

SWIM



INTO

SUMMER



with

KIDS ALIVE™

SWIM SCHOOL SUPPORT KIT

An underwater photograph of two young children swimming in a pool. They are wearing pink goggles and pink patterned swim shirts. The child on the left is waving. The pool floor is visible as blue tiles.

**LEARNING TO SWIM
SAVES LIVES!**

www.kidsalive.com.au



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MANAGING DIRECTOR'S WELCOME

Let's get ready for a safer summer!

As we gear up for another summer season, I am excited to introduce you to our latest initiative, "Swim Into Summer with Kids Alive September 25 – 29 2023. This campaign is a nationwide effort aimed at promoting water safety and encouraging families to start learning to swim. As an incentive we would love participating swim school to offer free introductory lessons, activities or events at their swim school. The Laurie Lawrence Swim Schools offer 5 free lessons but you can contextualise it to your community and if everyone can offer one free lesson or activities to promote swimming it will be a step in the right direction. You can also simply share the free online lessons and social media materials to generate greater public awareness.

Why should you join Swim Into Summer:

- **Community Engagement:** "Swim Into Summer with Kids Alive" provides a valuable platform to strengthen your connection with the local community. By participating in this campaign, your swim school can be a community leader in promoting water safety.
- **Boost Your Reputation:** Joining this initiative allows your swim school to be recognised as a champion of water safety education and aligned to Kids Alive. This can enhance your reputation within the swim school industry and among parents seeking the best swim programs for their children.
- **Increase Enrolment:** "Swim Into Summer with Kids Alive" can be an effective enrolment driver for your swim school. Families are more likely to enrol their children in swim lessons during the summer season, and by participating in this campaign, you can attract more students.





MANAGING DIRECTOR'S WELCOME

- **Contribute to Lifesaving:** Every child who learns to swim is a potential life saved. By offering free lessons during this campaign, you are directly contributing to reducing the risk of drowning incidents in your community.
- **Educational Resources:** This campaign provides you with a wealth of educational resources, including online lessons and promotional materials. These resources can enhance your swim school's curriculum and marketing efforts.
- **Media Exposure:** Joining a nationwide campaign like this can generate media attention for your swim school. Increased visibility can lead to more inquiries and enrolment.

We have prepared a guide that equips you with the tools to make the most of this water safety initiative. The success of this campaign hinges on your involvement and support. The more you put into it, the more successful it will be in generating new clients for your swim school and encouraging families to prioritise this vital life skill.

You can find detailed information about the campaign and downloadable resources on our website, including:

- **Online Lessons:** We are offering five free online lessons covering fundamental aspects of learning to swim. These videos are designed to complement traditional swim classes and empower families in their child's skill development.
- **Events at Your Local Swim School:** We encourage swim schools to host events that celebrate Spring and proactively promote drowning prevention for children under 5. These events can be tailored to your community's needs.
- **Useful Assets for Swim Schools:** We've compiled a variety of resources, including music, YouTube videos, dance lessons, storytime sessions, yoga, puppet shows, and more, to enhance your events and outreach.

In the face of rising drowning statistics, we cannot afford to stand by and watch. Together, with your support, we can work towards a future with zero drownings in the under-five category.

I urge you to dive into this campaign, use the support kit to its fullest, and make a lasting impact on the lives of children and families in your community. By doing so, you are not just teaching kids to swim; you are giving families hope and peace of mind.

Thank you for your dedication to water safety, and for being a part of the "Swim Into Summer with Kids Alive" campaign. Together, we can save lives.

Sincerely,

Emma Lawrence

National Operations Manager

Kids Alive – Do the Five



ABOUT & ACTION PLAN

"Swim Into Summer with Kids Alive" is not just a campaign; it's a call to action for swim schools like yours to play a crucial role in promoting water safety and encouraging families to embrace swimming as an essential life skill. This campaign celebrates the arrival of spring, coinciding with the spring school holidays—a peak time when parents are eager to enrol their children in swimming lessons, preparing them for a safe and enjoyable summer season in the water.

Our purpose is clear—to make water safety education accessible and engaging for children under 5 and their families. We aim to ignite a passion for swimming and equip families with the knowledge and skills they need to stay safe in and around water.

