

60-Second PSA – “Eyes on the Child: Water Safety”

Summer is here—and that means more time around pools, lakes, and backyard fun. But did you know drowning is the **leading cause of injury-related death for children ages 1 to 4?**

In Indiana, dozens of young children have lost their lives to drowning in recent years—many due to a lack of supervision.

That’s why Prevent Child Abuse Indiana is launching the **Eyes on the Child: Water Safety** campaign.

Be a designated Water Watcher.

That means putting down your phone. Avoiding distractions. And keeping your eyes on the kids at all times.

Learn CPR. Teach kids water safety. Empty baby pools and tubs after use. And always make a plan before water play begins.

Because one second of distraction can lead to a lifetime of regret.

Stay alert. Know the kids. **Eyes on the Child.**

Visit p-c-a-i-n.org to learn more and request your Water Watcher badge today.

30-Second PSA – “Eyes on the Child: Water Safety”

Drowning is the **leading cause of injury death for children ages 1 to 4**—and it can happen in seconds.

This summer, Prevent Child Abuse Indiana urges you to keep your **Eyes on the Child.**

Be a **Water Watcher**: stay alert, avoid distractions, and never take your eyes off children near water.

Learn CPR, teach water safety, and empty tubs and pools after use.

One second of focus can save a life.

Visit p-c-a-i-n.org to learn more and get your Water Watcher badge today.