

Developing a water safety policy

The importance of campaign inclusion in a water safety policy

Ross MacLeod - RNLI Water Safety Public Affairs Manager

15.01.21



Lifeboats



**Why are they
important?**



Lifeboats



**What's out there
already?**



Lifeboats





ROYAL
LIFE SAVING
SOCIETY UK

DON'T DRINK AND DROWN



About Don't Drink and Drown

Don't Drink and Drown is a national campaign that warns drinkers to steer clear of walking by or entering water when under the influence of alcohol.

Support #DontDrinkandDrown



Support Don't Drink and Drown

Get involved with our Don't Drink and Drown campaign!



Jackies Story

Megan Roberts lost her life after she fell in the River Ouse in York when walking home after a night out in January 2014.



Falmouth - Don't Drink and Drown

To raise public awareness of the dangers of being under the influence of alcohol when near water and to train staff to recognise the signs, encourage safer behaviour around the quay side and learn what to do in an emergency if someone enters the water.

BRIGHTON AND HOVE - DON'T DRINK AND DROWN

Partners

RLSS UK, East Sussex Fire and Rescue Service, HM Coastguard, Resolve Security (Beach Patrol), Sussex Police Business Crime Reduction Partnership (Night Safe), Brighton and Hove Council (Seafront Office), RNLI, Brighton Pier, Brighton Marina, Universities

Objectives

- Increase awareness of the risks of entering of water after consuming alcohol
- Intervention where it is needed to prevent incidents occurring – talk to people that were entering the water
- To further strengthen collaborative working and build future opportunities to work together to reduce drowning's

Target audience

- Those likely to engage in water based activity whilst intoxicated
- Ages 17 – 69
- Focus on males

What did it look like

The organisations supported RLSS UK's Don't Drink and Drown campaign in a bid to bring all partners together to deliver a joint message and keep festive drinkers safe during December 2016.

All partners worked together to hold a number of different awareness events:

- Information handouts in Brighton City Centre, outside Churchill Square
- Activity in the bars and clubs of West Street and the Seafront in Brighton. Each venue had Don't Drink and Drown posters on that back of all bathroom doors.
- All bar staff from each venue wore lanyards and had wristbands to reiterate the messages.
- Volunteers walked around the bars and clubs to talk to drinkers and warn them of the risks of going near water after consuming alcohol.
- Drinkers were encouraged to take selfies to share the messages further on social media.
- The management from every venue and resolve security signed the pledge to support the campaign.
- Volunteers continued to promote water safety messaging on Brighton Pier at the Christmas Markets throughout December. This enabled full interaction and discussion with members of the public.
- Universities displayed posters on campus, played the Don't Drink and Drown film and shared information on social media throughout the campaign.

Resources

- Engagement resource spend – £1,535.80

Evaluation

- Physical Reach – 7,800 people
- Twitter Reach – 78,345
- Facebook Reach – 78,348
- PR Reach – 21,305,840



NFCC
National Fire
Chiefs Council



Be Water Aware - 20th -26th April 2020

The NFCC's Drowning prevention and water safety campaign is called Be Water Aware and aims to raise awareness of the risk of accidental drowning. The NFCC is a member of the [National Water Safety Forum](#) and is committed to the [National Drowning Prevention Strategy](#) which aims to cut water-related deaths by 50 per cent by 2026.

Drowning is amongst the leading causes of accidental death in the UK. We want to make people safer by making them aware of the risks and dangers when around water, what to do if they fall into water and how to help someone who is in trouble in water.

- 263 people accidentally drowned in the UK
- Around 50% of these people just happened to be near water and had no intention of entering the water
- 87% of these fatalities were male
- 77 UK nationals, mainly tourists, drowned whilst abroad in 2018

The campaign targets the following:

- **People undertaking everyday activities near water** - specifically people who are undertaking activities near water but have no intention of entering the water.
- **People on a night out** - generally males and younger age groups who may have alcohol and/or drugs in their system. Routes away from water and with friends would be safer.
- **Away from home** - We see a number of deaths not included in the WAID figures as UK nationals lose their lives abroad. Additionally we are aware that lack of knowledge combined with a relaxed holiday outlook can increase the risk of a drowning incident.

NFCC's Drowning Prevention and Water Safety Lead, Chief Fire Officer Dawn Whittaker, said:

"We want people to enjoy spending time in and around water safely. Most people would be shocked to hear 263 people lost their lives last year while spending time near water because they were unaware of the risks and unprepared for the scenario of ending up in the water.

