

American Red Cross Target Zero: Help Prevent Drowning in Broward County



- Educate your employees about the importance of water safety
- Provide invaluable information for families and community members
- Available FREE to organizations in Broward County
- Offer as a Lunch-N-Learn Program at Your Workplace

FACTS:

- As little as two inches of water in a tub, sink or shower places a toddler at risk
- In the time it takes to answer the phone, a child can drown
- Most young victims are out of the direct line of sight of an adult for less than 5 minutes
- Drowning is the number one cause of death for children ages 1 to 4 in Broward County.
- **The total number of accidental drowning deaths reported for children under the age of 4 in 2008 is greater than any year since 2005 in Broward County**

How You Can Help:

Begin by scheduling an American Red Cross Target Zero Presentation at your workplace. The presentation is free of charge to your business, provides vital information to our community, and can be provided as a lunch and learn opportunity for your workplace. Each participant will receive the American Red Cross Water Safety Handbook and valuable tips about being safe while around water – from pools, lakes and rivers to tubs, sinks and showers.

Call the American Red Cross today. To schedule a Target Zero Presentation, please contact:

Thatcher Robertson, Aquatics Program Manager

robertsonth@usa.redcross.org

954.797.3833

Help the American Red Cross and SWIM Central Save Lives.



**American
Red Cross**
Broward County Chapter

