



**FOR IMMEDIATE RELEASE CONTACT:**

Lori Schmidt, Office 480-312-1817,

Mobile 480-272-1710

## **WATER SAFETY ADVOCATES ON ALERT FOR HOLIDAY WEEKEND**

### **Families Reminded to Take Measures to Prevent Drowning**

- A 2-year-old boy died at the hospital after he was found floating face down in a pool at a Mesa apartment complex...
- A 4-year-old boy pulled from a Gilbert swimming pool after a pool party was released from the hospital...
- A 5-year-old boy is in critical condition after being left in the pool at a Phoenix apartment complex...
- A 2-year-old girl died at the hospital after being left in a pool at a Tempe apartment complex ...

The stories have been non-stop this summer with multiple water-related incidents that have resulted in the deaths of 16 children so far this year. This has Water Safety advocates in the Valley bracing for the coming Labor Day weekend as holidays often bring a spike in the number of drowning calls.

“This weekend across the country is considered the last blast of summer,” says Lori Schmidt, Drowning Prevention Coalition president. “But with the fun in the sun, we often see a rise in drowning calls. Families are distracted and that lapse of supervision can prove deadly – even with multiple people poolside.”

In nearly a dozen water-related incidents this year, children were in a group setting beside the pool. Drownings typically are undramatic and surprisingly quiet; and according to the CDC, adults may have watched the whole process not having a clue what has happened.

This holiday weekend, the DPCA stresses the importance of supervision to prevent these tragic scenarios.

- Constant **eye-to-eye supervision** is key to preventing drowning. Don't be distracted by yard work, phone calls or reading materials when children are in the pool or poolside.
- During pool parties, **designate an adult** to watch all of the children in the pool. Rotate this duty in 20 minute intervals to keep attention fresh. Consider hiring a lifeguard.
- Those who are on pool duty should **limit alcohol consumption**.
- **Maintain barriers** if party moves away from pool to keep young ones away from the water.

# # #

The Drowning Prevention Coalition, a community based organization comprised of parents, health and safety professionals and business leaders, exists to provide a forum to prevent drowning and near drowning through the promotion of education, legislative action and enhanced product safety. Check out our website at [www.preventdrownings.org](http://www.preventdrownings.org) for more information.