



News Release

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AtlantiCare first health care organization to offer Infant Swimming Resource self-rescue™ swimming lessons

*Founder of classes to give free
lecture and demonstration June 23*

The Harrah's Regional Trauma Center at AtlantiCare Regional Medical Center (ARMC) and the AtlantiCare LifeCenter are partnering to offer Infant Swimming Resource (ISR) self-rescue™ swimming lessons starting July 20. AtlantiCare is the first health care organization in the nation to offer this nationally recognized program.

Harvey Barnett, PhD, drowning prevention specialist and ISR founder, will give a free lecture and demonstration of the program Tuesday, June 23, at noon at the AtlantiCare LifeCenter, 2500 English Creek Avenue, Egg Harbor Township, New Jersey.

About ISR classes at the AtlantiCare LifeCenter

ISR's self-rescue swimming lessons are for babies six months to children six years of age. The ISR lesson experience is a comprehensive four to six-week program with each lesson customized for the child. Classes will start Monday, July 20. Participants will take classes five days a week for ten minutes for four to six weeks.

Babies six months to 12 months will learn to hold their breath under water, roll onto their backs and float unassisted. One year to six year olds will learn to hold their breath underwater, swim with their head down and eyes open, roll onto their back to float, rest, breathe, and roll back over to resume swimming until they reach the side of the pool and can crawl out. Once skilled, children will practice these



techniques fully clothed. ISR registration fee is \$105. Weekly fee for the class is \$100. Babies/children can take refresher classes after attending initial class program.

(more)

(AtlantiCare first health care organization to offer Infant Swimming Resource self-rescue™ swimming lessons – add one)

About ISR

Infant Swimming Resource (ISR), founded in 1966, is nationally recognized as the safest provider of swimming lessons for children six months to six years of age. With a passionate focus on baby swimming safety, and as the nation's only behaviorally-based swim instruction program, ISR designed its program for parents who are dedicated to their child's safety, education and developmental needs. ISR's emphasis on ensuring that not one more child drowns is founded on Dr. Harvey Barnett's self-rescue™ training, proven to help young children survive in a drowning scenario. ISR's nationwide network of highly qualified, certified instructors has successfully trained more than 175,000 babies and toddlers and delivered more than seven million lessons with a 100 percent safety and survival rate, with no injuries and 788 documented cases of a child's self-rescue using ISR techniques.

About Harvey Barnett, PhD

Harvey Barnett, PhD is the founder and director of Infant Swimming Resource (ISR), and director of Safe Start, USA, the non-profit division of ISR. He has more than forty years of specialized clinical expertise researching the impact of swimming instruction and water safety methods on the health and well-being of young children. When Barnett was 18, he came home from working as a lifeguard to



find his infant neighbor had drowned at the bottom of a drainage canal that contained only a few inches of water. Barnett vowed to dedicate his life to developing a safe method of teaching young children the necessary skills to survive a drowning scenario. Barnett earned his doctorate in psychological foundations at the University of Florida. As an infant swimming expert,

Barnett's proven techniques are the only infant swimming methodology granted continuing medical education (CME) credits. Barnett resides in Winter Park, FL.

To register for AtlantiCare's ISR program and for more information about the Harrah's Regional Trauma Center at ARMC, the AtlantiCare LifeCenter or other programs and services, please call the AtlantiCare Access Center at 1-888-569-1000 or visit www.atlanticare.org. For more information on ISR, water and swim safety please visit www.infantswim.com.

AtlantiCare is a regional healthcare organization based in Egg Harbor Township, New Jersey, whose more than 4,740 employees serve the healthcare needs of the community at more than 60 locations. It includes AtlantiCare Regional Medical Center (ARMC), the AtlantiCare Foundation, AtlantiCare Health Plans, AtlantiCare Behavioral Health and AtlantiCare Health Services. ARMC became the 105th hospital in the nation to attain status as a Magnet™ designated hospital in March of 2004 and was redesignated a Magnet™ hospital in 2008.