



KNOWLEDGE IS POWER

No one believes that they will drown. Know the risks and learn how to keep yourself and others safe while enjoying the Great Lakes.

- Drowning is the leading cause of death by unintentional injury in kids aged 1-4
- About 1 in 5 who die from drowning are under 15
- On average, nearly 100 people drown in the Great Lakes annually
- Virtually all drownings are preventable
- See inside for our lifesaving water safety tips.

Sources: World Health Organization, Centers for Disease Control & Prevention, National Drowning Prevention Alliance, Safe Kids Worldwide, Great Lakes Surf Rescue Project. Design: Michigan Sea Grant; Infographic: Matt Gillen, National Weather Service; Photos: Mael Balland, Shelia Consaul, Donahue Johnson, Mike Levad, Todd Marsee, Jamie Racklyeft, Wendy Sullivan, Ian Wagg, Ben White; Poster: Lauryn Dewhurst.



WHO WE ARE

The Great Lakes Water Safety Consortium is here to help people SAFELY enjoy the Great Lakes, and ultimately END drowning through water safety fundamentals and innovation.

We are your community of BEST practice, sharing what we know every way we can to help prevent drowning in the Great Lakes area.

Our growing water safety community is a 501c3 nonprofit, serving the eight Great Lakes states, Ontario, and everyone visiting the area.

We are parents, teachers, trainers, community leaders, beach and park workers, scientists, meteorologists, lifeguards, first responders, students, water enthusiasts, drowning survivors, victims' family and friends, and more.

GET INVOLVED

- Serve on one or more of our many Action Committees
- Attend our events – in person or virtually
- Support us through tax deductible donations and sponsorships
- Learn and share water safety info by visiting GreatLakesWaterSafety.org

The Great Lakes Water Safety Consortium is a 501c3 nonprofit organization, Tax ID# 81-2812105.

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GreatLakesWaterSafety.org

GREAT LAKES
WATER SAFETY
CONSORTIUM



DO YOU KNOW HOW TO
**SAFELY
ENJOY**
THE GREAT
LAKES?



LIFESAVING
TIPS INSIDE
+ FREE POSTER!

GreatLakesWaterSafety.org

TOP 10 LIFESAVING WATER SAFETY TIPS

AVOID DROWNING

WHEN IN DOUBT, DON'T GO OUT

- 1 Don't just bring a lifejacket – wear it.
- 2 Know before you go: Check the weather forecast for warnings at your beach.
- 3 Stay dry when waves are high: White water and waves as little as 2-3 feet can generate dangerous currents.
- 4 Steer clear of the pier: Stay away from structures during high waves and never jump off them.
- 5 Swim near a watchful adult: Lifeguards are the best investment a community, beach, or park can make to keep their visitors safe.

ESCAPE DROWNING

BE A SURVIVOR

- 6 Don't fight the current: Swim to the side, parallel to shore. Even an Olympic swimmer can't fight the force of a rip current.
- 7 Yell for help early, while you still can.
- 8 Flip, Float & Follow: Flip onto your back and don't panic, Float to conserve energy and keep your head above water, and Follow the safest path back to shore.

SAFELY SAVE OTHERS

DON'T BECOME A VICTIM

- 9 Save yourself first: Grab something that floats (kayak, boogie board, cooler, etc.) if you decide to head into the water.
- 10 Be a water watcher: Don't assume someone else is watching kids in the water, and learn the signs of drowning.



BONUS TIP

Leave floatables at home:
If one blows away, don't chase it – let it go.



Break the grip of the rip

Steer clear of the pier

Don't just bring it, wear it!

Stay dry when waves are high

Know before you go

Flip, float & follow

