MAY POSTING SCHEDULE

MAY 01: Water Safety Month

May is National Water Safety Month!

By highlighting water and swim safety awareness, National Water Safety Month promotes water safety through educational programs, public service announcements, governmental proclamations, dealer and business promotions, and easy-to-access water safety materials.

Some ways to celebrate Water Safety Month include:

💧 Taking the Safe Swimmer Pledge to reinforce the importance of water safety
💧 Spreading water safety tips presented by NDPA, American Red Cross, International Swimming Hall of Fame, Pool Safely, World Waterpark Association, Step Into Swim, United States Swim School Association, and Pentair
💧 Displaying National Water Safety Month’s Logo on live and virtual event materials
💧 Utilizing resources provided on https://nwsm.phta.org/

Stay water aware at all times when outside – drowning can happen to anyone.

#watersafety #watersafetyseason #watersafetymonth #ndpa #drownalliance #notonemoredrowning #5layersofprotection #layersofprotection #safety #drowningispreventable

Tag NDPA as @drownalliance

Tag National Water Safety Month as @watersafetymonth

MAY 03: The 5 Layers of Protection (Full Vid)

Drowning is the single leading cause of death for children 1-4. It can happen to anyone, but the risk is greatest for children. Drowning happens quickly and quietly, so no single prevention strategy is enough.

The @drownalliance 5 Layers of Protection video created by @thinkwildstudios, represents the best water safety strategies to help prevent childhood drowning.

Water safety is a lifelong endeavor.

By learning and sharing these 5 Layers of Protection, you can help save a life!

For more information about drowning prevention and tips on water safety, follow @drownalliance to help change the numbers!

#watersafety #5layersofprotection #layersofprotection #watersafetymonth #drownalliance #ndpa #barriers #alarms #supervision #watercompetancy #lifejackets #emergencypreparaton #swimming
MAY 08: Barriers & Alarms Video

70% of drownings among young children happen during non-swim times. Because supervision can never be perfect, it is important to use physical barriers to restrict access and alarms to alert you.

To learn more about fencing, barriers, alarms, and other layers of protection visit @drownalliance.

#barriers #alarms #layersofprotection #watersafety #swimmingpool #watersafety #swimmingpool #5layersofprotection #decreaseddrowning #notonemoredrowning #drowningprevention #fences #watersafetymonth #poolsafety #swimming #nationaldrowningpreventionalliance #npda

MAY 10: Clothesline Statistic

It is natural for children to be curious, which leads them to explore their surroundings without knowing the dangers that may be present. Almost 70% of drownings of young children occur during non-swim time.

Life will always be full of dangers, but there are simple steps we can take to ensure our children are safe in and around water.

Drowning IS preventable, but the most effective water safety strategies must be learned, advocated, and implemented at all times.

To learn the about the 5 Layers of Protection, follow @drownalliance!

#swimming #swim #watersafetyseason #npa #drownalliance #watersafetymonth #watersafety #childsafety #5layersofprotection #drowningprevention #poolsafety #drowningprevention

Tag NDPA on Facebook and Instagram as: @drownalliance
MAY 15: Intl. Water Safety Day

Today is International Water Safety Day!

International Water Safety Day was designed to help spread global awareness about the current drowning pandemic and for advocating further education to children about being safer in and around water.

Help change the lack of water safety education by:
💧 Read up on the latest drowning statistics
💧 Learning and implementing NDPA’s 5 Layers of Protection
💧 Spreading water safety awareness in your community
💧 Donating or volunteering at your local aquatics center
💧 Go to a local @intlwsf event in your area

@Intlwsf is striving to make a planet that’s 70% water, 100% water safe, so become part of the change this May 15th!

#iwsf #watersafetyday #watersafety #ndpa #drownalliance #watersafetymonth #watersafetyseason #5layersofprotection #notonemoredrowning #drowningprevention

Tag NDPA as 
@drownalliance

Tag International Water Safety Day as 
@intlwsf

MAY 17: Supervision Video

Everyone has a responsibility to stay vigilant and aware in all environments involving water.

Remember the “3 C’s” of Supervision:
💧 Close: Within an arm’s reach
💧 Constant: Uninterrupted attention
💧 Capable: Can swim & knows CPR with rescue breaths

And when possible, swim near a lifeguard!

