



accidents don't have to happen

The xylem logo consists of the word "xylem" in a white, lowercase, sans-serif font, positioned over a background of dark, turbulent water with white foam. To the right of the text is a colorful circular graphic made of four overlapping segments in green, blue, orange, and purple, which is partially cut off by the edge of the page.

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# Alcohol Awareness: Social Media Toolkit

## Introduction

Many countries report alcohol consumption as a cause of drowning. Drinking alcohol increases the risk of drowning for several reasons:

1. It reduces balance and muscle control, increasing your chance of falling into the water and making it harder for you to float and swim
2. It slows your reaction time, making it harder for you to respond to hazards in or near the water
3. It impairs your judgement and decision-making skills, making you more likely to overestimate your swimming skills and take risks
4. It increases your risk of hypothermia by making your body lose heat more quickly in cold water.

Because of these risks, alcohol and water can be a fatal combination. The safest thing to do is to avoid drinking all alcohol if you are spending time near or in the water.

## Safety advice

- **Avoid drinking alcohol near water** – if you've had a drink, stay away from the water. Never enter the water if you have been drinking alcohol
- **Look out for others** – make sure everyone in your group gets home safely after drinking
- **Don't walk home near water after drinking alcohol** – take an alternative route home that avoids water
- **Never drink alcohol when supervising children** – if you are supervising children near water, avoid alcohol completely.



## What to do in an emergency

**If you get into trouble in the water, Float To Live:**

1. Tilt your head back with your ears under the water
2. Stay calm and breathe normally
3. Move your hands to help you float
4. Don't worry if your legs sink, everybody floats differently
5. Once you feel calm, shout for help or swim to safety

**If you see someone in trouble in the water, remember Phone Float Throw:**

- **Phone** the emergency services to get help
- Tell the person to stay calm and **float** on their back
- **Throw** them rescue equipment to help them float until the emergency services arrive.

## Social media posts

We have created these posts to help you share information about alcohol safety near water with your family, friends and colleagues. You can post the images and captions directly to your feed or share the information privately via direct message. Posts can be used for Facebook, Instagram or LinkedIn.

### Post 1

### Image

Alcohol and open water are a dangerous combination. Alcohol affects your balance, which increases your chance of falling into the water, as well as making it harder for you to float and swim. It also makes you more likely to take risks, leading you to overestimate your swimming skills.

If you have enjoyed a drink with other people, make sure everyone in the group gets home safely.





## Post 2

## Image

Five reasons why drinking alcohol near water dangerous:

1. It affects your balance, increasing your chance of falling into the water
2. It reduces muscle control, making it harder for you to float and swim
3. It slows your reaction time, which stops you from responding to hazards in or near the water quickly
4. It impairs your judgement, making you more likely to take risks and overestimate your swimming skills
5. It increases your risk of hypothermia by causing your body to quickly lose heat in cold water.

Many countries report alcohol as a cause of drowning. Stay safe – avoid drinking alcohol near water.

### Alcohol:

- Affects your balance, increasing your chances of falling in
- Reduces your muscle control, making it harder to float and swim
- Slows your reaction time, stopping you from responding to hazards
- Impairs your judgement, making you more likely to take risks
- Increases your risk of hypothermia in cold water

**Avoid drinking alcohol near water.**



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## Post 3

## Image

If you are looking after children while they are swimming or playing near the water, always avoid alcohol.

Alcohol slows your reaction time, making it harder for you to notice dangers and take action if someone gets into trouble in the water.

If you see someone struggling in the water, remember Phone Float Throw: phone the emergency services to get help, tell the person in the water to stay calm and float on their back, and throw them rescue equipment to help them float until the emergency services arrive.

### Looking after children near water?

Keep yourself alert. Avoid alcohol.



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