1: Create Events

Host water safety events at your swim school during the campaign to celebrate the spirit of "Swim Into Summer with Kids Alive." Consider a variety of event ideas tailored to your community's preferences, such as holiday swimming programs, open house events showcasing lessons, morning tea and story time sessions, or outreach programs with local community partners like libraries, playgroups, and childcare services.

2: Online Lessons

Take advantage of our offering of five free online lessons covering essential aspects of learning to swim, including water familiarisation, breath control, submersion, floating, and propulsion.

Distribute the online lesson links to your current enrolled families and prospective clients, encouraging them to engage in these valuable resources.

3: General Marketing

If hosting events isn't possible, there are numerous ways to support and promote the "Swim Into Summer with Kids Alive" campaign:

- a. Display campaign posters at your swim school.
- b. Follow the social media plan to engage your audience.
- c. Add the campaign web decal to your website.
- d. Feature articles about the campaign on your website and in customer newsletters.
- e. Send emails to your database highlighting the campaign's purpose.
- f. Distribute press releases to local media outlets to generate awareness of your involvement.

Let's make a splash and celebrate the swimming season while prioritising water safety for children!



WEBSITE/BLOG ARTICLE

Swim Into Summer with Kids Alive - Making Waves for Water Safety!

As the sun begins to shine brighter and the weather warms up, we at [Your Swim School Name] are excited to dive into a fantastic new initiative that's all about making a splash while ensuring water safety for our little ones. It's time to get ready to "Swim Into Summer with Kids Alive!"

This national initiative involves swim schools across the country hosting free lessons and water safety education events during the school holidays from September 25 – 29.

Why Water Safety Matters

Recent drowning statistics highlight positive trends in reducing drowning incidents among children under five. This year represented a decrease of 6% from the previous year and an impressive 33% decrease from the 10-year average.

While these statistics bring hope, it's crucial to emphasise the ongoing importance of teaching children to swim from an early age. Drowning rates have shown improvement, but we must remain steadfast in our commitment to water safety education.

At our swim school, we believe that water familiarisation skills are the foundation for a child's safety in and around water. Learning to swim in a proper facility with trained professionals provides the essential building blocks for a lifetime of water safety. By participating in "Swim Into Summer with Kids Alive," we aim to be part of the solution and work towards a future with zero drownings in the under-five category. Let's celebrate the arrival of spring, prioritise water safety, and ensure our children are well-prepared for a safe and enjoyable summer in the water. For free water safety resources visit Kidsalive.com.au





NEWSLETTER

Dear **[Recipient's Name]**,

We are thrilled to share some exciting news that is making a splash in our local community – "Swim Into Summer with Kids Alive!" It's that time of year when we celebrate not only the joys of swimming but also the vital importance of water safety education for our little ones.

Kids Alive – Do the Five, renowned water safety educators, have launched this fantastic initiative to ensure that children, especially the most vulnerable under-fives, are well-prepared for a safe and enjoyable summer by the water. We are delighted to be a part of this campaign, and we invite you and your family to dive right in!

Here's what you can expect from Swim Into Summer:

Free Swimming Lessons: We're offering **{five}** free lessons during this special week, providing children with essential swimming skills and boosting their water confidence.

Online Learning: For those who cannot attend in-person lessons, Kids Alive is also offering five free online lessons. Led by Emma Lawrence, National Operations Manager at Kids Alive and a seasoned learn-to-swim instructor, these digital sessions aim to reach families everywhere.

[Exciting Events: Our swim school is hosting various events during Swim Into Summer. From holiday swimming programs to open days showcasing our lessons, we have something for everyone.](#)

Useful Resources: Kids Alive has provided us with a treasure trove of resources, including music, YouTube videos, dance routines, story time with famous friends, yoga sessions, puppet shows, and engaging cartoon animations – all geared towards promoting water safety.

Why is this important?

Recent statistics highlight the urgency of teaching children to swim from an early age. Unfortunately, drowning incidents involving children under 5 continue to occur, with many incidents happening in our own backyard pools. By participating in Swim Into Summer, we aim to contribute to a future with zero drownings in the under-five category.

