



“On June 10, 2018, while on vacation in Alabama, my 3-year-old son, Levi, slipped out of a room filled with people. He was wearing khaki shorts and watching TV with friends after dinner when he somehow got off the couch, out the door, down the stairs, and drowned — all within moments.

Shortly after our loss of Levi, we learned that drowning is the #1 cause of death for children ages 1- 4, and the #3 for ages 5 - 19. It is a silent epidemic that our society mostly ignores. Nearly 70% of children who drown do so during a non-swim time — just like our Levi, who slipped out of the door while I was closing a bag of Cheetos.

HOW did we not know?”

- Nicole Hughes, Mother of 3, Water Safety Advocate & Founder of Water Guardians: Levi’s Legacy

Drowning takes the lives of 3 children in the U.S. every day.* This statistic is unacceptable. With your help, we can change it. We can save lives. It all starts with awareness and education.

At Goldfish Swim School, we teach more than 100,000 children how to swim each week. We also offer free Water Safety Presentations to schools, camps, clubs, groups and daycare centers. Our mission is simple: to help children be safer in and around the water.

Nicole Hughes has dedicated herself to channeling her grief to help other parents avoid the tragedy her family has endured. Nicole is pushing for awareness and for conversation. She brought her message to the American Academy of Pediatrics (AAP) and asked for their help in educating parents about the importance of water safety. In March 2019, nine months after the loss of Levi, the AAP released updated policies in regard to drowning prevention. These policies stress the critical role that pediatricians play in this life-saving mission. Parents and guardians count on you to provide them with the information they need to keep their children safe. Car seats, home safety, proper nutrition and medication — these are all part of the important conversations with families of young children. We want to assist you in adding water safety to that list.

In accordance with the newly-released AAP guidelines, and in support of Water Guardians: Levi’s Legacy and our collective mission, we’ve created materials to help educate parents and guardians on the importance of water safety from a young age. Included in the materials are coloring sheets that focus on water safety tips, as well as an educational pamphlet and prescription tear pad so that you can prescribe every child an introductory swim lesson at Goldfish Swim School.

It is our hope that these materials will provide the information and assistance you need to promote doctor-patient conversations around drowning prevention and the importance of water safety and swim lessons at a young age.

Sincerely,

Your local Goldfish Swim School

*According to SafeKids.org