

July 2017

## **NHS launches video to keep kids safe this summer**

Commissioners in East Berkshire have launched an **online video** to keep kids safe in the summer holidays.

Called 'Keep your kids live and kicking this summer', the video highlights the risks of leaving babies and infants unsupervised near water or open windows, particularly when parents and carers get distracted.

Up to 60 children drown every year in the UK. However, most of these deaths could be prevented.

Babies and infants need constant supervision around water – whether this is in the bath, paddling or swimming pool, by ponds, rivers or lakes. They also need supervision around open windows.

Debbie Hartrick, Associate Director of Safeguarding for east Berkshire's three NHS Clinical Commissioning Groups (CCGs), said: "While incidents of drowning or near drowning in east Berkshire are thankfully rare, it is really important that the safety of infants and children around water and open windows remains at the forefront of our minds, especially at this time of year.

"Pools, ponds and baths can keep your kids cool in the hot weather. However, water can also be dangerous for children if parents and carers don't pay attention.

"Young children can drown in fewer than 2 inches (6 centimeters) of water, in only 20 seconds. If they are very young, you won't even hear them. They can slip under the water without making a splash or a sound.

"Young children don't understand that a fall can kill them – just as they don't understand that water can kill them."

She added: "Getting distracted by a mobile phone, talking to other people, or wandering off when your child is around water can lead to tragedy.

"By spreading these key messages, we can all help to keep our young children live and kicking this summer."

As part of the campaign, the CCG will be seeking the support of local schools and other establishments to help raise awareness of this video and its key messages.

**Ends**

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