

WATER SAFETY SCOTLAND CAMPAIGNS AND COMMUNICATIONS PLAN

Last update: December 2021

| Campaign Name | Owner | Background | Objective | Audience | Timeframe | Resources and further information |
|---------------------------------|---------------------------------|---|---|--|---------------|---|
| WDP Day | World Health Organization (WHO) | In 2021, the UN declared the 25 July as World Drowning Prevention Day | The day aims to highlight the tragic and profound impact of drowning on families and communities around the world and offer life-saving solutions for prevention. | All | 25 July | https://watersafetyscotland.org.uk/campaigns/world-drowning-prevention-day/ |
| #RTW | NWSF | #RespectTheWater is the NWSF's national campaign which focuses on raising awareness of the dangers around water | The campaign aims to work towards the goals of the UK's Drowning Prevention Strategy | All | All year | 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 | All year | https://watersafetyscotland.org.uk/campaigns/garden-pond-safety/ |
| Drowning Prevention Week | RLSS UK | Over 700 people drown in the UK and Ireland every year – equivalent to one person drowning every 10 hours | Increase the number of children receiving water safety education, Reduce the number of drowning incidences, Promote local and national drowning prevention projects and initiatives | Primary and secondary school children | 18/06 – 25/06 | https://www.watersafetyscotland.org.uk/1513.aspx |

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| 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 | TBC | https://watersafetyscotland.org.uk/campaigns/dont-drink-and-drown/ |
| 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 | All year | www.scottishwater.co.uk/takecare |
| Inflatables | RoSPA, RNLI, HMCG, SCOTSS | 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. | Increase awareness of dangers of inflatables | All | All year | https://www.watersafetyscotland.org.uk/1702.aspx |
| NFCC | Be Water Aware week | Drowning is amongst the leading causes of accidental death in the UK. | Be Water Aware and aims to raise awareness of the risk of accidental drowning. | All | 25/04 - 01/05 | https://www.watersafetyscotland.org.uk/1511.aspx |

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 | https://www.watersafetyscotland.org.uk/1691.aspx |
| 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 | https://unitedtoprevent suicide.org.uk/the-movement/ |