

coldwaterawareness.com education activities 2011 including

Minnesota Cold Water Awareness Day - Saturday - April 30, 2011

An early report by Ron Jacobson, Brian James Jacobson's grandfather
April 16, 2011

The ice is out and the cold water is here in lakes and rivers. This is the time of year that the danger of cold water is something that should be known by all Minnesotans, especially young swimmers. It is not the time of year to jump into the water - because if over your head - you can drown due to the immediate effects of cold shock - not hypothermia. Cold shock induces the gasp reflex - and if under water - it means sucking in a lot of water when your body is looking for air. It also means that your body goes into the defense mode - and takes action to

protect the center core - your heart and vital organs - thus moving blood out of your arms and legs - which means you can't swim. This is what happened to our nine year old grandson in 2004 - an excellent swimmer who dived out of a boat close to shore and didn't make it. I believe if he had known about the danger of cold water, he would not have done that. We sure don't want that to happen to anyone - so please teach your children and friends about the danger of cold water.

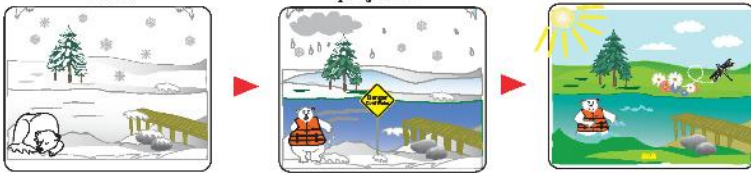
WCCO Radio host John Williams on Tuesday, April 12, 2011 carried a discussion about Drowning in Cold Water, especially to young swimmers. It was an excellent call in program with callers giving personal experiences and affirming the dangers of cold water. Ron Jacobson called in at about 9:30 am and spoke about the educational work of coldwaterwarning.com, its webpage and the annual sponsoring of Minnesota Cold Water Awareness Day which will be this year on Saturday, April 30. The show is available for retrieval at <http://itunes.apple.com/us/podcast/john-williams-show/id403228628>.

Earth Day at Minnesota Zoo is scheduled for Thursday, April 21, 2011 and coldwaterwarning.com will have an education table there for the second year. At our table we hand out a 3x5 card with cold water danger information and a coloring book prepared by Linda White with cold water awareness pictures to color. Also, a DVD player shows videos of how cold water affects people, namely losing strength to move normally. Last year our participants included Susan VanHese and her husband and grandchildren, Tim O'Donnell and Ron Jacobson. Also present near our table was a table sponsored by the US Coast Guard with "Officer Snook". Here are some pictures.

Minnesota Cold Water Awareness
 ColdwaterWarning.com

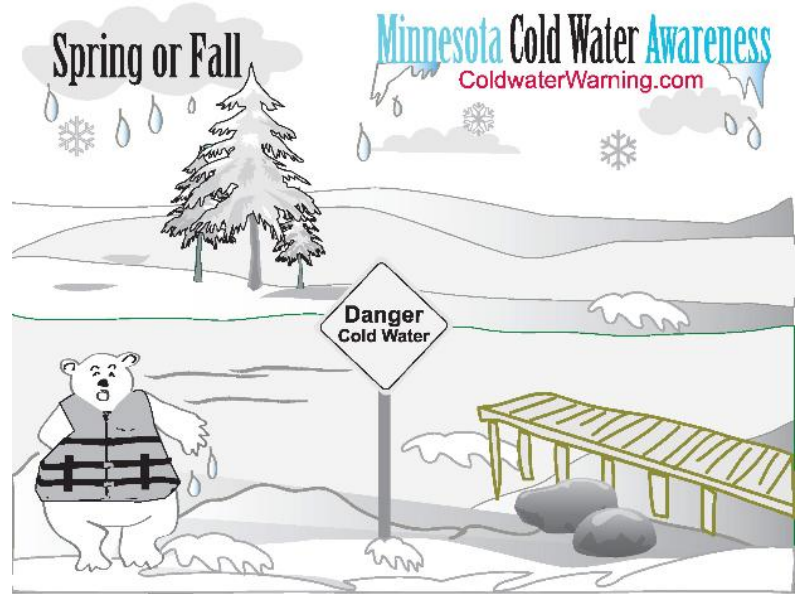
Did you know cold water can cause cold water shock?
 Cold shock occurs within seconds of cold water immersion, resulting in a gasp reflex, inhalation of water, swimming failure, loss of muscle coordination and the ability to keep your head above water. Cold water can cause death, drowning, cold shock.

