SHERRY MATTHEWS ADVOCACY MARKETING

Children's Health Minute **Air Dates: Week June 5, 2006**

"Drowning" **Spot # CHMJE06A**

Dr. Hellerstedt: "I only turned my back for a few seconds."

Too often these are the words spoken after a child drowns. Drowning is one of the leading causes of death for children under the age of four.

Hi, I'm Dr. John Hellerstedt with the Children's Health Minute -- connecting families with Children's Medicaid and CHIP.

Swimming season is here. It's a time for family fun, but it can end in tragedy in just seconds. Classes in water safety and swimming can help keep your children safer in and around the water. Make sure they swim with a buddy and only in a supervised area.

But remember, constant supervision by an adult who is trained in life-saving techniques and CPR is the best way to prevent drowning.

Announcer: Call toll-free 1-877-KIDS NOW to apply or when it's time to renew your children's health insurance. Six months of coverage for all your children costs just 50 dollars or less, but most families pay little or nothing. That's 1-877-KIDS NOW.