Press & Media Toolkit

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Water Safety Season Campaign

The NDPA has been and continues to be a resource for the media when covering drowning incidents, drowning prevention, general water safety, the science behind drowning and water safety, swimming, and other topics.

To promote water safety during the busiest water activity season, May through August, the NDPA created the Water Safety Season Campaign.

May is the beginning of Water Safety Month, and the NDPA strives to be the premier resource for drowning prevention and water safety information.

Drowning IS preventable. By leading, engaging, and supporting NDPA's members, chapters, partners, and supporters - we reduce the number of aquatic-related injuries and drownings.

Topics NDPA Can Provide Input On

- Drowning and Non-fatal Drowning Statistics
- Drowning Science & Terminology
- Layers of Protection around water
- Lifeguard Management & Training
- Rescue Equipment Vs. Toys
- Lifejackets
- Swimming & Swim Lessons
- General Water Safety
- Backyard Pool Safety
- Water Safety While Traveling
- Open Water Swimming

NDPA SOCIAL MEDIA

Tag National Drowning Prevention Alliance
@drownalliance

HASHTAG STRATEGY

#drownalliance #watersafetyseason #watersafetymonth
#layersofprotection #5layersofprotection #barriers #wateralarm
#supervision #watersupervision #watercompetency #swimming
#swimlessons #lifejackets #uscgapproved #emergencypreparation
#cpr #drowningcpr #watersafety #drowningprevention
#watersafety #childsafety #notonemoredrowning #ndpa
The following data and research has been compiled over the past few years from sources such as the CDC (Centers for Disease Control), WHO (World Health Organization), and the AAP (American Academy of Pediatrics).

**General Drowning Statistics**

- Drowning is the single leading cause of death for children ages 1-4 and the second leading cause of injury-related death for children up to age 14.
- There is an average of 4,012 unintentional drowning deaths per year.
- Drowning remains among the top four causes of death from age 54 and up.
- The U.S. experiences an average of 11 fatal drownings per day and an average of 22 non-fatal drownings per day.
- More than 40% of drownings treated in the Emergency Department require hospitalization, transfer, or further care (compared with 8% of all unintentional injuries). Outcomes of morbidity include brain damage, other serious outcomes, and long-term disability.
- Drowning costs the U.S. Economy $51.53 billion per year.
- Drowning is fast and silent. It can happen in as little as 20-60 seconds.
- Nearly 80% of drowning deaths are among males due to increased exposure to water, risk-taking behaviors, and alcohol use.
- Based on data from 2020, unintentional drowning deaths between ages 20-24 have increased by 44%, and ages 25-29 have increased by 29%.

**Drowning Statistics on Children**

- 88% of child drownings occur with at least 1 adult present.
- 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.
- For every child that dies from drowning, another 7 to 8 receive emergency department care for non-fatal drowning. Almost 70% of drownings of young children occur during non-swim.
- Two out of three drowning incidents that take place in the home occur in a bathtub.
- 23% of child drownings happen during a family gathering near a pool.
Drowning Statistics by Racial & Ethnic Groups

- In swimming pools, Black children ages 10-14 years drown at rates 7.6 times higher than White children.
- Black children and youth are more likely to drown in public pools, and white children and youth are more likely to drown in residential pools.
- Drowning death rates for American Indian or Alaska Native people ages 29 and younger are 2 times higher than the rates for White people, with the highest disparities among those ages 25-29 (rates 3.5 times higher).
- Drowning death rates for Black people are 1.5 times higher than the rates for White people. Disparities are highest among Black children ages 5-9 (rates 2.6 times higher) and ages 10-14 (rates 3.6 times higher).

Drowning Statistics on People With Disabilities/Medical Conditions

- People with seizure disorders such as epilepsy are at a higher risk of fatal and non-fatal drowning than the general population. Other conditions, such as autism and heart conditions, are also associated with a higher risk of drowning.

Reach out to the NDPA for comments on any of the above statistics or to confirm accuracy of a new drowning statistic.
Water safety and childhood drowning prevention are year-round priorities that require year-round attention.

– Adam Katchmarchi, Ph.D., Executive Director, NDPA

Through the 2023 National Water Safety Conference and with our ongoing efforts throughout the year, our mission has always been to bring all stakeholders together to collaborate behind a unified agenda that is focused on awareness-building, advocacy, and education as a means to reduce and eliminate childhood drowning, which in some states, has reached historic levels.

– Adam Katchmarchi, Ph.D., Executive Director, NDPA

There is so much we do not know about how to prevent drowning, and the issue has never received the attention warranted by the magnitude of the problem. It was amazing to see how the group really dug in and did the hard work to ask the right questions and identify the key issues and potential solutions. This was a crucial first step in the process of preventing drowning among kids.

– Ben Hoffman, M.D., Chief Medical Advisor, NDPA and Professor of Pediatrics at Oregon Health & Science University

“I think a better understanding of all of the circumstances around drowning in every environment is going to be critical in order to develop, implement and evaluate drowning prevention strategies,”

– Lois Lee, M.D., M.P.H., Associate Professor of Pediatrics and Emergency Medicine, Harvard Medical School

I hear ‘I didn’t know’ from families of fatal and non-fatal drowning victims all the time. This is the phrase that haunts me and every person in the water safety space. The goal of the Water Safety Champion campaign is to achieve maximum awareness of the tools to prevent drowning and to never hear ‘I didn’t know’ from another parent again

Adam Katchmarchi, Ph.D., Executive Director, NDPA
Haven't Talked to The Media Before?

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10 Tips on Speaking with the Media by BU Public Relations

Tips for Talking To the Press About Your Company

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