



WHAT WE DIDN'T KNOW WHEN OUR SON DROWNED



DROWNING

is the #1 Cause of Death in
Children Ages 1-4
and #2 in children under 14

Flotation devices **teach your children to drown** by teaching muscle memory to be vertical in the water. VERTICAL=DROWNING POSITION

Infant self-rescue swim classes (like what's taught through Infant Swimming Resource or ISR) teach children 6 months-6 years how to FLOAT and breathe AIR to SURVIVE through sensory and muscle memory

70% of drownings occur during NON-SWIM times

Drowning is SILENT and can happen in 20 seconds!

88% of drownings occur while at least 1 adult is present

77% of those who have drowned were seen less than 5 minutes before being discovered



It was minutes after changing our son's diaper to finding him in the pool unresponsive. We had gotten out of the water and eaten dinner already. It was not swim time for him any more. We thought he was playing with his cousins right next to us. Not until we were in the hospital when it was too late did we learn:

- ISR swim classes would have taught our precious boy how to roll to the surface of the water to breathe and save his life. Self-Rescue swim lessons ≠ general swim lessons. Face up= life saving.
- Puddle jumpers teach our kids through muscle memory to be vertical in the water, which is known as the drowning position. Our children's brains aren't capable of understanding that the only reason they are floating while in a puddle jumper is because of the device itself, not their own ability.

Ditch the puddle jumpers, teach your kids a respect for water before teaching them that it's fun and equip your precious children with survival swim skills they take with them wherever they go. Challenge yourself to Swim For Vinny and think differently about water safety and *how* you introduce your children to the #1 reason they could not live to see their 5th birthday (and #2 reason to not see 14).



Like Us!



Learn more at:

www.SwimForVinny.org



Follow Us!

