

## INTRODUCTION

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Drowning remains a leading cause of death for children, particularly those aged 1–4. This toolkit, developed by the Indiana Department of Health, is designed to support our partners in promoting water safety awareness and implementing evidence-based strategies to reduce drowning risk.

Drawing on guidance from the National Drowning Prevention Alliance (NDPA), this toolkit highlights the critical role of layers of protection, including constant supervision, barriers and fencing, use of life jackets, water competency and swimming skills, and emergency preparedness such as CPR training.

Together, we can foster safer environments around water and empower families with the tools they need to keep their loved ones safe. Use this toolkit to share key messages, implement local outreach, and collaborate with others to strengthen drowning prevention efforts in your community.

## ADDITIONAL RESOURCES:

NDPA Water Safety Season Toolkit - [LINK](#)

Red Cross Water Safety for Kids Website - [LINK](#)

Find Swim Classes and Lessons Near You - [LINK](#)

Learn the Five Layers of Protection - [LINK](#)

# SOCIAL MEDIA

Copy and paste content in this toolkit directly into social media, emails or on the web. Feel free to edit the copy to fit your voice and style.

## FACEBOOK (4:4)



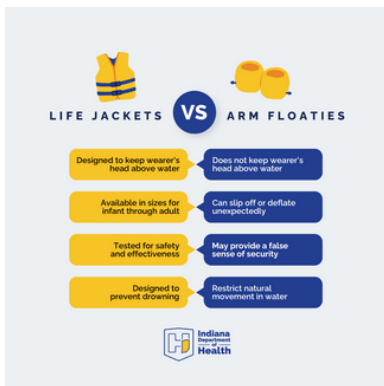
[Click for graphic](#)

Drowning is silent and can happen within 30 seconds — 88% of child drownings happen with at least one adult present, often during non-swim times.

Always assign a dedicated 'water watcher' who agrees to actively supervise. When everyone is watching, no one is. If a child is missing, check the water first.

Learn more:

<https://ndpa.org/DrowningDoesntLookLikeDrowning/>



[Click for graphic](#)

Floaties may look fun, but they're not designed to save lives. These flotation toys can slip off, deflate or give a false sense of security.

For the most protection, choose a U.S. Coast Guard-approved life jacket. Life jackets are built to keep your child's head above water, even if they become unconscious. Always pair life jackets with swim lessons and active adult supervision.



[Click for graphic](#)

Drowning happens quickly and quietly, but it can be prevented. These 4 simple steps can help keep kids safe around water this summer.

Start with active supervision and the right safety gear.

Learn more about water safety:

<https://www.in.gov/health/safesleep/prevention/water-safety/>

## FACEBOOK CONT.



[Click for graphic](#)

Drowning is often silent and can happen in just 30 seconds. That's the amount of time it takes to answer a text message or wash your hands.

Stay focused and always keep eyes on kids around water. Every second counts.

Learn more:

[ndpa.org/DrowningDoesntLookLikeDrowning](http://ndpa.org/DrowningDoesntLookLikeDrowning).



Have you seen the swim suit color test?

Not all swimsuits are equally visible in water, and that can matter for safety. Bright, high-contrast colors can make it easier for caregivers to spot kids quickly, especially in natural bodies of water.



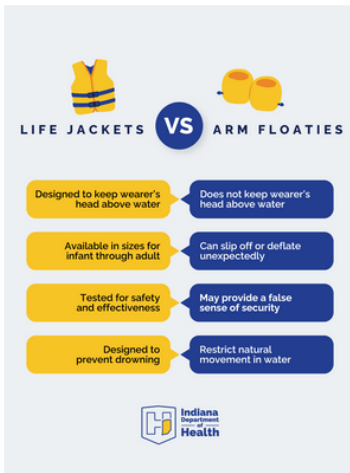
Before you dive in, choose safe swimming spots, protect your health and wear colors that help you stand out. Learn more about safe swimming at [www.cdc.gov/healthy-swimming/safety/how-to-safely-visit-oceans-lakes-and-rivers.html?CDC\\_AAref\\_Val=](http://www.cdc.gov/healthy-swimming/safety/how-to-safely-visit-oceans-lakes-and-rivers.html?CDC_AAref_Val=)

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## INSTAGRAM (4:5)



[Click for graphic](#)



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## INSTAGRAM CONT.



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