To learn more supervision tips and recommendations, visit @drownalliance.

#lifeguards #waterwatchers #watersafetymonth #drowningprevention #swimmingpool #decreasedrowning #poolsafety #swimming #nationaldrowningpreventionalliance #npda
MAY 19: Designated Water Watcher

According to NDPA, Water Watchers are responsible adults who agree to actively and constantly supervise children in the water.

If you or a loved one volunteer to be a designated Water Watcher, keep in mind the “3 C’s” of Supervision, a critical layer of protection:

💧 Close: within an arm’s reach
💧 Constant: uninterrupted attention
💧 Capable: can swim & knows CPR

To learn more about Water Watchers and how to use supervision as one of the 5 Layers of Protection, visit https://ndpa.org/layers/

#watersafetyseason #waterwatcher #supervision
#ndpa #drownalliance #drowningprevention
#watersafety #5layersofprotection #swimming
#poolsafety

MAY 22: Water Competency Video

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.

Swimming is not an innate ability for humans, so it is crucial for every person to learn water competency and swimming skills as soon as they are able.

Water competency and swim lessons should be a continuous effort and maintained during the entire year, so finding the right swim program for you and your family is important – you can use the NDPA’s Swim Decision Chart and Checklist to help!

Follow @drownalliance for more information on water competency as a layer of protection.

#watercompetency #watersafety #swimming
#watersafetymonth #ndpa #watersafetyseason
#drownalliance #swim #swimlessons #swimmingpool

Tag NDPA on Facebook and Instagram as: @drownalliance
MAY 24: Swim Lesson Chart & Checklist

Water competency is an important layer of protection, but it can be difficult to identify the right swim program for your family.

@drownalliance has made it simple creating a Swim Program Decision Chart and Checklist!

To download your chart and checklist, visit @drownalliance or https://ndpa.org/water-competency/

#watersafety #swimlessons #watersafetyseason #watersafetymonth #drownalliance #layersofprotection #swimming #swimclasses #pool

Tag NDPA on Facebook and Instagram as: @drownalliance

MAY 28: Life Jackets Video -

U.S. Coast Guard (USCG) tested and approved life jackets should be worn by everyone especially when in or around open or natural bodies of water, and when boating.

Life jackets should be sized appropriately for the wearer.

When other layers of protection may break down, life jackets can help prevent unintentional drowning.

To learn more about life jackets as a layer of protection, follow @drownalliance

#lifejackets #watersafety #ndpa #drownalliance #watersafetymonth #5layersofprotection #layersofprotection #watersafetyseason #openwater #boating #uscg
As 1 of NDPA’s 5 Layers of Protection, life jackets should be worn by everyone when around open water – especially when boating, on non-motorized watercraft, or in/around natural bodies of water.

Life jackets must be sized appropriately for the wearer, so an adult’s life jacket won’t fit a child, just as a child’s life jacket won’t fit an adult!

A life jacket is useful in many environments, including a backyard gathering with a pool present. When other Layers of Protection may break down in that setting, the life jacket layer can help prevent an unintentional drowning.

Keep in mind, life jackets alone will not teach a child to swim and are only effective when they are worn before you end up in the water.

Never replace or substitute inflatable arm bands, inner tubes, or other water toys for tested and approved life jackets.

Drowning is preventable! Use ALL 5 Layers of Protection to keep you and your loved ones safe around water!

For more water safety tips, follow @drownalliance

#memorialday #5layersofprotection #drownalliance #watersafetymonth #watersafetyseason #watersafety #ndpa #safety #layersofprotection #childsafety #drowningprevention

Tag NDPA on Facebook and Instagram as: @drownalliance

As you celebrate today with friends and family, don’t forget to practice water safety when in, on or around water!

Stay safe by keeping NDPA’s 5 Layers of Protection in Mind:

1. Using Barriers and Alarms
2. Constant, Consistent, and Capable Supervision
3. Learning Basic Water Competency Skills
4. Wearing a USCG-Approved Life Jackets when in, on, or around open water
5. Preparing for an Emergency by learning CPR with Rescue Breaths

For more water safety tips, follow @drownalliance

#memorialday #5layersofprotection #drownalliance #watersafetymonth #watersafetyseason #watersafety #ndpa #safety #layersofprotection #childsafety #drowningprevention

Tag NDPA on Facebook and Instagram as: @drownalliance

As 1 of NDPA’S 5 Layers of Protection, life jackets should be worn by everyone when around open water – especially when boating, on non-motorized watercraft, or in/around natural bodies of water.