Join Us in Making a Difference

Spread the word about Swim Into Summer with Kids Alive! Encourage your friends and family to participate and share in the celebration of water safety. Let's make this summer a season of fun, learning, and, most importantly, safety.

Warm regards,

[Your Name]

[Your Position]

[Your Swim School Name]



EVENT INVITATION

Subject: Join Us for a Splash-tastic Day at [\[Your Swim School Name\]!](#)

Dear [\[Recipient's Name\]](#),

We are thrilled to invite you to a special event at [\[Your Swim School Name\]](#) as part of the "Swim Into Summer with Kids Alive" campaign.

Event Details:

Date: [\[Date\]](#)

Time: [\[Time\]](#)

Location: [\[Your Swim School Address\]](#)

Why You Should Dive In:

Summer is just around the corner, and we're making a splash with an exciting initiative that combines the joys of swimming with essential water safety education for kids. This event is a fantastic opportunity for your child to experience the world of swimming and water safety in a fun and interactive way.

What's in Store:

- **Free Swimming Lessons: Your child can enjoy a complimentary swim lesson, guided by our expert instructors. It's the perfect chance for them to build water confidence and safety skills.**
- **Water Safety Education: Kids Alive is renowned for its water safety expertise, and we'll be sharing valuable tips and lessons to help keep your child safe around water.**
- **Fun Activities: We have a range of exciting activities planned, including games, demonstrations, and more, to make this event both educational and entertaining.**

Spread the Word:

We encourage you to invite your friends and family to join us for this event. The more children we can reach, the safer our community becomes.

RSVP:

We would be delighted to have you and your friends join us for this important event. Please RSVP by [\[RSVP Deadline\]](#) to secure your spot and let us know how many attendees to expect. You can RSVP by [\[RSVP Contact Information\]](#).

We're excited to have your child participate in this event and look forward to a day filled with water safety, fun, and learning.

Warm regards,

[\[Name\]](#)

[\[Position\]](#)

[\[Your Swim School Name\]](#) [\[Contact Information\]](#)



THANK YOU EMAIL

Subject: Thank You for Making a Splash with Us!

Hi there,

We hope this message finds you still riding the waves of fun and excitement from "Swim Into Summer with Kids Alive." We wanted to take a moment to express our heartfelt gratitude for joining us at [Your Swim School Name] during this special campaign.

Your participation, along with thousands of families across Australia, helped us celebrate the importance of swimming as a valuable life skill. Swimming truly is a superpower that everyone can master!

If you missed out on receiving your special Swim Into Summer certificate, please don't hesitate to let us know, and we'll be delighted to send one your way. Additionally, for more water-themed fun, you can find fantastic tracing and colouring sheets for the kids at Kidsalive.com.au [\[or insert link to swim school website\]](#).

Thank you once again for being part of our Swim Into Summer journey. We look forward to seeing you again soon at [\[Your Swim School Name\]](#).

Warm regards,
[\[Your Swim School Name\]](#)





SOCIAL MEDIA

Just like every droplet counts in the ocean, every post counts in spreading the message of water safety. The more people who realize Swim Into Summer with Kids Alive is here, the greater the impact we can make in our mission to keep our children safe around water.

Post Date	Facebook	Instagram	Image
	<p>Did you know?</p> <p>Recent drowning statistics show a positive trend in reducing drowning risks for children aged zero to four. However, rates of childhood drowning in this age group remain high relative to other age groups.</p> <p>That's why water safety matters! We're excited to bring you a week of swim fun and safety for your little ones. Stay tuned for details!</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Did you know?</p> <p>Learning to swim is not just a skill; it's a superpower! Stay tuned as we gear up to celebrate the importance of water safety for children.</p> <p>#SwimIntoSummer #WaterSafety</p>	<p>An image of a child wearing swimming goggles, ready to dive into the pool.</p>
	<p>Get ready to dive into summer with Kids Alive! 🏊</p> <p>Mark your calendars for September 25-29 as we kickstart the season with free swim lessons and water safety education. Stay tuned for more updates!</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Ready to make a splash?</p> <p>Dive into summer with Kids Alive! 🏊 Save the date for September 25-29 for free swim lessons and water safety education. Stay tuned for more details!</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>A sneak peek inside our swim school, with instructors preparing for the upcoming campaign.</p>



