



# WATER SAFETY

KEEPING OUR TAMARIKI SAFE AROUND WATER

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# Haere mai

Water safety is important at any age, but especially for younger children. Babies and young children are inquisitive, active and eager to explore. Their big heads and top heavy bodies mean they can easily lose their balance and fall into water. When this happens they are at risk of drowning in even just a few centimetres of water like a bucket or paddling pool. Older children can also quickly find themselves in danger in rivers, lakes, creeks and the ocean.

Children can drown quickly, in just a matter of minutes, and often silently. Those who survive may be left with severe brain and/or organ damage.

This toolkit is designed for anyone who engages with whānau. It brings together a range of resources to help protect our tamariki from drowning.

## **This toolkit includes:**

- Key safety and first aid messages for whānau
- Video resources and social tiles from our campaign to share
- Drowning prevention resources, research and policy
- Links to information from other organisations

# Who we are

## Safekids Aotearoa

**"Ko te tamaiti te pūtake o te ao."**

The child is at the heart of all that we do.

Our mission is to reduce the incidence and severity of unintentional injuries to children aged 0 to 14 years. Our vision is that every child in Aotearoa New Zealand enjoys a childhood free from traumatic, unintentional injury.

## About Our Water Safety Campaign

This campaign aims to teach water safety through pūrākau. We provide tips and resources to help support you to keep tamariki safe around water, as well as important first aid information. It is our mission to protect our tamariki from unintentional water related injuries and deaths in Aotearoa.

# Key messages

## Supervise

It's so important that children are only in, on or around water when they are being supervised.



## Lifejackets

Lifejackets save lives. Choosing the right fit for a lifejacket for yourself and your child is crucial to safety when out on the water.



## Beaches

It's safer to choose a beach patrolled by lifeguards. Always swim between the red and yellow flags with your child.



# Key messages

## Buckets & Paddling Pools

Babies and toddlers can drown in less than 5cm of water. Always empty buckets and paddling pools when not in use.



## Swimming Lessons

If you're able to enrol tamariki in swimming lessons, it's a great way to help keep them safe around the water.



## Being Present

Avoid distractions like cellphones and be 'in the present' with tamariki.



## Within Arm's Reach

Make sure your child is always adequately supervised and within arm's reach at all times.

# First aid



**Your first priority is to get a drowning child out of the water as quickly as possible. If they aren't breathing, place them on their back on a firm surface and start CPR.**

- **Start CPR**
- **Call 111 or ask someone to call for you if you are not alone**
- **Do not stop performing CPR until medical help arrives and takes over.**

If your child is injured you can find out more about ACC support at [www.acc.co.nz/im-injured](http://www.acc.co.nz/im-injured). ACC Claims: 0800 101 996 or email [claims@acc.co.nz](mailto:claims@acc.co.nz).

For detailed references on the data and information contained in this card and to download additional copies visit <https://starship.org.nz/safekids/reference-cards>

# CPR instructions

The CPR advice is from the KidsHealth website and the Basic Life Support Flow Chart. The Basic Life Support Flow Chart is developed by the New Zealand Resuscitation Council and Australian Resuscitation Council. For more information see [resus.org.nz](http://resus.org.nz)

**Baby**



**Child**



30 : 2



- Put the child on a firm surface.
- Place 2 fingers of one hand (for a baby) or the heel of one hand (for a child) in the centre of the chest just below the nipples.
- Push down hard and fast (compression) 30 times in about 15 seconds (push down one-third of chest depth).
- Once you have completed 30 compressions (pushes) on the chest, breathe into the baby's mouth 2 times.
- Seal your lips around the baby's mouth and nose.
- For a child over 1, you may need to breathe into their mouth and pinch their nose closed. Gently puff into the child until you see their chest rise.
- Continue with the cycle of 30 chest compressions and 2 breaths until the ambulance arrives.



# Campaign digital resources



## Social Tiles

These social tiles include our key messages for keeping tamariki safe around water and will be posted to our social channels.

[Follow us on Facebook](#)

[Follow us on Instagram](#)

# Community resources

We've created educational resources that you can share with whānau around the motu. Check out our Water Safety reference card [linked here](#). Below are some infographics from the reference card on the topic.

## WHO IS GETTING INJURED?



### 1-2 YEARS

Account for more than 50% of home drownings.



### BOYS

Are 1.5 times more likely to be injured than girls.



### MĀORI

Māori children are 3 times and Asian children 2 times more likely to be hospitalised than European children.

# Community resources

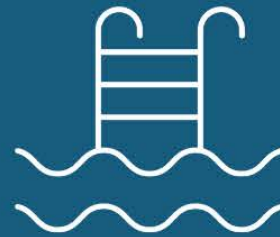
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## THE CAUSES?



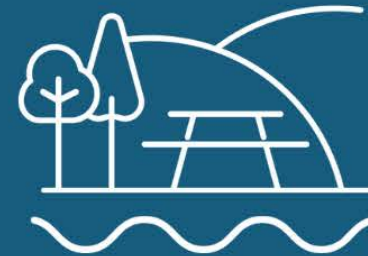
### 0-12 MONTHS

Tipping over in bathtubs and falling into toilets and buckets.



### 1-4 YEARS

Lack of swimming ability in swimming pools, paddling pools and spas.



### TEENS

Getting caught in lakes, rivers and the sea.

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## WHERE IT HAPPENS?

Children can drown quickly and silently in less than 5cm of water.

