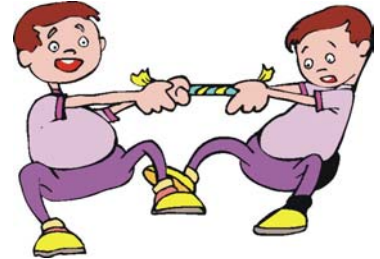


# PUBLIC RELATIONS

Public Relations make up the majority of a lifeguard's day-to-day activities. It is important we deal with them in a polite, prompt, and appropriate manner. The following is a list of some common "categories" of PR problems:

## I. BEHAVIOUR PROBLEMS

Description	How do we deal with it?
<ul style="list-style-type: none"> <li>• Challenge authority</li> <li>• Acting out</li> <li>• Language</li> <li>• Fighting</li> <li>• Challenge rules</li> <li>• Horseplay</li> </ul>	<p><b>3 STRIKES</b></p> <p><b>Warn &amp; REDIRECT</b></p> <p><b>Consequence</b></p> <p><b>Asked to Leave</b></p>



## II. QUESTIONS

Description	How do we deal with it?
<ul style="list-style-type: none"> <li>• Facility</li> <li>• Programs</li> <li>• Fitness</li> <li>• Swimming Strokes</li> <li>• Lifeguard Qualifications</li> </ul>	<p><b>Listen</b></p> <p><b>Know your facility</b></p> <p><b>Keep it short</b></p> <p><b>Refer to another staff member</b></p> <p><b>Refer to brochure</b></p> <p><b>Ask again when "off-deck"</b></p>



## III. TALKERS

Description	How do we deal with it?
<ul style="list-style-type: none"> <li>• Just want to talk</li> <li>• Find you interesting</li> <li>• Flirting</li> </ul>	<p><b>Be social if allowable</b></p> <p><b>Be polite</b></p> <p><b>Know limitations/boundaries</b></p> <p><b>Can be a distraction</b></p> <p><b>Be firm &amp; specific</b></p>



## IV. COMPLAINERS

Description	How do we deal with it?
<ul style="list-style-type: none"> <li>• May be valid or not</li> <li>• Nothing's good enough</li> <li>• Facility specific</li> <li>• Activities</li> <li>• Rules</li> </ul>	<p><b>Listen</b></p> <p><b>Explain "your side"</b></p> <p><b>Use policies / laws</b></p> <p><b>Don't brush them off</b></p> <p><b>Send to supervisor</b></p> <p><b>Document</b></p>

