



American Red Cross
Greater Carolinas Region

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Red Cross, Greensboro Aquatic Center and Carolina Swims Foundation Partner to Reduce Drowning

Children and adults learning to swim is key to creating 'ecosystem of water safety'

GREENSBORO, NC (Dec. 6, 2021) - In an expansion of a national multi-year campaign to reduce drownings, Greensboro Aquatic Center and Carolina Swims Foundation have joined the American Red Cross Aquatics Centennial Campaign.

“The goal of the American Red Cross Aquatics Centennial Campaign is to create an ‘ecosystem of water safety’ in order to reduce drownings in communities where there are high numbers of drownings or drowning rates that are higher than the national average,” John Hughes, executive director, Piedmont Triad Chapter. “We collaborate with Red Cross aquatics training providers like Greensboro Aquatic Center and Carolina Swims Foundation to make swim lessons and water safety training available, accessible and affordable to areas of their communities that were not getting this lifesaving training.”

According to the CDC, in the United States, more children ages 1 to 4 die from drowning than any other cause of death except birth defects. For children ages 1 to 14, drowning is the second leading cause of unintentional injury death after motor vehicle crashes. In the state of North Carolina, 106 people died from drowning and another 315 received emergency department care for non-fatal drowning in 2019, the latest reporting year available.

“The Greensboro Aquatic Center is excited to partner with two other organizations – Carolina Swims Foundation and the Red Cross - who share our goal of increasing opportunities for minority and disadvantaged youth to learn to swim,” said Greensboro Aquatic Center manager Susan Braman.

Aquatics Centennial Campaign by the Numbers

The Red Cross campaign began in 2014 in recognition of 100 years of Red Cross swimming safety education. The campaign was initially planned as a 5-year initiative serving 50 communities. Due to the positive response, the campaign is continuing and expanding beyond those initial programs into other communities where the need is great.

Through August 2021, national campaign milestones include:

- Delivered 103,383 sets of lessons to children and adults, teaching them to learn the life skill of swimming.
- Developed 2,132 future lifeguards through the Junior Lifeguarding program.
- Trained 2,320 lifeguards, water safety instructors and lifeguard managers, and 9 instructor trainers.
- Equipped 17,492 parents and caregivers with water safety knowledge and skills with 681 of them receiving focused pediatric CPR/AED training, many resulting in certification.

With the help of campaign sponsors and through local training providers, the Red Cross is able to help provide swim lessons, as well as junior lifeguard, lifeguard and swim instructor training, at little or no cost in these communities. This effort also helps educate parents, children and teens so that everyone stays as safe as possible as they enjoy time in and around the water.

“The best way to reduce drowning is to prevent dangerous situations from happening in the first place,” added Hughes. “Parents and caregivers are also learning what to do when things go wrong, including how to help someone in

trouble in the water without getting into danger themselves and how to perform CPR and use an AED.”

Individuals can register for swim lessons, water safety programming, and certifications by visiting GreensboroAquaticCenter.com. For more information about lessons at the Greensboro Aquatic Center, e-mail Rachel-Jeane.Krause@greensboro-nc.gov.

People can learn about actions they can take to help make themselves and their families safer in and around water at redcross.org/watersafety. Additional information on the Red Cross Aquatics Centennial Campaign, including a [video](#), is available at redcross.org/centennialswim.

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