

# WATER SAFETY



**STOP  
DROWNING  
NOW**

## Eliminate Drowning by Educating Kids

We can end drowning in our lifetime. Public awareness and education focused on young children is the most powerful tool to prevent fatal and non-fatal drowning.

Drowning is a leading cause of accidental death among children of all ages. It is a worldwide, tragic phenomenon. Yet we know from the success of other health programs that educate children early – smoking, seatbelts, fire safety, pedestrian safety – that once kids learn, they can truly lead social change and save lives.

Stop Drowning Now's Water Safety Curriculum teaches kids how to recognize drowning risks and to protect themselves and others. The Curriculum is specifically designed for young kids' learning needs. Through an experiential approach, kids participate in the discovery and identification process, and learn preventative measures as well as emergency responses.

## Stop Drowning Now's Curriculum Suite serves every school's needs.

- **Flagship Curriculum** (22 hour comprehensive education)
- **Water Safety Week** (5 hour program)
- **Water Safety Presentation** (1 hour program)
- **Water Safety Puppet Show** (45 minute program)
- **Water Safety Presentation for Parents** (1 hour program)

The Curriculum is fun and engaging. Through songs, games, stories and other hands-on, age-appropriate activities, children fully engage the mind and body.

Children create and use props to understand drowning risks in a way that resonates with their developing brains. It is memorable and enjoyable.

It is fun! Kids will bring this learning home and share with their families and friends.

## The Statistics

- **DROWNING KILLS MORE CHILDREN 1-4 THAN ANY OTHER ACCIDENT.**

(Center for Disease Control & Prevention)

- **A SWIMMING POOL IS 14 TIMES MORE LIKELY** than a motor vehicle to be involved in the death of a child age 4 and under. (Orange County California Fire Authority)

- **FOR EACH DROWNING DEATH** there are up to 6 non-fatal submersions serious enough to result in hospitalization. (American Academy of Pediatrics)

- **58% OF PARENTS DO NOT CONSIDER DROWNING A THREAT TO THEIR CHILDREN.** (Safe Kids Coalition)

- **DROWNINGS FOR AFRICAN AMERICANS ARE SIGNIFICANTLY HIGHER THAN WHITES**

African American children 5-19 drown in swimming pools at rates 5.5 times higher than those of whites. This disparity is greatest among those 11-12 years where African Americans drown in swimming pools at rates 10 times those of whites.

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## The Solution:

No other classroom-based water safety curriculum is as comprehensive as the Stop Drowning Now Curriculum Suite. Some have existed for as many as 70 years, but they have remained unmodified. None have multiple versions and none have an element specifically geared towards engaging parents/caregivers.

The Curriculum offers a whole community approach as it empowers parents/caregivers to identify the risks specific to their family's aquatic adventures.

Water safety and drowning prevention deserves just as much as time, attention and gravity as fire safety, helmet safety, texting-&-driving safety.

Our kids are worth it.

## How Do I Get Involved?

**1** Every school district, private school, home school and after-school program needs a Water Safety Curriculum.

Stop Drowning Now will help them identify the one that is right for their student body, resources and teachers.

**2** You are the educator!  
Stop Drowning Now provides you with the tools to bring water safety and drowning prevention education to your students. It is unique, fun and desperately needed.

## WE ARE HERE TO HELP

Your success and your students' success is Stop Drowning Now's success.  
We want to move the needle and save lives.



**STOP  
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With your help, we can  
educate to eliminate drowning.

**STOPDROWNINGNOW.ORG**

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