



Quick Facts

There is always RISK when in, on or around water. STOP DROWNING NOW educates families and communities on how to mitigate the risk... making people safer in the water.

STOP DROWNING NOW uses the Safer 3 philosophy, dividing water safety into three main concepts:

Safer Water:

- Pools must be properly fenced and comply with current regulations. When visiting a pool, a gate must never be propped open.
- Installing barriers such as isolation fencing around a backyard pool and spa will reduce the risk of unauthorized access to the pool by young children.
- When everyone is watching, no one is watching. Choose a designated Water Watcher. The Water Watcher should be an adult who has no other responsibility other than actively supervising the water: no texting, no reading, no BBQing, no quick trips inside for a towel, no drinking, etc.

Safer Kids:

- Educate children about the rules of water safety. Establish rules for your family and enforce them without fail. Teach children to always ask permission to go near water.
- Swim lessons for children under 4 years of age will decrease their likelihood of drowning by 88%. However, no amount of swim instruction makes a child "drown-proof."
- Parents and caregivers should always be the primary supervisor for their child, even if a lifeguard is present.

Safer Response:

- If a child is missing, the pool should always be the first place that is checked. Survival depends on a quick rescue and restarting breathing as soon as possible.
- Drowning victims require both chest compressions and rescue breath CPR. The first and most important treatment of the drowning victim is the immediate provision of ventilation.
- Learn CPR: If a person is recovered and CPR is performed properly within 2 minutes, there is a 94% chance of survival.
- Even non-pool owners should know how to properly use the rescue equipment—shepherd's hook, safety ring and rope. It's vital that a rescuer knows to "*Reach, Throw, but Don't Go.*"