



water safety  
Scotland

# Consultation Report

## Scotland's Drowning Prevention Strategy

Issue: 1

Date: 25/07/2017





This report was written and prepared by the Royal Society for the Prevention of Accidents (RoSPA) and approved by the steering group of Water Safety Scotland.

Special thanks are given to the following organisations for their assistance and input during the consultation process:



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## Introduction

On March 21 2017, Water Safety Scotland launched **Scotland's Drowning Prevention Strategy – a draft response to the UK Drowning Prevention Strategy**. This response aimed to highlight the suggested action needed to reduce drownings in Scotland. The launch was followed by a three-month consultation period in order to gather feedback before finalisation through the Water Safety Scotland Strategy Subgroup.

The consultation was approached in four phases:

1. An anonymous survey was made available online for professionals and the public to participate in.
2. A working group was held on March 29 2017 at the Cross Party Group on Accident Prevention and Safety Awareness.
3. Members and associates of Water Safety Scotland were encouraged to respond with comments and suggestions via email.
4. Two focus groups were held on specific topics: recreation and suicide.

This report details each phase and detailed feedback received.

## Phase One - Online Survey

The online survey was opened at the launch of the draft consultation on March 21 2017 and closed on June 29 2017.

**Data collection:** A self completion questionnaire was used primarily to ensure anonymity and for ease of access. Respondents were given the option to waive this anonymity and leave their contact details for future liaison. Responses were treated as confidential. The online questionnaire was promoted through social media and at the launch of RoSPA's Water Safety Conference on March 21 2017.

Overall, there were 21 respondents to the survey. Responses were omitted if completed answers fell below 50 per cent. The final sample size consisted of seven responses.

**Analysis:** The collected responses were analysed and charts have been used to illustrate the data and make it easier to interpret (see Appendix 1). All qualitative questions were analysed thematically and then categorised.

**Key Findings:** The draft strategy response was well received with a 100 per cent agreement for the necessity of the strategy response, its overall purpose and all the specific outcomes. There were some specific suggestions regarding "Why do we need a Scottish response to the UK Drowning Prevention Strategy" including the need to make this section more justified and concise.

Over 85 per cent of respondents agreed with the main aims of the strategy response (see appendix 1: graph 2). However, it was suggested that the strategy focus on all drowning deaths as opposed to just accidental in order to factor in the large percentage of suicide.

Around 40 per cent of respondents had concerns with the data found in the response (see appendix 1; graph 3). Qualitative feedback revealed that the concerns focussed less on the analysis of the data and more on how the data was captured in Scotland

Qualitative feedback in the survey found the following:

Education outcomes	<ul style="list-style-type: none"><li>• There should be an inclusion of outdoor education and water safety education.</li></ul>
Policy outcomes	<ul style="list-style-type: none"><li>• To focus on local context in addition to consistency.</li></ul>
Awareness outcomes	<ul style="list-style-type: none"><li>• N/A</li></ul>
Recreational outcomes	<ul style="list-style-type: none"><li>• Link the outcomes to access codes.</li></ul>
Water related suicide outcomes	<ul style="list-style-type: none"><li>• All deaths by drowning should be classed as accidental</li><li>• There should be a focus around locations of concern and taking</li></ul>

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	action to prevent suicide at these locations.
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Other suggestions for the strategy included referring to the UK Drowning Prevention Strategy aims and how the response aims coincide, as well as how Water Safety Scotland plans to achieve its objectives and outcomes.

## Phase 2 – Cross Party Group on Accident Prevention and Safety Awareness

Water safety was the theme of the March 29 2017 Cross Party Group on Accident Prevention and Safety Awareness. This provided a useful platform for discussion on the main themes of the strategy.

**Data collection:** Six focus groups on specific topics were held during the evening with a volunteer facilitating and recording the discussion. Responses were collated as a group to ensure anonymity.

Overall, there were roughly 40 participants spread evenly across the focus groups.

**Analysis:** The collected responses were analysed thematically and then categorised into a table for consistency and to make it easier to interpret.

