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BROADCAST PROGRAMMES

Mon. to Sun., March 21-27 - 34-54

SUBSCRIPTIONS

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LACK OF FORETHOUGHT CAUSES LOSS OF YOUNG LIVES

Many children drowned in preventable accidents

One out of every three drowning victims in New Zealand is a child under ten. Last summer 24 children in this age group lost their lives. And 14 of these victims were babies under five years. Most of these fatal accidents occurred within close call of the children's own homes, where it might be assumed they would be reasonably safe. And they were preventable accidents. Even the shallowest area of water ... sometimes only a few inches deep ... is a potential hazard to little people.

DANGER SPOTS

The records show that accidents occurred in such places as sheep dips, sumps, wells, drains, creeks, water tanks and even fish ponds, places often not immediately recognisable as danger spots.

HOW TO PREVENT SUCH DROWNINGS

Make a survey of the area in your neighbourhood for abnormal hazards. If necessary get other parents to take co-operative action with you. See that the danger spots are fenced off or boarded in on your own property and try to persuade your neighbours to do the same. It's surprising what a little ingenuity can accomplish with such places. Even fish ponds have been covered over with light wire netting without detracting from their appearance. If you can't make the district perfectly safe, fence in a suitable play area for younger children, and see that they are not permitted to wander.

WATER WISDOM

See that your children learn to swim as soon as they can be taught. There is no better exercise to build healthy bodies, no recreation that can be put to better use. And make sure they understand "water wisdom"; how to avoid the ordinary hazards of swimming. Teach them the dangers of swimming in a heavy undertow, in tidal rips and river currents. Teach them always to play safe both in and near the water. Most important of all, they should be taught, as soon as they are capable of understanding, the basic principles of life-saving and artificial respiration.

ACT NOW

Don't wait till the danger is brought home to you by personal tragedy. With a little forethought you may save a child's life this summer. It could be one of your own.



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Issued by The National Prevent Drowning Committee on behalf of the Internal Affairs Department.



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