

**Y'ALL  
WANNA  
SWIM?**



**How to Run a Successful  
Adult Learn-to-Swim Program**

**William Kolb**



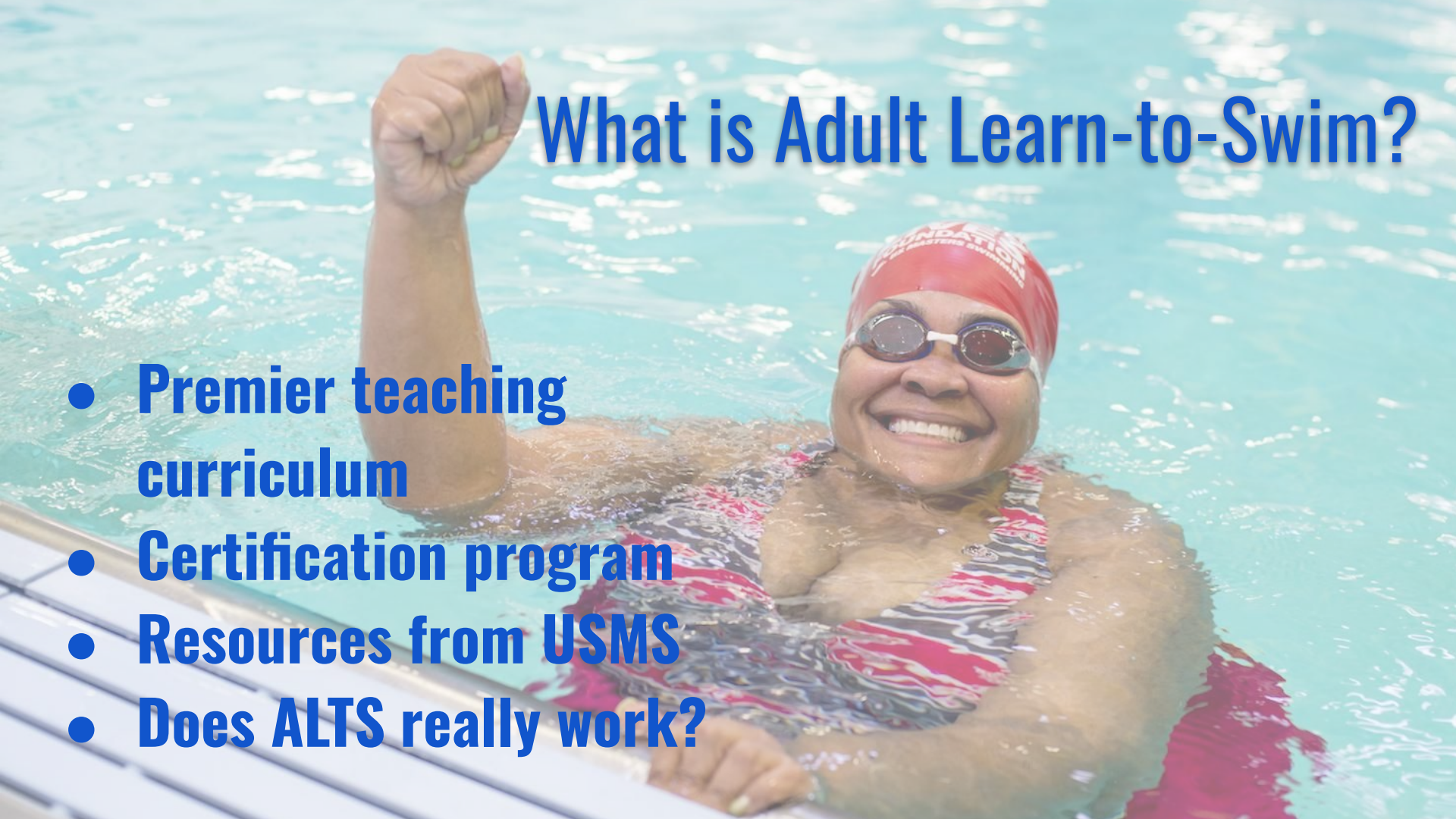
# Overview

This presentation is an overview of how to start and run a successful Adult Learn-to-Swim program in your area. Key topics include:

- difference between ALTS and SSLF
- recognizing and engaging the ALTS audience
- recruiting an ALTS support team
- creating your own space for ALTS
- putting it all together
- celebrating your students and program
- finding your “WHY”

# What is Adult Learn-to-Swim?

- Premier teaching curriculum
- Certification program
- Resources from USMS
- Does ALTS really work?



# What is the Swimming Saves Lives Foundation?

reduce adult drowning risk through education, financial support, and community outreach.

- ALTS Certification
- Grant Programs
- April is ALTS Month



**What's the difference?**

**SSLF ≠ ALTS**

**ALTS ≠ SSLF**

**SSLF + ALTS = CAUSE MARKETING  
& MEMBER ENGAGEMENT**



# Activity: Introduce Yourself

Who are you and  
why are you here?




See for yourself...







