

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

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

Campaign Name	Owner	Background	Objective	Audience	Timeframe	Resources and further information
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/