By highlighting this issue and making sure simple safety messages reach them, we hope to reduce the number of these needless and preventable deaths."

2020
Campaign
toolkit

Visuals Social media
Banners and Badge

Visuals - Stay Safe
Near Water

Visuals -
Alcohol

Visuals - Away From Home



HM Coastguard

HM Coastguard @HMCoastguard · Dec 27, 2020
Beach walks are refreshing, but what if the next wave comes in further than expected? #BeCoastSafe this winter:

- Keep your children close
- Don't take risks for the perfect photo
- Be your dog's best friend - keep her away from choppy seas

#999Coastguard #Coast #Walks

DIDN'T PLAN TO ENTER THE WATER

12.1K views 0:08 / 0:31

2 75 109

Press release

Winter Coastal Safety Campaign Launched

HM Coastguard, in partnership with the RNLI, will be reminding everyone to stay safe over the winter period

Published 18 December 2020

From: [Maritime and Coastguard Agency](#)



Our Winter Coastal Safety Campaign, in partnership with the RNLI, is a reminder to us all that the coast and sea can be incredibly dangerous places – from rough winter seas to changing tides and unstable and eroding cliff top edges. So our gift to you this Christmas is to remind you to stay well back from stormy, wintery seas and cliff edges, check tide times before you go, take a phone with you, and get home safely.



National campaign

All the RTW resources you need from the RNLI's national drowning prevention campaign

[NATIONAL CAMPAIGN RESOURCES >](#)



Beach Safety

Our lifeguard patrols can't be on every beach this summer. But with you at their side, your family can stay safe.

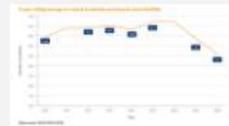
[BEACH SAFETY RESOURCES >](#)



RNLI's Key Safety Message Booklets

Interactive PDFs of the RNLI's key safety messages.

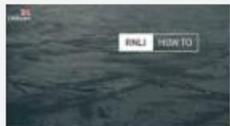
[RNLI'S KEY SAFETY MESSAGE BOOKLETS >](#)



RNLI Activity Statistics

PDFs of statistics for RNLI Lifeboat and Lifeguard LSAR data and WAID fatality data

[RNLI ACTIVITY STATISTICS >](#)



How To safety videos

A series of RNLI 'How To safety' videos including information on lifejackets and calling for help.

[SAFETY VIDEOS >](#)



Personal Floatation Devices (PFD) Resources

PDFs with information and safety messaging on lifejackets and buoyancy aids.

[PERSONAL FLOTATION DEVICES RESOURCES >](#)



Calling for help

PDFs with information on how to call for help and devices you should use.

[CALLING FOR HELP RESOURCES >](#)



Angling

Download resources aimed at keeping anglers safe around the coast

[ANGLING RESOURCES >](#)



Boating

Download resources aimed at keeping boaters safe around the coast

[BOATING RESOURCES >](#)



Commercial fishing

Download resources aimed at keeping fishermen safe around the coast

[COMMERCIAL FISHING RESOURCES >](#)



Kayaking

Download resources aimed at keeping kayakers safe around the coast

[KAYAKING RESOURCES >](#)



Scuba diving

Download resources aimed at keeping scuba divers safe around the coast

[SCUBA DIVING RESOURCES >](#)



Walking and Waterside

Download resources aimed at keeping walkers and coastal users safe

[WATERSIDE RESOURCES >](#)



Editable Event Posters

Download editable posters to advertise your local events and presentations

[EDITABLE EVENT POSTERS >](#)



Promotional Videos

Download resources aimed at promoting and highlighting Community Safety and RNLI work.

[LIFEBOAT LAUNCHES VIDEOS >](#)

The Respect the Water campaign?



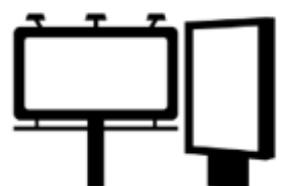
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Respect the Water is a unifying campaign identity for the RNLI's water safety work.



