

Don't rip through the rip current (Broadcast)

INTRO:

NEARLY 30-THOUSAND PEOPLE HAVE TO BE SAVED BY LIFEGUARDS FROM RIP CURRENTS EACH YEAR... WHILE ABOUT 1-HUNDRED PEOPLE DROWN AFTER ENCOUNTERING THEM.

### TAKE VO

THAT'S ACCORDING TO NOAA **(NOAH)** – OR THE NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION. RIP CURRENTS ARE POWERFUL – NARROW CHANNELS OF FAST-MOVING WATER. MANY SUMMER VACATIONERS TRAVEL TO THE EAST... WEST... AND GULF COAST WHERE RIP CURRENTS ARE PREVALENT. BUT SOME MAY NOT KNOW THAT RIP CURRENTS ARE ALSO KNOWN TO OCCUR ON THE SHORES OF THE GREAT LAKES. DR. JON GEHLBACH IS THE MEDICAL DIRECTOR OF THE PEDIATRIC CRITICAL CARE UNIT AT OSF CHILDREN'S HOSPITAL OF ILLINOIS. HE SENDS A WAVE OF CAUTION THAT – QUOTE – YOU'RE NEVER GOING TO BE STRONGER THAN THE OCEAN. HIS STRONG REMINDER IS TO NOT TRY AND SWIM AGAINST THE RIP CURRENT.

### TAKE SOT

"Familiarize yourself with where the rip currents are. They're usually well-marked (with signs on the beach). "You don't have to worry about currents or underwater debris in pools, but in oceans, most drownings are related to rip currents. It's an invisible current pulling people away from the shore. The urge is to swim against it, but if you find yourself in that situation, try to swim parallel to the shore and get out of that rip current as safely as you can."

### VO TAG

WAVE – YELL- SWIM PARALLEL IS A SLOGAN NOAA HAS. MAKE SURE TO CONTINUE TO BREATHE... KEEP YOUR HEAD ABOVE WATER... AND DON'T SPEND YOUR ENERGY FIGHTING AGAINST THE CURRENT. DR. GEHLBACH SAYS SWIM LESSONS NEED TO BE STARTED AT A YOUNG AGE... AND MAKE SURE KIDS HAVE ADULT SUPERVISION IF IN THE WATER. NOAA HAS SOME ADDITIONAL TIPS – SWIM WITH A BUDDY... SWIM NEAR A LIFEGUARD... LEARN HOW TO SPOT A RIP CURRENT... AND BE PREPARED BEFORE HEADING TO THE BEACH... RIVER OR LAKE.

### EXTRA SOTS:

"They tend to be darker, so it's harder to see what's going on below the surface. They could have hidden obstacles," Dr. Gehlbach says. "Currents play a factor as well. Kids might be great swimmers in the pool, but currents make it a lot more challenging to swim safely."

"With those blue hues or lighter colors, you might be able to see them well on the surface of the water, but they don't contrast well with the color of the water, especially pool water, once they go below the surface. Look for things that are brightly colored. Your pinks, reds, oranges, and even black can contrast well against the water," Dr. Gehlbach says.