

Leveraging Social Marketing to Combat Drowning

Drowning - The Preventable Global Epidemic

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Founder and President
Make the Minute Matter

Ages 1-4

1 out of every 4 deaths

91%

59%

1 minute - the process of drowning begins

5 minutes - brain damage

10 minutes - death

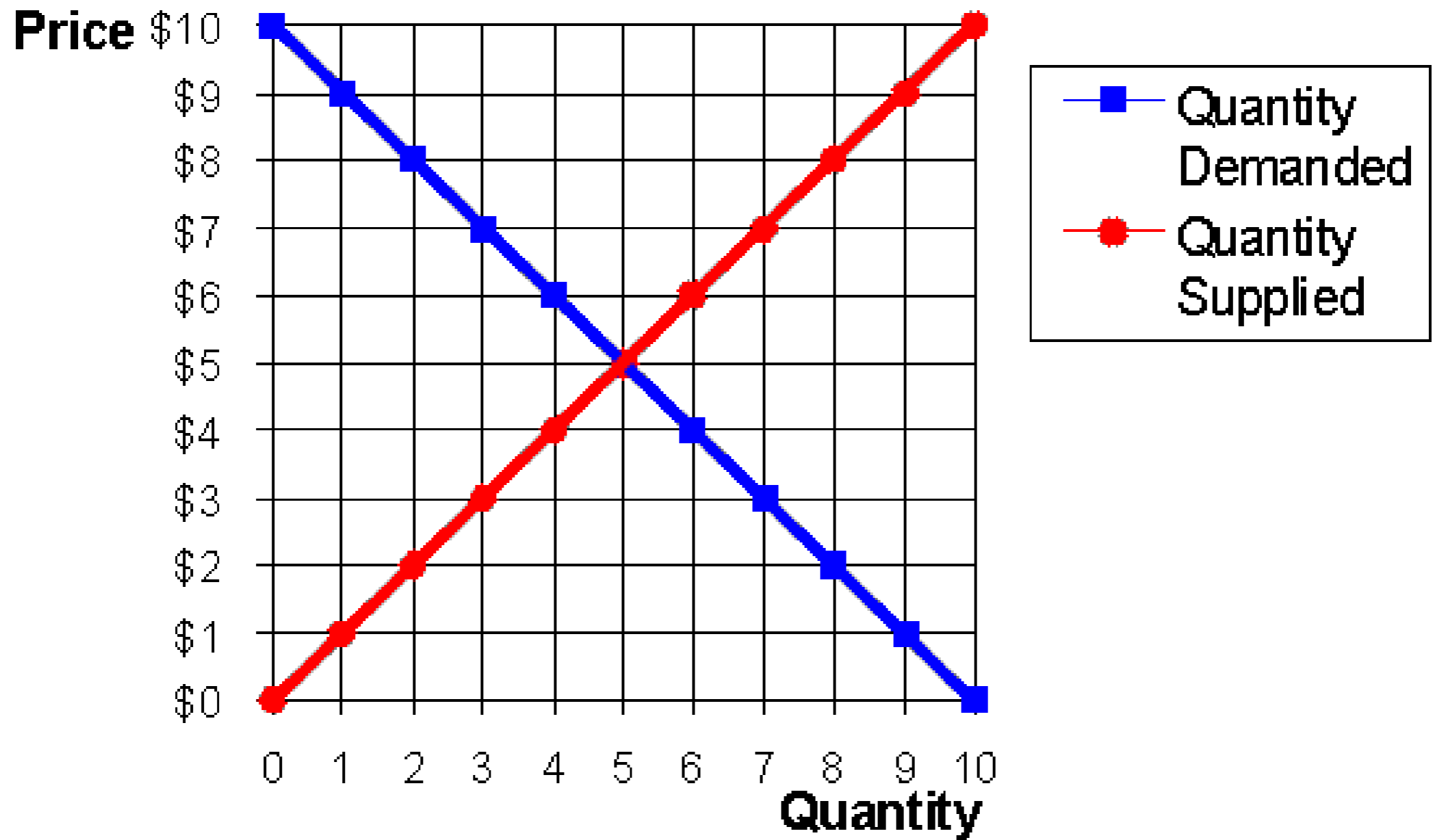
Global Awareness Campaign

Education Programs

Funding for Skills-Based Training Programs



Demand and Supply



data

Our Strengths

- Ten years of research and network building
- In-depth understanding of the issues and challenges
- Strong business and marketing approach
- Experienced and diverse team
- Unparalleled global network of local expertise and programs.

Goals

- Create connections for bundling programs
- Identify additional Board members to reflect the diversity of the epidemic



**Make the
Minute Matter**