SOCIAL MEDIA

Post Date	Facebook	Instagram	Image
	<p>Did you know that swimming enhances cognitive development in children? Dive into the benefits of swim lessons with us! 🌊</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons #SwimSmart</p>	<p>Did you know? Swimming helps kids build confidence and stay active. Keep your child's summer supercharged with Swim Into Summer. 🌊</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Image featuring a child reading by the pool or Image featuring a child confidently swimming.</p>
	<p>It's almost here! Join us tomorrow as we kick off Swim Into Summer with Kids Alive with free lessons and water safety activities.</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Tomorrow's the big day! Don't miss our free swim lessons and more.</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Countdown image with event date and Kids Alive logo or a group photo of kids with swimming instructors.</p>
	<p>It's Swim Into Summer Day! 🎉</p> <p>Join us for free lessons, water safety tips, and lots of family fun. See you!</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Today's the day! 🎉</p> <p>Dive in with us for free swim lessons and water safety education.</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Event day image showcasing kids having fun in the water.</p>



SOCIAL MEDIA

Post Date	Facebook	Instagram	Image
	<p>Dive into our free online lessons this week and empower your child with essential aquatic skills.</p> <p>We're thrilled to offer these online lessons, which cover must-know basics like water familiarisation, breath control, submersion, floating, and propulsion.</p> <p>Access these valuable resources directly through our website or find them on Kidsalive.com.au</p> <p>Together, let's promote water safety far and wide! 🙌🌊</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>Dive into our free online lessons this week and empower your child with essential skills.</p> <p>Together, let's promote water safety far and wide! 🙌🌊</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>An image of a tablet or laptop showing one of the online swim lessons.</p>
	<p>Drowning statistics are a stark reminder of the importance of water safety education.</p> <p>Laurie Lawrence, Former Olympic Swimming Coach and founder of Kids Alive, warns about the rising number of Australian children who have tragically lost their lives to drowning.</p> <p>"My hope is that together, we can work towards a future with zero drownings in the under-five category."</p> <p>That's why we proudly support the 'Swim into Summer' with Kids Alive. Together, we can make a difference. Let's empower our children with the life-saving skill of swimming! 🌊</p> <p>#SwimIntoSummer #WaterSafety #DrowningPrevention</p>	<p>Drowning statistics are a stark reminder of the importance of water safety education.</p> <p>Laurie Lawrence, Former Olympic Swimming Coach and founder of Kids Alive, warns about the rising number of Australian children who have tragically lost their lives to drowning.</p> <p>"My hope is that together, we can work towards a future with zero drownings in the under-five category."</p> <p>That's why we proudly support the 'Swim into Summer' campaign of Kids Alive. Together, we can make a difference. Let's empower our children with the life-saving skill of swimming! 🌊</p> <p>#SwimIntoSummer #WaterSafety #DrowningPrevention</p>	<p>An image of our swim instructors explaining a swim technique to a group of children.</p>



SOCIAL MEDIA

Post Date	Facebook	Instagram	Image
	<p>Get to know the dedicated faces behind the lessons. Our talented instructors can't wait to help your child become a confident swimmer! 🏊</p> <p>#MeetTheTeam #SwimIntoSummer #KidsAlive #WaterSafety</p>	<p>Get to know the dedicated faces behind the lessons. Our talented instructors can't wait to help your child become a confident swimmer! 🏊</p> <p>#MeetTheTeam #SwimIntoSummer #KidsAlive #WaterSafety</p>	<p>A photo collage of our experienced swim instructors.</p>
	<p>Last call for Swim Into Summer!</p> <p>Don't miss the chance to join our events and activities. Hurry, there's still time to make a splash!</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>It's the final day of Swim Into Summer, but there's still time to dive in! Join us for a day of water fun and safety. Don't miss out!</p> <p>#SwimIntoSummer #KidsAlive #WaterSafety #Swimminglessons</p>	<p>A heartwarming image capturing children and instructors together, celebrating their achievements.</p>
	<p>We had a splashing good time supporting Swim Into Summer with Kids Alive! Thank you to all the families who joined us. What were your favourite moments during the event? Share with us! 🏊</p> <p>#SwimIntoSummer #KidsAlive #SwimSafe</p>	<p>Our hearts are full after a fantastic Swim Into Summer with Kids Alive week. We'd love to hear about your favourite moments from the event. Share with us! 🏊</p> <p>#SwimIntoSummer #KidsAlive #SwimSafe</p>	<p>Group photo of kids and instructors with big smiles.</p>
	<p>Water safety trivia: What's the first rule of water safety? Share your answers in the comments! 💬</p> <p>#WaterSafetyQuiz #SwimSmart #KidsAlive</p>	<p>Test your water safety knowledge! Join the conversation and share your answers. 🧠</p> <p>#SwimIntoSummer #KidsSwimSafe</p>	<p>Fun graphic with water safety quiz question.</p>



