



CFOA
Chief Fire Officers
Association

Campaign Toolkit

Drowning Prevention and Water Safety Week 25 April - 1 May 2016

For participating fire and rescue services



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Resources

The World Health Organisation (WHO) - www.who.int

Global report on drowning http://www.who.int/violence_injury_prevention/global_report_drowning/en/

The National Water Safety Forum (NWSF) - www.nationalwatersafety.org.uk

A future without drowning - The UK Drowning Prevention Strategy 2016-2026

The report contains facts, figures and case studies which you should find useful

NWSF is asking people to commit to a pledge to help prevent drowning as well as signing up to it ourselves we can encourage groups and organisations we work with to also sign up. NWSF pledge

Royal National Lifeboat Institution (RNLI) - www.rnli.org

The RNLI is a charity that saves lives at sea. Although their advice relates to coastal safety it is worth a look if you are inland as much of the advice is transferable. They have a current campaign called 'Respect the Water' which encourages people to be aware of the risks of the being near the water. They have some good case studies and information about alcohol, activities and lifejackets.

Royal Society for the Prevention of Accidents (RoSPA) - www.rospace.com

RoSPA is the coordinator of the NWSF. They have good advice on all aspects of water safety - everything from water signs to water safety as well as useful advice for this specific campaign. See their water safety pages for advice <http://www.rospace.com/leisure-safety/water/advice/>

2016 Partner campaigns you may wish to support

RLSS Drowning Prevention Week 18-26 June

ASA/RNLI Swim Safe throughout the summer and in various locations check on website -www.swimming.org/swimsafe/RLSS

Don't Drink and Drown 26 September - 2 October

RNLI - Respect the Water Starts 9 June

In addition to this drowning prevention campaign individual fire and rescue services are likely to run additional campaigns based on local information and needs. Please let CFOA know of any campaigns your fire service is running so we can support them.

CFOA campaign webpage <http://www.cfoa.org.uk/20822>

Rebecca Ramsey - Rebecca has been working tirelessly to raise awareness of water safety after losing her son Dylan in July 2011. He got into trouble swimming with friends in a quarry in Lancashire. She has successfully worked as a water safety advocate for Greater Manchester Fire and Rescue Service. If you need information and advice from Rebecca or have an advocate you are looking to work with in your area she is happy to help. Her details have been circulated on communities.

Rebecca has an active facebook page www.facebook.com/DoingItForDylan and also a petition for water safety to be taught as part of the national curriculum. It needs 10,000 signatures to get this issue formally debated. Please circulate this petition around your fire service and community

<https://petition.parliament.uk/petitions/124748>



Key Messages and Audiences

Being near water is perceived as a low risk activity and water related activities as high risk.

Statistics demonstrate this is not the case and about 44% of people who drown had no intention of entering the water.

Key messages

- Drowning in the UK is amongst the leading causes of accidental death
- In 2014 302 people accidentally drowned - 44%¹ of these people were taking part in everyday activities such as walking or running near water
- Expect the unexpected and be aware of the everyday risks of being near water
- People can make changes to their behaviour which may reduce their risk of drowning
- Knowing how to respond quickly, safely and appropriately can help save lives

We are asking people to be **'Be Water Aware'**

Don't assume you're not at risk of drowning because you don't intend to go in the water

Audiences

- **Anglers** – This will be the smallest of our target group but twice as many people die fishing as they do sailing
- **Students and Young Adult Drinkers** – 55 People aged 15- 24 drowned in 2014 with ¼ of drowning victims having alcohol in their system. We will be targeting people at risk of falling into water after drinking
- **Runners and Walkers** – The largest at risk group
- **Older Walkers** - May have underlying health conditions and have an increased risk of tripping or falling
- **Dog Walkers** - Although WAID data does not have specific statistics on the number of dog walkers that drown, feedback from FRSs indicate that this is not unusual

Campaign Timetable

Monday	Campaign Launch
Tuesday	Anglers
Wednesday	Runners and Walkers
Thursday	Dog Walkers
Friday	Young Drinkers
Saturday	Young Drinkers
Sunday	Runners and Walkers



What to do if someone falls into deep water

The first thing to do is call for help - straightaway. Call 999, if you are near the coast ask for the coastguard, if you are inland ask for fire service and ambulance.

