

**WATER SAFETY SCOTLAND CAMPAIGNS AND
COMMUNICATIONS PLAN**

Campaign Name	Owner	Background	Objective	Audience	Timeframe	Why WSS supports this campaign	Resources for use by WSS members	Further Info
#RTW	NWSF	#RespectTheWater is a campaign which originates from RNLI, and now is the national campaign for members of the National Water Safety Forum	The campaign aims to work towards the goals of the UK's Drowning Prevention Strategy	All	From May 2021 onwards	Meets objective of "promote public awareness of water-related risks and ensure a consistent message across campaigns and communications"	Assets Social media posts	https://watersafetyscotland.org.uk/campaigns/respect-the-water/
Garden Pond Safety	RoSPA	Between the years 1995 and 2005, 147 children under the age of 6 drowned at a residential location in the UK	Project aims to raise awareness to prevent garden pond drownings	Parents, care givers of young children	Ongoing	Meets activity of "supporting organisations which seek to raise awareness for parents through drowning prevention campaigns"	Video Advice on Garden ponds Statistics Suggested social media posts	https://watersafetyscotland.org.uk/campaigns/garden-pond-safety/
Drowning Prevention Week	RLSS UK	Over 700 people drown in the UK and Ireland every	Increase the number of children receiving water safety education, Reduce the number of drowning	Primary and secondary school children	19/6/2021 - 26/6/2021	Meets objective of "promote public awareness of water-related risks and ensure a consistent message	A4 printable templates	https://www.watersafetyscotland.org.uk/1513.aspx

		year – equivalent to one person drowning every 10 hours	incidences, Promote local and national drowning prevention projects and initiatives			across campaigns and communications"	Social media banners	
Don't Drink and Drown	RLSS UK	Research indicates that around a quarter of all adult drowning victims have alcohol in their bloodstream.	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.	Students, Young adults		Meets objective of "promote public awareness of water-related risks and ensure a consistent message across campaigns and communications"	Video	https://watersafetyscotland.org.uk/campaigns/dont-drink-and-drown/
							Suggested social media posts	
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Reservoir Safety	Scottish Water	46% of accidental fatalities are caused by inland waters. Scottish Water does not encourage swimming in any of its reservoir and seeks to raise awareness of the dangers.	Increase awareness of dangers of reservoirs	All	Ongoing	The campaign meets SDPS objective of "promote public awareness of water-related risks and ensure a consistent message across campaigns and communications"	Share the resources and information - especially when targeted press release goes out	www.scottishwater.co.uk/takecare

<p>Inflatables</p>	<p>RoSPA , RNLI, HMCG , SCOT SS</p>	<p>54% of accidental fatalities happen at the coast. Feedback from parents suggests that inflatable call outs are on the rise. This campaign aims to remind the public to keep inflatables away from the beach.</p>	<p>Increase awareness of dangers of inflatables</p>	<p>All</p>	<p>Ongoing</p>	<p>The campaign meets the SDPS activity to "share and promote relevant campaigns and activities to help reduce suicides around water"</p>	<p>Suggested Social media posts</p> <hr/> <p>Infographics</p>	<p>https://www.watersafetyscotland.org.uk/1702.aspx</p>
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**WATER SAFETY SCOTLAND CAMPAIGNS AND COMMUNICATIONS
PLAN - SUICIDE PREVENTION**

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Small Talk Saves Lives	Samaritans in Scotland	On average, 29 people take their own lives in and around Scotland's waterways each year.	Encouraging people to trust their instincts and use their everyday skills to help protect others.	All	Ongoing	The campaign meets the SDPS activity to "share and promote relevant campaigns and activities to help reduce suicides around water"	Suggest social media posts	https://www.watersafetyscotland.org.uk/1691.aspx
							Posters	
							Infographics	
United to Prevent Suicide	United to Prevent Suicide	On average, 29 people take their own lives in and around Scotland's waterways each year.	United to Prevent Suicide is a new unifying identity for suicide prevention in Scotland. It marks a new approach to preventing suicide as set out in Scotland's National Suicide Prevention Action Plan.	All	Ongoing	The campaign meets the SDPS activity to "share and promote relevant campaigns and activities to help reduce suicides around water"		https://unitedtopreventsuicide.org.uk/the-movement/