



FLOAT

TO

LIVE



**CAMBRIDGESHIRE
FIRE & RESCUE SERVICE**

Working together to improve community safety

While the sun is shining, it might be tempting to cool down with a dip in local rivers or lakes. But think twice before you do.

There can be hidden dangers beneath the surface that can have deadly consequences. Deep water may feel warm on the surface, but just below it can be icy cold. This can cause panic and **cold water shock**. Water so cold it can take your breath away and make swimming much harder.

If you find yourself in difficulty in cold water:

- 1 Do not panic!**
- 2 Float on your back**
- 3 Don't struggle** Your clothes will have some air in them that will help you float more easily
- 4 After 60 to 90 seconds** the cold water shock will pass and you will be able to breath more easily, so that you can swim to safety.

Stay safe near water...

Whatever time of year it is, remember:

- **Never** swim after drinking alcohol.
- The water may be **deeper or shallower** than you think.
- **Never** go near water on your own, if you do get into difficulties your friend will be able to get help.

Looking out for others...

If you see someone in difficulty in the water, here's how you can help:

- **Do not** go into the water yourself
- **Stay calm**, call for help and **ring 999**
- Give your location or local landmarks if possible.
- Try to reach out to them with a stick or belt, keeping low so you do not get pulled into the water yourself.
- Find the nearest life ring and throw it to the person. If a life ring is not available, throw in anything that could help them float.
- If someone goes under the water, mark on the water's edge the place they were last seen with something like a piece of clothing.
- Send someone to the nearest road to flag down the emergency services when they arrive and direct them to the incident.

*Download the **free** mobile app **what3words** so that emergency services can pin point your exact location.*