The emergency services will need to know where you are. Accurate information can save precious minutes. If you have a smart phone and have location services or map tool enabled, this can help. If not look around for any landmarks or signs – for example bridges will often have numbers on them which can identify their location.

Don't hang up – stay on the line but try and continue to help the person if appropriate.

When you have made this call shout for help from anyone who might be close by.

Human nature says you are likely to want to attempt to help while rescue services are on their way.

Never ever enter the water to try and save someone. This usually ends up adding to the problem. If you go into the water you are likely to suffer from cold water shock which will leave you unable to help even if you are a strong swimmer.

Can the person help themselves? Shout to them 'Swim to me'. The water can be disorientating. This can give them a focus. Keep any instructions short clear and loud. Don't shout instructions using different words each time.

Look around for any lifesaving equipment. Depending on where you are there might be lifebelts or throw bags – use them. If they are attached to a rope make sure you have secured or are holding the end of the rope so you can pull them in.

If there is no lifesaving equipment look at what else you can use. There may be something that can help them stay afloat - even an item such as a ball can help.

You could attempt to reach out to them. Clothes such as scarves can be used to try and reach or a long stick. If you do this lie on the ground so your entire body is safely on the edge and reach out with your arm. Don't stand up or lean over the water– you may get pulled in

Be mindful that if the water is cold the person may struggle to grasp an object or hold on when being pulled in.

If you manage to get the person out of the water they will always need medical attention.

Even if they seem fine drowning can occur at a later stage if water has already entered the lungs. It can cause death up to 48 hours after the near drowning incident.

If the person is unconscious you will need to check they are breathing. If they are not breathing they need 5 rescue breathes and then CPR (30 Chest compressions followed by 2 rescue breathes). Continue until help arrives

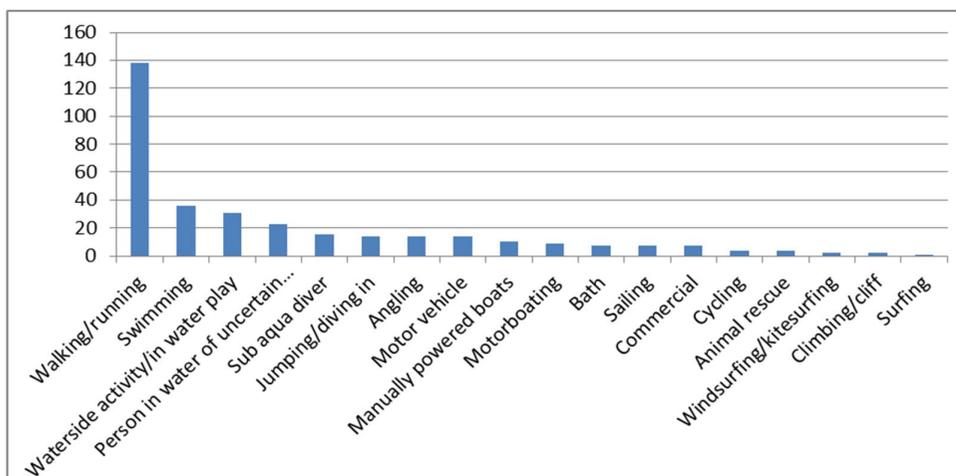
If the person is unconscious but breathing put them in the recovery position with their head lower than their body.

If they are conscious try and keep them warm. If you can remove wet clothes and give them something dry to put on as they are at risk of hypothermia.

