7%) and adults over 45 (42.3%) were the most affected by accidental drowning; two out of three victims were male.

Figure 1



Source: enquête NOYADES 2003

Regions differ in the risk of accidental drowning

Maritime regions and regions that receive large numbers of tourists are logically more affected.

The regions most affected were: Languedoc-Roussillon (197 drownings - 49 deaths),
Provence-Alpes-Côte-d'Azur (162 drownings - 66 deaths), Aquitaine (124 drownings - 40 deaths),
Rhône-Alpes (96 drownings - 41 deaths), Pays de la Loire (90 drownings - 30 deaths), Brittany (83 drownings - 30 deaths) and Poitou-Charentes (77 drownings - 26 deaths).

Carte 1

Noyades accidentelles suivies ou non de décès,
France métropolitaine, 1° juin-30 septembre 20

Noyades accidentelles suivies ou non de décès, France métropolitaine, 1° juin-30 septembre 2003

Aucune noyade

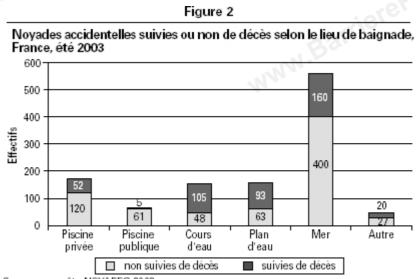
1 à 5
6 à 10
11 à 30
Plus de 30

Source : enquête NOYADES 2003

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All bathing areas are concerned.

Almost half of accidental drownings (48.5%) occurred at sea, 14.9% in private swimming pools (family or public), 13.5% in lakes, 13.3% in rivers, 5.7% in public swimming pools and 4.1% in other places.



Source : enquête NOYADES 2003

The circumstances and causes of accidental drowning

The age of the victims and the circumstances in which they drowned vary according to location.

At sea :

59% of the 560 drowning victims* were **aged over 45**, and 61% of them were tourists not resident in the département. Pathology (illness) was the main cause of the accident (35%), followed by exhaustion (17%) and currents (16%).

On water :

49% of the 156 victims* were young people aged under 25, and the main cause of the accident was a **medical condition** (39% feeling unwell, hydrocution). This was the area with the biggest increase in fatalities in 2003: +121% (93 deaths, compared with 42 in 2002).

In rivers :

72% of the 153 drowning victims* lived in the département where the accident occurred. **68% of drowning victims were adults aged between 20 and 64**. The most common reasons given for drowning were a fall (33%), swimming in a prohibited area (28%) and feeling unwell (25%).

In private family or public swimming pools:

Of the 172 victims of drowning with or without death, **49% were children under the age of 6.** It should also be noted that a third of these children drowned in a pool equipped with a safety device (fence, barrier). **"Not knowing how to swim"** (35%), a fall (29%) and lack of supervision (23%) were the main circumstances cited.

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^{*} Drowning with or without death

- In public or private paying pools:
 - Of the 66 victims of drowning with or without death, 47% were children under the age of 13. These drownings were mainly due to a health problem (29%), not knowing how to swim (21%) and risky behaviour (apnea, dangerous games, 17%).
- In other areas (baths, pools, inflatable pools, etc.): Of the 47 victims*, 61% were children under the age of 6. Lack of supervision (45%) and falls (32%) were the main causes of drowning.

	Tableau 1										
Noyades accidentelles (dont noyades suivies de décès), réparti- tion selon le lieu de baignade et l'âge (effectifs), France, été 2003											
	<1 an	1-5 ans	6-12 ans	13-19 ans	20-24 ans	25-44 ans	45-64 ans	≥65 ans	Inc	Total	
Piscines dont:	1	98(28)	32(1)	20(4)	5(1)	33(4)	16(9)	31(10)	2	238(57)	
 privées familiales 	1	71(21)	7(1)	4(2)	2(1)	13(2)	11(7)	22(9)	2	133(43)	
● privées à usage ∞llectif	-	12(4)	9	4(1)	-	7(2)	3(2)	4		39(9)	
 publiques ou privées d'accès payant 	-	15(3)	16	12(1)	3	13	2	5(1)	-	66(5)	
Cours d'eau	-	8(5)	8(8)	13(10)	23(13)	39(25)	36(27)	17(13)	9(4)	153(105)	
Plans d'eau	-	19(9)	15(7)	21(14)	19(11)	37(21)	24(13)	17(15)	4(3)	156(93)	
Mer	-	13	29(3)	40(5)	32(6)	108(31)	143(51)	182(60)	13(4)	560(160)	
Autres	9(4)	19 (8)	3	2(1)	-	3(1)	2(2)	8 (3)	1(1)	47(20)	
Total	10(4)	157(50)	87(19)	96(34)	79(31)	220(82)	221(102)	255(101)	29(12)	1 154(435)	
Source : enq	uête N	IOYADE	S 2003								
idental due			-: :: :- 4		L					(eV)	
idental dro		ng spe			h age						

Source : enquête NOYADES 2003

Causes of accidental drowning specific to each age

- Not knowing how to swim is the leading risk factor for drowning among children under 13 (43%). This is followed by lack of supervision (31%) and falls (30%).
- As for young people aged 13 to 24, in 26% of cases, drowning occurred as a result of a medical condition (malaise, hydrocution, epilepsy), physical exhaustion (19%), fighting against currents (18%) and, finally, swimming in prohibited areas (11%).
- Adults aged 25-44 often drowned because of a medical condition (35%), alcohol consumption (19%) or exhaustion (13%).
- Finally, 46% of accidental drownings in the over-45s were the result of a health problem.