# WHO MAKES ALTS HAPPEN?

- 
- Masters Swimmers
  - Masters Coaches
  - ALTS Instructors
  - Aquatics Directors
  - Community Leaders
  - Sponsors & Partners
  - “Friends of the Water”

# WHO PARTICIPATES IN ALTS?

- fearful non-swimmers
- fearless non-swimmers
- swimmers with some experience
- continuing ALTS students
- ALTS graduates



# WHEN SHOULD AN ALTS PROGRAM BE HELD?

- April is Adult Learn-to-Swim Month
  - 2018 - 40 students in 4 sessions
  - 2019 - 70 students in 5 sessions
- Year-Round ALTS Programming
  - 8 months -- February, March, **APRIL**, June, July, September, October, November
    - M-Th 12-1pm or 6-7pm
    - 4 weeknights/weekends in one month

# WHERE DOES ALTS HAPPEN?

- water depth
- entrances/exits
- accessibility
- other facilities
- existing programming/relationships



**“THIS...**

**...is where adults  
learn to swim.”**



A woman wearing a red swim cap with 'SAVE THE WHALES FOUNDATION' and goggles is in the water, looking towards a man. The man is wearing a black wetsuit and a blue swim cap, smiling and looking back at her. They are in a body of water with a light blue-green tint.

# HOW DO YOU PULL IT ALL OFF?

- first contact & follow-up
- introductions
- GIVE THANKS
- utilize a “lead” instructor
- comfort first -- breathing out of the water
- tension drills to eliminate all doubt
- “each success feels like a full-blown graduation”
- “student showcase” -- make the whole class watch & cheer
- graduation -- pomp & circumstance

IT'S FREE!!!

Y'ALL  
WANNA  
SWIM?  
(it's free)





**CELEBRATE!!!**





# CELEBRATE ON SOCIAL MEDIA

- share stories with writing, photos, and videos
- ask students to share THEIR OWN stories and testimonials
- tag, tag, tag and share, share share!
- There is no such thing as “too much” social media presence

# CELEBRATE ON AND OFF THE POOL DECK

- chit chat in practice
- host a Fitness Series event
- invite ALTS students to your practices, meets, banquets, etc.
- celebrate ALTS success in team newsletters and announcements
- make fliers and decorate bulletin boards around your pool
- visit your students too



UNDER WATER OVER FEAR

Adults learn to swim

Photos by Clay Cook

# CELEBRATE WITH TRADITIONAL MEDIA

● Allow ALTS students to do the talking... let the work speak for itself!

● Facebook "Gratitude Project"

● WIAS 11 Radio

● Louisville Magazine

● SWIMMER Magazine

● Louisville Courier-Journal

The first step to teaching adults how to swim is getting them to get in the water. People line up on the pool deck for breathing exercises, almost like we're teaching them how to breathe in a yoga class," says Amy Benton, co-owner of the Adult Learning Center. In 2011, Amy Kolb, the program's other leader, says the goal is to get people more comfortable in the water than they were before. For some students, that means swimming laps and diving at the conclusion of the 1-hour session. For others, it's being able to float without panicking. The program, which started in 1986 through the local chapter of U.S. Masters Swimming, has graduated 186 students so far. Benton says she wanted to bring the classes to Louisville after teaching a recent high school graduate from west Louisville how to swim at Lakeside Swim Club. "I got to know him, he would say, 'My mom doesn't swim, my grandparents don't swim, nobody in my family swims. There's nowhere in my neighborhood to swim,'" Benton says.

On a recent evening at the local High School pool in the neighborhood, 10 students warm up with some aqua jogging. One of them, 73-year-old Betty Bayé, says she likes the swim instructor. "I've been a member since I joined her job as a Courier-Journal reporter. Back then she was 'Betty' and I was doing news. She was 'Betty' and I'm a reporter. I'd like to go back, but I can't do it."

"But people ought to live some of their dreams, and this was just a dream of mine," says Benton. "I'm a swimmer. I'd like to go back, but I can't do it. This is the equivalent for me of people climbing Mount Everest or jumping out of a plane."

Another student, Abby Blair, yells out, "Float like a butterfly, swim like a fish!" Later, she lets out a triumphant "Yessss!" after she swims her very first lap, 50 meters of freestyle. Other students look at one another doubtfully as an instructor demonstrates swimming techniques.

**Tracy Bonn**  
55, west Louisville, caregiver

"I was never afraid of the water. I would jump in. I just needed to understand the basics, like breathing and technique, working..."



# FOLLOW-UP

- email
- phone calls
- letters
- thank-you notes
- t-shirts
- lunch and coffee dates
- chance encounters

# WHY?



Debra







# Marie





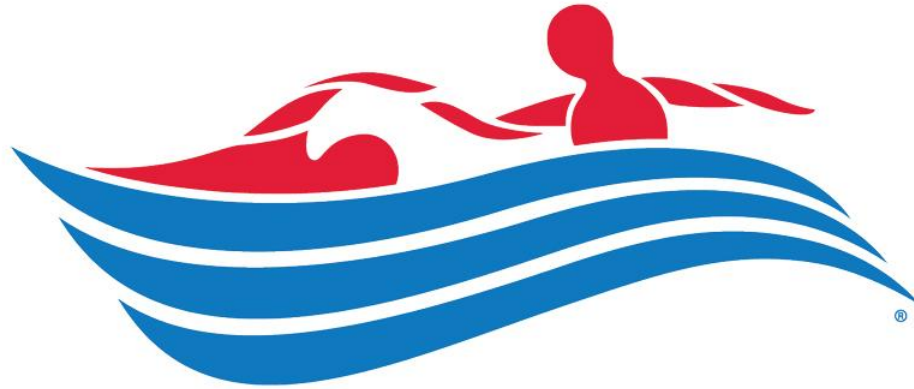
# D'Andria







Mom



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