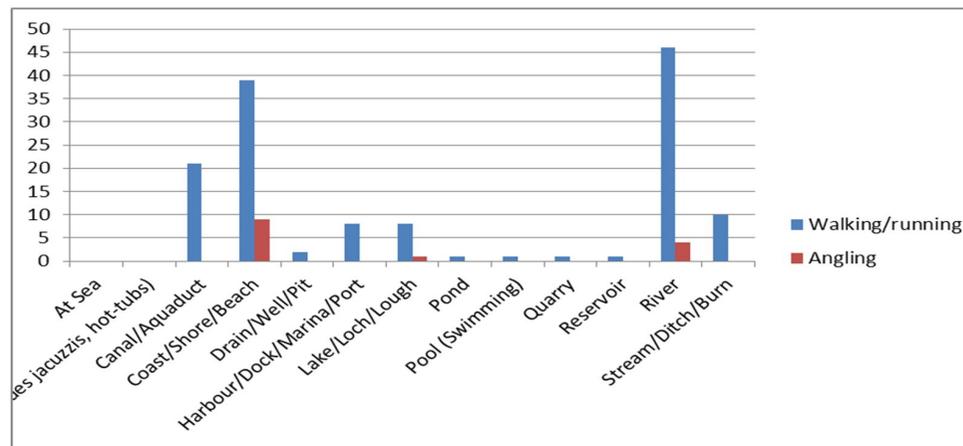


The total number of water related fatalities 2014 - 2015 in the UK was **633²**

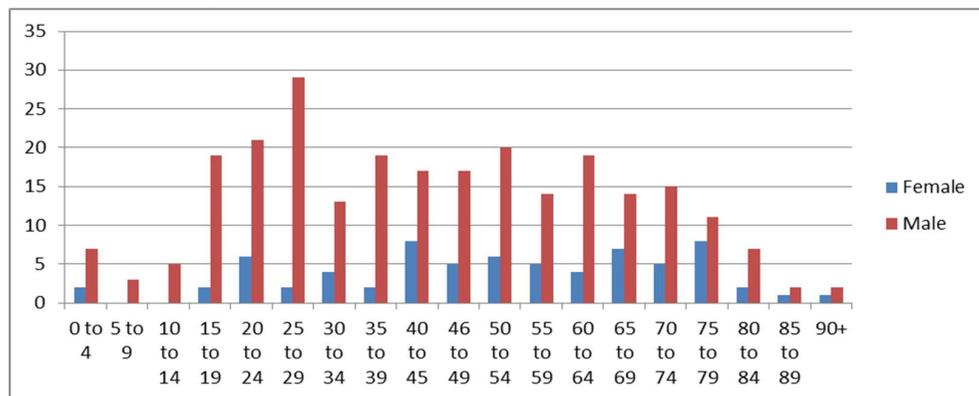
Number of water fatalities by activity 2014-2015



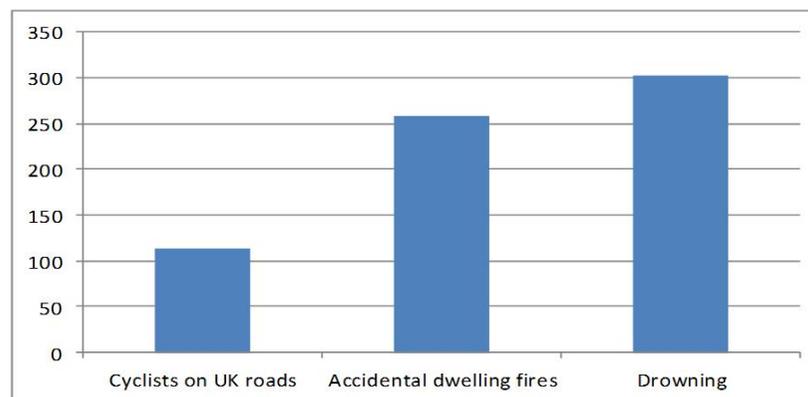
Target Audience deaths by body of water 2014—2015



Water fatalities by age and gender 2014-2015 where cause was natural or accident



Accidental deaths by type 2013-2014



2 This figure includes those who died by suicide, crime and no reason recorded. The number who died by accidents and natural causes is 338.

3 Department of Transport –Reported road casualties in GB 2013

4 DCLG Fire Statistics Great Britain 2014-2014



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Artwork

CFOA has created artwork for you to use as you wish. We have tried to make them generic so they are suitable for use where ever you are.

The CFOA campaign webpage has the posters and banner available to download. You will also find an introduction to the campaign from CFOA's Water Safety Lead -Dawn Whittaker.

<http://www.cfoa.org.uk/20822>

You can create you own posters - please can you use the Be Water Aware logo on them if you do.

You can edit the posters if you wish they have not been locked. This means you can change the image if you feel you have a more suitable image and add your own fire service logo.

To do this download the poster from the webpage and save on your computer. Go to edit and open the drop down and then click edit text and images. This will open up a menu on the right hand side - use the options there to edit the text or cut the image and add a new one.

