

BABY BOOMERS

OLDER NOT WISER

+34% increase in water-related deaths of baby boomers

80

deaths from 2001-2005

107

deaths from 2006-2010

The Numbers

73%

were not wearing a lifejacket

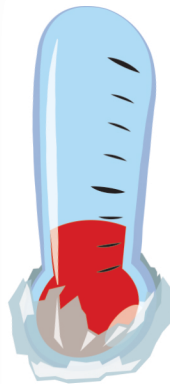


HELP!



57%

were alone



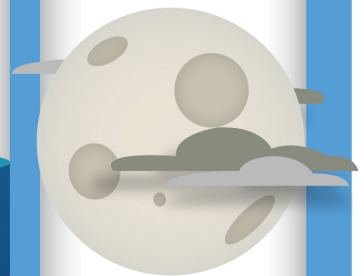
55%

were in cold water



38%

had consumed alcohol



23%

drowned after dark