



Iowa Drowning Prevention Week

June 17th–23rd, 2013

The Iowa Department of Public Health recognizes the importance of recreational water activities in promoting good physical and mental health and enhancing the quality of life. However, in the United States about ten people die from unintentional drowning each day and drowning remains the leading cause of death by injury for children between the ages of 1 and 5. As most drowning deaths and injuries are preventable Iowa is recognizing June 17th-23rd, 2013 as Drowning Prevention Week to promote the following key drowning prevention practices:

- 1) **Provide Supervision.** Active touch (within arm's reach) supervision of young non-swimmers by their parent or caregiver is essential to prevent drowning whenever they are in or around water.
- 2) **Provide Barriers.** Properly constructed barriers including four sided non climbable isolation fencing and lockable gates can prevent or delay a child's unsupervised access to swimming pools reducing the risk of drowning.
- 3) **Learn to Swim.** Formal swimming lessons have been shown to reduce the risk of drowning in children 1 to 4 and provide essential skills to swimmers of all ages.
- 4) **Learn CPR.** Seconds count, and CPR performed quickly by bystanders has been shown to save lives and improve outcomes in drowning victims.
- 5) **Avoid Prolonged Breath Holding.** Swimmers should never hyperventilate before swimming underwater or try to hold their breath for long periods of time to prevent the swimmer from passing out (also referred to as shallow water blackout).
- 6) **Avoid Alcohol.** It is estimated that alcohol use is a contributing factor in up to 70% of adolescent and adult drowning incidents. Alcohol influences balance, coordination, and judgment and its effects are heightened by sun exposure, wind, wave action, sun glare and heat.
- 7) **Use Life Jackets.** The use of properly fitted coast guard approved lifejackets by non-swimmers and boaters whenever in and around the water reduces their risk of drowning.



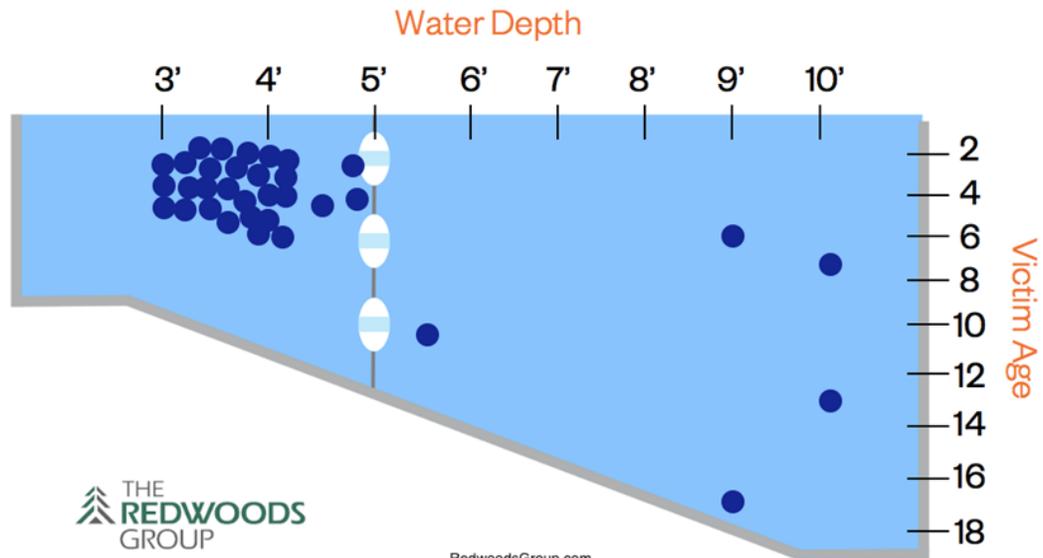
*Statistics from Centers for Disease Control and Prevention Home and Recreational Safety Program

*Signage examples from Clarion Safety System

Redwoods Group and CDC Data

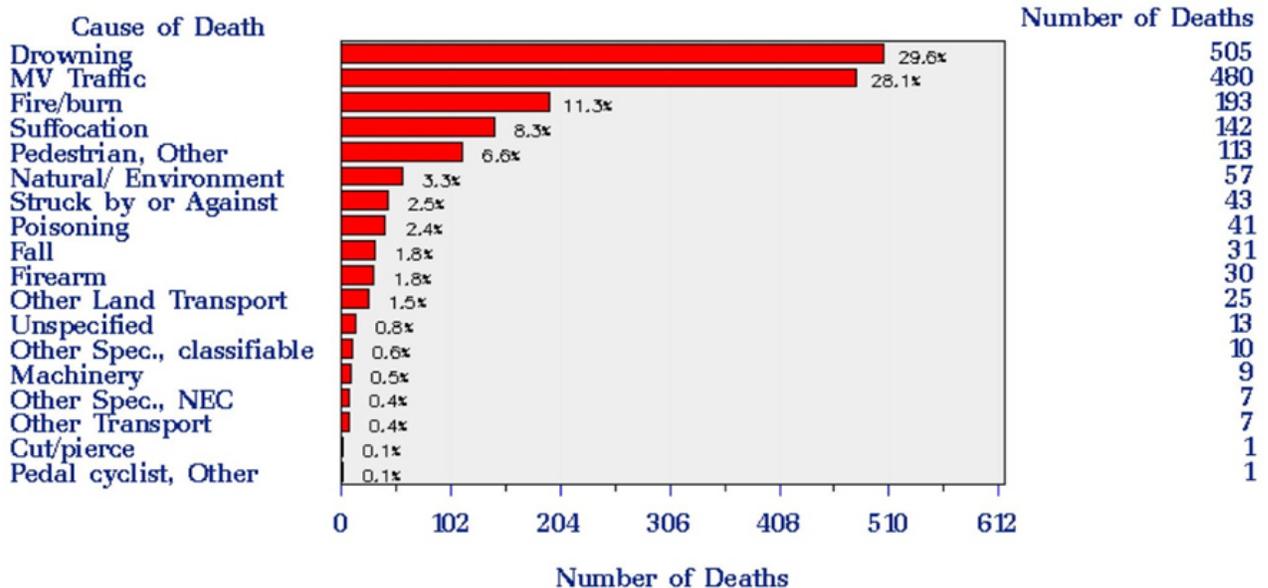
Child Non-Swimmer Drowning Injuries

2008 - 2012



RedwoodsGroup.com
Source: The Redwoods Group aquatics data.

2010, United States
Unintentional Injuries
Ages 1-6, All Races, Both Sexes
Total Deaths: 1,708



NEC means Not Elsewhere Classifiable.

WISQARS™ Produced by: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention
Data Source: National Center for Health Statistics (NCHS), National Vital Statistics System