

5 ACTIONS TO PREVENT DROWNING

- 1 ASSIGN AN ADULT WATER GUARDIAN TO CONSTANTLY WATCH CHILDREN AROUND WATER. STAY IN ARMS REACH. 
- 2 LEARN TO FLOAT. LEARN BASIC SWIMMING SKILLS. NEVER SWIM ALONE. 
- 3 WEAR U.S. COAST GUARD APPROVED LIFE JACKETS IN AND AROUND OPEN WATER, ON DOCKS AND ON BOATS. 
- 4 BLOCK ACCESS TO WATER. ENSURE MULTIPLE BARRIERS ARE IN PLACE. 
- 5 LEARN CPR. REFRESH YOUR SKILLS EVERY YEAR. 

Dear Friend,

Drowning is the #1 cause of unintentional injury-related death for children under 5, and a leading cause for children 14 and under. Yet, DROWNING IS PREVENTABLE. Families, like yours, are losing children of all ages to drowning in water of all types.

In 2008, we lost our 4-year-old son, Colin, to a pool drowning the day after he successfully completed swim lessons. Adult family and friends were present. Lifeguards were on duty. Colin still drowned in shallow water . . . quickly and silently.

The day we lost Colin changed our lives forever. We began Colin's Hope, a nonprofit organization, to educate parents, caregivers and children about water safety and the risks of drowning. Our year-round programs help keep families safer around water. Please read this card, visit our website, www.colinshope.org, and **BE A WATER GUARDIAN**. Together, we can end the childhood drowning epidemic.

latham
The Pool Company



Colin Holst

LEARN THE SIGNS OF DROWNING



Older children are also at risk for both fatal and non-fatal drownings. Please view "The X-Effect" on the front of this card.

Sincerely,

Jeff & Jana Holst

Colin's Parents and Founders of Colin's Hope



COLIN'S HOPE[®]

TAKE & SHARE OUR WATER SAFETY QUIZ: www.colinshope.org/quiz

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DROWNING IS FAST AND SILENT

Keep your family safer with these
**WATER SAFETY
LAYERS OF PROTECTION**



COLIN HOLST



**CONSTANT VISUAL
SUPERVISION**



**LEARN
TO SWIM**



**WEAR
LIFE JACKETS**



**BLOCK ACCESS
TO WATER**



**KEEP YOUR
HOME SAFER**



**MISSING PERSON?
CHECK WATER FIRST**



**PRACTICE DRAIN
SAFETY**



**PRACTICE OPEN
WATER SAFETY**



**LEARN CPR &
REFRESH SKILLS**

**FIND MORE RESOURCES AT
www.colinshope.org**

DROWNING IS PREVENTABLE



WATER GUARDIAN PLEDGE

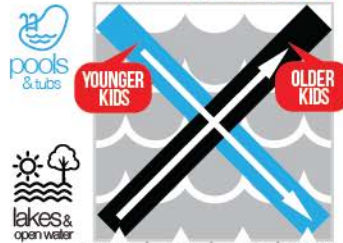
- I WILL constantly watch children around water.
- I WILL NOT become distracted.
- I WILL learn CPR and the signs of drowning.
- I WILL be ON DUTY until relieved by another adult.

For more information, visit www.colinshope.org

Para información en español,
visite www.colinshope.org/espanol



the **LV** project **X EFFECT.**



**!! YOUNGER KIDS ARE AT HIGH RISK IN POOLS & TUBS.
OLDER KIDS ARE AT HIGH RISK IN LAKES & OCEANS.**