Water Safety
Digital Toolkit

Suggested Newsletter Copy

A Water Safety Rule Parents Need to Know

Did you know that drowning is the top cause of death in young children and a leading cause of death among teens? Before you take your family to the pool, lake or beach this summer, it's important to learn about water safety. The experts at Children's Healthcare of Atlanta outlined simple rules for all age groups—including their #1 tip: Arm's Reach, Eye's Reach.

Visit the Children's water safety hub to learn how to keep your child safe around water.

Social Media - Images

Approved Copy: Drowning is silent and can happen in 30 seconds. Before you head out to the pool this summer, check out these tips from @Children's Healthcare of Atlanta that could save your child's life. choa.org/watersafety

When posting, please be sure to tag Children's Healthcare of Atlanta on Facebook. If you copy and paste approved messaging to Facebook, it may not automatically tag the Children's Healthcare of Atlanta brand page. Please be sure to retag with the official handle below.
   • Facebook: @Children's Healthcare of Atlanta

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Social Media - Graphics

Graphic 1 Approved Copy: Even if you're at the pool with a lifeguard on duty, it's important to keep your children within arm's reach or eye's reach. Learn more about drowning prevention and the #1 water safety tip from the experts at @Children's Healthcare of Atlanta: choa.org/watersafety

Graphic 2 Approved Copy: Did you know drowning is the top cause of death in young children? It's scary, but @Children's Healthcare of Atlanta has simple water safety tips (including the most important tip of all) to help keep your kids safe. choa.org/watersafety
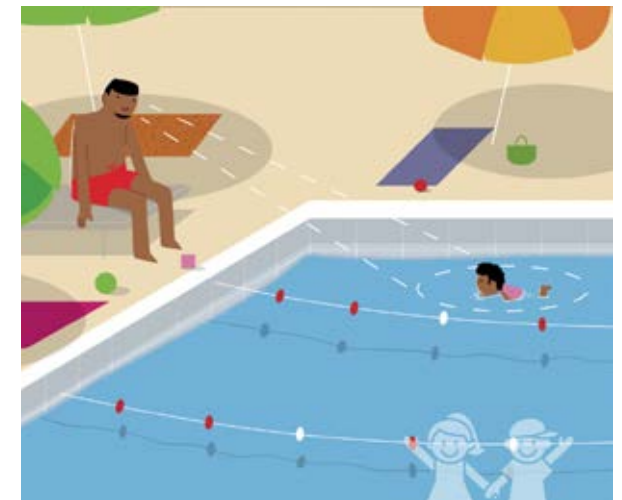
Graphic 3 Approved Copy: If your children are over 6 and can confidently swim two lengths of the pool without stopping, they should still stay within eye's reach. Help protect your child from drowning with these simple water safety tips from the experts at Children's Healthcare of Atlanta. choa.org/watersafety

Download Graphic 1

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Social Media - GIFs

GIF 1 Approved Copy: Even if you're at the pool with a lifeguard on duty, it's important to keep your children within arm's reach or eye's reach. Learn more about drowning prevention and the #1 water safety tip from the experts at @Children's Healthcare of Atlanta: choa.org/watersafety

GIF 2 Approved Copy: Did you know drowning is the top cause of death in young children? It's scary, but @Children's Healthcare of Atlanta has simple water safety tips (including the most important tip of all) to help keep your kids safe. choa.org/watersafety

GIF 3 Approved Copy: If your children are over 6 and can confidently swim two lengths of the pool without stopping, they should still stay within eye's reach. Help protect your child from drowning with these simple water safety tips from the experts at @Children's Healthcare of Atlanta. choa.org/watersafety

GIF 4 Approved Copy: Parents, did you know drowning is the top cause of death for kids ages 1 to 4? Don't let this happen to your little one. Check out these tips from the experts of @Children's Healthcare of Atlanta to keep your kids safe in and around water. choa.org/watersafety

Download GIF 1   **Download GIF 2**   **Download GIF 3**   **Download GIF 4**

Social Media - Media Graphic

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:30 Video

Suggested Copy: Did you know drowning is the top cause of preventable death for kids ages 1 to 4? This one tip could save your child's life. Learn more at choa.org/watersafety

Download Video

To download the video, right click and select "save as" or click the dots on the bottom right hand corner and select the "download" option