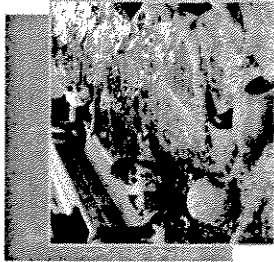




Together, we can save a life

Swimming and Water Safety Courses



Make a Splash with the NEW American Red Cross Swimming and Water Safety Program



Together, we can save a life

www.redcross.org

American Red Cross Swimming and Water Safety Program.

Build Swimming Skills That Last a Lifetime

Stock No. 654149 Rev. 05/04

Learn from the Most Trusted Name in Aquatics Training.

Millions of people choose the American Red Cross for swimming, lifeguarding and other water safety training every year. Newly updated courses from the American Red Cross are just one of many reasons why you should choose the Red Cross Swimming and Water Safety program for your family.

- Take advantage of the most complete aquatic program in the country—there's something for every age and level of ability;
- Learn from highly-trained, professional Red Cross-certified instructors;
- Assure your safety and the safety of your loved ones;
- Count on the Red Cross for state-of-the-art courses that are packed with information—and fun;
- Trust the 90-year history of the Red Cross as the leader in water safety—nobody does it better.

Find out more today.

For more information, contact the aquatic facility where you obtained this brochure, or call your local American Red Cross chapter for a list of aquatic facilities in your area.

To find your local chapter, visit www.redcross.org



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A1800
April 2003



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TOGETHER WE PREPARE



5 ACTIONS FOR EMERGENCY PREPAREDNESS

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S Drowning is the second leading cause of injury-related death among children ages 1 to 14 in Wisconsin

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Drowning usually occurs quickly and silently, happening in a matter of seconds. Most drownings happen in swimming pools and open bodies of water. The City of Milwaukee, the American Red Cross, Boys and Girls Clubs of Greater Milwaukee, Injury Free Coalition for Kids of Milwaukee, Milwaukee County Park System, Milwaukee Fire Department, Milwaukee Police Department, Milwaukee Public Schools Division of Recreation and Community Services, Safe Kids Wisconsin, YMCA of Metropolitan Milwaukee and the Urban Ecology Center all are part of the Milwaukee Water Safety Task Force. The task force is dedicated to creating an awareness of the importance of safe play around open bodies of water, specifically in three ZIP codes: 53208, 53212, and 53215. Color me! The Water Safety Task Force encourages you to talk to children about the 4 steps to water safety:

- 1. Supervision.**
Always be responsible and provide constant supervision when children are playing in or near water.
- 2. Learn to swim.**
Learn how to swim and have

kids learn to swim. Skills taught during swimming lessons can help children understand how to safely have fun in the water.

- 3. Play safe.**
Teach children to always play in areas of water where life-guards and adults are present. Never allow children to swim alone.
- 4. Get help.**
If you come across someone in trouble in the water, teach children to call 911 and get an adult.

American Red Cross The American Red Cross has been the leader in water safety training for more than 90 years. Our Learn to Swim courses offer something for everybody, beginning at 6 months, as well as a wide range of lifelong fitness and personal safety skills. American Red Cross courses are taught by certified instructors. When it comes to activities in, on or around the water, safety always comes first — and the American Red Cross offers trusted programs! See the Milwaukee Public Schools Division of Recreation and Community Services Activity Guide for more informa-

tion on Learn to Swim. Injury Free® Coalition for Kids of Milwaukee Injury Free Coalition for Kids of Milwaukee is a partnership of Children's Hospital and Health System, the Medical College of Wisconsin and the Robert Wood Johnson Foundation. Its goal is to reduce the number of Milwaukee children being injured in specific neighborhoods with the highest rates of injury by providing education and services. For more information, please call (414) 390-2174. Milwaukee Public Schools Community Learning Centers (CLCs) CLCs will be open this summer for fun and learning. This free program will provide youth with academic enrichment activities, sports, arts and crafts, playground games, field trips and summer meals. For more information, call (414) 475-8941.



What parents should know about children and water safety

Water activities can be fun, provide good exercise for children, and be a good source of recreation involving children and adults. But when there is a lack of supervision, being in an unsafe water environment or no safety gear being used, these factors can result in an unintentional drowning.

Following are 4 tips to remember to ensure the "Designated Adult" has the appropriate skills needed when children are near or in water.

1. Be Responsible:
 - Provide constant supervision when children are near or in water. Do not engage in distracting behavior.
2. Know How to Swim:
 - Have appropriate swimming skills, and training on Infant and Child CPR. (Local American Red Cross or any other water safety certified agency might offer training).
3. Know the Water Environment and have Safety Gear present:
 - Make sure there are multiple

layers of protection around the water environment you are in including appropriate signage and emergency equipment available. (Ex. In Pools, boats or near bodies of water).

- Have proper safety swimming gear such as Personal Floation Devices (PFD's) approved by the U.S. Coast Guard for everyone on boats, in or near open bodies of water, or participation in water sports or activities.

- When pools are closed, you are prohibited from entering after hours.

4. Emergencies Call 911:

- If someone is in trouble in the water call 911. What Should I Know About Running Waters and Frozen Waters?

Running Waters:

Rivers and Channels pose more of a hazard after a heavy rainfall.

- Many people who live near bodies of water do not think of them as hazardous or realize how strong the current might be. (Ex. A road that is filled with running water could carry a

motor vehicle a long distance).

- Do not let children or teenagers play near water, especially after a rainfall when water levels are high and currents are strong.
- Always keep in mind; if there is no lifeguard present, then it may not be a safe place to swim. (Do not go in or try to swim).

- Do not go into swift-moving waters to rescue someone. Always Call 911! (A gold medalist swimmer would have problems swim-

ming in swift-moving waters).

- If you see a personal flotation device, throw it into the water to the person. Remember, Throw Don't Go!

Frozen Waters:

- Do not participate in unorganized water activities on frozen waters, such as lakes, rivers, and large bodies of water.

- Do not walk, bike, or ride in any motorized vehicles on frozen bodies of water. Keep in mind that in the

time it takes to answer the phone, a child can drown in:

- Bath tubs
- Buckets of water
- Toilets
- Pools and Spas
- Water on Pool Covers
- Wading Pools
- Rivers or Dams
- Ponds or Lagoons

For other helpful water safety hints, please contact the Safety Division Office at 414-935-7990. www.milwaukeekeepalive.org

