



Where Experience Meets Excellence

Layers of Protection Vital in Drowning Prevention

31 August 2010

With the onset of spring and the promise of warmer weather, McKeon's Swim School is again highlighting the importance of water safety in an attempt to lower the drowning toll this summer.

Former Olympian and business owner, Ron McKeon, has encouraged Wollongong families to become familiar with the "Swim SAFER *Layers of Protection*" to help reduce the risk of tragedy.

"Drowning prevention is about providing as many layers of protection as possible. If one layer fails, then there is another behind it that may save a child's life," McKeon said.

The "*Layers of Protection*" include:

- Supervision: Constant monitoring by a competent adult
- Barriers: Suitable pool fencing
- Swimming and Water Safety: Year round swimming and water safety lessons
- Emergency Action Plan: Learn CPR

Darcy the Kookaburra, learn to swim mascot of *Swim Australia*, is attending McKeon's Swim Schools at Unanderra and Towradgi this week to interact with patrons and help deliver the Swim SAFER message by handing out free booklets and DVDs. Swim Australia is the national peak body for swim schools, and is supported by Australian Unity.

McKeon's Swim School already plays a role in community education. Qualified staff members have spoken to over 25 pre schools and other community groups since January.

McKeon concluded, "Drowning is the greatest cause of accidental death for young children in Australia, with almost all being preventable. Through awareness and education, we can play our part in allowing families to enjoy a fun and safer time around the water this summer."

Please direct all enquiries to Lloyd Rothwell on +61 2 4272 7272.

Photograph opportunities available at McKeon's Swim Centre, Unanderra on Thursday 2 September and Friday 3 September. Please call before attending.

"Sharing our love of water"