

Suggested social media posts and model press release

#BeWaterAware



Even on a warm day, open water can be dangerously cold. Cold water shock can affect your breathing and make it difficult to swim and lead to drowning.

It may be tempting to cool off in open water such as rivers, lakes and reservoirs but cold water can kill.

Think before you or your friends enter the water – cold water shock can affect the strongest swimmers.

Find out more about cold water shock <https://nfcc.org.uk/our-services/campaigns/be-water-aware/cold-water-shock/> (or direct to your own pages)

#BeWaterAware

[Video – Cold water can kill](#)

Accidents can happen when you least expect them.

About half of people who accidentally drown never intended to enter the water.

If you enjoy spending time near water:

Stay back from the water's edge

Stick to safe paths

Pay attention to where you are walking or cycling

Be extra careful in poor weather or low light

Water safety starts on land. Find out what you should do if you fall into the water:

<https://nfcc.org.uk/our-services/campaigns/be-water-aware/>

#BeWaterAware

[Video – Slips and Falls](#)

Someone in trouble in the water? Remember:

- **Phone** 999 to get help
- Tell them to stay calm and **float** on their back
- **Throw** rescue equipment to help them float

Never enter the water to attempt a rescue.

Knowing what to do can save a life.

#BeWaterAware #PhoneFloatThrow

If you unexpectedly fall into water, cold water shock can take your breath away.
Fight the instinct to panic and #FloatToLive

- Tilt your head back
- Keep your ears submerged
- Relax and spread your arms and legs

It could save your life.

#BeWaterAware #FloatToLive

[Video Float To Live](#)

#BeWaterAware

Data source WAID [Evidence and Data | National Water Safety Forum](#)