SOCIAL MEDIA

Post Date	Facebook	Instagram	Image
	<p>The journey doesn't end here!</p> <p>Keep the swimming spirit alive by enrolling your child in our regular swim lessons. Water safety is a year-round commitment. 🏊‍♂️</p> <p>#SwimIntoSummer #YearRoundSafety #KidsAlive #SwimSafe #WaterSafety</p>	<p>Keep the swim spirit going!</p> <p>Continue your child's water safety journey with us. Enrol today and let's keep the swim spirit alive. 🏊‍♂️</p> <p>#SwimIntoSummer #WaterSafety #KidsAlive #SwimSafe</p>	<p>An image showcasing a child confidently swimming with a Kids Alive instructor in a standard swim lesson setting.</p>

WATER SAFETY POSTS

Post Date	Facebook	Instagram	Image
	<p>Swim into Summer. Water familiarisation is the first step in the learn to swim process. Making children feel relaxed and comfortable in the water is essential before more structured teaching and learning takes place. Using games and water play in shallow water is ideal for water familiarisation. All children will progress according to their individual readiness.</p>		<p>Post relevant video</p>
	<p>Swim into Summer. Learning breath control allows your child to submerge underwater happily without ingesting water. For babies we gently pour water over their face on trigger words. For older children we encourage them to submerge their own face underwater while we count to 5. Use adult demonstrations to help build children's confidence and celebrate each success.</p>		



WATER SAFETY POSTS

Post Date	Facebook	Instagram	Image
	<p>Swim into Summer. Once your child happily masters breath control it's time for submersion. If we progress according to individual readiness, going underwater will be fun and exciting. Assisted submersions are done using the same trigger words for breath control. Voluntarily submerging underwater will be important for toddlers. Use games and songs to encourage self-submersions and reward children's individual success.</p>		
	<p>Swim into Summer. Floating is the basis of all learn to swim and will be a vital building block during the swimming lesson. Spending adequate time on floating is essential so swimmers learn to relax, feel their own buoyancy and the fun floating sensation. If children learn to float well, then the propulsive skills will be easily mastered and efficient. Teach back floating with love and respect towards the child's individual readiness.</p>		
	<p>Swim into Summer. Once floating skills are established and mastered, we can encourage introduce propulsion and independent mobility in the water. The propulsive skills of kicking and paddling will develop over time with age and coordination. Keep in mind that efficient kicking requires a little and fast leg action. The paddling skill require a long, slow, relaxed arm action. Consistency is the key when teaching children to swim. Combine formal lessons with lots of play opportunities.</p>		



PRESS RELEASE

Use this press release to notify your local newspaper and radio stations about your involvement in the "Swim into Summer with Kids Alive" campaign. Start by gathering the contact information of the media you want to target, including their names and email addresses.

Next, personalise the press release by adding your specific details and highlighting your participation in the campaign. You may adjust the quotes to reflect your school's unique perspective on the initiative. If you have any special events planned as part of the campaign, include these event details in the press release.

Finally, email the provided contacts, inviting them to collaborate in spreading awareness of water safety within your local community. The media may be interested in covering your events, capturing photographs, or conducting interviews with families and teachers at your school. Partnering with the media can significantly enhance the credibility of the campaign's message and extend its reach to a broader local audience.