### IN THE HOME



- Sinks
- Baths
- Buckets
- Toilets



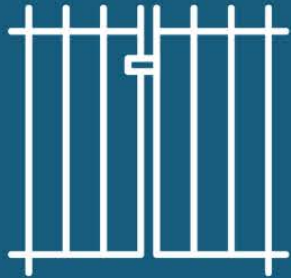
### OUTDOORS

- Puddles
- Ditches
- Swimming and paddling pools
- Lakes, rivers, and the sea

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## SAFETY DEVICES

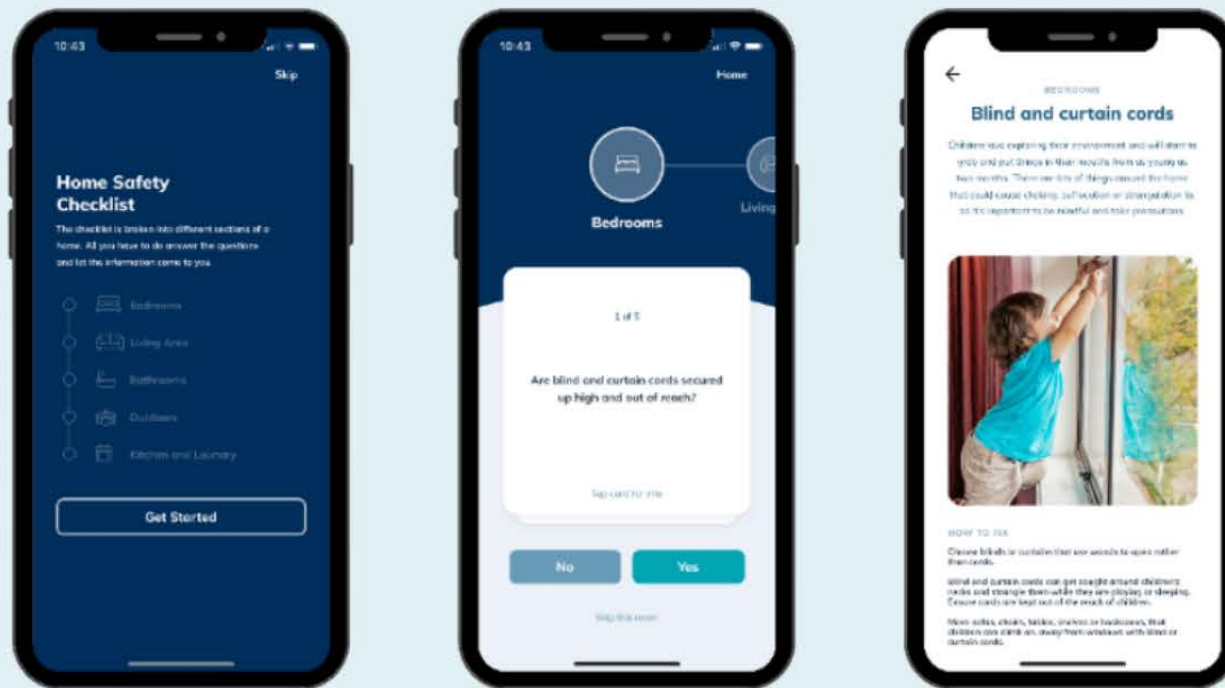


- Safety latches or doorknob covers for bathroom doors.
- Four sided pool fencing (1.2 metres high) with self-closing, self-latching gate (swimming/paddling pools and spa pools)
- Toilet seat latches or locks.
- Swimming lessons.
- Personal flotation device e.g. lifejacket

# Community resources - Whare Kahikā

Whare Kahikā is a home safety app that allows users to identify potential injury risks to tamariki in their homes. The app provides educational information, solutions and links to sellers of safety devices. The app works room by room, providing questions and recommendation lists for improving the safety of each space. The app is offered in Tongan, Samoan, te reo Māori & English.

## Whare Kahikā



Click on the images on the right to download.

# Research and policy



## **Wai Puna: An Indigenous Model of Water Safety and Health in Aotearoa, New Zealand**

This paper explores Māori connection to wai and its relation to water safety. The Wai Puna model shows the significance of wai to Māori health and wellbeing. It also explores its ability to reduce Māori drowning rates and support positive health outcomes informed by Māori indigenous knowledge.

## **Kia Maanu Kia Ora - Stay Afloat Stay Alive**

This website contains two research papers on the relationship between Māori and water safety, as well as water survival skills in open water.

A University of Otago study found that tamariki have better retention of water safety skills when taught in the natural environment.

# Research and policy

## Quantifying fatal and non-fatal drowning in children under five in Aotearoa, New Zealand

This study found that home pools were the leading area for both fatal drowning and the third leading location for non-fatal drowning-related hospitalisations. A recommendation of this study includes the adoption of a broader range of interventions including culturally appropriate strategies for Māori and other ethnic populations and the promotion of appropriate parental supervision techniques.

## Preventing the Drowning of Under-Fives in Aotearoa New Zealand

This report outlines areas of promotion to parents and caregivers to improve drowning outcomes. These include active supervision, elimination of water hazards in the home, compliance with the Building (Pools) Amendment Act 2017, the teaching of water safety, CPR and promoting parent and caregiver awareness.





## Links to further information

### **Water Safety for Little People - Water Safety New Zealand**

This page provides eight top tips to help keep tamariki safe around water. Advice, resources and swimming programmes are also provided.

### **Surf Life Saving NZ**

This page provides beach safety messages and beach hazards to look out for. To find out if a beach is patrolled see safeswim [here](#).

### **Swimming NZ**

Information on water skills, courses for teachers and education can be found here.

### **Maritime NZ**

Maritime NZ provides safety information on how to be safe on boats.

### **Drowning Prevention Auckland - WaterSafe**

This website provides education, information on water programmes as well as drowning prevention research.

### **Coastguard NZ**

This page provides information on how to be safe on the sea, with information about lifejackets and boat safety codes.

### **Safety Guidance for Pool Owners | Building Performance**

This page provides information including standard requirements about building or upgrading a playground on a school site.