



accidents don't have to happen

The xylem logo is written in a lowercase, white, sans-serif font. It is positioned in the upper right corner of the page, set against a background of dark, turbulent water with white foam from waves.

xylem

# Supervision Around Water: Social Media Toolkit

## Introduction

According to the World Health Organization, children are disproportionately affected by drowning. Children under five years old account for about a quarter of all drowning deaths globally.

There are many reasons why children are vulnerable to drowning: they are less aware of risks, they might be too young to have learned to swim, and they can drown quickly without help. Even shallow water can be dangerous to children. This includes pools, the beach, wells and – for small children – buckets of water.

As an adult, you can keep children safe around water by supervising them closely. As well as making sure they learn to swim, you can talk to them about the risks of water, and ensure their access to water is prevented by a fence or barrier.

## Safety advice

- **Always supervise children near water** – it is important to watch children closely when swimming, playing or spending time near water
- **Teach children to swim** – ensuring children know how to swim and float is one of the best ways to keep them safe around water
- **Talk to children about the risks of water** – It is important children understand the risks associated with water. This includes recognising deep water, strong currents, slippery edges, and sudden drops, as well as understanding why adult supervision is essential.
- **Install fencing and barriers** – Using barriers to control access to water hazards (such as well coverings, doorway barriers and playpens, and fencing for swimming pools) can help to reduce risk of drowning for young children.



## What to do in an emergency

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 supervising children 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

Always supervise children near water. They can drown quickly without help.

Even shallow water is dangerous to children. This includes pools, the beach, wells and buckets of water.

You can help keep children safe around water by watching them closely and talking to them about the risks.





## Post 2

## Image

As well as making sure children know how to swim, it's important to teach them about the risks of water. This includes deep water, strong currents, slippery edges and sudden drops.

Talk to children about the dangers of water. Make sure they know how important it is to stay close to an adult when swimming or spending time near water.



## Post 3

## Image

You can help keep children safe around water by using barriers and fences to limit their access.

Well coverings, doorway barriers, playpens and fencing around swimming pools can all help reduce risk of drowning for young children.

If you have water located near your home or place of work, it is important to install appropriate barriers.

