### Date: [ENTER DATE]

### [INSERT TOWN HEADER]

**DROWNING PREVENTION PSA**

**A Critical Reminder for Parents and Caregivers**

As families across Massachusetts head to pools, lakes, and beaches this summer, it’s vital to take steps to prevent drowning, one of the leading causes of death for children under 14. According to the Centers for Disease Control and Prevention (CDC), drowning claims the lives of approximately 4,000 people in the U.S. each year. Most of these tragedies are preventable.

**Key Safety Guidelines for Parents and Caregivers:**

* **Supervise Actively:** Never leave children unattended in or near water. Designate a Water Watcher, an adult whose only responsibility is to watch the water without distraction.
* **Learn CPR:** Immediate bystander CPR can be the difference between life and death while waiting for emergency services.
* **Use Life Jackets:** Children and weak swimmers should always wear U.S. Coast Guard-approved life jackets when near open water.
* **Secure Pools:** Install four-sided fences with self-closing, self-latching gates around home pools.
* **Avoid Alcohol:** Do not swim or supervise children while under the influence of alcohol or impairing substances.

Drowning can happen quickly and quietly, sometimes in less than 30 seconds. It doesn’t always look like a dramatic splash or call for help.

For more information and resources on water safety, visit:

* [Mass.gov Water Safety for Everyone](https://www.mass.gov/info-details/water-safety-for-everyone)
* [Mass.gov Water Safety](https://www.mass.gov/water-safety)
* [CDC Preventing Drowning](https://www.cdc.gov/drowning/prevention/index.html)

Let’s keep our communities safe this summer because one preventable loss is one too many.