

EVERY CHILD



A SWIMMER

DROWNING - A World Problem THE SOLUTION - Every Child A Swimmer THE KEY TO THE SOLUTION - YOU II!

Drowning of a human being means death under water for lack of air to breathe. It occurs everywhere that swimming is practiced. It is a world problem, but it can only be solved locally. It takes an international organization with local units to solve it. The K Family is that organization.

The need is great. Nine thousand drownings occur annually in the U.S.A. alone, according to World Book Encyclopedia. Nine out of ten drownings occur within 6 feet of safety. The solution has been known to the swimming world from time immemorial: (1) Learn to swim and (2) obey the simple rules of water safety.

Now for the first time there is a practical and affordable solution to this shameful loss of life. It is called EVERY CHILD A SWIMMER. Many fine organizations that teach swimming and water safety have not been able to solve the problem nationally. The reason is that the method used (one non-swimmer to one instructor) cannot keep up with the increase in population. It remained for 16 members of the Board of Trustees of Key Club International to put together an affordable plan. Based upon their experience with boys' clubs and their knowledge of what volunteerism has done, not only through Key Club but nation-wide during the 20th century, they added that volunteerism to the expertise of the swimming world. The program decided upon would use Key Club members, as amateur volunteers, to be pretrained in assisting the swim instructor and thus multiply his effectiveness up to 20 times, depending on the size of the pool and the competence of the instructor.

These facts are indisputable:

1. All drownings are unnecessary.
2. All drownings can be prevented by teaching all non-swimmers
 - (a) how to swim comfortably, and
 - (b) how to observe standard water safety rules.

Experience also shows that 8 to 10 year old youth are the most receptive of group instruction, and that by reason of the shortage of pools and instructors, it is practical to confine the instruction to a single grade.

Lesson plans are available. Study them and get your Key Club to agree to sponsor the program. Then go to your Kiwanis sponsor and have him study the program. Find local statistics on drowning. Go to your school officials and offer your services as amateurs, so that the program can be affordable. Have the program made a part of the P.E. curriculum for six weeks a year, on an annual basis, for at least one grade of the elementary school.

This program saves lives, is health-building, and is fun. One objective of Kiwanis and Key Club is "to give primacy to the human . . . values of life." There are no more sacred, precious or irreplaceable human values than Life, Health and Happiness. ECAS guarantees all of these. You can make it happen in your school. It will never happen without you.