'Float to Live' is a targeted multi-channel campaign using paid, owned and earned communication

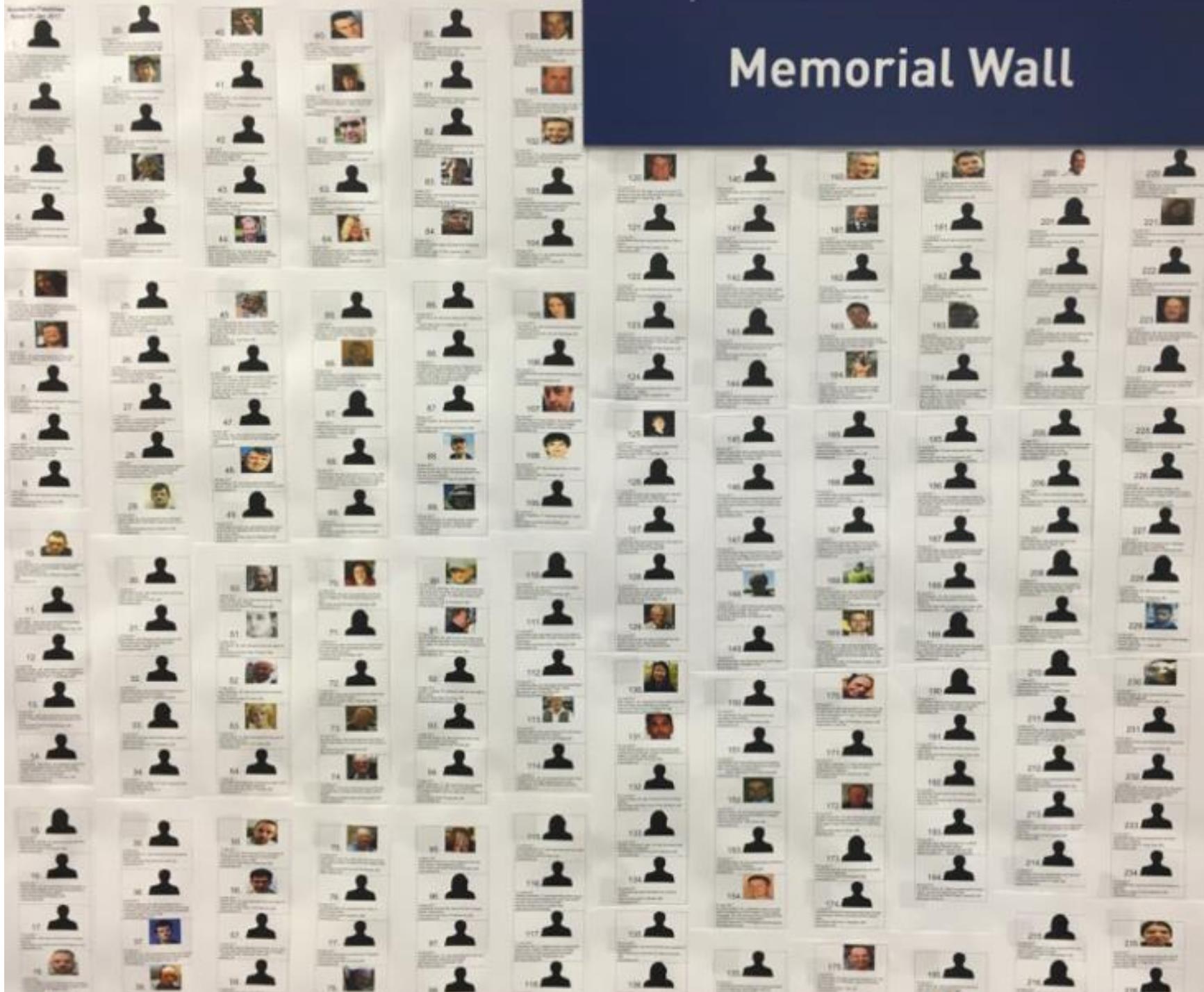
-  CINEMA
-  WEBSITE
-  BILLBOARDS
-  RADIO
-  ONLINE
-  SOCIAL MEDIA
-  PR
-  COMMUNITY SUPPORT
-  INTERNAL COMMS





Understanding your audience

Memorial Wall



Define Key Performance Indicators (KPI's)



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AMBITION: Saving a life this year.

Claimed survival
skill, knowledge
& competence

Claimed changes in
behaviour close to water

Re-frame personal risk

Personal relevance

Recall of key messages

Awareness of RTW



Lifeboats



Developing the campaign



Lifeboats





People unfamiliar with the water often rely on instinct, but the instinctive response to sudden immersion in cold water – gasping, thrashing and swimming hard – is potentially a killer. It increases chances of water entering the lungs, increases the strain on the heart, cools the skin further and lets air escape from any clothing, which then reduces buoyancy.

Although it's counter-intuitive, the best immediate course of action in that situation is to fight your instinct and try to float, just for a short time. The effects of cold water shock will pass quite quickly.

