

SWIM SCHOOL SUPPORT KIT



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 23 – 27 2024. 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

Join Us for 'Swim Into Summer with Kids Alive'!

As we approach the summer season, [Your Swim School Name] is thrilled to announce our participation in the "Swim Into Summer with Kids Alive" campaign! This nationwide initiative is dedicated to promoting water safety and equipping families with vital swimming skills for their little ones.

Why Water Safety Matters More Than Ever

The latest statistics show a 25% decrease in drowning incidents among children aged 0-4 years, compared to the 10-year average—a remarkable achievement! However, the numbers still reminds us that the risk remains too high. In 2024, 15 drowning deaths were still recorded in children under five—a 6% decrease from the previous year. Alarmingly, 27% of these tragedies occurred in the home, primarily in swimming pools and bathtubs. The leading cause was falls into water, accounting for 60%, followed by bathing at 27%.

At [Your Swim School Name], we are committed to being part of the solution. By joining the "Swim Into Summer with Kids Alive" campaign, we aim to ensure that every child in our community is equipped with life-saving water skills.

What to Expect:

- Free Swim Lessons: We're offering [number] free lessons to help your child build confidence and safety skills in the water.
- **Online Learning:** Can't make it to the pool? Access five free online lessons provided by Kids Alive, covering essential swimming fundamentals. kidsalive.com.au/swim-into-summer-parents/
- **Exciting Events:** Participate in our special events designed to make learning water safety fun and engaging.

Join us in making this summer not just enjoyable but safe for our children. To book a spot at one of our events email (email address).





NEWSLETTER ARTICLE

Dive into Summer with Safety and Fun!

Dear [Recipient's Name],

Summer is just around the corner, and at [Your Swim School Name], we're gearing up for an exciting season with the "Swim Into Summer with Kids Alive" campaign. This initiative focuses on promoting water safety and ensuring our little ones are well-prepared for the water.

Encouraging Statistics, But More Work to Be Done

Recent data shows a **24% decrease** in drowning incidents among children aged 0-4 years, which is a positive trend. However, even with this progress, there were still **15 drowning deaths** among children under five this year, highlighting the need for continued vigilance and focus on learning to swim.

Join Us for These Special Offerings:

- Free Swim Lessons: Give your child a head start with our free lessons, designed to teach essential water safety skills.
- Water Safety Education: Learn from experts and access 5 online lessons that reinforce safety around water. www.kidsalive.com.au/swim-into-summer-parents/
- **Fun Activities:** Enjoy games and demonstrations that make learning water safety a fun experience.

Kids Alive provides a treasure trove of resources including books, music, YouTube videos, dance routines, yoga sessions, puppet shows, and engaging cartoon animations – all geared towards promoting water safety. Everything can be accessed at kidsalive.com.au

Let's make this summer safe and enjoyable for everyone. We look forward to seeing you at [Your Swim School Name]!

(link to events etc)

Warm regards, [Your Name] [Your Position] [Your Swim School Name]



EVENT INVITATION

Subject: Dive Into Safety – Join Us at [Your Swim School Name] for Swim Into Summer!

Dear [Recipient's Name],

We are excited to invite you to a special event at [Your Swim School Name] as part of the "Swim Into Summer with Kids Alive" campaign. This initiative is all about ensuring our children are safe and confident in the water as we head into the summer season.

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 Happening:

- Free Swim Lessons: An opportunity for your child to build vital water safety skills.
- Water Safety Tips: Learn essential tips to keep your family safe around water.
- Fun Activities: Enjoy games, demonstrations, and more in a fun, safe environment.

Please RSVP by [Deadline] to secure your spot. We can't wait to see you and your family at this important event!

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.

Warm regards, [Name] [Position] [Your Swim School Name] [Contact Information]



THANK YOU EMAIL

Subject: Thank You for Diving into Safety with Us!

