

Many Americans in Over Their Heads in the Water

Are you really safe in the water?

80% of Americans say they can swim.



But...
less than half of Americans can perform all of the 5 basic skills that could save their life in the water.

Only 46% can perform all 5 of these basic water safety skills.

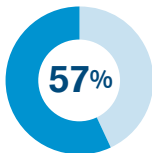


1. Step or jump into the water over your head.
2. Return to the surface and float or tread water for one minute.
3. Turn around in a full circle and find an exit.
4. Swim 25 yards to the exit without stopping.
5. Exit from the water. If in a pool, be able to exit without using the ladder.

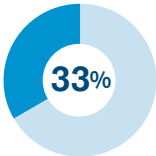
Who can perform all 5 basic water safety skills?



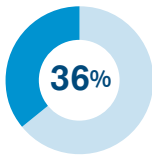
of **parents of children ages 4–17** say *their child* can perform them.



of **men** say they can perform them.



of **African Americans** say they can perform them.



of **women** say they can perform them.

Every day, an average of 10 people die in the U.S. from unintentional drowning.*



The American Red Cross wants to **reduce drowning rates across the country**, focusing on 50 cities that are at risk.

Make sure adults and children can swim; know how to make safe choices in and around the water; and know how to respond to a water emergency. Go to redcross.org to learn more.

*Source: Centers for Disease Control and Prevention
Source: Survey findings based on an online survey of 1,024 adults conducted for the Red Cross on April 17-20, 2014