

SafeSplash Swim School Highlights Early Water Safety for Babies and Toddlers During Baby Safety Month

Select Locations to Offer ParentTot Events, Infant CPR Awareness Sessions and Resources to Help Families Build Safer Habits Around Water

SAN RAFAEL, CA, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- This September, in recognition of Baby Safety Month, [SafeSplash Swim School](#) encourages families to introduce safe water habits early through an ongoing combination of parent and caregiver preparedness, foundational skill-building and everyday safety habits that start well before a child can swim independently.



According to the Centers for Disease Control and Prevention, drowning is the leading cause of death for children ages 1 to 4 in the U.S. The American Academy of Pediatrics emphasizes that

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swim lessons are one layer of drowning prevention, alongside close supervision, barriers to prevent unintended water access, CPR readiness, emergency preparedness and other safety practices. These statistics highlight the importance of year-round water safety practices, including active supervision, CPR preparedness and early education.

“Families often think about water safety after a child can swim independently, but prevention must start much earlier,” said Alissa Magrum, Executive Director of the

National Drowning Prevention Alliance. “Efforts that help parents and caregivers understand that undistracted supervision, barriers and alarms, life jackets, CPR readiness and emergency

preparedness are critical layers of protection should work alongside the process of introducing infants and toddlers to the water in a positive, age-appropriate way. This comprehensive approach to water safety can help build a strong foundation for safer experiences in and around all kinds of water."

SafeSplash's ParentTot and Toddler Transition programs introduce babies and toddlers to water safety through age-appropriate instruction, including guided play and songs, while educating parents and caregivers on how to build safe routines and support their swimmer journey. ParentTot classes give babies and young toddlers the opportunity to build comfort with a parent or caregiver in the water, while Toddler Transition classes help young swimmers begin developing more independence with support from trained instructors.

In these early stages, lessons focus on self-rescue skills while building comfort and trust. Babies and toddlers will learn safe pool entry and exits, breath control, supported floating and more through positive water exploration. As children grow, those early experiences help prepare them for more independent swim instruction and continued skill development.

"Water safety is something families should begin thinking about from the earliest stages of childhood," said Chris Harkness, President of SafeSplash Swim School. "Parents often think about swim lessons when their child is older, but building comfort around water, learning safety practices and understanding how to respond in an emergency are important steps that we encourage to happen much earlier. The habits families create around water today help support a lifetime of safer swimming."

Participating SafeSplash locations nationwide will host events designed to help families learn more about early water safety. Infant CPR Night for Parents offers free or low-cost infant and child CPR instruction led by certified instructors, local EMS, fire departments or Red Cross providers, along with an overview of the National Drowning Prevention Alliance's Five Layers of Protection. ParentTot Open Swim allows families to experience SafeSplash's early childhood programming, meet instructors, and introduce their baby or toddler to the water.

While Baby Safety Month provides an opportunity to highlight the importance of infant and toddler water safety, SafeSplash emphasizes that drowning prevention is a year-round conversation. This initiative combines with SafeSplash's ongoing S.A.F.E.R. Swimmer Promise, bringing lifesaving education to more kids nationwide. Through early childhood programs, parent education and community resources, SafeSplash helps families develop the knowledge and confidence needed to create safer experiences around water.

Families can find participating locations and event details at safesplash.com.

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About SafeSplash Swim School

SafeSplash Swim School, a part of Youth Enrichment Brands, promotes a lifetime of water safety and opportunity by teaching the joy of swimming. With over 200 swim schools in its network, it uniquely combines learn-to-swim programs with elite competitive instruction, catering to a diverse clientele and allowing franchisees to pursue their passion. The progressive curriculum ensures swimmers learn the correct techniques from the start, fostering safe, strong, and confident individuals who will enjoy the water for years to come. By offering the industry's most consistent and premium learn-to-swim and competitive programs, SafeSplash Swim School aims to make a lasting impact in the community through exceptional instruction in the industry's most advanced facilities.

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