



**Water Safety
and Fun for
Everyone**

YMCA Water Safety Initiatives

A serious community problem

- Drowning is the second-leading cause of accidental deaths among children in Texas, behind automobile accidents.
- By far, swimming was the activity that most often led to drowning
- Last year in Houston, there were 49 drowning deaths among kids up to 14 years of age.
- A vast majority of these kids come from inner-city areas
- Statistically, between May 1st & September 1st, each year over the last decade, there has been a drowning or near-drowning every other day!



The YMCA... committed to making an impact

- The YMCA has been teaching kids and adults how to swim for over 100 years
- Last year alone, the Houston YMCA taught over 75,000 people, mostly kids, how to survive in the water through paid swim lessons
- Many of the kids that we teach to swim are provided with some financial assistance but the YMCA Water Safety program is a major initiative that addresses the needs of the entire community
- This year, the YMCA Water Safety program will include:
 - YMCA swim lessons
 - Apartment water safety program
 - Water safety resource web site
 - Public awareness campaign
 - Elementary education / middle school after school swimming lessons



The YMCA's goals are aggressive & will make a difference...

“Eliminate drownings through water safety education & awareness, and by teaching swimming skills”



The program elements of YMCA Water Wise



Teaching Swimming Programs

- YMCA Water Wise public awareness program
 - Campaign to educate community about how to help prevent drowning. This program includes a water safety website, development of a Speakers Bureau that equips presenters to deliver water safety training to various community groups, as well as several media events in the summer. Y Water Wise will target both parents & kids
- YMCA Swim Lessons
 - The YMCA will continue to teach kids & adults how to swim in all 38 local Centers throughout the year
- Apartment Y Water Wise Program
 - Traveling team of 6 YMCA Swim Instructors goes to area apartment complexes to teach basic swim instruction and water safety to residents for 1 hour a day for 1 week. This team would visit 4 different apartment complexes each week.
- Elementary Education/Middle School After School Swimming Lessons
 - Focuses on teaching children basic personal safety skills, and basic stroke development.



YMCA Water Wise Contacts

- YMCA Water Wise Website
 - www.ywaterwise.org
- YMCA Swim Lessons
 - Available at the YMCA nearest you.
 - To find that location, call 713-659-5566 or log on to www.ymcahouston.org. (*Limited financial assistance is available.*)
- Speaker's Bureau & Apartment Water Wise
 - Kristine Meyerson, 713-353-5207