Life jackets must be sized appropriately for the wearer, so an adult’s life jacket won’t fit a child, just as a child’s life jacket won’t fit an adult!

A life jacket is useful in many environments, including a backyard gathering with a pool present. When other Layers of Protection may break down in that setting, the life jacket layer can help prevent an unintentional drowning.

Keep in mind, life jackets alone will not teach a child to swim and are only effective when they are worn before you end up in the water.

Never replace or substitute inflatable arm bands, inner tubes, or other water toys for tested and approved life jackets.

Drowning is preventable! Use ALL 5 Layers of Protection to keep you and your loved ones safe around water!

Follow @drownalliance for more water safety tips.

#5layersofprotection #drownalliance #lifejackets #watersafetymonth #watersafetyseason #watersafety #ndpa #layersofprotection #childsafety #drowningprevention

Tag NDPA on Facebook and Instagram as: @drownalliance
JUNE POSTING SCHEDULE

WATER SAFETY SOCIAL POSTS

JUN 5: Emergency Preparation Video

You can’t predict when an emergency will strike, especially when it can happen in or out of the water. Being prepared for a water-related incident can mean the difference between life and death.

Some ways to stay vigilant in an emergency include:
• Having access to a phone poolside (a landline is best) to call 911
• Learning & practicing CPR with rescue breaths
• Enrolling in a local water safety course with hands-on practice using rescue equipment

If a child is ever missing, always check the nearest water feature near your home. Every second counts!

To learn more about how you can prepare for a water emergency, visit @drownalliance.

#emergencypreparation #layersofprotection #watersafety #ndpa #5layersofprotection #cpr #emergency #childsafty #watersafetyseason #drowningprevention #drownalliance

JUN 7: CPR W/Rescue Breaths

When an emergency occurs, knowing a life saving skill like CPR can mean the difference between life and death.

If you ever encounter a victim who is not breathing, ALWAYS call 911 before trying to perform CPR with rescue breaths.

Drowning is considered a hypoxic event – meaning it affects all of the organs in the body from the lack of oxygen being supplied to the brain which results in eventual cardiac and respiratory arrest.

When you combine rescue breaths with chest compressions, you increase the oxygen level in the victim's blood, saving their organs.

Proper training and certification for CPR needs to be refreshed about every 1-2 years, especially if there are recent changes in recommendations.

To find a CPR and First Aid class near you, check with your local hospital, fire department, or use the American Heart Association or American Red Cross Websites.

When other Layers of Protection fail, CPR with rescue breaths could save a life! Learn more about each of the 5 Layers of Protection from @drownalliance!

#drowningcpr #emergencypreparation #watersafetyseason #drownalliance #ndpa #firstaid #cpr #5layersofprotection #safety #heartassociation #redcross

Tag NDPA on Facebook and Instagram as: @drownalliance
JUN 12: What are the 5 Layers?
Due to the tragic numbers of unintentional childhood drowning deaths in the United States, the National Drowning Prevention Alliance came up with various types of strategies and physical barriers that would work together to help prevent drowning and promote water safety.

All of the layers are meant to be used constantly and simultaneously.

The 5 Layers of Protection consist of:
1. Barriers & Alarms
2. Supervision
3. Water Competency
4. Life Jackets
5. Emergency Preparation

To learn more about each individual Layer of Protection from @drownalliance and visit https://ndpa.org/layers/  

#watersafety #5layersofprotection #drownalliance #ndpa #drowningprevention #layersofprotection #barriers #alarms #supervision #watercompetency #lifejackets #emergencypreparation

JUN 14: Vacation Water Safety Checklists
Warm weather, sunshine, and vacations are on the horizon! Stay prepared this summer with @drownalliance Vacation Safety Checklists!

These checklists give you a list of questions, preparation tips, and safety precautions to take during each step of your vacation process.