LOCAL MEDIA RELEASE

Local water safety experts urge families to prepare for Summer – the peak drowning season

[Swim School Name] will be participating in a new national drowning prevention program Swim into Summer created by water safety educators Kids Alive – Do the Five, and will be offering **XX** free lessons and water safety events during the school holidays from September 25 – 29

Recognising that not all families can access in-person lessons, Swim Into Summer with Kids Alive is also offering five free online lessons.

[Name] a seasoned learn-to-swim instructor, said they were very excited to be involved and encourage more families to get back into swimming. They said the online sessions enabled everyone in the community to learn some fundamental water safety skills.

"The school holidays are here, it's really starting to heat up again, and the water once again becomes enticing to little ones," **she/he** said. "Now is the moment for families to refocus on water safety and what they can do to keep their children safer in the water.

"Every child who learns to swim is a life potentially saved. By offering these free lessons we're not just teaching kids to swim; we're giving families hope and peace of mind."



PRESS RELEASE

Laurie Lawrence founder of Kids Alive said the recent drowning statistics were encouraging, demonstrating a decrease in the number of Australian children aged zero to four who tragically lost their lives to drowning.

"Recent statistics show a positive trend, with fewer Australian children aged zero to four losing their lives to drowning," Lawrence stated. "This year, drowning deaths in the 0-4 year age group represented only 6% of drowning cases, marking a 6% decrease from last year and a 33% decrease from the 10-year average."

[Name] said the five online lessons will be video tutorials covering fundamental aspects of learning to swim, including water familiarisation, breath control, submersion, floating, and propulsion.

"Whether your child is already enrolled in traditional swim classes or is just starting their water journey, the online lessons serve as a powerful supplement. They not only reinforce what is taught by professional swim instructors but also empower families to take an active role in their child's skill development. It's a win-win situation that fast-tracks learning."

For families eager to dive into these life-saving lessons, visit [Kidsalive.com.au](https://kidsalive.com.au) for details and links to resources. **[Swim School name]** will also be hosting water safety events on **[details]**. Contact **[number]** to book a free lesson.

Recent Drowning Statistics from Royal Lifesaving Drowning Report 2023:

- Drowning deaths in the 0-4 year age group represented 6% of drowning cases this financial year 2022/23; a 6% decrease from the last year 2021/22, and a 33% decrease from the 10-year average.
- The crude fatal drowning rate of the 0-4 year age group this financial year 2022/23 has also decreased by 32% compared to the 10-year average, and by 59% compared to 20 years ago.
- 56% of all drowning deaths in this age group were males, the majority of drowning that occurred in the afternoon (50%) and either in a bathtub (25%) or a swimming pool (25%).
- The leading activity prior to drowning was a fall into water (69%) followed by bathing (19%). Drowning locations for this age group have also seen a decline in the past 20 years with a 60% decrease in drowning rates for swimming pools, and 77% decrease in drowning rates for rivers and creeks.

-Ends-



ABOUT

About Kids Alive - Do the Five

Drowning is the leading cause of accidental death in children under five in Australia, with approximately one child drowning every week. To combat this alarming statistic, Laurie Lawrence created the Kids Alive – Do the Five water safety program in 1988.

The Kids Alive community service program is dedicated to educating the public about five crucial steps to reduce the risk of preschool drowning. Prime Minister John Howard helped launch the program nationally in 2000, and today it reaches communities across Australia through various channels, including the Kids Alive website, community service advertising, the 'Living with water' DVD in the Bounty Bag, the Early Childhood Program, and the Kids Alive Water Safety Show.

Every year, numerous families are affected by tragic drownings or near-drownings, leaving a lasting emotional impact. Pool owners have a significant responsibility to ensure their pools are adequately fenced and comply with local government regulations.

Children often drown in backyard pools due to factors such as inadequate fencing or a lack of fencing altogether, insecure gates, insufficient water safety skills, inadequate supervision, and a lack of knowledge about resuscitation techniques.

Kids Alive - Do the Five is committed to preventing childhood drowning and raising awareness about water safety, striving for a future with zero drownings in the under-five category.





CERTIFICATE of participation

This certificate is proudly awarded to

in recognition of their involvement in Swim Into Summer 2023.

