



Drowning Prevention: Recommendations for Media Content

Below are recommendations for content related to drowning prevention that can be shared at any time with media outlets. The recommendations were developed by the Education and Outreach Action Group from Water Safety Task Force of Oregon and are based on expertise, data, and news media reports. The goal is to encourage news media to share information and resources that are relevant to current concerns and the greatest risk factors for drowning in Oregon.

Recommended content to promote and cover:

- Many kids have not had swim lessons. There is limited availability due to pool closures and staff shortages. Extra safety precautions should be taken to supervise and protect children who have not had swim lessons.
- In Oregon, Teenage boys are at the greatest risk for drowning, and they are most likely to drown in natural water. Have conversations with teenagers about the dangers of open water and encourage them to take precautions.
- The [National Drowning Prevention Alliance](#) and the [American Red Cross](#) have a wide variety drowning prevention resources for parents and caregivers.
- Life jackets should always be worn while on any boat, kayak, paddleboard or inflatable product while in natural water, especially by children. Last year there were [fatalities](#) related to swimming on floating devices without life jackets. Kids should swim under the supervision of an adult.
- Swimming in natural water is different than swimming in a pool. the water can be very cold, and there are drop offs, entrapment risks, other swimmers, boats, and fishing lines which can be hazardous. The currents and environment can also change on a daily basis and “familiar” swim areas can have new hazards that weren’t there before.
- Even when they are wearing life jackets, parents should supervise children at all times while swimming. [Safe Kids Worldwide](#) offers free downloadable [Water Watcher](#) cards, which parents and caregivers can use to designate a person to supervise children.
- Puddle jumper life jackets, which are designed for small children and secure around the chest and arms, are Coast Guard approved, but do not offer the same level of protection as regular life jackets. When riding on a boat, it is recommended to use a vest-style or horse-shoe life jacket.

To promote inclusive coverage of your events, we recommend inviting Spanish news media stations:

- [Univision Portland](#) Contact: News director: 503.963.2626
- [El Latino de Hoy](#), Latinx News, Contact: (503) 753-1183, E-mail: contact@ellatinodehoy.com
- [VIVE NW](#), Promotes cultural inclusiveness in the outdoors, Phone: 503-444-5646
- [Elemento Latino](#), Cornelius Latinx news station: Contact: Veronica Vazquez: veronica@icinnovare.com

If you have any questions or would like more information, please reach out to Safe Kids Oregon State Coordinator, Betsy Hartner at Betsy.Hartner@ocdc.net