Hi [Recipient's Name],

We hope you had a fantastic time participating in our "Swim Into Summer with Kids Alive" campaign at [Your Swim School Name]. Your involvement was crucial in making this event a success, and we appreciate your dedication to water safety.

If you didn't receive your special certificate, please let us know, and we'll be happy to send it your way. Don't forget to check out additional resources and fun activities on our website or at Kidsalive.com.au

Thank you again for being a part of our water safety mission. We look forward to welcoming you back to soon!

Warm regards, [Your Name] [Your Swim School Name]





The following are examples of social media posts you can utilise to encourage more people to participate in Swim Into Summer . They are a guide only and can be adapted to suit your organisation and brand.

Facebook: To tag Kids Alive in any posts on Facebook refer to them as @kids.alive.do.the. five . This will hyperlink automatically in your post to the pages. Ensure you follow the Kids Alive page first. It will turn blue and simply show the brand names if the tag is successful. Using this tag will enable us to track how many people interact with this message and will allow people to find the Facebook Page easily.

Instagram: To tag Kids Alive in any posts on Instagram refer to them as @kids_alive. This will hyperlink automatically in your post to our page if you are going directly from the app.

Post Date	Facebook	Instagram
Pre Event	 Get ready to make a splash with Kids Alive! We're gearing up for Swim Into Summer September 23- 27with free swim lessons and water safety education. We are proud to be part of Swim Into Summer 2024. Stay tuned for details! #SwimIntoSummer #KidsAlive #WaterSafety #FreeLessons #Swimminglessonssavelives 	Did you know? Teaching kids to swim is a lifesaving skill! Get ready for a splash-tastic week of water fun and safety education! We are proud to be part of Swim Into Summer September 23- 27 with Kids Alive 2024. Stay tuned! #SwimIntoSummer #KidsAlive #WaterSafety #SuperSwimmer #Swimminglessonssavelives
Pre Event	Mark your calendars! Our Swim Into Summer event is just days away. Starting September 23, join us for a week of fun and learning with free swim lessons and water safety tips. #SwimIntoSummer #Countdown #SwimSafety #FreeLessons	Counting down the days to our Swim Into Summer event! Free swim lessons and water safety tips are just around the corner. Are you ready to dive in? The fun starts September 23. #SwimIntoSummer #Countdown #FreeSwimLessons #Swimminglessonssavelives
Pre Event	Did you know that swimming can enhance your child's cognitive development? Dive into the benefits of swim lessons with us and watch your child thrive! #SwimIntoSummer #CognitiveBoost #WaterSafety #Swimminglessonssavelives	Did you know swimming boosts brain power? Dive into our free lessons to unlock your child's full potential! #SwimIntoSummer #BrainBoost #WaterSafety
Pre Event	Today is the day! Swim Into Summer kicks off with free swim lessons, games, and safety activities. Come join the fun and make a splash with us and our partner Kids Alive! #SwimIntoSummer #EventDay #FamilyFun #KidsAlive	It's kick off day for Swim Into Summer! Join us for free lessons, games, and water safety activities. Let's make a splash together! #SwimIntoSummer #Kickoff #FamilyFun #KidsAlive



