

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

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)

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Wear a lifejacket when boating or fishing.

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Get trained in CPR.

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Use pools that are fenced with locking gates.

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Teach children never to swim alone.

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Teach your children how to swim.

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