

American Academy of Pediatrics Drowning Prevention Day of Action Toolkit

Drowning Prevention Day is Thursday, May 23, 2019.

Drowning is the leading injury-related cause of death for children age 1–4. It doesn't only happen when you are by the pool or at the beach; drowning can happen anywhere, even in one inch of standing water. Among children under age 4, 70% of drownings happen during non-swim times. It is quick and it is silent, but **it is preventable**.

Memorial Day is approaching, and more families will be active around water. Join the American Academy of Pediatrics and be an advocate for #DrowningPrevention on May 23, 2019 and all-year. From 9 AM-9PM ET, share #DrowningPrevention resources and personal stories to help raise awareness.

We can reduce drowning and save children's lives by working together to implement safety measures we know will protect children. For a comprehensive list of resources and water safety tips, go to aap.org/drowning.

This toolkit is designed to give #DrowningPrevention advocates the needed resources to inform their networks about water safety and youth drowning. Below, you will find three sections detailing the different ways you can make a difference.

How you can get involved:

1. Social Media Tips and Samples
2. Offline Participation
3. Storytelling Methods

1. Social Media Tips and Samples

Posting on social media is one of the simplest and most effective ways to advocate for #DrowningPrevention. Below you will find ready-to-post samples for Facebook, Twitter and Instagram. Be sure to follow, retweet or share posts from American Academy of Pediatrics (Twitter & Facebook: @AmerAcadPeds, Instagram @HealthyChildrenAAP).

Facebook

Sample 1: Share a 30 second PSA. Share either video (Nicole Hughes <https://youtu.be/xZXNRf5PFUU> or The Miller Family <https://youtu.be/oHJgwsHCMJg>) on your personal Facebook page.

- Drowning can happen even when you aren't swimming. For children under the age of 4, 70% of drownings occur during non-swim times. Nicole Hughes lost her son Levi to drowning at age 3. In this powerful PSA, she urges parents to talk to their child's pediatrician about #DrowningPrevention. <https://youtu.be/xZXNRf5PFUU>
- Following the loss of their daughter Emmy to #drowning last summer, Bode and Morgan Miller urge #DrowningPrevention should be the number one thing parents talk to their pediatrician about. Hear their story and learn more: <https://youtu.be/oHJgwsHCMJg>

Sample 2:



After birth defects, **drowning is the **No. 1** cause of death for children ages 1-4.**

 **Make sure your home and any home you visit are as safe as they can be.**

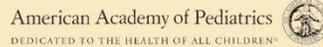
 | 

- Drowning is a leading cause of death for children aged 1-4. Children can drown in as little as 1 inch of water, and any standing water can be dangerous. #DrowningPrevention should happen at home, not just at the pool or beach. Learn more about water safety today: <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/Infant-Water-Safety.aspx>

Sample 3:

Drowning prevention is a family activity!

Swim lessons for parents
and toddlers are a first
step toward water safety.



- Learning to swim is a fun family activity! All children need to learn to swim. Families can talk with their pediatrician about when their child is ready for swim lessons. #DrowningPrevention <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/swim-lessons.aspx>

Twitter:

Sample 1: Drowning is a leading cause of death for children aged 1-4. Children can drown in as little as 1 inch of water, and any standing water can be dangerous. #DrowningPrevention should happen at home, not just at the pool or beach! <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/Infant-Water-Safety.aspx>

Sample 2: Toddlers are naturally curious – and they're quick to discover new things to explore. It's important to remember water safety when child-proofing your house. #DrowningPrevention <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/Water-Safety-And-Young-Children.aspx> via @HealthyChildren

Sample 3: Water safety applies to all ages! Teens (15-19 years old) have the second highest fatal #drowning rate of any age group. Keep your teens safer with these tips #DrowningPrevention <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/Water-Safety-for-Older-Children.aspx> via @HealthyChildren

Sample 4: Drowning can happen in an instant. When at the pool, assign a water watcher—an adult who pays constant attention to children in the water. That means put down the cellphone! More #water safety tips here. #DrowningPrevention <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/swim-lessons.aspx> via @HealthyChildren

Sample 5: Learning to swim is a fun family milestone. All children need to learn to swim. Talk with your pediatrician about when your child is ready for swim lessons. #DrowningPrevention <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/swim-lessons.aspx> via @HealthyChildren

Instagram:

You can find and download these images at aap.org/drowning (sized for Facebook, Twitter and Instagram in English and Spanish).

Sample 1:



Empty **buckets, bathtubs, and wading pools** after each use.