On each poster you will notice there is a blank space under the statistic. This is so you can add text and insert a 'call to action'. It might as simple as directing people to your website or it could be details of an event you have organised as part of the campaign.

Make sure image is set to 100% and save as a Jpeg if you want to share on the the web or just print it out from PDF if you need hard copies.

If you cannot edit it means you have a read only version of adobe. Contact CFOA for help monica.perez@cfoa.org.uk

The RLSS leaflet is for us to use and distribute but please do not alter it.You must not remove RLSS branding from it under any circumstances.



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Launch 25 April

CFOA Activity

- Ahead of campaign week a press release will be issued by CFOA on 18 April
- CFOA will look to secure coverage in trade and national press, we may need input from FRSs to work with the Water Safety lead
- On the launch day we will start off with a launch tweet and some general safety and statistical tweets (see below)
- If you have organised any events or activities please let us know so we can tweet about them

Suggestions for FRS activity

- Please issue a press release to your contacts. See overleaf for suggested release but feel free to create your own but please reference the fact that this is a nationwide campaign and other FRSs will be taking part. Please mention CFOA also
- Undertake any local media activity without reference to CFOA but please let us know if you secure regional TV or radio coverage email monica.perez@CFOA.org.uk. If you wish, we may be able to secure support from the Water Safety lead
- Please take part in the launch tweet, use the #BeWaterAware in your tweets and @CFOAfire so we can retweet you
- Make it local - feel free to use your own information, statistics and case studies to make the message local
- Make sure your FRS has signed the pledge to help reduce drownings by 50% by 2026 - click here to access or visit www.nationalwatersafety.org.uk

Suggested Tweets

Fire Services are taking part on @CFOAfire drowning prevention week 25 April - 1 May #BeWaterAware

@CFOAfire have pledged to help reduce the number of drownings by 50% by 2026 @NWSF #BeWaterAware

@CFOAfire is working with @NWSF to reduce the number of water related deaths from 633 in 2014 #BeWaterAware

44% of people who drown had no intention of entering the water #BeWaterAware

Launch Tweet

9am Monday 25 April

@(Your FRS) is supporting @CFOAfire Drowning Prevention Week 25 April - 1 May #BeWaterAware





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(Name of FRS) is joining with fire and rescue services across the UK in supporting the Chief Fire Officers Association's (CFOA's) Drowning Prevention and Water Safety Week 2016 which is taking place from 25 April - 1 May.

The campaign is raising awareness of the everyday dangers of being near water. 44% of people who drowned in 2014 had no intention of entering the water. Trips, falls or underestimating the risks associated with being near water meant that 302 people lost their lives. Adhering to some simple advice can reduce your risk of ending up in the water. By asking people to 'be water aware' fire and rescue services aim to reduce the number of fatalities.

CFOA's Water safety Lead, Dawn Whittaker, said " Most people would be shocked to hear that those people drowning just happen to be near water such as runners, walkers and fisherman. They are unaware of the risks and are totally 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 deaths."

(Local case study inserted here - choose one of the audience groups)

Fire and rescue services will be giving advice to people on what they should look out for and how to change their behaviour to minimise their risk of becoming one of these statistics. Messages will be posted on social media using the hashtag #BeWaterAware and people are encouraged to share the posts to spread the message.

(Name of FRS) will support Drowning Prevention and Water Safety Week by (please insert details of any planned activities)

Working as part of the National Water Safety Forum (NWSF), CFOA aims to reduce the number of drownings in UK waters by 50% by 2026. This is outlined in the UK's first Drowning Prevention Strategy, which was launched on 29 February by Robert Goodwill MP <http://www.nationalwatersafety.org.uk/strategy/>
The water safety messages that fire and rescue services will be delivering will also raise awareness and support of the safety campaigns run by other members of the National Water Safety Forum (NWSF), which includes Royal Life Saving Society (RLSS) Royal National Lifeboat Institution (RNLI) and Amateur Swimming Association (ASA).

Note to Editors;

Fatality statistics from NWSF's Water Incident Database (WAID)

The National Water Safety Forum (NWSF) is the UK body which represents UK organisations with an interest in water safety and is committed to reducing drowning fatalities. With a core of around 40 organisations and a network of a further 300, among many others it represents: Amateur Swimming Association; Royal Society for the Prevention of Accidents; Royal Life Saving Society UK; Royal National Lifeboat Institution; Maritime and Coastguard Agency; Canal and River Trust; Chief Fire Officers Association; local authorities throughout the UK.