**Main findings:** The main findings can be found in the table below.

Data Outcomes	<ul style="list-style-type: none"> <li>• An improvement of the understanding of WAID is needed</li> <li>• A pilot coding exercise could be used to help understand the most important facts to record</li> <li>• It should be a ministerial requirement to complete WAID returns after every water fatality</li> <li>• A cost benefit analysis would be useful.</li> </ul>
Education outcomes	<ul style="list-style-type: none"> <li>• It would be useful to partner with cross curricular opportunities</li> <li>• College and schools to implement a water safety education standard</li> <li>• A pilot area in a specific region could be actioned to see what could work to ensure children learn to swim.</li> </ul>
Policy outcomes	<ul style="list-style-type: none"> <li>• Data needs to be relevant to the local authorities</li> <li>• To work with local housing associations</li> <li>• WSS to help LAs to risk assess and work with Community Safety Partnerships</li> </ul>
Awareness outcomes	<ul style="list-style-type: none"> <li>• Awareness raising of water safety</li> </ul>

	<p>through videos, social media and blogging</p> <ul style="list-style-type: none"> <li>• WSS should have a specific campaign such as “Float First”</li> <li>• Clarification of the statistics – is it 50+ or 60-69?</li> <li>• WSS should promote safety messages through clubs and groups.</li> </ul>
<p>Recreational outcomes</p>	<ul style="list-style-type: none"> <li>• WSS to target those most at risk</li> <li>• WSS should attend the Outdoor Pursuits group</li> <li>• NGBs should promote WSS and vice versa</li> <li>• It would be useful to have lessons learned workshops after an incident.</li> </ul>
<p>Water related suicide outcomes</p>	<ul style="list-style-type: none"> <li>• WSS to help address the common misconceptions around suicide</li> <li>• WSS to provide accurate data on specific locations</li> <li>• The creation of a WSS Suicide Subgroup</li> <li>• Suicide prevention to be included in the strategy</li> <li>• There should be support for agencies working in areas where there may be incidents relating to or deaths by suicide in the water.</li> </ul>



## Phase 3 – Comments and suggestions through members and associates

Comments and suggestions were accepted by email and telephone conversation from March 21 to June 29.

**Data collection:** Responses were treated as confidential and were not shared with any third party.

Overall, there were nine respondents who offered detailed responses.

**Analysis:** The collected responses were analysed thematically and then categorised into a table for consistency and to make it easier to interpret.

**Main findings:** The main findings can be found in the table below.

Data outcomes	<ul style="list-style-type: none"> <li>• Drowning incident data should become a requirement</li> <li>• There should be more information on why improving data would be useful to reducing drownings.</li> </ul>
Education outcomes	<ul style="list-style-type: none"> <li>• Swimming lesson providers should include theory and experience of open water swimming</li> <li>• It was noted that it was unnecessary to emphasise statistics around 20-29 year olds</li> <li>• It was suggested that the outcomes are incompatible with the current approach in education.</li> </ul>
Policy outcomes	<ul style="list-style-type: none"> <li>• There is a lack of engagement with local development plans.</li> </ul>
Awareness outcomes	<ul style="list-style-type: none"> <li>• There were suggested campaign ideas such as Float First campaign.</li> </ul>
Recreational outcomes	N/A
Water related suicide outcomes	<ul style="list-style-type: none"> <li>• Suicide to be included in the overall aim/headline</li> <li>• “To better understand suicide” would not actually help to reduce drowning deaths. More action would be needed</li> <li>• There is a potential confusion of terms - self harm and death by suicide needs to</li> </ul>

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	<p>be clarified</p> <ul style="list-style-type: none"><li>• There is also a potential confusion of data – are the suicides confirmed or suspected?</li></ul>
Further suggestions	<ul style="list-style-type: none"><li>• The inclusion of accident valuation</li><li>• Inclusion of the Child Safety Report card (2012).</li></ul>

## Phase 4 – Focus Groups on suicide and recreational activity

Two focus groups were held on July 14 2017 and July 20 2017.

**Data collection:** Discussion took place during the focus groups and suggestions and comments were noted anonymously.

The first focus group centred on recreational activity and included feedback from 10 individuals.

The second focus group centred on suicide and included feedback from 11 individuals.

**Analysis:** The collected responses were noted and analysed.

**Main findings:** The main findings can be found in the table below.

Recreation	<ul style="list-style-type: none"> <li>• A statement on the National Governing Bodies (NGB) as being recognised experts in Scotland should be included</li> <li>• A statement on engagement and safety should be included</li> <li>• WSS should support NGBs through its partnerships and networks</li> <li>• WSS should promote the wider aspects of sports at government/public level</li> <li>• WSS should concentrate on the uniqueness of each NGB to promote a safe methodology to safety</li> <li>• There should be an exploration and improvement of the data around recreational activity.</li> </ul>
Suicide	<ul style="list-style-type: none"> <li>• Creation of a WSS subgroup</li> <li>• Recognition of the Scottish Suicide Strategy</li> <li>• Improvement and linking of suicide data with WAID</li> <li>• WSS to help debunk myths of suicide around water</li> <li>• Clarify and summarise the hard and soft measures that can be used in any specific location</li> <li>• Train staff and agencies that work around water in suicide prevention.</li> </ul>

## Conclusion and next steps

Overall the consultation was well received with useful feedback that can be used to improve and finalise Scotland's Drowning Prevention Strategy – a response to the UK Drowning Prevention Strategy.