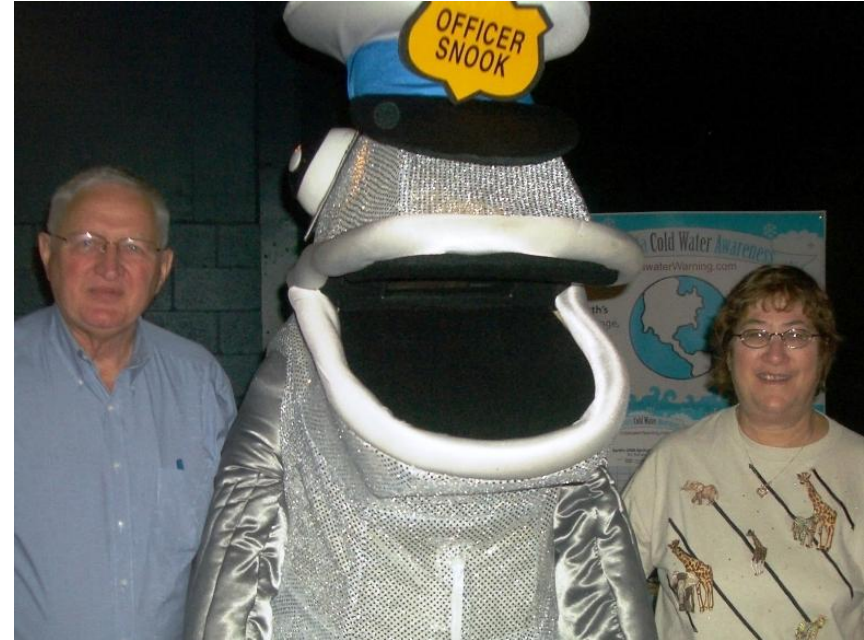
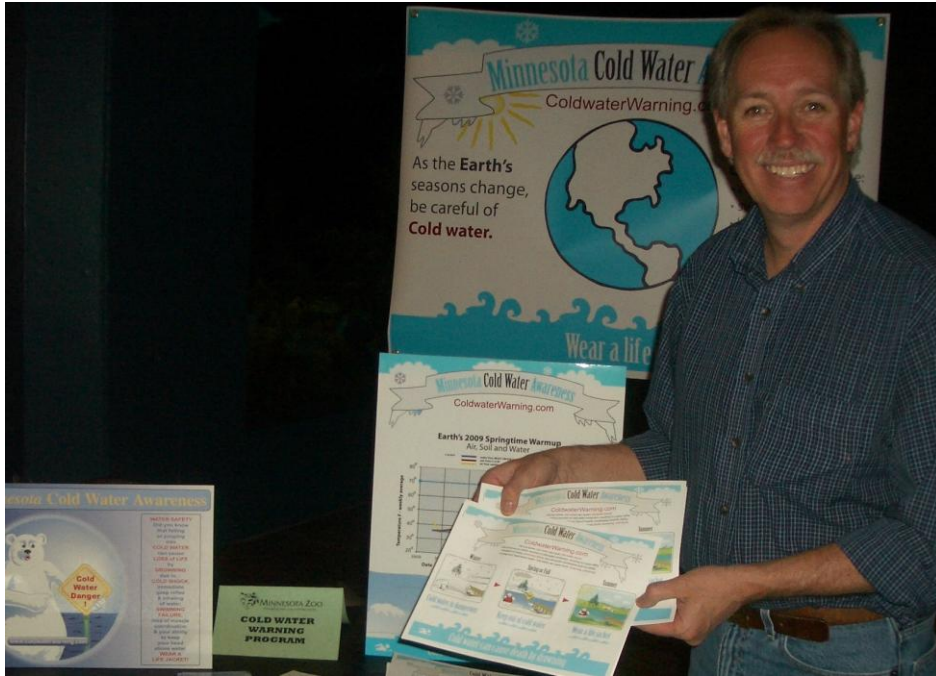
Winter **Spring or Fall** **Summer**



Cold water is dangerous **Keep out of cold water** **Wear a life jacket**

Cold water can cause death by drowning





Minnesota Cold Water Awareness Day is scheduled for Saturday, April 30, 2011. In previous years this day has been officially proclaimed by the Governor and representatives from the US Coast Guard, MN Department of Natural Resources, the Red Cross, other agencies and coldwaterwarning.com have been available for special interviews for the media. A similar day is planned this year.

Educational Materials are available upon request from coldwaterwarning.com. Please send your request to info@coldwaterwarning.com.

Please do your part to educate everyone, especially young swimmers, about the danger of cold water in lakes and rivers. Thank you.