Professor Mike Tipton
Leading expert in cold water survival
from University of Portsmouth



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Refining the campaign



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OR
CHILLING END!

Even on warm days, cold water shock can steal the air from your lungs and leave you helpless.
SEE FOR YOURSELF AT [RNLI.ORG/RESPECTTHEWATER](https://www.rnli.org/respectthewater)





Lifeboats

GIVE YOURSELF A FLOATING CHANCE

If you fall into water, fight your instinct
to swim until the cold water shock passes

FLOAT TO LIVE



**RESPECT
THE WATER**

19 JUL
2014

Understanding & evidencing your impact



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Slips cause majority of coast water deaths, RNLI warns

30 May 2019

Facebook Twitter Email Share



Aerial photos of the Respect the Water Float to Live message sand art at Perranporth beach

RNLI launches annual campaign for summer

ANNUAL figures released by the RNLI reveal that, of the 25 people who lost their lives on the coast in the south west in 2018, 80 per cent were male.

Although coastal deaths were higher last year compared to the 2017 figure (18), 2018 is the second consecutive year to show a lower than average figure.

The data also shows more than half (54 per cent) of those who died at the coast in the south west in 2018 ended up in the water unexpectedly - a figure that has remained fairly consistent over the last couple of years.

As the RNLI's national drowning prevention campaign Respect the Water launches for 2019, it is urging the public to take action and follow this potentially lifesaving advice if they find themselves in trouble in cold water:

- Fight your instinct to swim hard or thrash about - this can lead to breathing in water and

By Matt Dixon 01326 213338 md@packetseries.co.uk Twitter @ThePacket

drowning. • Instead, relax and float on your back, until you have regained control of your breathing.

Steve Instance, RNLI community safety partner and St Agnes shore crew volunteer, said: "No one should have to lose someone they love to drowning. Many of the tragic deaths at the coast can be avoided if people understand the risks and prepare themselves by practising the Float technique. It's encouraging for us at the charity to see the number of coastal fatalities fall below average for the second year running, and we're hopeful our education work is contributing to this downward trend."

"We've been contacted by people



who say they recalled the float safety message while in serious trouble in the water, and that following the RNLI's advice helped save their life. But we can't get complacent, we all have a role in getting behind coastal safety education, investing in initiatives and sharing survival skills to help save lives from drowning." Ruth Osborne, from Newquay, is a keen amateur surfer. When out surfing in Perranporth her surfboard leash snapped, leaving her in the water beginning to panic: "Wave after wave came. You get tumbled up like a washing machine. I was now out of my depth and drifting out of sight. I

Ruth Osborne

'Just float' message from the RNLI

25 people lost their lives



RUTH Osborne: 'The RNLI's advice helped me stay alive.'

THE RNLI is urging everyone to be 'water smart' this summer as it reveals how many people died around the South West coast last year.

Of the 25 people who lost their lives in the region in 2018, 20 were male - and men are the most likely to die in the water, says the RNLI.

This could be because there are more men in the water generally than women - but another worrying trend, says the charity, is that more than half of those who died at the coast in 2018 had ended up in the water unexpectedly.

The RNLI has launched its annual 'Respect the Water' campaign which aims to prevent drownings with a few key messages:

If you find yourself in trouble in cold water, fight your instinct to swim hard or thrash about. This can lead to breathing in water.

Instead, relax, and float on your back until you have regained control of your breathing.

The RNLI's community safety partner, Steve Instance, said: "Many of the tragic deaths at the coast can be avoided if people understand the risks and

prepare themselves by practising the float technique. "Many of the men who died last year and all five of the female fatalities did not plan on entering the water. Slips, trips and falls caught them unaware while out running or walking. "Knowing what to do if you fall into cold water can be the difference between life and death. "The instinctive human reaction when you fall into cold water can cause panic and gasping for breath, increasing the chances of breathing in water. Although it's counter-intuitive, the best immediate course of action is to fight your instinct and float on your back. "Deaths from drowning around the South West coast are thankfully falling year on year on the whole, says the RNLI: there were more deaths in 2018 than in the previous year, but the charity believes this could be down to a prolonged period of hot weather last summer, which led to a surge in coastal visitors and more people participating in watersports. Ruth Osborne is a keen amateur surfer. When out surfing in Perranporth, her surfboard leash snapped, leaving her in the water beginning to panic. "Wave after wave came. You get tumbled up like a washing machine. I was now out of my depth and drifting out of sight. I thought "that's it, that's me gone. I can't deal with this anymore". Just a few days earlier I'd been speaking to an RNLI lifeguard, who told me what to do if I was in trouble in the water. "I remembered his advice to relax and float, rather than try and swim. "I just trusted that laying back would allow me to keep my head out of the water. "I was able to conserve my energy and catch my breath. I was eventually pushed back to shore. The advice helped me stay alive. "For those planning to go into the water, the best way to enjoy it safely is to choose a lifeguarded beach and swim between the red and yellow flags - the area most closely monitored by the lifeguards. "And if you see someone else in danger in the water at the coast, fight your instinct to go in and try to rescue them yourself. Instead call 999 or 112 and ask for the Coastguard."



