

# Water Safety Starts with Education

The New Orleans Health Department encourages schools to promote participation in our 'Big Easy Swim Easy' campaign, a city-wide initiative designed to equip children and teens with essential swimming safety knowledge. This program combines education and hands-on swimming lessons to ensure water safety is accessible to all students throughout New Orleans.

## Overall child mortality (ages 1-14 years)

- 2019-2021 Louisiana mortality rate for children was 24.4 deaths per 100,000 children. The U.S. rate was 16.5 per 100,000 children for the same time period.
- **What does that mean:** If Louisiana had the same mortality rate as the U.S., 67 fewer children would have died per year.

## **BIG EASY SWIM EASY CAMPAIGN GOALS:**

### Education

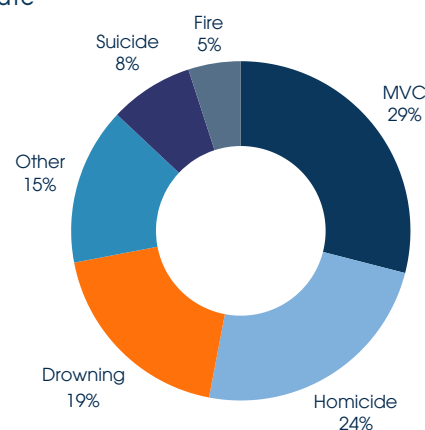


The New Orleans Health Department aims to educate the community through school presentations, educational flyers, and community tabling events

### Swimming Lessons



The New Orleans Health Department aims to educate the community through FREE to low cost swimming lessons provided throughout the community



**Causes of Fatal Injuries in Children Ages 1-14**

## LOUISIANA FACTS:

**63**

Children drowned in LA  
between 2020-2022

**52%**

of those children were  
without adult supervision

**38%**

Drowned in areas without  
protective barriers

**47**

Children were  
hospitalized due to non  
fatal drownings which can  
lead to lifelong  
disabilities

The American Academy of Pediatrics (AAP) recommends the Haddon Matrix paradigm: a solution-oriented model to reduce drowning morbidity & mortality

### Pre-Event: Before Drowning Occurs

**Focus:** Prevent exposure to risk factors

**Key Actions:**  
Educate on swimming skills, water safety, and rescue techniques

### Event: Drowning Incident

**Focus:** Reduce injury and increase survival chances

**Key Actions:**  
Encourage staying calm, ensure flotation devices are easily accessible

### Post-Event: After the Drowning Incident

**Focus:** Minimize injury severity and improve survival outcomes

**Key Actions:** Train individuals in CPR and basic life support, teach proper use of rescue equipment

Within this framework, schools fall here. Education on water safety, swimming skills, and rescue techniques is essential to help prevent unnecessary drownings.