

Protecting Our Children

Nationwide Water Safety Educational Initiative

(NAPSA)—A new safety campaign is helping protect families from a tragedy that could occur—literally—in their own backyards.

According to the CDC's National Center for Injury Prevention & Control, drowning is the number one cause of death in children under 5, and the second leading cause of death for children under the age of 14. More than 80 percent of drownings for children between the ages of 0 and 4 occur at residential swimming pools. More than 50 percent of child drownings take place in the child's home pool—and approximately 75 percent occur under a brief lapse of parental supervision, usually less than five minutes.

In light of these statistics, V8 Splash juice beverages and USA Swimming co-developed the April Pools Day campaign, a national cause marketing initiative designed to introduce people to the importance of pool safety. Olympic Gold Medalists Janet Evans and Lenny Krayzelburg have also jumped on board to help spread the word. The campaign is working with swim clubs across the country to spread the word on water safety and the importance of learning to swim.

The program includes a comprehensive educational initiative with tips, literature and promotional materials that will be available through participating swim clubs and more than 100,000 schools nationwide through a tie-in with Campbell Soup Company's Labels for Education program.

The following tips developed by V8 Splash and USAS can help keep children safe in and around the pool:

- **Supervision:** Even when a lifeguard is present, parents need



April Pools Day spokespeople Lenny Krayzelburg and Janet Evans.

to be attuned to what their children are doing in the water.

- **Be Prepared:** Families should have an action plan available in case of emergency. Life preservers should be kept close to the pool, all swimmers should know where the closest phone is and someone within the vicinity of the pool should know CPR.

- **Knowledge is Power:** The best tool to stay safe in any type of water is to learn to swim. Local swim clubs offer swimming lessons to people of all ages.

- **Fence It In:** Surround the pool with a fence that locks and automatically closes; openings in the fence should be no more than four inches wide.

- **Keep It Clean:** Keep all floats and toys away from the pool when not in use. Not only can these obstacles cause people to trip, but they could also lead curious children to the water.

For more information about water safety, please visit www.aprilmoolsday.com.