Post Date	Facebook	Instagram
	Drownings in the most vulnerable under five age group decreased by 6% this year and 24% compared to the 10- year average. This is amazing news and shows how water safety education and learning to swim makes a difference. #SwimIntoSummer #KidsAlive #WaterSafety #FreeLessons #Swimminglessonssavelives	Drownings in the most vulnerable under five age group decreased by 6% this year and 24% compared to the 10- year average. This is amazing news and shows how water safety education and learning to swim makes a difference. #SwimIntoSummer #KidsAlive #WaterSafety #FreeLessons #Swimminglessonssavelives
Week of Event	Can't make it to the pool don't worry. Kids Alive has 5 free online lessons you can access from renowned swimming teacher Emma Lawrence (that's Olympic Coach Laurie Lawrence's daughter if you didn't know). Find the 5 Free lessons here. https://kidsalive.com. au/swim-into-summer-parents/	Can't make it to the pool don't worry. Kids Alive has 5 free online lessons you can access from renowned swimming teacher Emma Lawrence. Comment lessons and we will send you the link.
Week of Event	Meet the dedicated instructors behind our Swim Into Summer success! Our team is ready to help your child become a confident swimmer. Say hello! #MeetTheTeam #SwimIntoSummer #WaterSafety	Meet our swim superstars! Our talented instructors are excited to help your child become a confident swimmer. Come say hi! 👋 #MeetTheTeam #SwimIntoSummer #WaterSafety
Week of Event	It's the final day of Swim Into Summer! Don't miss out on the last chance to join our fun-filled events and activities. Dive in now! #SwimIntoSummer #LastDay #JoinTheFun	Last call for Swim Into Summer! Don't miss the final day of fun, learning, and water safety. Join us now! #SwimIntoSummer #LastCall #WaterFun
	Kids Alive has so many wonderful resources that you can use at home to reinforce water safety messages with your little ones. There are books, songs, dances, craft and more!	Kids Alive has so many wonderful resources that you can use at home to reinforce water safety messages with your little ones. There are books, songs, dances, craft and more!
	Check it all out at kidsalive.com.au #watersafety	Check it all out at kidsalive.com.au #watersafety



Post Date	Facebook	Instagram
Week After Event	What an incredible Swim Into Summer week we had! Thank you to all the families who joined us. Share your favourite memories from the event with us! #SwimIntoSummer #ThankYou #Memories	We had a blast hosting Swim Into Summer with Kids Alive! Thanks to everyone who joined our events. Share your favourite moments with us! #SwimIntoSummer #Grateful #Memories #swimmingsaveslives #learntoswin
Week After Event	 Kids Alive Do The Five. Live by these water safety rules and stay safe in the water. 1. Fence The Pool 2. Shut The Gate 3. Teach Your Kids To Swim its Great 4. Supervise, Watch Your Mate 5. Learn how to resuscitate. #KidsAliveDoTheFive #SwimSmart #KidsAlive 	 Kids Alive Do The Five. Live by these water safety rules and stay safe in the water. 1. Fence The Pool 2. Shut The Gate 3. Teach Your Kids To Swim its Great 4. Supervise, Watch Your Mate 5. Learn how to resuscitate. #KidsAliveDoTheFive #SwimSmart #KidsAlive
Week After Event	The swim fun doesn't stop here! Keep your child's water safety journey going with our regular swim lessons. Enrol today and continue the adventure! #SwimIntoSummer #YearRoundSwimming #WaterSafety	 The journey doesn't end here! Keep the swimming spirit alive with our regular lessons. Water safety is year- round! #SwimIntoSummer #YearRoundSafety #KeepSwimming



WATER SAFETY POSTS

5 days of water safety tips.

Facebook & Instagram

1. Water familiarisation.

This is the first step in learning to swim. Making children feel relaxed and comfortable in the water is essential. Using games and water play in shallow water is a great way to get kids comfortable. You can even do it in the bath at home.

#SwimIntoSummer #KidsAlive #WaterSafety #FreeLessons #Swimminglessonssavelives

2. Breath Control

This is about babies learning to hold their breath while being submerged in the 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.

#SwimIntoSummer #KidsAlive #WaterSafety #FreeLessons #Swimminglessonssavelives

3. Submersion

Once a child happily masters breath control it's time for submersion. The key is not to force it but work with individual readiness. Use games and songs to make it fun and take out the fear factor.

#SwimIntoSummer #KidsAlive #WaterSafety #FreeLessons #Swimminglessonssavelives

4. Floating

Floating is the basis of all learn to swim skills. The aim is to help 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.

> #SwimIntoSummer #KidsAlive #WaterSafety #FreeLessons #Swimminglessonssavelives

5. Propulsion

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 requires a long, slow, relaxed arm action.

> #SwimIntoSummer #KidsAlive #WaterSafety #FreeLessons #Swimminglessonssavelives



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 23 – 27 2024.

