



# Happy Swimming

## The benefits of early swimming

Learning to swim is the only activity and sport which can save your life, as well as having so many more amazing benefits – let's explore a few of them together.

Develop • learn • explore

# Reduce drowning

Nothing of course substitutes parent supervision, being at arm's length when your child is near or in water; but starting with water safety and learn to swim lessons – can be a life saver! A study reveals participation in formal swimming lessons was associated with an 88% reduction in the risk of drowning in the 1- to 4-year-old children<sup>(1)</sup>. In a world that is made up of about 71% water, swimming is a skill that every child should master.

## Whole-child development

There are so many developmental benefits to swimming, especially one that takes a whole child, sensory approach in the pool. The brain and the body both love sensory discovery activities. Like little puzzle pieces in the pool, we are providing your child complete the picture and provide the best learning experience possible.

### SOCIAL

Taking turns, making friends, building confidence.

### EMOTIONAL FOSTERING

Self-esteem and confidence, exploring feelings, self-expression.

### SPEECH AND LANGUAGE

Learning new words, face to face communication without distractions in this rich environment of opportunity.

### MOVEMENT

Building strength, stamina, muscle control, co-ordination, integrating reflexes.

### COGNITIVE

Problem solving, multi-tasking, spatial awareness, increased memory.

### EARLY LEARNING

Colours, counting, listening, numbers.

## And the best news?

Swimming children compared to their non-swimming peers, has been shown to provide children with developmental gains for school for maths, reading and writing<sup>(2)</sup>. As well as accelerated their emotional development too<sup>(3)</sup>.

**Swimming could be the best investment for your child.**

#### References:

1. Association between swimming lessons and drowning study by Ruth Brenner (Archives of Paediatrics and Adolescent Medicine, 2009).
2. Griffith Study, Australia: Swimming kids are smarter (2013).
3. German Sports College Cologne, Baby Swimming: Advance Independence and Development of Intelligence. (1979).