Whether you are embarking on a special family boating trip, heading to the beach, or taking a dip in your hotel pool – download your vacation water safety checklists today in the link below 👇
https://ndpa.org/vacation-checklists/

#watersafety #vacationchecklist #watersafetyseason #drowningprevention #drownalliance #ndpa #swimming #pools #ocean #downloadable #vacation #hotel

Tag NDPA on Facebook and Instagram as: @drownalliance
JUNE POSTING SCHEDULE

SHAREABLE POSTS

WATER SAFETY SOCIAL POSTS

JUNE POSTING SCHEDULE

JUN 19: World’s Largest Swimming Lesson

The World’s Largest Swim Lesson (WLSL) is a global drowning prevention event launched by the World Waterpark Association. This program serves as a way to help communities build awareness about the fundamental importance of teaching children to swim.

Research suggests that children ages 1-4 who participate in formal swim lessons can reduce their risk of drowning by 88%.

This year, The World’s Largest Swimming Lesson will be held June 22, 2023.

Get involved with the World’s Largest Swimming Lesson By:
💧 Finding a local WLSL Event before June 22nd!
💧 Learning and Implementing Water Safety Tips
💧 Learn to Swim!

For more information about how you can get involved, visit https://www.wlsl.org/wlsl or @team_wls

#swimming #swim #learntoswim #watersafetyseason #ndpa #drownalliance #holiday #watersafety #swimlessons #pool #swimmingpool #wls

Tag NDPA as: @drownalliance
Tag WLSL as: @team_wls

JUN 21: Water Watcher Rules

Drowning is the single leading cause of death for children ages 1-4, so when it’s your turn to be the designated Water Watcher, always follow these rules – it can save a life!

Learn the 5 Layers of Protection to prevent drowning:
💧 Barriers & Alarms
💧 Supervision
💧 Water Competency
💧 Life Jackets
💧 Emergency Preparation

Download your Water Watcher Card by visiting the link below:
https://ndpa.org/water-competency/

#waterwatcher #supervision #ndpa #drownalliance #watersafetyseason #watersafety #watersupervision #5layersofprotection #layersofprotection #drowningprevention

Tag NDPA on Facebook and Instagram as: @drownalliance
Rip currents are powerful, narrow channels of fast-moving water and can sweep even the strongest swimmer away from shore very quickly. They are common on many beaches but do not pull people under the water, so if you or a loved one get caught in one, always remain calm.

Some ways you can protect yourself from a rip current include:

1. Always using NDPA’s 5 Layers of Protection
2. Consult lifeguards before entering the water
3. Assume rip currents are always present
4. Learn to identify what a rip current looks like
5. Don’t swim against the current, swim at an angle to try to escape
6. Ensure children know how to swim in open water currents
7. When in doubt, don’t go out

For more water safety tips, follow @drownalliance

Tag NDPA on Facebook and Instagram as: @drownalliance

JUN 28: Rip Current Statistic

Every year, an estimated 87 children drown in the home, two-thirds of which occur in bathtubs.

An infant can drown in less than 2 inches of water for 30 seconds, making it exceptionally important to never leave your little one alone in the bath.

Ensure you take the proper precautions around water by using the 5 Layers of Protection, even during something that is part of our daily routine.

Read @drownalliance blog about the best methods to minimize the risk of bathtime injury and drownings in the home:

#bathsafety #watersafetyseason #ndpa #drownalliance #supervision #drowningprevention #watersafety #5layersofprotection #childsafety #childsaftytips

Tag NDPA on Facebook and Instagram as: @drownalliance

#ripcurrent #ocean #beaches #watersafetyseason #drowningprevention #watersafety #lifeguard #safety #rescue #openwater #drowning #ndpa #drownalliance
JULY POSTING SCHEDULE

JUL 3: Emergency Room Statistic

From the moment our children are born, we become aware of all of the dangers that appear as they begin to grow and become curious. Life will always be full of dangers, but there are simple steps we can take to ensure the prevention of childhood drownings, fatal and nonfatal.

We must work together to help our communities safe in and around water by using the 5 Layers of Protection:

💧 Barriers & Alarms
💧 Supervision
💧 Water Competency
💧 Life Jackets
💧 Emergency Preparation

Follow @drownalliance for the best water safety strategies to prevent drowning in our communities.

