

## What is Step Into Swim?

Step Into Swim™ is an initiative of the Pool & Hot Tub Alliance committed to safe swim education and drowning prevention. By investing in the next generation of swimmers through learn-to-swim programming, Step Into Swim instills confidence, empowers long-term participation in water activities, touts the positive benefits of water play, and advocates for safe practices. Step Into Swim provides educational resources and grants to learn-to-swim programs across the country, including community organizations, parks and recreation departments, YMCAs, Boys & Girls Clubs, and more. Together, we can create more swimmers for life.



"The gift of swim lessons makes a real impact in the life of a child and their family. Through Step Into Swim, supporters can be part of a lifesaving initiative to reduce drowning and encourage a lifelong passion for swimming that may lead to sports opportunities, careers, and potential pool ownership."

*Rowdy Gaines, Olympian and Vice President, Partnerships and Development at PHTA*

## The Importance of Swim Education

Each year, thousands of families are affected by the loss of a child or loved one to drowning. Learning to swim from a qualified instructor is an essential skill that builds confidence in the water and saves lives – drastically reducing the risk of drowning by **88 percent**. Drowning is preventable, and together we can empower and develop young swimmers to Step Into Swim safely and confidently.

Ultimately, teaching children to swim safely can help combat drowning. While **85 percent** of Americans say they can swim, **only 56 percent** can perform all five basic water competency skills. **We can change that.** Now is the time to educate and empower children with the lifesaving skill of learning to swim and share the advantages swimming can offer.



## By the Numbers



Step Into Swim has gifted **285,000** swim lessons since 2012<sup>1</sup>



Swimming lessons reduce the risk of fatal and non-fatal drowning among children ages 1 – 4 by **88%**<sup>1</sup>



Nearly **4,000** fatal unintentional drownings in the U.S. each year<sup>2</sup>



Drowning is the leading cause of unintentional death among children ages **1 – 4**<sup>3</sup>  
Most drownings among children ages **1 – 4** happen in swimming pools<sup>3</sup>



**56%** of self-described swimmers can perform all five of the basic skills that might help to save their life in the water<sup>4</sup>





## Benefits of Proper Swim Education

Swimming is a lifelong skill with health and wellness benefits that can also lead to recreational and career opportunities for all.

- Reduces drowning
- Addresses the public health issue of inactivity, as **more than 80 percent** of the world's adolescent population is insufficiently inactive<sup>5</sup>
- Helps with depression, decreases risk of chronic illness, and improves sleep
- Fuels a passion for aquatics at the recreational and professional levels



## Contact Us to Learn More!

Step Into Swim would like to help millions of parents and young swimmers to build confidence in the water, understand the fundamentals of water safety, and reduce the number of drowning deaths reported in the U.S. But we can't do this alone. We need you and your support.

Various organizations in the U.S. provide free or low-cost swim lessons to children who cannot afford to learn the life-saving skill of swimming because of their economic or cultural standing. Each year, PHTA accepts applications from new and/or recurring organizations like the Boys & Girls Club of America, Jewish Community Centers, the YMCA, and more.

**100 percent of donations go directly to Step Into Swim initiatives and learn-to-swim programming.**



If you are interested in learning more or getting involved, visit [StepIntoSwim.org](https://StepIntoSwim.org)

Questions? Contact Rowdy Gaines, PHTA's VP of Partnerships & Development: [rgaines@phta.org](mailto:rgaines@phta.org)

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## Creating more swimmers together



<sup>1</sup> Step Into Swim™ Data on File.  
<sup>2</sup> Centers for Disease Control and Prevention, Drowning Fact Sheet.  
<https://www.cdc.gov/drowning/facts/index.html>  
<sup>3</sup> Centers for Disease Control and Prevention, Drowning Fact Sheet.  
<https://www.cdc.gov/drowning/facts/index.html>  
<sup>4</sup> American Red Cross, Water Competency National Public Opinion Survey, 2020. <https://www.redcross.org/take-a-class/swimming/centennial/savinglives>  
<sup>5</sup> World Health Organization, Adolescent Physical Health Survey, 2019.  
<https://www.who.int/news/item/22-11-2019-new-who-led-study-says-majority-of-adolescents-worldwide-are-not-sufficiently-physically-active-putting-their-current-and-future-health-at-risk>