Dawn Whittaker CFOA's Water Safety Lead sits on the NWSF.



CFOA Activity

- A blog post will be published on the CFOA blog on 26 April relating to fishing safety
<https://chieffireofficers.wordpress.com/>
- The campaign will feature a blog spot on the Canal and River Trust's fisheries and angling team blog
<https://canalrivertrust.org.uk/news-and-views/blogs/the-fisheries-and-angling-team>
- Let CFOA know of any webpages or blog posts you create so we can share and support your work
- CFOA has created a poster for FRSs to use
- CFOA have created safety advice for anglers -encouraging people to make changes to their behaviour may reduce their risk of drowning (see over)

Suggested Tweets

Just going fishing? 86 people might have survived a fall in the water between 2010 – 2013 if they had worn a lifejacket #BeWaterAware

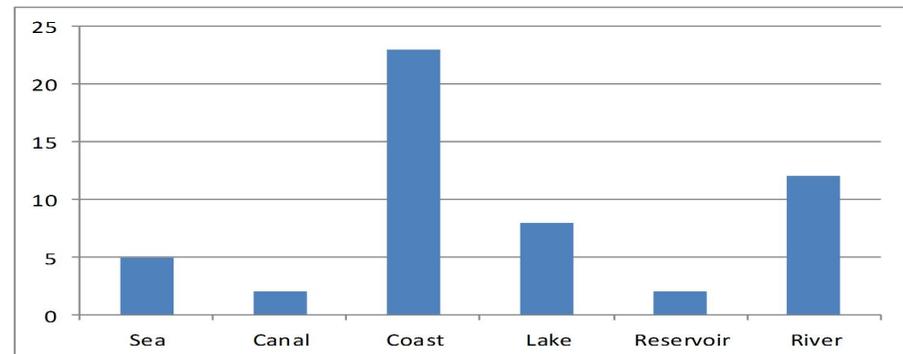
Just going fishing? Make sure you have a fully charged mobile phone and a good signal #BeWaterAware

Just going fishing? Take a look @CFOA blog for information and safety advice (insert link)

Suggestions for FRS activity

- Tweet about this blog post and share on your facebook pages
- Share this blog post on twitter and facebook
- Use the information in this toolkit and the above blog posts to create your own blog posts or web articles
- Use the poster on social media. Find out about local groups in your area <http://fishinginfo.co.uk/index.html> or by contacting your local Canal and River Trust office <http://canalrivertrust.org.uk/contact-us> and ask them to display or distribute posters
- Arrange to visit or create an event for local angling clubs to deliver the safety messages directly to them - remember this audience are also likely to benefit from additional messages such as 'safe and well' visits.

Angling—Deaths by body of water 2012-2014





Behaviours:

This audience is likely to be male aged 45 – 74 years old.

High risk of having an underlying medical condition

Long term hobby which means they feel comfortable and familiar with surroundings so may not see the danger or underestimate the risks

Usually a solitary past time.

Anglers can go out at quieter hours such as very early in the morning.

Safety Advice:

Check forecast and weather conditions before you go

Make sure you let someone know where you are going to fish

Make sure you know exactly where you are - consider something like an OS locate app for a smart phone or a map

Give them an idea of when you are likely to return

Take a fully charged mobile phone and check signal strength, know how to use it and who to call in an emergency

Double check your fishing spot. Is it safe? For example, riverbanks can erode and just because it was safe one day doesn't mean it still is

Always dress appropriately, sturdy footwear, sun hat in hot weather, warm layers in cold

Coastal and sea fishing is particularly high risk

Make sure you know your spot is safe and you won't get cut off by the tide

Expert evidence suggests that many of these lives would have been saved if the casualty had been wearing a lifejacket⁶ - Wear a lifejacket

Resources/Useful Links:

Royal National Lifeboat Institution (RNLI)

Their 'Respect the Water' campaign started in 2014 and is continuing. Take some time to look at their website, it obviously targeted at coastal fishing but much of the safety advice can be used for inland fishing too