TOP 150 NEWS CAMPAIGNS OPINION JOBS EVENTS

water safety campaign saves lives

June 05, 2019 by Jonathan Owen

The traumatic experiences of people who almost drowned are being used in a bid by the Royal National Lifeboat Institution (RNLI) to help others avoid suffering the same experience, in a campaign that has prevented 11 people from drowning.

News

Twitter Facebook LinkedIn



STEVE INSTANCE RNLI

itv NEWS WEST COUNTRY



BBC Breakfast

@BBCBreakfast

Following

Everyone NEEDS to know how to do this:
Half of all people who drown, never intended
to be in the water 😞
[#FloatToLive](#) [#RespectTheWater](#). @RNLI



5:02 PM - 23 May 2018

432 Retweets 445 Likes



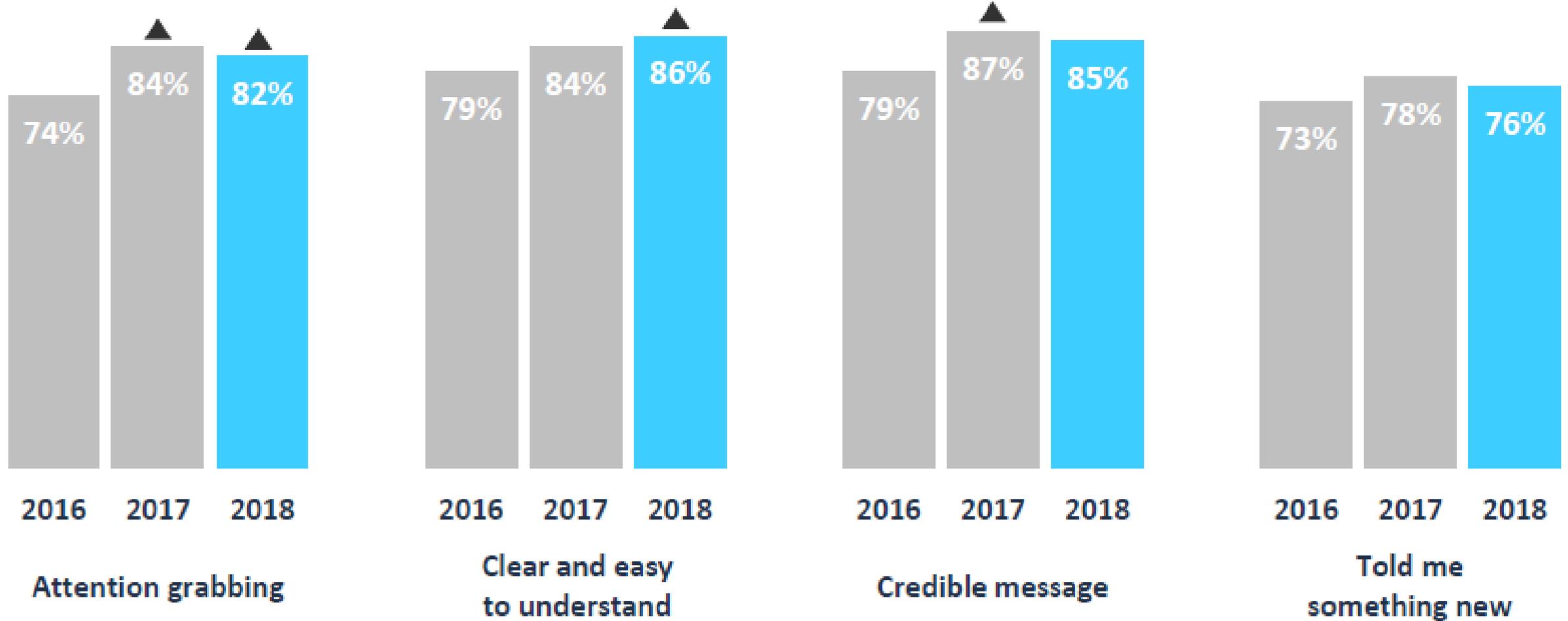
Lifeboats

Advertising response diagnostics – all recognisers

Males 16-39



▲ = Sig. higher vs. 2016 ▲▲ = Sig. higher vs. 2017



Q10b. Thinking about this campaign as a whole, to what extent do you agree with these statements? Top 2 box agreement
Base: All UK males aged 16-39 who recognise any advertising (post wave 16 n=238 / post wave 17 n=193 / post wave 18 n=263)