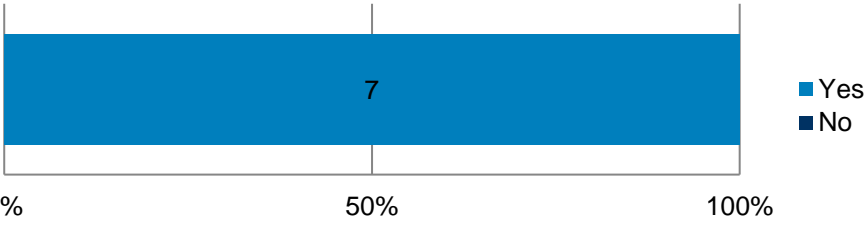
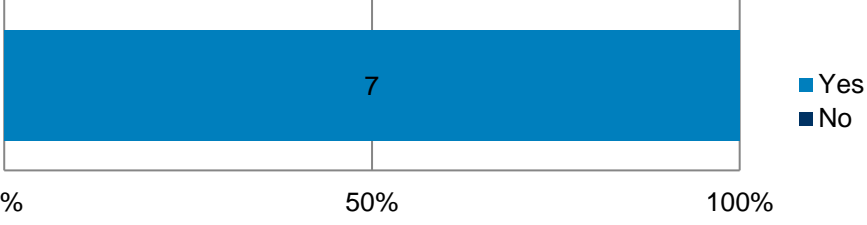
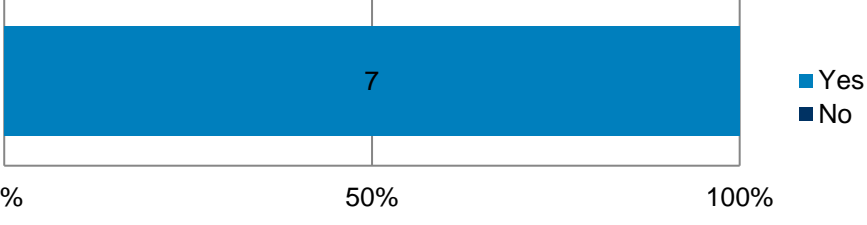
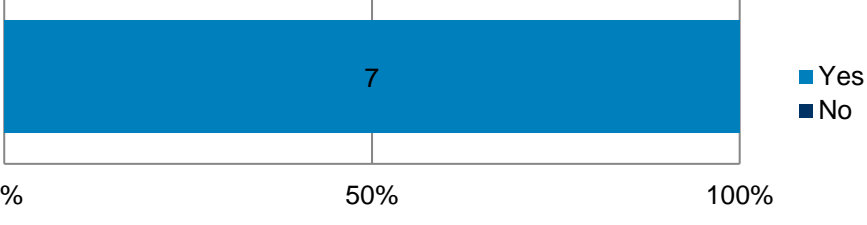
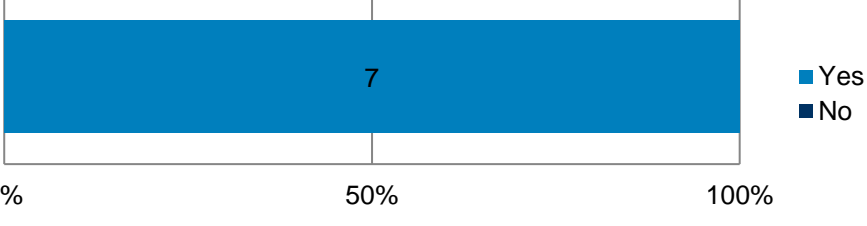
This report highlights the major feedback received and Water Safety Scotland would like to thank all those who responded to the consultation and provided their professional and personal opinions.

