



DOWNLOADABLE RESOURCES

# WATER SAFETY TOOLKIT



In Florida, drowning remains the leading cause of death for children under five. The DCF Water Safety campaign emphasizes the importance of active supervision, secure barriers, swimming skills and emergency preparedness prevent drowning tragedies. Parents and caregivers are encouraged to strengthen their water safety knowledge through education, which includes using a water watcher, staying within arm's reach, avoiding alcohol around the pool and keeping a phone nearby for emergencies.

## KEEPING FLORIDA KIDS SAFE

This toolkit serves as your one-stop resource for DCF's Water Safety Campaign. Inside you'll find downloadable creative assets, educational tools and outreach materials designed to help you raise awareness in your community.

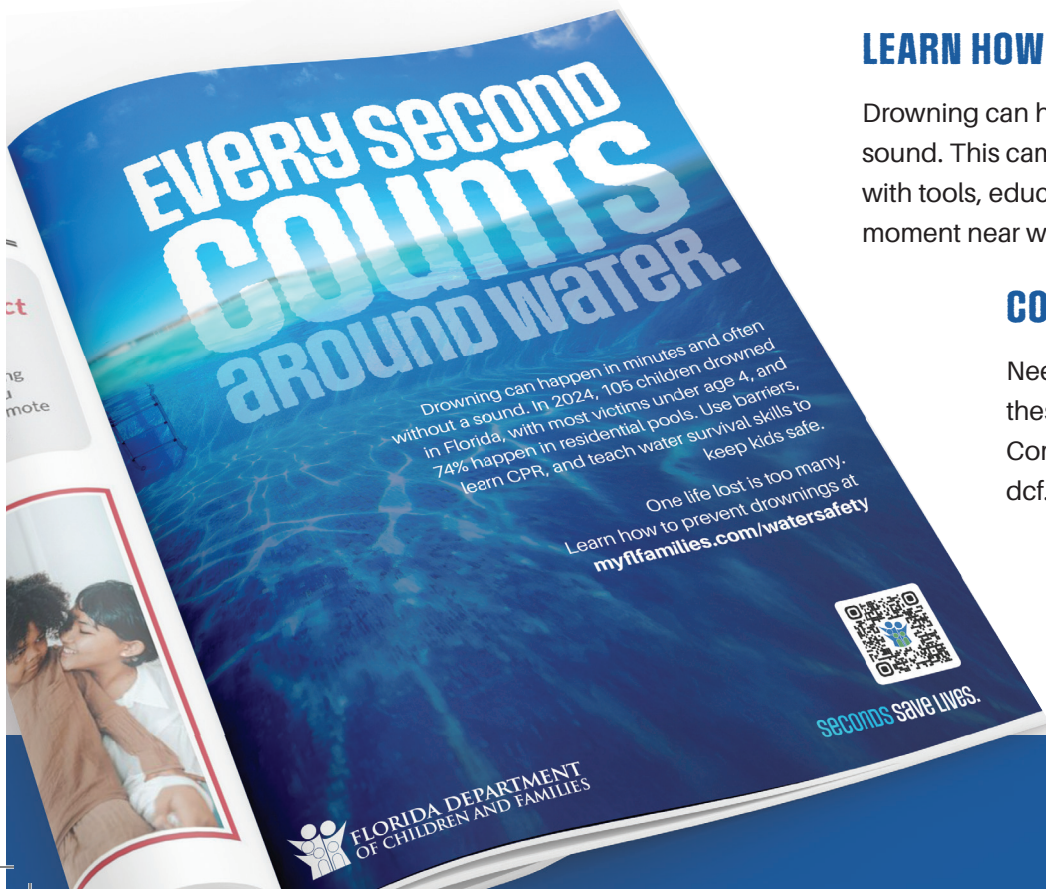
Use these assets to promote safe habits, support local water safety programs and remind others that drowning can happen in seconds, and often without a sound. Together, we can prevent tragedies and save lives.

## LEARN HOW TO PREVENT WATER TRAGEDIES

Drowning can happen in seconds and often without a sound. This campaign empowers parents and partners with tools, education, and resources to help ensure every moment near water is a safe one.

## CONTACT US

Need help accessing or sharing these materials? Contact the DCF Communications Team for support at [dcf.inquiry@myflfamilies.com](mailto:dcf.inquiry@myflfamilies.com).



# WATER SAFETY TOOLKIT

## SOCIAL MEDIA ASSETS

Download graphics, captions and post templates to promote water safety on your organization's social channels.

[CLICK HERE](#)

## PRESENTATIONS AND TALKING POINTS (POWERPOINT, OUTREACH EMAIL)

Use these PowerPoint slides and outreach emails to educate partners, parents and caregivers about water safety best practices.

[CLICK HERE](#)

## VIDEOS

Watch and share Public Service Announcement videos that show how quick actions and active supervision can save a life.

[CLICK HERE](#)

## DIGITAL COMMUNICATION ASSETS (GOOGLE)

Access ready-to-use digital files and templates for online outreach, community newsletters, and local websites.

[CLICK HERE](#)



## BRAND GUIDELINES

Ensure every message stays consistent with DCF's brand and tone when sharing campaign materials.

[CLICK HERE](#)

## PROMOTIONAL MATERIALS (LANYARD, BROCHURE, ETC.)

Explore lanyards, brochures, flyers, and print-ready materials to use at home or distribute at community events, swim schools or safety fairs.

[CLICK HERE](#)

