



**FOR IMMEDIATE RELEASE – TEMPLATE DRAFT**

Media Contact:  
[Contact's First & Last]  
[Coalition Name]  
[phone] / [email]  
[website]

**(Coalition Name) KICKS OFF NATIONAL WATER SAFETY MONTH WITH SCIENCE-BASED DROWNING PREVENTION STRATEGIES.**

***During May's National Water Safety Month, (Coalition Name) advocates for water safety by implementing NDPA's 5 Layers of Protection.***

**[City, State](Month. Day, 2023)** – At the start of 2003, [National Water Safety Month](#) has highlighted the importance of water and swim safety awareness around the United States through education, public service announcements, governmental proclamations, dealer and business promotions, and easy access to water safety materials. **(Coalition Name)** has joined this initiative to kick off water safety and drowning prevention strategies this May by using NDPA's [5 Layers of Protection](#) and water safety resources.

**(Coalition Name)** is committed to ensuring the safety of all residents in their community and believes everyone can enjoy the recreational and local natural resources in their community safely.

**"Insert quote from Coalition member about the importance of water safety in their community", First Last, Title or Affiliation, Coalition Name.**

According to the [National Drowning Prevention Alliance \(NDPA\)](#), we lose 10 school buses worth of children to unintentional drownings per year, with the average school bus seating 80 students, resulting in an average of 854 children per year.

"Water safety and childhood drowning prevention are year-round priorities that require year-round attention," states Adam Katchmarchi, Ph.D., Executive Director, NDPA.

By learning and implementing NDPA's 5 Layers of Protection, (Coalition Name) aims to prevent drowning and aquatic-related injuries year-round.

## **Learn the 5 Layers of Protection:**

### **1. Barriers & Alarms:**

It's important to use four-sided fencing with self-closing, self-latching gates, pool safety covers, and alarm systems to help prevent children and unauthorized adults from accessing water unsupervised.

### **2. Supervision:**

Stay vigilant and aware of your surroundings with close, constant, and capable adult supervision from a designated water watcher or lifeguard anytime children are in or around water.

### **3. Water Competency:**

Every child and adult should be equipped with the skills to protect themselves in water by learning and enhancing their basic water safety skills to reduce the risk of drowning and aquatic-related injuries.

### **4. Life Jackets:**

When used appropriately, life jackets protect you when you are not expecting to be in the water, especially around open water. Ensure your life jackets are tested and approved by the United States Coast Guard (USCG).

### **5. Emergency Preparation**

Knowing how to prepare for an emergency with CPR training with rescue breaths, and basic water rescue skills can make the difference between life and death. Have a phone available and ready to call 911.

## **About (Coalition Name)**

Include a brief summary or mission statement of your coalition, include link to website if applicable.

## **About National Drowning Prevention Alliance (NDPA)**

The mission of the National Drowning Prevention Alliance is "United, we can prevent the tragedy of drowning." Through education, awareness, and advocacy, NDPA seeks to reduce the incidence of drowning and aquatic injuries in the United States and abroad and to address the single leading cause of death among children ages 1 to 4. To learn more, visit [ndpa.org](http://ndpa.org).