

Summer WATER SAFETY

Drowning accidents are always especially high in the summer months and over the last few years we have heard of too many tragedies that could have been avoided.

Every year people drown both at home and on holiday because they don't take simple precautions, so reaching people with water safety messages is vital.

We want people to enjoy the water safely. Please help to avoid another tragic summer this year by spreading the following water safety advice far and wide:



LOOK OUT FOR LIFEGUARDS

If you're looking for a place to cool off, always find a lifeguarded swimming site



IT'S COLDER THAN IT LOOKS

Water at open and inland sites is often much colder than it looks. Cold water can affect your ability to swim and self-rescue



DON'T GO TOO FAR

Always swim parallel to the shore, that way you're never too far away from it



IT'S STRONGER THAN IT LOOKS

Currents in the water can be very strong. If you find yourself caught in a current – don't swim against it – you'll tire yourself out. Stay calm, swim with the current and call for help



BRING A FRIEND

Always bring a friend when you go swimming so if anything goes wrong, you've got someone there to help



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