#drowningprevention #ndpa #drownalliance
#watersafety #watersafetyseason
#5layersofprotection #layersofprotection #childsafety
#statistic #drowningispreventable

JULY 4: Fourth of July

A few July 4 reminders:

🎇 Never swim alone, use the buddy system!
🎆 Wear a USCG-approved life jacket when in, on or around open bodies of water
🎇 Follow boating best practices like including a float plan, pre-departure checklist, knowing signs of a heat stroke, and knowing basic hand signals
🎆 Use @drownalliance 5 Layers of Protection together!

Have a happy and safe Fourth of July!

#fourthofjuly #july4 #holiday #drowningprevention
#ndpa #drownalliance #watersafety
#watersafetyseason #5layersofprotection
#layersofprotection #beachsafety

Tag NDPA on Facebook and Instagram as: @drownalliance

Tag NDPA on Facebook and Instagram as: @drownalliance
JUL 12: Pool Toy vs. Pool Safety Device

While colorful pool floats are a fun way to enjoy the water, it is critical to know the difference between a pool toy and a pool safety device.

Although they may look similar, not all floatation devices are U.S. Coast Guard-approved. Anything inflatable can easily deflate, leaving children vulnerable.

Consider the following when using water toys:
💧 Find a designated area to store water toys away from the pool during non-swim times
💧 Use the 3 C’s of Supervision: Constant, Close, and Capable
💧 Always use NDPA’s 5 Layers of Protection, including physical barriers

Any flotation device not specifically USCG-approved should NEVER be considered a safety device for water activities.

To learn more about the 5 Layers of Protection, follow @drownalliance

#watersafety #floaties #flotationdevices #watersafetyseason #5layersofprotection safetydevices #pooltoys #childsafty #childsafetytips #drowningispreventable #ndpa #layersofprotection #watersafetytips #preventeddrowning #stopdrowning nationaldrowningpreventionalliance

JUL 20- 5 Layers Work Together

Drowning happens quickly and quietly, so no single prevention strategy is enough. It is up to all of us to use the 5 Layers of Protection to prevent the risk of drowning and aquatic injuries. It only takes a few minutes to learn and can save a life!

1. Barriers & Alarms
2. Supervision
3. Water Competency
4. Life Jackets
5. Emergency Preparation

Learn more about each Layer of Protection with @drownalliance and visit https://ndpa.org/layers/

#watersafety #5layersofprotection #drownalliance #ndpa #drowningprevention #layersofprotection #barriers #alarms #supervision #watercompetency #lifejackets #emergencypreperation
AUGUST POSTING SCHEDULE

WATER SAFETY SOCIAL POSTS

JUL 25- World Drowning Prevention Day

When the United Nations General Assembly declared World #DrowningPrevention Day, it drew attention to the urgent need for our communities to provide life-saving solutions to prevent drowning.

@who came up with a simple idea: Organizations work with their local authorities to illuminate landmarks in blue light during the evening every July 25th. Today is an important day to continue those efforts and ensure that everyone has the resources they need to stay safe.

Some ways to observe World Drowning Prevention Day include:
- Raising awareness and water safety education
- Starting a local water safety coalition
- Donating to your local water safety organizations
- Learning and implementing NDPA’s 5 Layers of Protection!

Do your part to prevent drowning by following @drownalliance and visiting ndpa.org about how you can help reduce the numbers!

#watersafety #watersafetyseason #holiday #ndpa #drownalliance #notonemoredrowning #5layersofprotection #layersofprotection #safety #drowningispreventable

Tag NDPA as:
@drownalliance

Tag WHO as:
@who

AUG 8: School Bus Statistic

With an average school bus seating about 80 students, losing 10 school buses each year is a staggering amount of children losing their life (according to the CDC from 2011-2020 there was an average of 854 per year) from unintentional drowning.

The good news is, you can make a difference!

Drowning is preventable and requires us to do more for our community by learning the 5 Layers of Protection to help prevent drowning.

Learn more about the 5 Layers of Protection by checking out @drownalliance.

Sources:

#drowningprevention #ndpa #drownalliance
#watersafety #watersafetyseason
#5layersofprotection #layersofprotection
#safety #drowningispreventable #cdc

Tag NDPA on Facebook and Instagram as:
@drownalliance