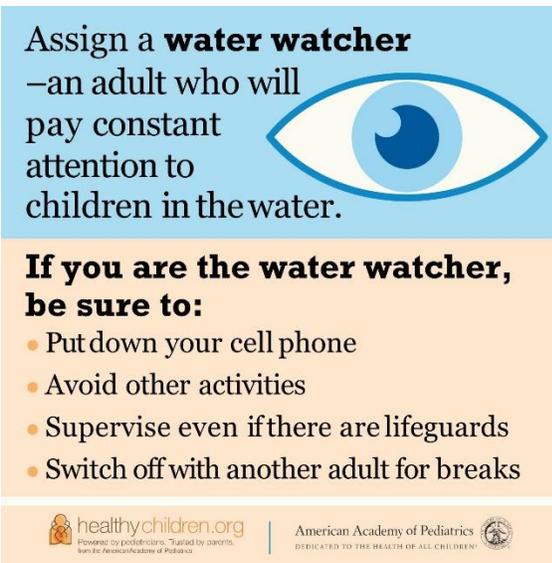
Install a latch or doorknob cover on bathroom doors.
Install latches on toilets.

healthychildren.org
Powered by pediatricians. Trusted by parents.
Join the American Academy of Pediatrics

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN

- Attention parents: water safety is not just about pools! Children can drown in as little as 1 inch of water, and any standing water can be dangerous. Don't forget to install bathroom door locks and toilet latches, and empty all buckets, pools and tubs to keep your curious little ones safe. Learn more at @HealthyChildrenAAP. #DrowningPrevention

Sample 2:



Assign a **water watcher** –an adult who will pay constant attention to children in the water.

If you are the water watcher, be sure to:

- Put down your cell phone
- Avoid other activities
- Supervise even if there are lifeguards
- Switch off with another adult for breaks

healthychildren.org
Powered by pediatricians. Trusted by parents.
Join the American Academy of Pediatrics

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN

- Drowning can happen to any family. It's quick, and it's silent. Never—even for a moment—leave young children alone while in or near bathtubs, pools, spas, wading pools, irrigation ditches, ponds, or other standing water. During swim times, designate a “Water Watcher” – an adult who will pay constant attention to children in the water. Learn more at @HealthyChildrenAAP. #DrowningPrevention

Sample 3:



- Learning to swim is a fun family milestone. But even with swim lessons, other #DrowningPrevention measures are still needed! Children may be ready to swim at different ages, based on their individual development. Talk with your pediatrician about whether your child is developmentally ready! Learn more at @HealthyChildrenAAP.

Sample 4:



- A fence that completely surrounds a pool can reduce drowning deaths by 50%. Help keep kids safe by building barriers around open water sources like pools. Drowning can happen in an instant, and a barrier could save a life. Learn more at @HealthyChildrenAAP. #DrowningPrevention

2. Offline Participation Ideas

1. *Print out infographics and post them on local bulletin boards, including at neighborhood pools*

Head over to aap.org/drowning, print off a few water safety graphics and post them on bulletin boards around your neighborhood. Coffee shops are high traffic areas to inform others about #DrowningPrevention, and many neighborhood pools also have bulletin boards.

2. *Have a conversation about drowning prevention with a parent of children aged 1–4.*
 - a. Key talking points:
 - i. Severity of the issue (Nearly 1,000 children (age 0-19) drown every year in the U.S.)
 - ii. Describing the circumstances of drowning (70% of drownings for children age 1-4 happens during non-swim times)
 - iii. Sharing prevention tips
3. *Advocate to state legislators.*
 - a. [Connect with your AAP chapter](#) to learn what, if any, opportunities may exist to pass water safety laws or declarations in your state:

3. Storytelling

If you have a personal story related to drowning, please consider sharing your story with photos or a video on social media. Sharing stories about how children drown can help illustrate to parents how real the risk of drowning is. Be sure to tag AAP and use the hashtag #DrowningPrevention. AAP will be monitoring the hashtag #DrowningPrevention to share and retweet stories.

Storytelling tips:

1. If online, provide photos or videos for context
2. Be open and honest, but acknowledge personal boundaries.
3. Include facts to widen the scope of personal experience.
 - Drowning can happen to any family. Nearly 1,000 children and teens drown every year in the U.S.
 - Drowning is the No. 1 cause of injury-related death among children aged 1-4, and it is a leading cause of death among teens.
 - Drowning can happen even when kids aren't supposed to be swimming. Among children under 4, nearly 70% of drownings happen during a non-swim time.
 - A fence that completely surrounds a pool can reduce drowning deaths by 50%.
4. Know that sharing your story will make a true difference.