http://www.wearalifejacket.com/walcEn/safety_campaigns01En.html

1-10-1 Rule:

1 – 1 minute to get your breathing under control

10 – 10 minutes of meaningful movement, to begin rescue or prepare for rescue

1 -1 hour before you become unconscious due to hyperthermia (loss of body heat)

• This only applies if you have a PFD/lifejacket on.

Extending survival:

- Slow heat loss by minimizing movement
- Be prepared to signal potential rescuers
- The huddle increases your visibility for rescuers, decreases body heat loss, and gives companionship