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Drowning with or without death

THE NEW LEGAL REQUIREMENTS FOR THE SAFETY OF PRIVATE SWIMMING POOLS IN NO WAY RULE OUT ACTIVE ADDITE SUBSESTIONS:

Between ¹ June and 30 September 2003, 84 children under the age of 6 were victims of accidental drowning in private swimming pools (family or public), 25 of whom died. Since ¹ January 2004, new regulations have required protective devices to be installed around swimming pools (barriers, roller shutters, etc.). However, although these measures are essential, they are no substitute for active and constant adult supervision.

Children under the age of 6 are the main victims of accidental drowning in private swimming pools

More than half of the accidental drownings in family swimming pools in the summer of 2003 involved children under the age of 6 (Enguête NOYADES 2003 - Institut de veille sanitaire / DDSC). This figure is higher than for the summer of 2002, when 14 children died in the same circumstances, but close to the figures for 2000 (32 deaths) and 2001 (23 deaths).

A new law to better protect children from drowning

In order to protect young children, a new law was passed at the beginning of 2003 and the implementing decree specified in January 2004. This measure requires a protective device to prevent the risk of drowning to be installed from 1 January 2004 for newly built private swimming pools. In the case of pools previously installed in seasonal rental properties, the deadline for compliance is 1 May 2004. All other pools must be equipped by ¹ January 2006 at the latest.

These systems are based on standardised equipment. Homeowners can therefore choose between several installations:

- a flexible or rigid barrier (standard NF P90-306) at least 1.10 m high between two support points, preferably fitted with an automatically-closing gate
- an audible pool alarm (standard NF P90-307) placed on the surface of the water or around the
- a flexible or rigid cover (standard NF P90-308) to enclose the pool: automatic roller shutter, bar cover, cover stretched over the outside of the coping, rising pool floor. Caution: do not confuse with bubble covers, which are used to maintain water temperature but are in no way a safety system.
- a rigid enclosure (standard NF P90-309) enclosing the pool

Because of the very high risk of drowning among children under 6, the "passive protection" provided by making private pools safe must be supplemented by active, constant adult supervision: now child alone and never take your eves off them

In addition, as soon as they are near water, children must be equipped with effective CE-marked equipment, such as armbands, a swimming costume with floats and a lifebuoy adapted to their size. Of course, toys are not considered to be protective equipment.

The pool area should also be equipped with a pole, buoy and telephone to alert the emergency services if necessary.

After swimming, also remember to take out of the water any toys that the child might want to grab and to put the protective equipment back on.

Finally, it is strongly recommended that children aged 4 and over are taught to swim and made aware of the dangers of unsupervised swimming.

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ACTIONS THAT CAN SAVE LIVES

A child who is resuscitated immediately is five times more likely to escape drowning unharmed. If controlled, mouth-to-mouth resuscitation and cardiac massage are among the techniques that should be practised, without forgetting to call the emergency services (fire brigade, usually backed up by a medical rescue team: Smur).

When and how to act?

Observe whether the torso rises and try to feel the victim's breath on his cheek to see if he is breathing.

There are two possible cases:

- the victim is breathing: turn him on his side and call for help immediately
- the person is not breathing: start with two breaths (mouth-to-mouth). If there is any reaction (any movement, etc.) continue with mouth-to-mouth resuscitation. If the person does not react, perform cardiac massage and mouth-to-mouth resuscitation for one minute and <u>alert emergency services</u> anyway. If possible, get another person to alert emergency services and continue these actions until they arrive.

Mouth to mouth

The principle is simple in theory: when victims are no longer breathing, fresh air from the rescuer's airways is forced into the lungs of the drowning person.

In practice, certain rules must be respected:

- 1. The victim's head should be tilted back to prevent the tongue from blocking the airway.
- To avoid air leaks: in infants, apply a wide open mouth to both the nose and mouth. For children and adults, blow into the mouth, pinching the nostrils.
- 3. To be effective, insufflation must cause the victim's chest to begin to rise, but not excessively.
- 4. The frequency of insufflations is 15 to 20 per minute.



Cardiac massage

Cardiac massage consists of compressing the heart to maintain blood circulation, in a cycle alternating mouth-to-mouth (insufflation) and thoracic compression.

Cardiac massage requires regularity in the gesture, intervention over time and strength when the victim is an adult.

Rules to follow for effective gestures:







- 1. **Find the point of compression** located strictly on the midline of the anterior aspect of the thorax,
 - a. In infants: 1 cm below the line joining the two nipples
 - b. In children and adults: on the lower half of the sternum, (see diagram on the leaflet)
- 2. The force exerted must allow the sternum to be depressed:

a. In infants: 1.5 to 2 cmb. In children: 2 to 4 cm

c. Adults: 3 to 5 cm

- 3. All external cardiac massage must be accompanied by mouth-to-mouth **ventilation.**
- 4. When you're on your own, you alternate
 - a. Infants and children: 5 compressions and 1 insufflation
 - b. Adults and children over the age of eight: 15 compressions and 2 breaths

When two people are able to perform these manoeuvres, the first performs cardiac massage and the second carries out insufflations.

5. **The compression frequency is** 100 per minute. Too fast a rate would prevent sufficient blood flow to the heart.

First aid training

First aid training organisations such as the Sapeurs Pompiers, the Croix Rouge, the Protection Civile, etc., are able to provide courses for private individuals. A good command of these life-saving techniques, acquired from professionals, is highly desirable and will help you to avoid panic.

Where to find us

To find out more, contact a first aid training organisation. You can also contact your local Préfecture, which has a list of all the approved organisations in your department.

Emergency telephone numbers to know by heart and use in an emergency

Dial **18** for the fire brigade, **15** for the ambulance service and **112** for the single European emergency number

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