



Cold Water Immersion: A Hands-On-Approach

Communications Resource Kit

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Produced under a grant from the Sport Fish Restoration and
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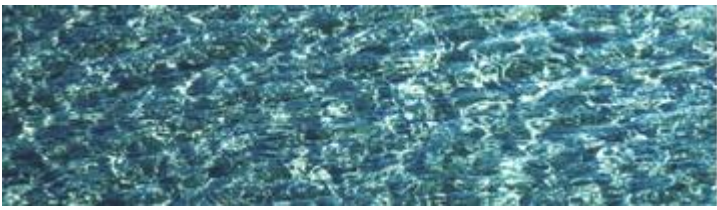


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Customizable Press Release

COLD WATER IMMERSION

Survive Cold Water Immersion

Learn what actions you can take to increase chances of survival during unexpected cold water immersion

CITY, STATE (XX/XX/XX) – The **[Agency/Organization]** will be hosting an informational program on cold water immersion and educating attendees on what actions you can take to increase chances of survival during a sudden or unexpected immersion in cold water. The *Cold Water Immersion: A Hands-on Approach* program raises awareness about the dangers of cold water, generally accepted as temperatures below 70° F, and the importance of wearing a life jacket to reduce the risk of death.

Attendees will hear about the inherent risks associated with sudden exposure to cold water immersion; the importance of wearing a life jacket as the single greatest mitigating factor in survival; and the “1-10-1” concept in surviving cold water immersion. There will also be opportunities for hands-on activities and experiences to reinforce key messages around cold water immersion’s impact on manual dexterity, self-rescue efforts and the critical value of advanced preparation and planning.

The *Cold Water Immersion: A Hands-on Approach* program was developed by the National Water Safety Congress (NWSC), under grant funding from the U.S. Coast Guard, to help assist in delivering these messages to the recreational boating public. To learn more about cold water immersion visit coldwaterbootcampusa.com

[Details about agency/organization, date, time and logistics of program, and contact information.]

#

Contact Information

Where to sign up, media contact (name/phone/email), etc.

Social media links

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Talking Points

COLD WATER IMMERSION

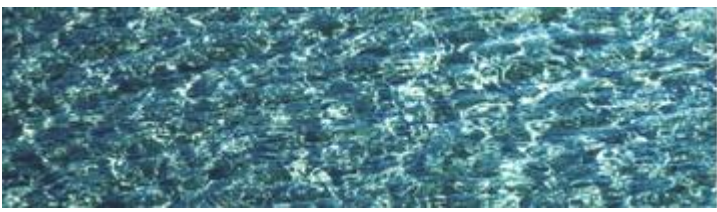
Saving the lives of individuals who are not wearing life jackets while boating in cold water environments is a major goal of the National Water Safety Congress (NWSC). In an effort to save lives, the NWSC has created a train-the-trainer program designed to assist and educate boating, paddling, and water safety professionals about the reality of cold water immersion and the importance of wearing life jackets.

Due to growing concerns over cold water drowning deaths, the NWSC is focused on educating recreational boaters and water-users about the dangers of boating without a life jacket – especially on cold waters.

- Cold Water Immersion Boot Camp seeks to clarify the misconceptions about cold water and cold water related accidents. This program will discuss the process which a boater will endure prior to perishing from the full effects of hypothermia.
- Cold Water Immersion occurs in a variety of environments where the water temperature is below 70°F. While this does not sound very cold, these frigid water temperatures can drop your body's core temperature drastically.
- **More than 60 percent of those that drowned while boating were within 50 feet of shore. While these individuals were feet from safety, they were too far to save themselves due to the effects of the cold water on their bodies.**
- **Research shows that boaters do not wear life jackets because they believe life jackets or personal floatation devices (PFDs) are for those who do not know how to swim.**
- **Regardless of your swimming ability, when boaters are suddenly exposed to cold water they still experience the initial shock, the inability to move, the gasping, and have the potential to drown.**
- **Everyone is at risk of drowning if they are not wearing a life jacket – even the best swimmers. If the water is cold, the chance of surviving without a life jacket is slim.**
- The recreational boating community should be aware of the “1-10-1” principle.
 - 1- As soon as you hit cold water, you will experience an involuntary gasp reflex and cold shock will initially overcome your body. This cold shock should pass in about 1 minute.

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- 10- After about 10 minutes in cold water, blood flow will be restricted to your arms and legs. This will make swimming increasingly difficult and over a period of time you will perish if you are unable to keep your airway above water.
- 1- Because a life jacket will keep you floating even if you can no longer swim, it is possible to survive for over an hour before the full effects of hypothermia set in.
- In boating related accidents, other boaters are often the first people to respond to help. These individuals tend not to be trained medical professionals.
- Cold Water Immersion should not only be of concern for boaters, but also for anyone who finds themselves near bodies of water for work or pleasure – ponds, pools, backyard water landscape, lakes, etc. Many cold water accident aren't related to boating at all.
- In the winter, many people walk out onto frozen rivers, drive on frozen lakes, or ice skate on frozen ponds. No ice is safe and anyone on or near ice should be aware of the dangers of sudden cold water immersion.

