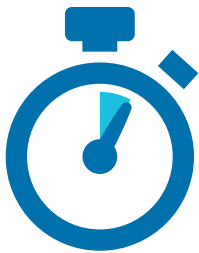


It can take your breath away!

Cold water can significantly affect your chances of surviving an accidental immersion. Understanding the 1-10-1 principle will help you survive.



1 Minute: Cold Shock

It starts with a deep, involuntary gasp (you may inhale more than a litre of water if your head is under the surface), followed by hyperventilation. Do Not Panic. Wearing a lifejacket/PFD will allow you to focus on getting your breathing under control.



10 Minutes: Cold Incapacitation

Use this time to self rescue or call for help because you will soon become so incapacitated that you will be unable to even swim or tread water. Without a lifejacket on to help keep your airway above the water, you will likely drown.



1 Hour: Hypothermia

If you can breathe, you will remain conscious for about an hour and alive even longer before you succumb to hypothermia. A lifejacket/PFD will keep you afloat to help your airway remain above the water while you await rescue.

If you are boating around cold water, breathe easier... wear your lifejacket.