<http://rnli.org/safety/respect-the-water/activities/Pages/angling.aspx>

British Sea Fishing

Their website has good information about the different types of coastal fishing and safety advice some of which can also be applied to inland fishing

<http://britishseafishing.co.uk>

⁵ RNLI commissioned causal analysis of fatalities in water around the UK and Republic of Ireland, 2010–13

⁶ MCA casualty review panel



Runners and Walkers 27 April & 1 May

CFOA Activity

- A blog post will be created and published on the CFOA blog on 27 April with running and walking safety advice
- CFOA will give out safety advice out to running communities with the support of England Athletics and their webpage for recreational runners www.runengland.org
- A poster has been created for FRSs to use.
- CFOA will tweet safety tips for runner and walkers

Suggested Tweets

Just going for a run? Runners and walkers are most at risk of accidental drowning in the UK #BeWaterAware

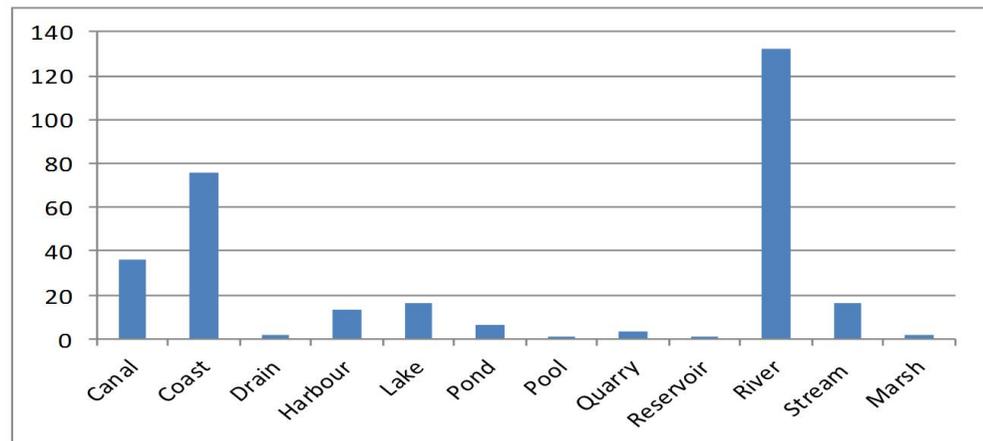
Would you know what to do if you saw some fall into the water? Find out here (Link to webpage) #BeWaterAware

Just going for a walk? Take care near water, about a third of accidental drowning victims were running or walking near water #BeWaterAware

Suggestions for FRS activity

- Tweet about this blog post and share on your facebook pages
- Use the information in this toolkit to create your own walking and running safety guides to distribute to local groups
- Find out about walking groups or running groups in your area. Organise a walk or run with them to speak about the risks Think about contacting local exercise or weight loss groups
- Use the poster to publicise any events or articles on your website. You can update it with local image or statistics if you wish
- Arrange a safety demonstration of what to do in an emergency
- Create your own tweets and retweet ours. Use local information if you have it. Share any images of events on facebook and twitter

Runners and Walkers– Deaths by bodies of water 2012-2014





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Behaviours:

Often solitary - two-thirds of analysed coastal walking fatalities were alone at the time of the incident⁷

Runners often distracted by their activity not the hazards

Lack of awareness of risks of being near water

Safety Advice:

Make sure your walk or run is suitable for your fitness level

Consider joining a running or walking group

Be aware and take notice of any warning signs

When running or walking next to water, stay clear of the edges

River banks and cliff edges may be unstable and give way

Wear appropriate footwear and clothing

Take a fully charged mobile phone and check signal strength, know how to use it and who to call in an emergency

Look out for trip or slip hazards - pay attention to your footing

Stick to proper pathways

Don't walk or run next to water if levels are high

Make sure you know exactly where you are - consider something like an OS locate app for a smart phone or a map

Don't assume just because you have walked or run a route many times before it is still safe.

