

# SPECIAL MISSION OF WILLIAMSTOWN HEALTHY LIFESTYLE POOL

Taken from mission statement adopted by City Council on 1/6/09

- a. **SAFETY AND CUSTOMER SERVICE:** Offer citizens of all ages easy access to fun and refreshing swimming recreation at a clean, safe, well-disciplined, cost-effective facility. The development of a well-disciplined, hardworking, customer-friendly staff will be essential to the accomplishment of this mission.
- b. **A NATIONAL HEALTH CRISIS:** The pool staff must offer interested customers useful techniques on how to achieve a healthier year-'round lifestyle including regular exercise and healthy eating. (Note: For decades, West Virginia's and Ohio's general populations have been sliding deeper into lifestyles of inactivity and poor eating. Levels of obesity and poor fitness have increased, resulting in numerous health problems. To members of our community who want to make sure their own health future lies in the opposite direction, the pool staff will offer assistance.)
- c. **SWIMMING SKILLS:** Offer citizens of all ages easy access to excellent swimming and water safety lessons. Offer toddlers and their parents structured activities at the wading pool to effectively instill a comfortable love of the water while imparting certain basic confidence-building skills (such as controlled breathing and floating) only when the individual child is ready.
- d. **COMPETITION:** Offer youth the opportunity for summertime swimming competition: during daily contests held at the pool during regular hours, as well as on a Williamstown team during regular swim meets with other area pools. This competition will not be just for elite swimmers. In fact, all youth who can pass the deep water swimming test will be encouraged to participate in the competitions.
- e. **FITNESS OUTREACH:** Offer customers access to scheduled fitness activities at or near the pool (water aerobics, certain lanes and times dedicated to lap swim, etc). Offer guidance and education to individuals wishing to begin, maintain, or ramp up their year-'round routines of regular exercise and good eating. Through training during the season, each member of the staff will be expected to (1) develop a basic healthy

lifestyle achievement knowledge base, and (2) creatively and sensitively extend a helping hand to pool customers interested in learning more about healthy lifestyle achievement. While the staff is first responsible for creating a disciplined environment of adherence to pool rules for safety and interpersonal consideration, each individual member of the staff will be encouraged to creatively develop his/her own effective style or niche for delivering the year-‘round healthy eating and activity message and helping hand to interested customers. Pool management will look for opportunities to deliver teaching sessions to interested customers on healthy eating and on ways to achieve desired physical activity levels year-‘round.

- f. CONCESSIONS: Operate the concessions (food, drink, merchandise sale, equipment rental) to make a profit. At the same time, through pricing and presentation, emphatically encourage the choice of healthy food, drink, and merchandise
- g. PROHIBITED: Use of tobacco products, alcohol, or illegal drugs will be strictly prohibited on pool property.

August 20, 2009,

Thanks to the management services of the Marietta Family YMCA and the hard work and discipline of our pool staff, we had an excellent first season at the new pool. Because of the season’s late start and many first season challenges, we were unable to address several of the healthy lifestyle program offerings planned, such as toddler program, swim team, daily competition at the pool, and classes on regular exercise, stretching, and healthy eating. However, during the 2010 season, we plan expanded programs to serve the community.

Thanks for supporting the pool!