



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 (ISR) swim classes 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 thought he was playing right next to us. Not until we were in the hospital when it was too late did we learn:

- ISR (Infant Self Rescue) swim classes would have taught our precious boy how to roll to the surface of the water to breathe and save his life. Survival swim lessons ≠ general swim lessons
- 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, so they think they can swim when they reach water without us

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).



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