



## Water Safety – Supervise Children ALWAYS SUPERVISE CHILDREN AROUND WATER

Supervision is the single most important thing you can do to keep children safe around water.

We all know how busy things can get and when you're trying to do many things at once, this is when you can get distracted. Children can wander away unnoticed while parents attend to other tasks.

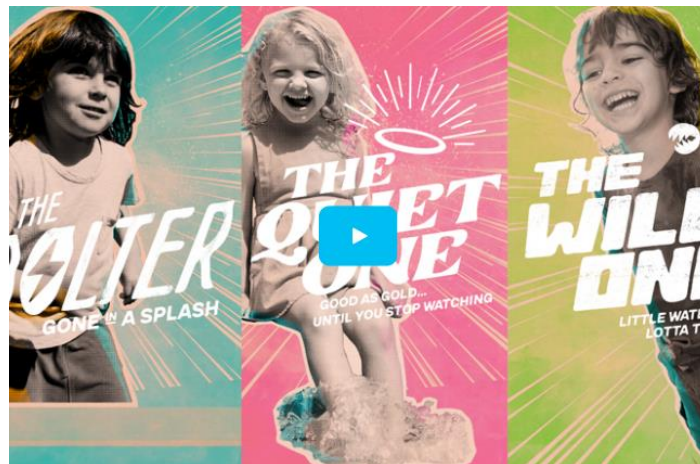
Remember to always Keep Watch and to keep within arm's reach.

### EYES ON THE PRIZE - PREPARE FOR THE UNEXPECTED. ALWAYS KEEP WATCH.

Kids will be kids. And we love them all. Cute, funny, quiet, wild, angelic, studious, all of them with their own unique personalities, all of them curious and unpredictable. One day avid explorers and princesses the next, with everything in between. Which is why we love them even more!

But they have one thing in common: Kids can't help themselves around water, you need to.

Keep Watch to keep children safe around water.



<https://youtu.be/jRuEp6AIC6A>

### DROWNING DEATHS IN CHILDREN



**22**

Children aged 0 to 4 years drown, on average, each year in Australia



**100%**

Almost all deaths are due to a lack of or lapse in adult supervision



**51%**

Of young children drown in swimming pools



**77%**

Of drowning deaths in children aged 0 to 4 are due to a fall



**1-2 years**

Children aged 1 to 2 years old are at greatest risk of drowning