

# Operation SPLASH



## **City of Los Angeles Operation Splash Program Launch** Saturday, June 10 – 109<sup>th</sup> Street Pool (1500 E. 109<sup>th</sup> St.), Los Angeles

### **Program Background**

Kaiser Permanente Southern California's Operation Splash kicks off for the 12<sup>th</sup> consecutive year. Operation Splash is a free program that teaches children and adults in low-income areas how to swim.

Kaiser Permanente awarded a \$408,000, two-year grant to the City of Los Angeles Department of Recreation and Parks Aquatics Division to underwrite swim lessons this summer. Since the program's inception in 2006, Kaiser Permanente's funding has grown to nearly \$7 million. The program includes:

#### **Swim Lesson Sponsorships over two years**

Free swim lessons for 12,000 low-income children and adults

#### **Junior Lifeguard Training over two years**

Scholarships for 1,560 youth ages 10 to 17

*\*Swim lessons at 36 pools and junior lifeguard lessons at 48 sites each year*

### **Rethink Your Drink Campaign**

Increases awareness about sugary beverages and the obesity epidemic

For the ninth year in a row, Kaiser Permanente has expanded Operation Splash to communities outside of Los Angeles. They include:

- Bakersfield
- Chula Vista
- Coachella Valley
- Riverside
- San Bernardino
- Ventura

Operation Splash began as a partnership between Kaiser Permanente and the City of Los Angeles Department of Recreation and Parks Aquatics Division. Operation Splash is part of Kaiser Permanente's Healthy Eating, Active Living (HEAL) efforts to reduce obesity in the community by increasing opportunities for safe physical activity and access to healthy and affordable foods.