

Shallow Water Blackout Prevention

How Water Safety Signage and Education Can Save Lives



The Challenge

Ten people die from unintentional drowning every day in the United States, according to the Centers for Disease Control and Prevention. Experts believe that a leading cause of swimming-related deaths is a phenomenon known as shallow water blackout, which occurs when a person passes out without warning while underwater, after extreme, prolonged breath-holding preceded by hyperventilation. It is a sudden, silent killer; parents and lifeguards supervising pools often fail to detect any danger or crisis under the water until it is too late.

The Solution

Shallow water blackout most often occurs because of lack of knowledge of the dangers of breath-holding under water. An important prevention step is “No Long Breath Holding” pool-side signage, developed by Clarion Safety Systems and the world-renown pool safety consulting firm, the Aquatic Safety Research Group, headed by Dr. Tom Griffiths. “The signage makes people wonder, ‘Why can’t I breath-hold?’ Then they will start to understand, through education, how dangerous it is,” says Rhonda Milner, who lost her son to shallow water blackout. Dr. Milner has established the non-profit organization, Shallow Water Blackout Prevention, to promote awareness and education.

A Signage System that Reduces Risk, Protects People

The “No Long Breath Holding” signs are part of the Clarion pool safety signage system, which uses symbols, color, language and repetition to universally communicate the most serious water safety warnings like no other signage in use today. To develop this pool safety sign system, Clarion built upon its own safety communications expertise and Dr. Griffiths’ pioneering aquatics research. The result is a safety communication system that uses the latest standards and human factors science to better protect guests from water-related accidents and shield pool facilities from liability law suits.

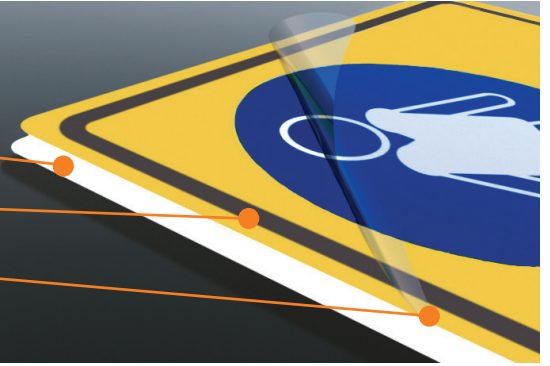
Order by calling Clarion at (800) 748-0241.

* **Recommended:** these signs are intended to work together to explain the dangers of Shallow Water Blackout and then to reinforce the message.

Ultra-tough lightweight chemically resistant weatherable 60 mil plastic material

Standards-compliant color image

3M outdoor weatherable protective overlamine



Using the Absolutely Right Materials

Clarion has chosen the ideal set of non-metallic materials for its Pool Safety Sign System. Each sign's image is printed directly on a chemically resistant weatherable 60 mil plastic material. The front of the sign is then laminated with a 3M weather-resistant overlamine to better protect the sign from conditions that accompany pool environments: heat, cold, chlorine, high humidity and sunlight. Clarion signs can be installed either indoors or outdoors.

About Shallow Water Blackout Prevention

Shallow Water Blackout Prevention is a non-profit organization dedicated to raising awareness of shallow water blackout. The group was established by Rhonda Milner in 2011, following the death of her twenty-five year old son, Whitner, an avid swimmer who had begun to practice breath-holding to increase his free diving time because of an interest in spear fishing. The organization aims to increase awareness and promote prevention in order to stop shallow water diving deaths.

To learn more about Shallow Water Blackout Prevention, please visit www.shallowwaterblackoutprevention.org.



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About Clarion Safety Systems

Clarion Safety Systems is a leading designer and manufacturer of facility safety signs and product safety labels for over 180 industries worldwide to reduce risk and protect people in their work and public environments. As part of this mission, for more than two decades Clarion has used its experience and expertise to lead the way on a wide variety of standards-writing committees to develop best practices in visual safety communications in the U.S. and around the globe.

To learn more about Clarion Safety Systems, please visit www.clarionsafety.com.

Reducing Risk, Protecting People