

SD SWIM SAFER

Fact Sheet

About

Presented by Prevent Drowning Foundation of San Diego, the County of San Diego, and First 5 San Diego, SD Swim Safer is a public education campaign geared toward increasing knowledge of drowning prevention methods and access to swim lessons.

Key Facts

- Children's accessibility to water in San Diego County is high, with 70 miles of coastline, 20 freshwater lakes, 7,466 public permitted bodies of water such as apartment complex swimming pools and many backyard pools.
- Drowning is the number one cause of unintentional injury deaths for children ages 1-4 and the second leading cause of death of children under 14.
- According to the USA Swimming Foundation, 79% of children in households with incomes less than \$50,000 have little-to-no swimming ability; this includes 64% of African American, 45% of Hispanic/Latino, and 40% of Caucasian children.
- In 2019, 100 fatal and non-fatal drownings were reported by Rady Children's Hospital alone.
- In 2018, there were 47 drowning deaths, 55 hospitalizations for non-fatal drownings and 87 emergency department discharges for non-fatal drownings in San Diego County.
- Formal swimming lessons reduce the likelihood of a child drowning by almost 90%.

Quotes from Key Spokespeople

- "A \$250,000 grant was awarded to the Prevent Drowning Foundation of San Diego to help educate youth and parents about drowning prevention and teach them skills they need to be safe at the pool and at the beach and helping underserved children be water safe with swim lessons. Addressing the disparity in our region is going to help save lives and help address the equity in our communities by adding more opportunities for San Diego County children to learn basic drowning prevention skills." - Supervisor Jim Desmond
- "It is vital that we prioritize water safety because together we can save lives. The Prevent Drowning Foundation of San Diego believes drowning is preventable and it is our vision to teach every child in San Diego how to swim. The SD Swim Safer campaign will promote water safety education and provide

access to individuals throughout the County of San Diego to learn the fundamental life skill of swimming.” - Nicole McNeil, President of Prevent Drowning Foundation of San Diego

- “Drowning is fast and silent - it only takes a few seconds. It is important for everyone to learn rescue breathing and CPR. Brain death occurs within minutes but with quick initiation of rescue breaths and CPR we can have much more success in survivability.” - Mike Stein, Fire Chief for the cities of Encinitas, Solana Beach and Del Mar

Social Media Links <use social media icons; use link for digital version>

- Website: www.sdswimsafer.org
- Facebook: @PDFSanDiego <https://www.facebook.com/PDFSanDiego/>
- Instagram: @pdfsandiego <https://www.instagram.com/pdfsandiego/>
- Twitter: @PDFSanDiego <https://twitter.com/PDFSanDiego>
- YouTube: Prevent Drowning Foundation of San Diego <https://www.youtube.com/channel/UC0GqhOEEdCb-EiNHD3hmrNyQ>
- Hashtags: #sdswimsafer, #drowningprevention