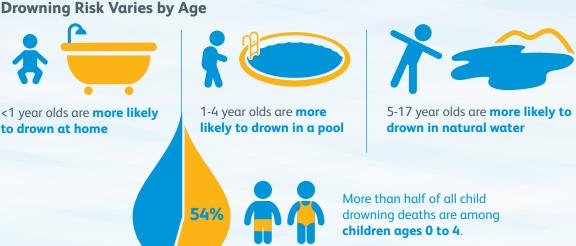
The Facts about Kids and the Danger of Drowning

THE PROBLEM

Almost 800 children drown in the U.S. every year.



Two thirds of these deaths occur during May - August.



PARENTS' MISCONCEPTIONS



MISCONCEPTION 1

Nearly half of parents surveyed think that if a child was drowning nearby, they would hear it.

Reality

Drowning is silent. There can be very little splashing, waving or screaming.



MISCONCEPTION 2

1 out of 3 parents have left a child alone in a pool for two or more minutes.

Reality

Drowning is quick. Once a child begins to struggle, you may have less than a minute to react.



MISCONCEPTION 3

More than half of parents surveyed think that when present, a lifeguard is the primary person responsible for their child's supervision at the pool.

Reality

Watching your child in the water is your responsibility. A lifeguard's job is to enforce rules, scan, rescue and resuscitate.



MISCONCEPTION 4

60 percent of parents surveyed would not worry as much about drowning if their child has had swim lessons.

Reality

Swim lessons are essential, but skill level varies. A review of children who drowned in a pool revealed that 47 percent of 10 – 17 year olds reportedly knew how to swim.

WATER SURVIVAL SKILLS

5 Survival Skills That Could Save Your Life in the Water



Step or jump into water over your head and return to the surface.



Float or tread water for one minute.



Turn around in a full circle and find an exit from the water.



Swim 25 yards to the exit.



Exit from the water. If in a pool, be able to exit without using the ladder.

WATER SAFETY TIPS









- Watch your kids when they are in and around water, without distraction.
- Teach children to swim and the 5 Water Survival Skills.
- Learn CPR and basic rescue skills.
- Make sure pools have four-sided fencing at least 4 feet high.