Avoid walking or running near water in the dark

Resources/Useful Links:

The Royal Life Saving Society (RLSS)

Their 'Runners and Walkers' campaign is worth a look at <http://www.rlss.org.uk/runners-and-walkers/> RLSS will run this campaign again in February 2017 so please look out for it and support #runnersandwalkers

Walking for Health

Try getting in touch with your local group - these walks are very often well attended and may also benefit from additional safety messages with FRS deliver. <https://www.walkingforhealth.org.uk/walkfinder>

The National Trust and the National Trust for Scotland

If you are near a property or coast (The NT in England, Wales and NI manage 10% of the coast) get in touch and see if their walking groups will take some information. They have many volunteers helping them who may be useful in hearing this information for themselves as well as helping spread the message.

⁷ RNLI Commissioned casual analysis of fatalities in the water UK and Republic of Ireland 2010 - 2013



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Dog Walkers - 28 April

In addition to the advice for runners and walkers

Safety Advice:

Avoid throwing sticks or balls near water for dogs - they will go after it if they think you want it back even if you've thrown it too far or into dangerous water

Never enter the water to try and save a dog - the dog usually manages to scramble out

Even dogs that like swimming can usually only swim for short bursts - keep an eye of your dog and don't let it enter the water if it's older or tired

If your dog loves the water keep it on a lead and make sure you have control to prevent it jumping into hazardous or unsafe areas

Remember the wet riverbanks, steep edges or jagged rocks can make it hard for a dog to scramble out and be a slip risk for owners

Don't lean into water and try and lift your dog out - you can topple in

Dogs can have cold water shock too

If your dog has struggled in the water it may have inhaled water and should see a vet as dogs can drown after the event if water has entered the lungs

Suggested Tweets

If your dog loves water make sure you can control him on the lead otherwise you could end up in the water too #BeWaterAware

Just taking the dog for a walk? If you let your dog jump in for a swim make sure he can easily get back out #BeWaterAware

Be careful if you let your dog jump into water - who knows what is beneath the surface #BeWaterAware

Never enter the water to rescue your dog - who will rescue you?
#BeWaterAware



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Young Adult Drinkers 29 & 30 April

CFOA Activity

- Blog post will be published on 29 April with highlighting the risks to this audience and safety advice
- RLSS have agreed CFOA can use their 'Don't Drink and Drown' leaflet and have rebranded it for us. Please use it if you wish but please reference RLSS and their campaign and don't make additional changes to their leaflet
- Create your own poster using the CFOA template - make sure you have the correct permissions for any images used

Suggestions for FRS Activity

- Contact your local students union and get them on board. Do they have a college or university radio station you can appear on? Can you write an article for their website or student publication?
- Create beer mats highlighting the issue for local pubs and bars - consider a safe walk home map on the reverse
- Are there any hotspots in your area? Can you start to work with the community to suggest measures to minimise risk, for example, waterside barriers?

Suggested Tweets

Don't let a night out end in tragedy - take a safe route home away from water #BeWaterAware

Make sure your friends get home safely - don't let them walk near water #BeWaterAware

1/4 of adult drowning victims have alcohol in their blood. Stay away from water on a night out #BeWaterAware



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Behaviours:

Most Likely to be male and aged 15 - 29

The statistics show that Saturday nights have a higher number of drownings than any other night of the week.

Alcohol reduces inhibitions and can mean you take more risks

Alcohol will impair judgement and control

Likely to be dark and night time so fewer people to see you in distress

Safety Advice:

Stay with your group and don't wander off if you become separated

Keep an eye on any friends who are worse for wear and make sure you help them home

Avoid walking near water even if the path is lit, you may not realise how unsteady on your feet you are

In the dark you may not see trip hazards or even the water's edge

If you fall in after drinking your chances of being able to get out of the water are decreased as alcohol impairs even simple movements

Make sure you store a taxi number in your phone and some emergency money at home so you can pay. If the money is at home you can't lose it or accidentally spend it.

Resources/Useful Links:

The Royal Life Saving Society (RLSS)

Please visit www.rlss.org.uk/don'tdrinkanddrown/

The National Union of Students (NUS)

They have a useful link on their website <http://www.nus.org.uk/en/students-unions/students-union-map/> which will help you identify local student unions and their contact details including telephone number, email address and web address

Durham Case Study

You will find information about how Durham tackled this issue in the UK Drowning Prevention Strategy. In addition to this information Terry Collins delivered a presentation which has some useful ideas and examples of the changes that were made in Durham. This presentation is attached to this toolkit - click on the paperclip icon on the left hand side.