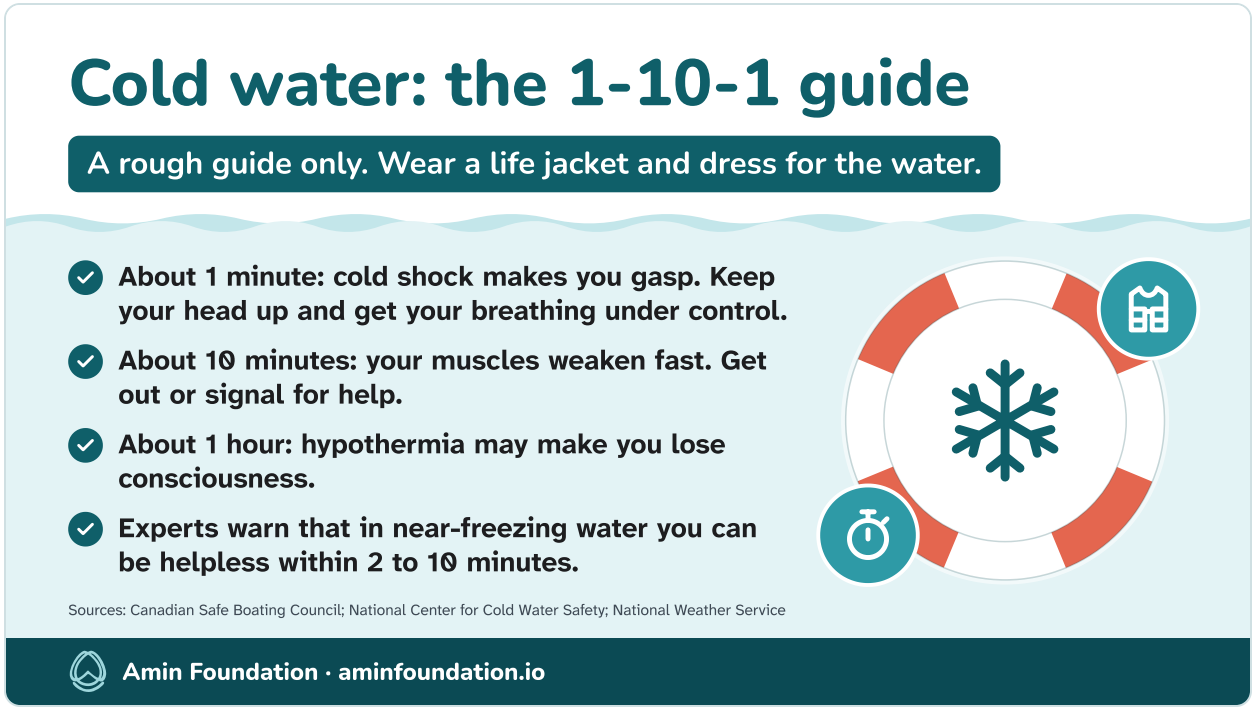
Cold water: the 1-10-1 guide

For adults, teens, parents

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What this infographic says

A rough guide only. Wear a life jacket and dress for the water.

- About 1 minute: cold shock makes you gasp. Keep your head up and get your breathing under control.
- About 10 minutes: your muscles weaken fast. Get out or signal for help.
- About 1 hour: hypothermia may make you lose consciousness.
- Experts warn that in near-freezing water you can be helpless within 2 to 10 minutes.

Sources

1. 1-10-1 Principle, Canadian Safe Boating Council. https://csbc.ca/1-10-1-principle/
2. The 1-10-1 Myth, National Center for Cold Water Safety. https://www.coldwatersafety.org/1-10-1-myth
3. Cold Water Hazards and Safety, National Weather Service. https://www.weather.gov/safety/coldwater

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