Laurie Lawrence

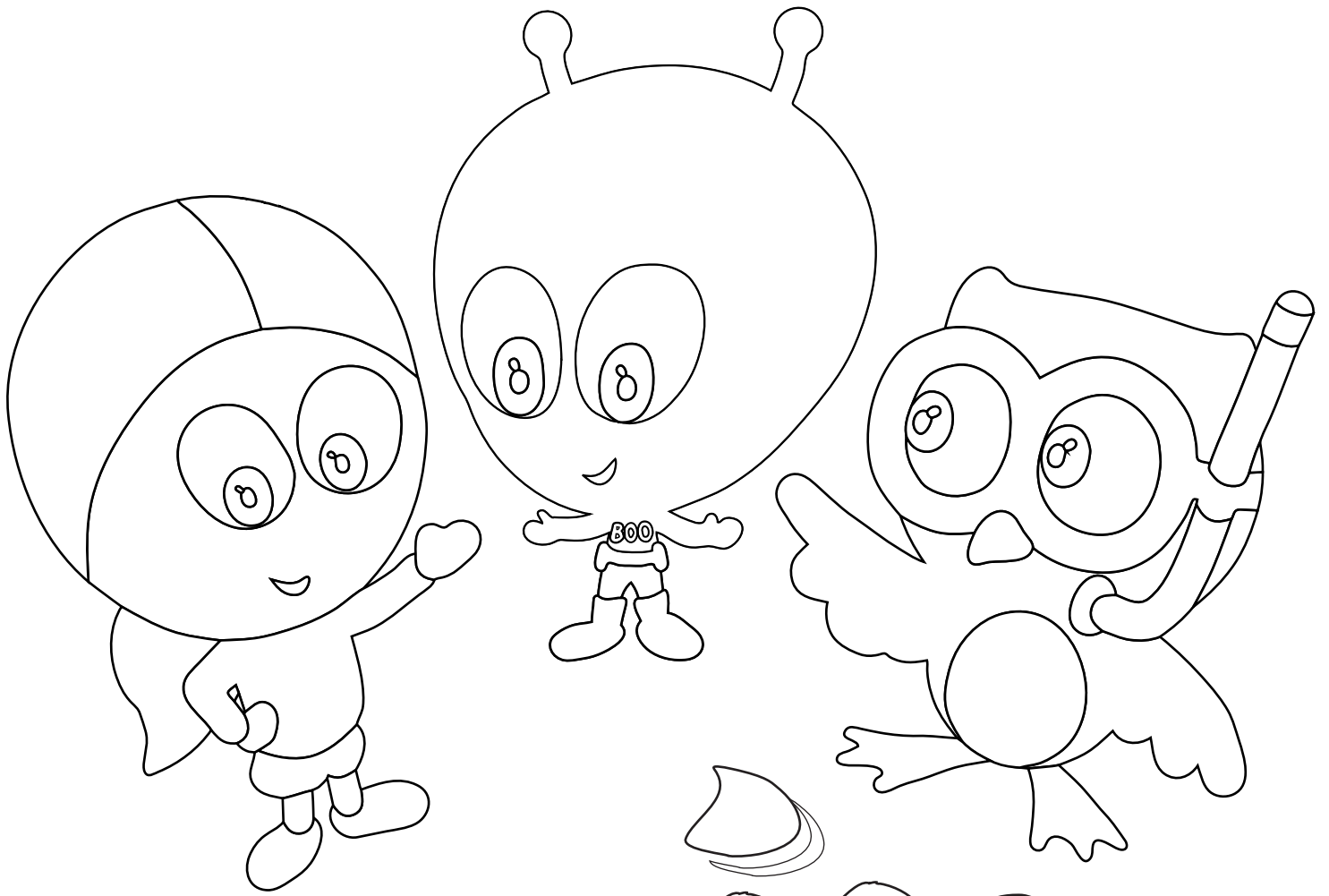
Laurie Lawrence
– Kids Alive Do The Five Founder

FINGER PUPPETS



1. Colour print/copy this page (use glossy photo paper for best results)
2. Cut out the characters and props.
3. Wrap the tabs around your finger, use sticky tape to hold it together.





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