For more information, boaters can access www.coldwaterbootcampusa.com or www.nationalwatersafetycongress.wildapricot.org.

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Involving the Media

COLD WATER IMMERSION

Invite the local media to get involved in your outreach efforts. Use the press release, talking points and fact sheet included in this Communications Resource Kit to help you engage with local media.

- **Contact the media.** Contact your local news stations leading up to your outreach event or training. Notify them of when and where the event is taking place. Include information about what groups, organizations or type of audience is expected to attend and if there will be any interesting visuals (boats, bodies of water, exhibits). If there are good visuals or background, the media can record b-roll (footage) to aid them in telling the story.
- **Ways to contact the media.** To initiate contact with your local media:
 - Craft a template email with important information that gives a very brief summary of the event and its purpose. Be sure to include date, time, location and contact information. If possible provide a website about the event or your organization.
 - Send the email to reporters, news desks, radio stations, and contacts at other local organizations.
- **Provide background information.** Provide any digital or print resources you may have to your media contacts to assist them in covering your event and the topic of cold water immersion.
- **Schedule an interview.** Tell the media you are available for interviews if they choose to cover your event. If there are specific times that you will NOT be available, be sure to advise them of that information. For example, if there is a time you are teaching, speaking, not at your booth, etc. If possible schedule a specific time for an interview. If you will not have time to do an interview during your event, schedule one ahead of time and invite them to come by the event to shoot b-roll during the event.

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- **Provide contact information.** Be sure to provide the media contact with your contact information if they need to follow up after your initial communication.
- **Press Releases.** If you choose to publish a press release post it electronically in a place where you can refer media to it via a web link.
- **Maintain contact list.** Maintain a list of media coverage of your event. Keep any list of any media contacts you made or others who covered your event. Keeping this list will assist you the next time you want to share information with the media.

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Fact Sheet

COLD WATER IMMERSION

About Cold Water Immersion:

- The National Water Safety Congress is focused on educating recreational boaters and other water-users about the dangers of boating without wearing a life jacket – especially on or around cold waters.
- "Cold Water" is defined as being any water temperature under 70°F. These cool and cold-water temperatures can drop your body's core temperature enough to severely impact the way your muscles function.
- People tend to overestimate their physical abilities and underestimate the dangers of cold water immersion. When exposed to cold water, even people in great shape with very strong swimming abilities, experience the gasping, the shock, the inability to move, and the potential to drown. This false sense of security can often result in serious injury or death.
- More than 60 percent of those that drowned while boating were within 50 feet of shore. While these individuals were feet from safety, they were too far to save themselves due to the effects of the cold water on their bodies.
- After 10 minutes in the cold water, your body loses the ability to move. That means you lose the ability to swim for shore, swim back to the boat, or even tread water.
- The 1-10-1 principle is the new “mantra” of Cold Water Immersion:
 - 1- When you fall into cold water you have 1 minute to gain control of your breathing.
 - 10- You may have 10 minutes of meaningful movement to perpetuate self-rescue.
 - 1- After this you will lose all meaningful movement in your body and you may have 1 hour before becoming hypothermic and losing consciousness.

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- If you are immersed in cold water and NOT wearing a life jacket, there is a very real possibility that you will die due to the effects of cold water in a relatively short period of time and before becoming clinically hypothermic. WEARING a life jacket will dramatically improve your chances of surviving the early stages of hypothermia.
- Many cold water accidents aren't related to boating at all. Last year cold water accidents included drownings in which the victims were immersed in lakes, ponds, backyard water landscape features and in neighborhood retention ponds.

Other Boating Safety Facts:

- 84.5% of people who drowned in a recreational boating accident were not wearing a life jacket. ¹ Always wear a life jacket!
- Where cause of death was known, 76% of fatal boating accident victims drowned.
- Alcohol use is the leading known contributing factor in fatal boating accidents; where the primary cause was known, it was listed as the leading factor in 15% of deaths.
- Eight out of every ten boaters who drowned were using vessels less than 21 feet in length.

⁽¹⁻⁴⁾ Source: U.S. Coast Guard *Recreational Boating Statistics 2017*

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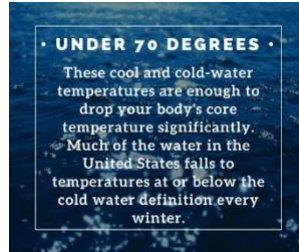


Sample Social Media Messages

COLD WATER IMMERSION

Use #SurviveColdWater when sharing these social messages.