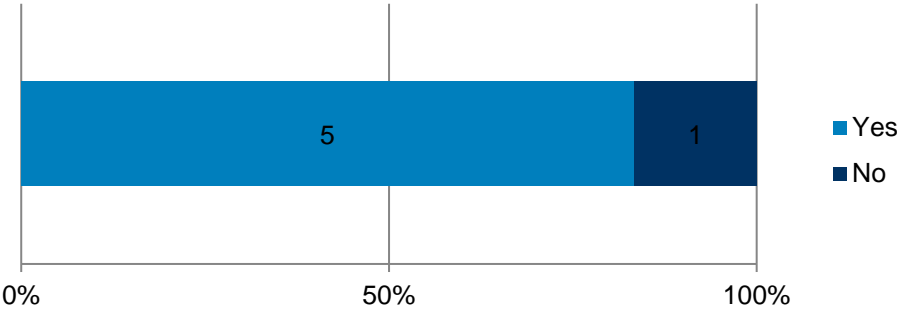
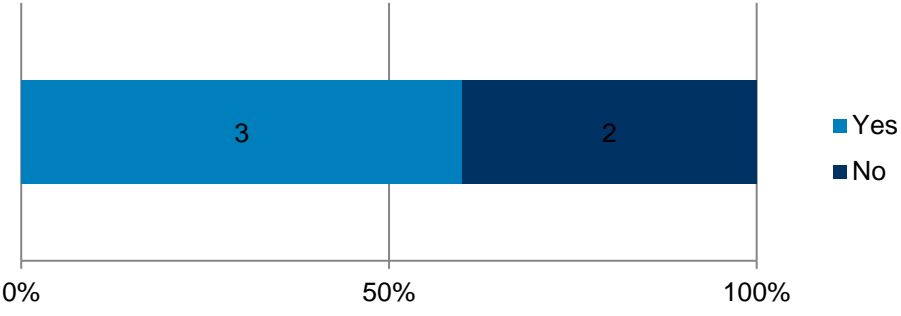
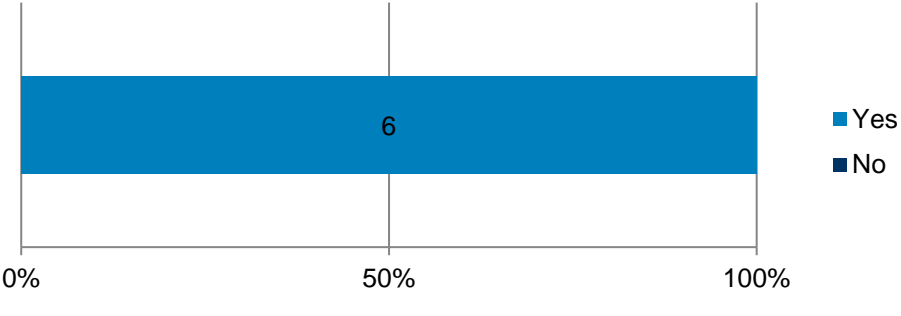
The strategy subgroup will endeavour to take on board all comments and suggestions in order to make the response strategy the most appropriate to drowning prevention in Scotland.

The next steps for the strategy subgroup are to meet and discuss these findings and create a second draft for Water Safety Scotland. The final strategy is anticipated to be complete and published by January 2018.

## Appendix 1

		(%) Base = 7						
1	Do you agree with the purpose of the strategy response?	<p>A horizontal stacked bar chart showing the distribution of responses for question 1. The x-axis represents percentages from 0% to 100% with a midpoint at 50%. The bar is entirely blue, representing 'Yes' responses, and is labeled with the number 7 in the center. A legend on the right shows a blue square for 'Yes' and a dark blue square for 'No'.</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>7</td> </tr> <tr> <td>No</td> <td>0</td> </tr> </tbody> </table>	Response	Count	Yes	7	No	0
Response	Count							
Yes	7							
No	0							
2	Do you agree with the aims of the strategy response?	<p>A horizontal stacked bar chart showing the distribution of responses for question 2. The x-axis represents percentages from 0% to 100% with a midpoint at 50%. The bar is divided into two segments: a blue segment representing 'Yes' (6) and a dark blue segment representing 'No' (1). A legend on the right shows a blue square for 'Yes' and a dark blue square for 'No'.</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>6</td> </tr> <tr> <td>No</td> <td>1</td> </tr> </tbody> </table>	Response	Count	Yes	6	No	1
Response	Count							
Yes	6							
No	1							
3	Agreement of the need for a Scottish response	<p>A horizontal stacked bar chart showing the distribution of responses for question 3. The x-axis represents percentages from 0% to 100% with a midpoint at 50%. The bar is entirely blue, representing 'Yes' responses, and is labeled with the number 7 in the center. A legend on the right shows a blue square for 'Yes' and a dark blue square for 'No'.</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>7</td> </tr> <tr> <td>No</td> <td>0</td> </tr> </tbody> </table>	Response	Count	Yes	7	No	0
Response	Count							
Yes	7							
No	0							
4	Do you have any concerns with the data found in the response?	<p>A horizontal stacked bar chart showing the distribution of responses for question 4. The x-axis represents percentages from 0% to 100% with a midpoint at 50%. The bar is divided into two segments: a blue segment representing 'Yes' (3) and a dark blue segment representing 'No' (4). A legend on the right shows a blue square for 'Yes' and a dark blue square for 'No'.</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>3</td> </tr> <tr> <td>No</td> <td>4</td> </tr> </tbody> </table>	Response	Count	Yes	3	No	4
Response	Count							
Yes	3							
No	4							

