

A group of children are swimming underwater in a pool. They are wearing colorful goggles and are smiling. The water is clear and blue.

# PARACHUTE'S SAFE KIDS WEEK

Safe Swimming. Safe Splashing. Safe Kids.

June 7 – 14,

## About Parachute's Safe Kids Week

*Parachute's Safe Kids Week* is a national, public awareness campaign, with over 15 years of history, designed to raise awareness about the frequency and severity of preventable childhood injuries — the leading cause of death and disability among Canadian children.

This year, *Parachute's Safe Kids Week* focuses on water safety and drowning prevention. In the last 10 years more than 570 children have drowned in Canada. This is equal to almost 10 school buses.

Parachute encourages Canadians to be aware of important water safety tips to help prevent childhood drowning:

- ◆ **Stay Close, Keep in Sight and Listen.** Active supervision is key. Kids overestimate their skills and underestimate their environments like water depth or strength of current.
- ◆ **Life Jackets are Life Savers.** Young children under 5 years of age and weak swimmers should wear lifejackets when they are in, on or around the water.
- ◆ **Fence it, Prevent It!** Install a four-sided pool fence around your backyard pool. Researchers estimate that 7 out of 10 child drownings can be prevented with four-sided pool fencing.
- ◆ **Know How to Swim.** While it doesn't replace active adult supervision, swimming lessons allow children to gain confidence around water and learn swimming strokes and water skills.
- ◆ **Be Prepared.** Get trained in water skills, swimming skills, CPR and first aid. It could help save a life.

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**Parachute** is dedicated to preventing injuries and saving lives. A national charity, Parachute officially formed in July 2012, when the former Safe Communities Canada, Safe Kids Canada, SMARTRISK and ThinkFirst Canada joined together to become one leader in injury prevention. Parachute's injury prevention solutions, knowledge mobilization, public policy, and social awareness efforts are designed to help keep Canadians safe. Parachute's vision is an injury-free Canada with Canadians living long lives to the fullest. For information, visit [parachutecanada.org](http://parachutecanada.org), follow on Twitter, or join us on Facebook.

The logo for Parachute, featuring a stylized green umbrella icon above the word "Parachute" in a grey sans-serif font.

Parachute  
PREVENTING INJURIES. SAVING LIVES.