

60 Second Spot
Radio Address
Drowning Prevention

(sounds → kids splashing in the pool, phone rings)

Reader 1 (woman): "I have to grab the phone inside. You kids be careful. I'll be right back."

(sounds → kids splashing in the pool)

Reader 2 (little child): "Help! Help! Mom, come quick! Mark's drowning!"

Reader 3: Children can drown in a matter of seconds.

Touch supervision is the most effective way to protect your children.

Parents and caregivers should:

- Be in the water within an arms length
- Never leave children alone, not even for a moment
- Remove all toys and floats from water after use, and
- Never substitute waist or arm floats for life vests.

Most drowning incidents occur in residential pools, but children can also drown in ponds, wading pools, bathtubs, and even buckets.

Keep your kids at arms length providing touch supervision.

Reader 1: Brought to you by:

The Ounce of Prevention Fund of Florida, the Florida Department of Health, the Florida Department of Children and Families, and the Escambia County Health Department.