



# The Safer 3

Safer Water • Safer People • Safer Response

The Safer 3 is a comprehensive initiative to dramatically reduce drowning incidents by:

- 1) Recognizing risks associated with water related activities
- 2) Implementing strategies to reduce and manage those risks
- 3) Responsibly maintaining those strategies

The main concept of the Safer 3 is based on the definition of the word “Safe”. Safe means you are free from risk of harm or danger. When it comes to water, that simply isn’t true. There is always risk when you are in, on, or around the water. The risk may vary in degree from very slight to severe. The letter “r” in “Safer” reflects that difference.

**Risk of drowning is found in 3 main areas:**

**Water**, a **Person**, and a **Response** that can become the last chance to save a life.

**Safer Water:** Identify the risks associated with any body of water (bathtubs, toilets, pools, spas, lakes, rivers, oceans, etc.) and learn how to reduce those risks. For example, installing barriers such as isolation fencing around a backyard pool would reduce the risk of unauthorized access to the pool by young children.

**Safer People:** Reduce risks for the potential victim. This can be accomplished by maintaining constant, responsible adult supervision and acquiring water safety and swimming skills through ongoing qualified instruction. Following water safety rules and safer practices such as wearing a Coast Guard approved life jacket can lower the risk.

**Safer Response:** Reduce risk during an emergency by learning cardio pulmonary resuscitation (CPR), first aid and other rescue and emergency response techniques. Equally important is an emergency action plan and having a phone nearby at all times.

The Safer 3 concept of asking **“Where are my risks, & what strategies can I implement to reduce them?”** can dramatically lower drowning incidents worldwide. We need *your* help to realize this goal.

**Where is your risk?**