Actions to take: Float (spontaneous mention)



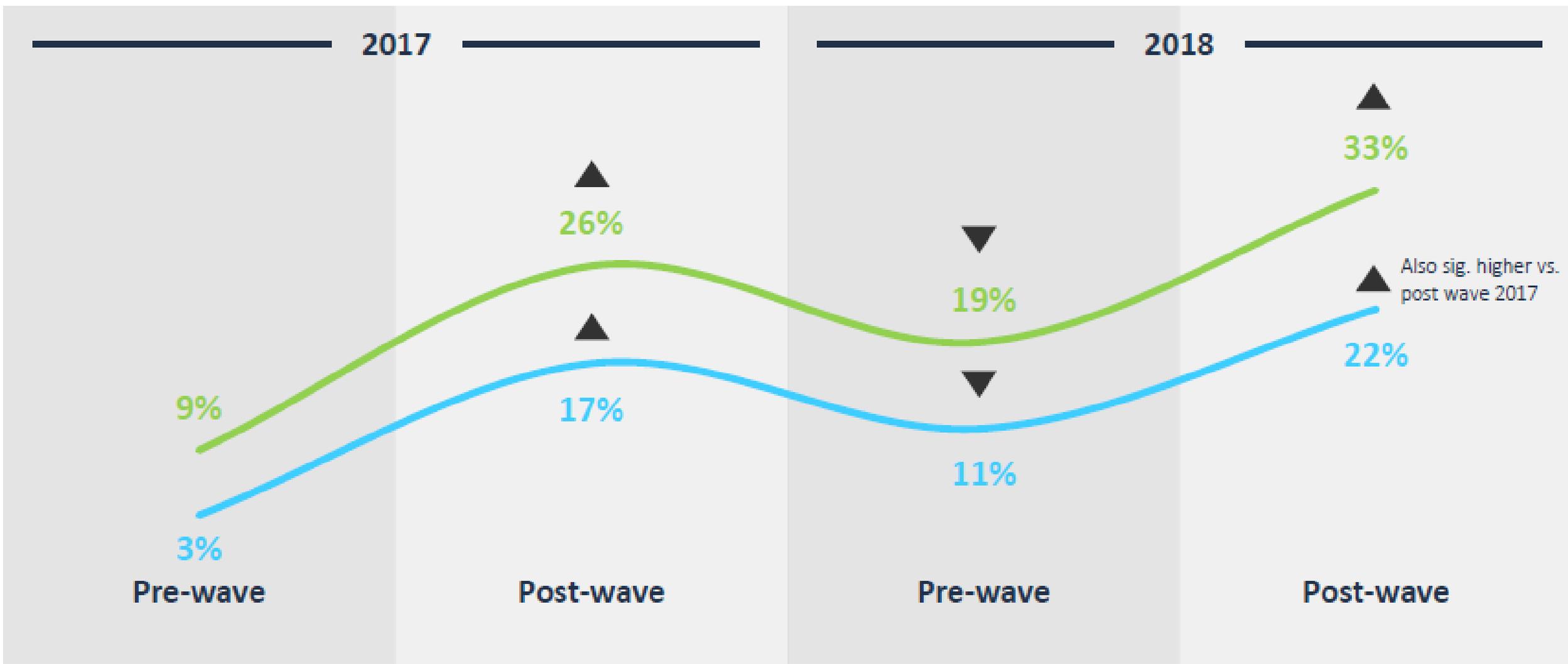
Males 16-39



Males 16-39



▲ = sig. difference vs. previous wave



Summary

- Whatever your budget, consider an evidence-led approach to campaigns when developing your water safety policy
- There is lots of expertise available via the Water Safety Scotland network so please get in touch!
- Options include supporting an existing campaign, partnering on a something bespoke, or creating your own.



Lifeboats



Thank you & questions?

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@ScubaRoss

