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
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