5	Do you agree with data outcomes?	 <p>A horizontal bar chart showing the distribution of responses for question 5. The x-axis represents the percentage of responses, ranging from 0% to 100% with a midpoint at 50%. The y-axis represents the number of responses. The 'Yes' response is represented by a blue bar that extends to 7 on the x-axis. The 'No' response is represented by a dark blue bar that extends to 0 on the x-axis. A legend on the right indicates that blue represents 'Yes' and dark blue represents 'No'.</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>7</td> </tr> <tr> <td>No</td> <td>0</td> </tr> </tbody> </table>	Response	Count	Yes	7	No	0
Response	Count							
Yes	7							
No	0							
6	Do you agree with the education outcomes?	 <p>A horizontal bar chart showing the distribution of responses for question 6. The x-axis represents the percentage of responses, ranging from 0% to 100% with a midpoint at 50%. The y-axis represents the number of responses. The 'Yes' response is represented by a blue bar that extends to 7 on the x-axis. The 'No' response is represented by a dark blue bar that extends to 0 on the x-axis. A legend on the right indicates that blue represents 'Yes' and dark blue represents 'No'.</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>7</td> </tr> <tr> <td>No</td> <td>0</td> </tr> </tbody> </table>	Response	Count	Yes	7	No	0
Response	Count							
Yes	7							
No	0							
7	Do you agree with the water safety policy outcomes?	 <p>A horizontal bar chart showing the distribution of responses for question 7. The x-axis represents the percentage of responses, ranging from 0% to 100% with a midpoint at 50%. The y-axis represents the number of responses. The 'Yes' response is represented by a blue bar that extends to 7 on the x-axis. The 'No' response is represented by a dark blue bar that extends to 0 on the x-axis. A legend on the right indicates that blue represents 'Yes' and dark blue represents 'No'.</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>7</td> </tr> <tr> <td>No</td> <td>0</td> </tr> </tbody> </table>	Response	Count	Yes	7	No	0
Response	Count							
Yes	7							
No	0							
8	Do you agree with the awareness outcomes?	 <p>A horizontal bar chart showing the distribution of responses for question 8. The x-axis represents the percentage of responses, ranging from 0% to 100% with a midpoint at 50%. The y-axis represents the number of responses. The 'Yes' response is represented by a blue bar that extends to 7 on the x-axis. The 'No' response is represented by a dark blue bar that extends to 0 on the x-axis. A legend on the right indicates that blue represents 'Yes' and dark blue represents 'No'.</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>7</td> </tr> <tr> <td>No</td> <td>0</td> </tr> </tbody> </table>	Response	Count	Yes	7	No	0
Response	Count							
Yes	7							
No	0							
9	Do you agree with the recreational activity outcomes?	 <p>A horizontal bar chart showing the distribution of responses for question 9. The x-axis represents the percentage of responses, ranging from 0% to 100% with a midpoint at 50%. The y-axis represents the number of responses. The 'Yes' response is represented by a blue bar that extends to 7 on the x-axis. The 'No' response is represented by a dark blue bar that extends to 0 on the x-axis. A legend on the right indicates that blue represents 'Yes' and dark blue represents 'No'.</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>7</td> </tr> <tr> <td>No</td> <td>0</td> </tr> </tbody> </table>	Response	Count	Yes	7	No	0
Response	Count							
Yes	7							
No	0							

<p>10</p>	<p>Do you agree with the water related suicide outcomes?</p>	 <p>0% 50% 100%</p> <p>NB: 1 Respondent did not answer</p>
<p>11</p>	<p>Do you have any suggestions for the recommendations section in this response?</p>	 <p>0% 50% 100%</p> <p>NB: 1 Respondent did not answer</p>
<p>12</p>	<p>Do you plan to contribute and pledge your support to this response?</p>	 <p>0% 50% 100%</p> <p>NB: 1 Respondent did not answer</p>

