



## FACTS

- **Drowning is the leading cause of death for children ages 1-4**, and causes over **4,500 unintentional deaths** each year in the U.S.
- It is often **silent and fast (20-60 seconds)**, and 88% happen with an **adult present**, frequently during non-swim times.
- **Young children are especially vulnerable at home**, with most bathtub/shower deaths under age five; even small amounts of water (buckets, toilets, pet bowls) pose risk.
- **No one is “drown-proof.”** Even strong swimmers can drown unexpectedly
- **Major risk factors include:** lack of swimming ability, inadequate supervision, distractions, missing pool barriers, not using life jackets, certain medical conditions, substance use, and increased exposure to water
- **Risk can be significantly reduced** through consistent, layered, evidence-based water safety practices



## SAFETY TIPS

- **Learn basic swimming and water safety skills.** Formal swimming lessons can reduce the risk of drowning. Children who have had swimming lessons still need close and constant supervision when in or around water.
- **Survival swimming lessons.** Children as young as 6 months old can be taught to flip over, float, and even lift their head out of the water to breathe in case they fall into a pool.
- **Build fences** that fully enclose pools and remove all toys from the pool area that might attract children to the pool when the pool is not in use.

## SAFETY TIPS CONT'D

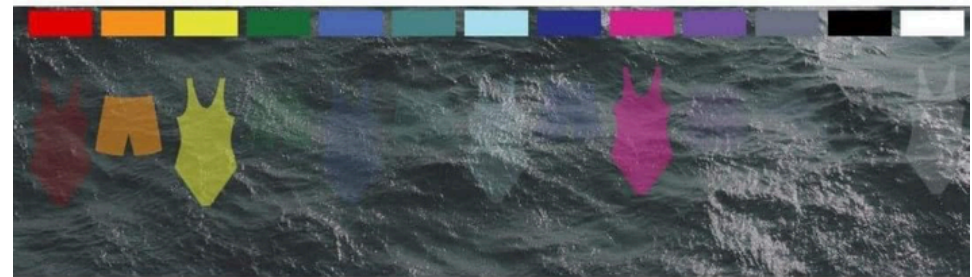
- **Supervise closely.** Avoid distracting activities like reading, using the phone, and consuming alcohol or drugs. Young children can drown in as little as one inch of water, so it's important to keep them within an arm's reach of an adult.
- **Learn CPR**
- **Wear a life jacket.** Life jackets should be used by children for all activities while in and around natural water and swimming pools.
- **Empty** tubs, buckets, containers and kids' pools immediately after use
  - Store them upside down and out of children's reach.
- **Close lids and doors.** Keep toilet lids and doors to bathrooms and laundry rooms closed when not in use. Make sure all doors and windows leading to a pool are locked and alarmed.
- **Gather everything you need** for bath time before placing your child in the tub. Gather towels, clothes, soaps and bath toys so you don't have to leave children unsupervised.



## VISIBILITY CAN SAVE A LIFE

Use this color guide when choosing swimsuits for your children.

### In the Lake



### In the Pool

