

**FACT:**

Drowning is the 2nd leading cause of injury death for children in Europe.



Drownings happen quickly and silently.  
You can do something.

**Actively supervise all young children.**

[www.childsafetyeurope.org/watersafety](http://www.childsafetyeurope.org/watersafety)

A EUROPEAN WATER SAFETY AND DROWNING PREVENTION CAMPAIGN  
European Child Safety Alliance in partnership with Johnson & Johnson

Series of Water Safety Ads  
23 picas x 23 picas (9.75 cm x 9.75 cm)

**FACT:**

Drowning is the 2nd leading cause of injury death for children in Europe.



Drownings happen quickly and silently.  
You can do something.

**Wear a lifejacket when boating or fishing.**

[www.childsafetyeurope.org/watersafety](http://www.childsafetyeurope.org/watersafety)

A EUROPEAN WATER SAFETY AND DROWNING PREVENTION CAMPAIGN  
European Child Safety Alliance in partnership with Johnson & Johnson

**FACT:**

Drowning is the 2nd leading cause of injury death for children in Europe.



Drownings happen quickly and silently.  
You can do something.

**Get trained in CPR.**

[www.childsafetyeurope.org/watersafety](http://www.childsafetyeurope.org/watersafety)

A EUROPEAN WATER SAFETY AND DROWNING PREVENTION CAMPAIGN  
European Child Safety Alliance in partnership with Johnson & Johnson

**FACT:**

Drowning is the 2nd leading cause of injury death for children in Europe.



Drownings happen quickly and silently.  
You can do something.

**Use pools that are fenced with locking gates.**

[www.childsafetyeurope.org/watersafety](http://www.childsafetyeurope.org/watersafety)

A EUROPEAN WATER SAFETY AND DROWNING PREVENTION CAMPAIGN  
European Child Safety Alliance in partnership with Johnson & Johnson

**FACT:**

Drowning is the 2nd leading cause of injury death for children in Europe.



Drownings happen quickly and silently.  
You can do something.

**Teach children never to swim alone.**

[www.childsafetyeurope.org/watersafety](http://www.childsafetyeurope.org/watersafety)

A EUROPEAN WATER SAFETY AND DROWNING PREVENTION CAMPAIGN  
European Child Safety Alliance in partnership with Johnson & Johnson

**FACT:**

Drowning is the 2nd leading cause of injury death for children in Europe.



Drownings happen quickly and silently.  
You can do something.  
**Teach your children how to swim.**

[www.childsafetyeurope.org/watersafety](http://www.childsafetyeurope.org/watersafety)

A EUROPEAN WATER SAFETY AND DROWNING PREVENTION CAMPAIGN  
European Child Safety Alliance in partnership with Johnson & Johnson