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."

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. "But it was still 15 little kids last year and most troubling is over half of these were 1 year old. This shows the importance of starting water familiarisation and confidence from an early age."

[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 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.

Drowning Stats https://www.royallifesaving.com.au/research-and-policy/drowning-research/ national-drowning-reports

- 323 people lost their lives to drowning last year, an increase of 16% on the ten-year average
- 15 young children aged 0-4 years drowned last year, a 24% decrease compared to the 10-year average
- 87% of all drowning deaths in this age group were males. Children aged 1 year accounted for the highest number of drowning deaths in this age group this year, with six children aged 1 year dying from drowning
- 27% of drowning deaths among children 0-4 years occurred in the home environment, most commonly in a swimming pool or a bathtub. The leading activity prior to drowning was a fall into water (60%) followed by bathing (27%).



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.





This certificate is proudly awarded to

in recognition of their involvement in Swim Into Summer.

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Laurie Lawrence - Kids Alive Do The Five Founder



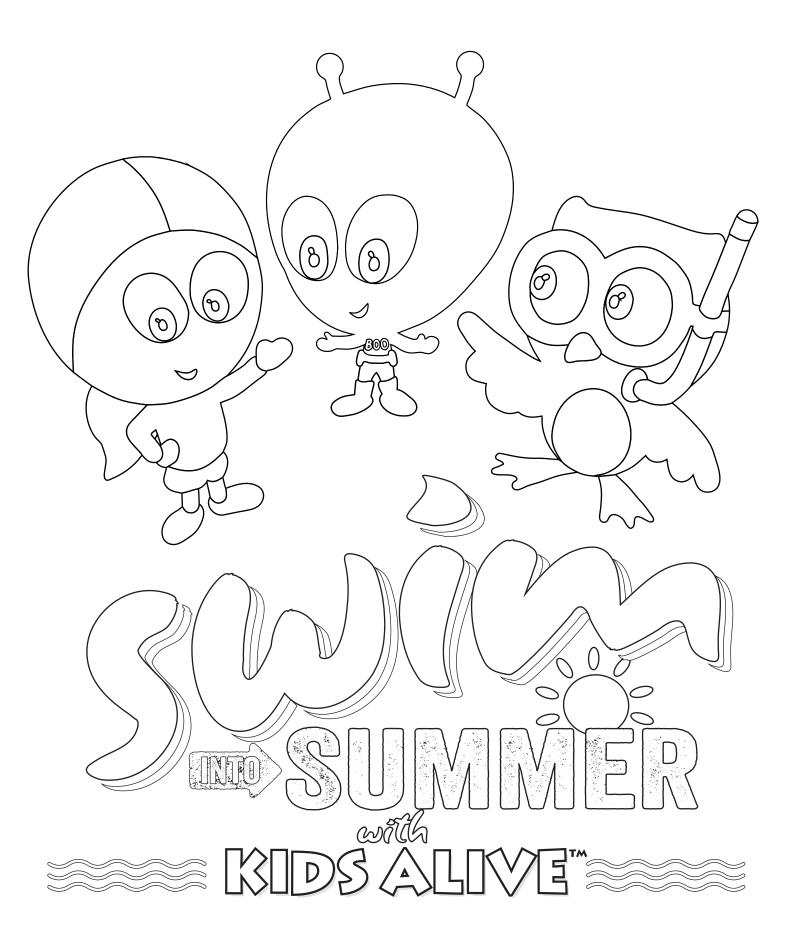




- 1. Colour print/copy this page (use glossy photo paper for best results)
- 2. Cut out the characters and props.
- 3. Wrap the tabs around your finger, use sticky tape to hold it together.



Read along with our books online Kidsalive.com.au



CONTRACTOR SUMMER SO KIDS ALIVE WHERE EVERY STRUCE IS A STEP TOWARDS SAFETY WW.KIDSALIVE.COM.AU





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