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## August is “Drowning Impact Awareness Month”

WHAT IS IT: Drowning Impact Awareness Month (DIAM) began in August 2004 through the efforts of the Phoenix Children’s Hospital. Today, DIAM is the largest collaborative water safety effort in the state of Arizona. Governor Ducey, Drexel Heights Fire District Governing Board, County Supervisors, and Mayors across the state have signed proclamations designating August as Drowning Impact Awareness Month.

WHY AUGUST FOR DIAM: August are peak times for child drownings in Arizona. Back-to-school distractions in August make it a high risk month for child drownings. Also, safety rules tend to get more lax as summer winds down.

PURPLE RIBBONS: DIAM efforts include wearing purple ribbons to remind everyone about water safety and to recognize the impact fatal and non-fatal drownings have had. DHFD will have purple ribbons available at Admin in the month of August in case anyone would like to pick one up and help promote DIAM. When people ask you about your purple ribbon, please share the ABC water safety message below.

SAFETY MESSAGE WE NEED TO SHARE: Every child drowning is preventable – but sometimes, little can be done for a child once he or she has fallen into the water. Prevention is the cure, and awareness is free. To prevent child drownings, follow the ABC’s of Water Safety: Adult supervision when children have access to water. Barriers between children and water. Classes like CPR and swimming lessons.

SPECIAL EVENT: DHFD and the Drowning Prevention Coalition of Arizona will be hosting a special event in August for DIAM. Saturday, August 27th at the Tucson Rodeo Grounds (4823 S. 6th Avenue) there will be a Water Safety Expo in conjunction with a mud dragging event. The water expo starts when the gates open at 5:30pm and is free with your entrance into the mud drags (Mud Drag entrance fees waived for all first responders)! The event includes interactive displays for families including: boats, life vests, swim schools, kidzulance, fire engines, CPR demos, rescue techniques, safety information and plenty of free give-aways. (See attached flyer)

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