

The NDPA Launches the Commitment to Safer Waters Seal Program, Recognizing Industry Partners and Leaders

NDPA announces its Commitment to Safer Waters Seal Program, designed to recognize companies that are dedicated to water safety and drowning prevention.

LEADVILLE, CO, UNITED STATES, April 1, 2026 /EINPresswire.com/ -- The National [Drowning Prevention](#) Alliance (NDPA) Launches the Commitment to Safer Waters Seal Program, Recognizing Industry Partners and Leaders.



The NDPA Commitment to Safer Waters Seals demonstrate an organization's dedication to water safety and drowning prevention.

The National Drowning Prevention Alliance (NDPA) today announced the official launch of its Commitment to Safer Waters (CSW) Seal Program, a first-of-its-kind initiative designed to identify and recognize companies and organizations that demonstrate a clear, measurable, and ongoing dedication to [water safety](#) and drowning prevention.

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Our CSW Seal is a declaration that an organization is a champion for water safety. We stand alongside our partners who are reinforcing industry best practices and leading the charge in water safety.”

Alissa Magrum, Executive Director, NDPA

The CSW Seal communicates to consumers, partners, and stakeholders that a company or organization actively integrates water safety into its culture, values, and operations. To qualify, organizations must demonstrate internal and external commitment, and if applicable, ensure their products meet nationally accepted certification standards and their services comply with industry-approved training and certification policies, as verified by third-party testing labs.

NDPA Executive Director Alissa Magrum stated, "Our Commitment to Safer Waters Seal is more than just a badge; it's a public declaration that an organization is a true champion for water safety. We are proud to stand alongside our inaugural partners who are reinforcing industry best

practices and leading the charge in protecting children and families from drowning and experiencing water related tragedies."

The NDPA is proud to announce the following companies and organizations as launch partners in the Commitment to Safer Waters Seal Program: A Safe Pool, D&D Technologies, Pentair Pool, SafeSplash Swim School, The Haggard Law Firm and Sears Pool Management Consultants.

A Safe Pool is the recipient of the Platinum Seal in the Removable Fencing category.

Jason and Tonja Howard, founders of A Safe Pool say, "At A Safe Pool, our mission is rooted in one belief: drowning is preventable when families are equipped with the right layers of protection and education. That's why partnering with the National Drowning Prevention Alliance's Commitment to Safer Waters Seal Program was such a natural fit for us. By participating in the Commitment to Safer Waters Seal Program, we are reinforcing our dedication to industry best practices and standing alongside other leaders who share our passion for preventing drowning and protecting children."

D&D Technologies, recipient of the Platinum Seal in the Pool Gates, Latches and Hinges Seal.

Jim Paterson, Senior Vice President, Sales & Marketing, North & South America for D&D Technologies says, "D&D chose to apply for the National Drowning Prevention Alliance Commitment to Safer Waters Platinum Seal because we are deeply committed to supporting initiatives that increase awareness and inspire meaningful action in water safety. Displaying the NDPA CSW Seal is a reflection of our ongoing efforts to champion safer environments for families and communities everywhere. We're truly proud to be part of this important movement and look forward to making a lasting impact together."

Pentair is the recipient of the Platinum Seal in the Pool Pump and Automation Equipment Manufacturer category.

"Safety is of the utmost importance to the pool industry, and supporting this program is one meaningful way we can stand alongside NDPA," said Greg Claffey, President and Chief Revenue Officer for Pentair Pool. "We're proud to partner with the National Drowning Prevention Alliance to help advance water safety initiatives and reinforce best practices that help protect families and communities. NDPA's focus on education, prevention, and accountability aligns closely with our own commitment to helping create safer environments around water."

SafeSplash Swim School is the recipient of the Platinum Seal in the Learn to Swim category.

Chris Harkness, SafeSplash Swim School Brand President says, "Swimming is more than a skill, it's a life-saving foundation. Being recognized with Platinum Seal by the National Drowning

Prevention Alliance reinforces our commitment to teaching the skills that help keep families safer in and around the water. Through programs like our S.A.F.E.R. Swimmer Promise, a first-of-its-kind initiative supported by the NDPA, we're focused on delivering meaningful progress and real safety outcomes for every swimmer. We're proud to stand alongside NDPA and fellow partners in advancing a shared mission to prevent drowning and build safer communities. "

The Haggard Law Firm is the recipient of the Platinum Seal in the Legal category.

Mike Haggard of The Haggard Law Firm states; "We are proud to be a Platinum Seal member of the National Drowning Prevention Alliance's Commitment to Safer Waters Program because drowning prevention is not just part of our advocacy—it is central to our mission. As a firm that represents families affected by preventable aquatic tragedies, we believe in actively integrating water safety education, awareness, and prevention into our culture and community outreach. The NDPA Platinum Seal reflects our unwavering commitment to promoting safer waters, supporting life-saving initiatives, and standing alongside organizations dedicated to preventing drowning before it happens."

Sears Pool Management Consultants also joins the launch partners in the NDPA Commitment to Safer Waters Seal program at the Silver level.

The NDPA Commitment to Safer Waters Seal is a vital tool for consumers and stakeholders, offering an easy way to identify and support organizations that prioritize water safety as a core part of their mission. To learn more and apply for the NDPA Commitment to Safer Waters Seal Program, please visit <https://ndpa.org/csw/>

-----About the National Drowning Prevention Alliance (NDPA)

The NDPA is a non-profit organization dedicated to saving lives through education, advocacy, and the promotion of best practices for water safety and drowning prevention. www.ndpa.org

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