



Media Advisory – For Immediate Release

Contact

Jacki Krumnow

719-540-9119

Jacki.krumnow@nspf.org

Non Profit Requesting Proposals for a “Learn To Swim Index”

Index Will Lead to Growth of Aquatics Industry

Colorado Springs, COLORADO, July 12, 2016 - The [National Swimming Pool Foundation](http://www.nspf.org)® (NSPF®) seeks proposal by August 31, 2016 to create a “Learn-to-Swim Index” (LTS Index) that tracks how many people complete formal swim lessons in the United States. Proposals will describe the experience and methodology a Principal Researcher will use to create the Index that represents the number of individuals who learn to swim from formal lessons.

Currently, there is no index that measures the effectiveness of the aquatic industry’s combined efforts to create more swimmers. Numerous organizations would benefit from an LTS Index; swimming schools will be able to better gauge their program’s growth versus the national or regional index, companies can compare product and service growth rates, and learn-to-swim supporters will be able to gauge if the investment is yielding a positive result. In addition, the LTS index could be compared to other economic indicators that can forecast future growth or contraction trends.

Measuring the number of new swimmers created each year benefits everyone from the swimmer to those that provide equipment and services. Swimming and water association can help people of all ages live healthier and happier lives. Further, learning how to swim in a formal lesson can reduce the chance of childhood drownings by 88%.¹ Water participation also builds demand for aquatic facilities and residential pools and hot tubs, which results in greater economic strength for a health-focused industry.

“Market research presented at the 2015 [World Aquatic Health™ Conference](http://www.worldaquatichealth.com) shows that a person who is proficient in the water is two-times more likely to become a member at an aquatic facility or purchase a swimming pool or hot tub compared to someone who is not proficient,” said NSPF, CEO, Thomas M. Lachocki, Ph.D. He added, “It is about time we started measuring to what degree we are helping more people onto the path to water proficiency.”

NSPF is seeking proposals from qualified individuals or organizations to create the Learn-to-Swim Index. For further information about the request for proposals or to submit a proposal please visit www.nspf.org or call 719-540-9119 and ask for Dolores Malocsay.

¹ [Center of Diseases Control and Prevention](http://www.cdc.gov).

About the National Swimming Pool Foundation

We believe everything we do helps people live healthier lives. We believe we can make a difference by making pools safer, keeping pools open, and attracting more people to use pools, spas and aquatic facilities. We do this by offering the world’s leading NSPF and Genesis educational products and programs that are technically sound, convenient, and beautifully designed. As a 501(c)(3) non-profit, proceeds from all of our educational products fund research and help create swimmers through our Step Into Swim campaign with a goal to create 1 million more swimmers within 10 years. To find ways we can serve you, please visit www.nspf.org, email service@nspf.org, or call 719-540-9119.