

Recreational Boating Safety

Water Safety Day



This year marks the first annual **Water Safety Day**, recognized by the State of Washington on May 15th. The Washington State Parks Recreational Boating Safety Program invites participants to support the message by sharing with your audience and planning events on Water Safety Day!

Washington's
First Annual
Water Safety Day
May 15th

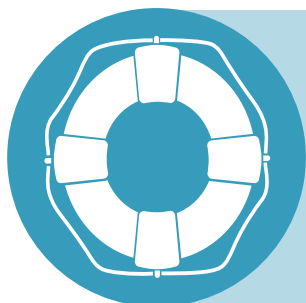


While many boaters don't set sail with the intention of falling in. Anyone can become an unplanned swimmer! These tips apply to boaters, recreators and swimmers alike.

About Water Safety Day

Water Safety Day was created with the passing of House Bill 1750, also known as Yori's Law. The bill was sponsored by Chezik Tsunoda, a water safety advocate and founder of the non-profit, [No More Under](#). The day aims to raise awareness of the danger of drowning and promote water safety skills.

Three Pillars of Water Safety



Reach, Throw, Don't Go! (Rescuing others in danger)

- **Reach** with any nearby objects long enough for the swimmer to grab onto. This could be an oar or paddle, etc. Brace yourself and slowly pull them to safety.
- **Throw** something that floats to the swimmer, like a life preserver or life jacket. In a pinch, even a pool noodle or a kickboard can be used.
- **Don't go** in the water yourself!



Cold Water Shock

Cold-water shock and swim failure are risks that come before hypothermia. Many drowning victims die within minutes of going overboard due to cold-water shock.

More information about [Cold Water Shock](#).



Wear a Life Jacket

Wearing a life jacket is your best defense against drowning. The Recreational Boating Safety recommends that swimmers and recreators wear a life jacket at all times when on or near the water. Ensure the life jacket is Coast Guard approved, and fits the wearer properly.

More information about [Life Jacket Wear](#).

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Example Social Media Posts

- May 15th is Water Safety Day! Remember – anyone can become an unplanned swimmer! Wearing a life jacket and practicing water safety skills can help keep yourself and others safe.
- Be water safe by taking a moment to review your emergency action plan: reach, throw, don't go. Assist a person in the water while protecting yourself, by using safety tools to reach (like a paddle or a branch) and pull them to safety or throw something that floats, like a life ring.
- Today marks the first annual Water Safety Day in Washington State. We are raising awareness for drowning incidents and reminding the public to wear a life jacket at all times when on or near the water. For more information, visit: [\[Add your own link here!\]](#)
- Water is no joke! Be safe this summer by wearing a life jacket, keeping an eye on fellow swimmers and familiarizing yourself with how to help in an emergency. Water Safety Day, on May 15th is a great time to learn!
- Water can be fun but isn't without risks. Be mindful this year on Water Safety day: even strong swimmers need water safety - always wear a life jacket and be wary of cold water. Don't go in the water after someone who's drowning. Instead, find ways to help from safety like throwing a life preserver or reaching with something they can grab onto!

Photos & Graphics

We've provided a few photos for your use along with this email, but there are many resources online for images to use with credit.

U.S. Coast Guard photo library: <https://uscg-boating.org/multimedia/gallery.php>

Watersports Foundation photo library: <https://www.watersportsfoundation.com/media/photo-library/>

National Safe Boating Council <https://www.safeboatingcouncil.org/resources/photo-library/>

Tips for Success on Social Media:

- Use photos and visuals! Research shows that posts including interesting visual assets earn more engagement.
- Post messages repeatedly during the month to reinforce the message and reach a wider audience.
- To supplement posts, consider sharing or retweeting content from others in the boating safety community.

Through repeated exposure to safety messaging, we can promote boating safety practices with the intention of reducing fatal boating incidents in the state. We'll provide a monthly toolkit that will support you in sharing key boating safety messages during the boating season. For questions or additional support please contact Ashley.Seydel@parks.wa.gov