- It may be warm, but that doesn't mean the water is. "Cold Water" is defined as being any water temperature under 70 degrees. #SurviveColdWater



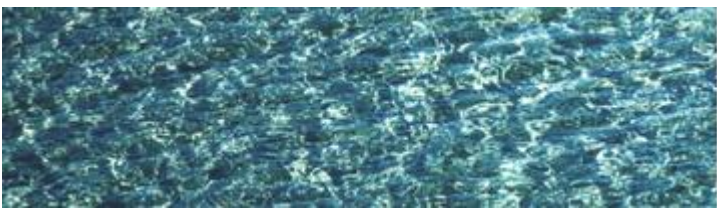
- IF NOT wearing a life jacket, there is a very real possibility that you will die due to the effects of cold water in a relatively short period of time and before becoming clinically hypothermic. WEARING a life jacket will dramatically improve your chances of surviving the early stages of hypothermia. #SurviveColdWater



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COLD WATER BOOT CAMP USA

A HANDS-ON APPROACH



- Many victims drown just feet from safety. While these individuals were within feet of safety, they were too far to save themselves due to the effects of the cold water on their bodies. #SurviveColdWater



- In boating accidents, first responders are often other boaters. When accidents occur closer to home they can be family members, friends, or neighbors. #SurviveColdWater



- Just because you are a good swimmer, doesn't mean you can avoid hypothermia. Even good swimmers can drown. #SurviveColdWater



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COLD WATER BOOT CAMP USA

A HANDS-ON APPROACH



- Many cold water accidents aren't related to boating at all. Make sure you watch your children around these areas and consider installing fences around pools and other water features. #SurviveColdWater



- No ice is safe ice! You can't judge the strength of ice just by its appearance. Ice strength is based on age, thickness, temperature, or whether or not the ice is covered with snow. All these factors and many more help determine the quality of the ice. #SurviveColdWater



- There are many causes for cold water immersion. While boating there seem to be four main causes that lead to cold water immersion. #SurviveColdWater



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**COLD WATER
BOOT CAMP
USA**
A HANDS-ON APPROACH



- Always be prepared for cold water immersion – especially in the winter months.
#SurviveColdWater



- Your body will lose heat 25 times faster while submerged in water than surrounded by air. Getting out of the cold water is a key factor in extending survival times.
#SurviveColdWater
- Unless your boat is designed so that a person in the water can easily re-board, consider equipping your boat with something that allows an individual to get back onboard unassisted. #SurviveColdWater
- If you are in a paddlecraft, know how and be able to re-board the vessel. Avoid paddling alone so that someone could assist you while re-boarding your vessel if needed.
#SurviveColdWater



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COLD WATER BOOT CAMP[®] USA

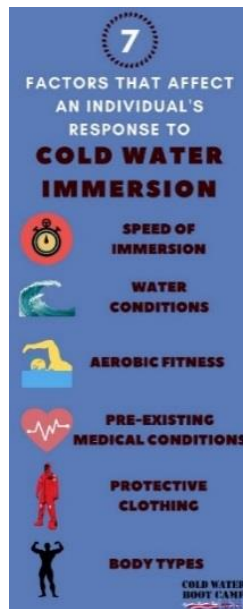
A HANDS-ON APPROACH



- Considering practicing cold-water survival techniques. (In safe conditions and with knowledgeable people available to render assistance if necessary). #SurviveColdWater



- There are several factors that affect an individual's response to cold water immersion. #SurviveColdWater



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ColdWaterBootCampUSA.com

COLD WATER IMMERSION

- **Cold Water Facts**

There are many misconceptions about cold water and the effects of cold water on an individual's body. The "Cold Water Facts" page addresses many of these misconceptions and provides useful information about safety practices regarding cold water. This information presents facts, statistics and other information on the dangers of cold water and how you can be prepared for these scenarios.

- **1 – 10 – 1 Principle**

The new "mantra" of Cold Water Immersion Survival is the 1-10-1 Principle.

- 1- When you fall into cold water you have 1 minute to gain control of your breathing.
- 10- You may have 10 minutes of meaningful movement to perpetuate self-rescue.
- 1- After this you will lose all meaningful movement in your body and you may have 1 hour before becoming hypothermic and losing consciousness.

- **Ice Safety Sheet**

Ice poses one of the most obvious cold water dangers. Here are steps to take away some of the risks; understand that, no ice is safe ice. There are professionals who will estimate ice thickness and quality before recommending appropriate activities for that area. Moreover, stay off of any ice that is less than (verified) 4" thick. Also, always consider the depth of the water beneath the ice before participating in any activities on the ice.

- **Ordering**

Share the Boot Camp USA experience with the DVDs. Cold Water Boot Camp USA takes eight volunteers from across America and puts them into cold water. Under Dr. Geisbrecht's watchful eye, the volunteers personally experience the three effects of Cold Water Immersion – cold shock, cold incapacitation, and even hypothermia. If you are a boating or water safety educator, this is a must share program with your classes. If you recreate on or near cold water this program could save your life.

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