



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SKILLS TO LAST A LIFETIME

SAFETY AROUND WATER





AMERICA'S SWIM INSTRUCTOR

1 million kids each year
2,700 locations
2,200 pools
100 years of experience

WE STILL HAVE WORK TO DO!

**60% OF YOUTH
DROWNING
INCIDENTS OCCUR
WITHIN 10 FEET OF
SAFETY**

60%

<https://www.safekids.org/sites>

**2 CHILDREN DIE EACH
DAY AS A RESULT OF
DROWNING.**



<http://www.cdc.gov/injury/wisqars/>

**88% OF CHILDREN
WHO DROWNED WERE
UNDER SOME FORM OF
SUPERVISION**

88%

<https://www.safekids.org/sites>

SAFETY AROUND WATER



the **Y** YMCA

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THE WORLD IS 71% WATER

YOUR CHILDREN ARE 100% CURIOUS

Teach your children water safety and let them explore all their possibilities.

Visit ymca.net/watersafety

© 2011 Y.M.C.A.

The Y. So Much More™

- **Focus:** Parents of children age 4-14, especially African American and Hispanic families
- **Piloted** and tested for 4 years
- **Marketing & PR Effort.** National PR effort and digital marketing strategy target the most-at-risk children.

SWIMMING LESSONS SAVE LIVES

Participation in formal swimming lessons can reduce the risk of drowning by 88 percent among children aged one to four years. (Source: Pediatrics & Adolescent Medicine 2009)

SKILLS AND OUTCOMES

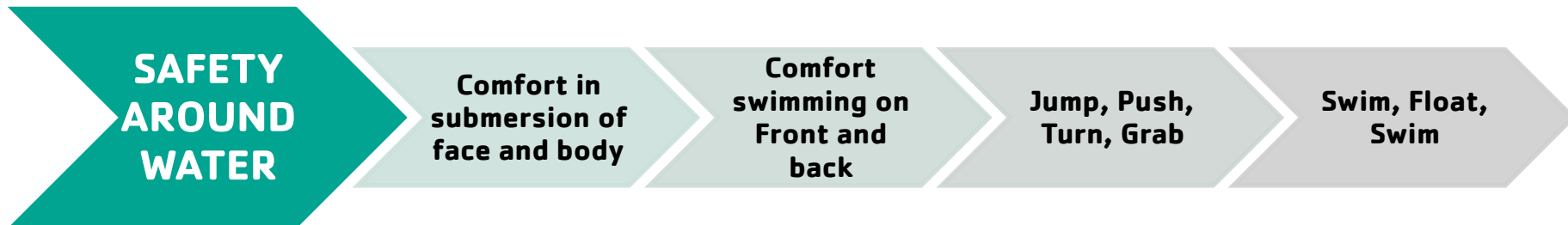
The program introduces a new skill each day which builds to create two sequences that teach a child how to safely move across the water and exit the pool.

Swim, Float, Swim

- Jump into the pool, swim 5-10 feet, roll to back to catch breath, roll from back to front, swim to the side, safely exit the pool.

Jump, Push, Turn, and Grab

- Jump into the pool, push off the bottom, turn around to face the wall, grab the wall, and safely exit the pool.



A group of children are in a swimming pool. In the foreground, a young girl with long brown hair is smiling at the camera. Behind her, other children are leaning on a yellow and purple inflatable ring. The water is bright blue. The background shows more children and a person in the water.

TOGETHER WE CAN DO SO MUCH MORE

**THE Y HAS THE ABILITY TO TEACH MORE THAN
1 MILLION PEOPLE HOW TO SWIM EVERY
YEAR.**

**WE CONSIDER IT A PRIORITY AND A
RESPONSIBILITY TO PREVENT DROWNING
AND TEACH PEOPLE HOW TO BE SAFE IN AND
AROUND THE WATER.**



THANK YOU