

A Future Without Drowning:

The UK National Drowning Prevention Strategy 2016-2026

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What is the National Water Safety Forum (NWSF)?

- Established in 2006 with origins linked to the Dept for Transport Select Committee review
- Work with 40 organisations and network of 300.
- Developed the collation of statistics through WAID



The numbers...

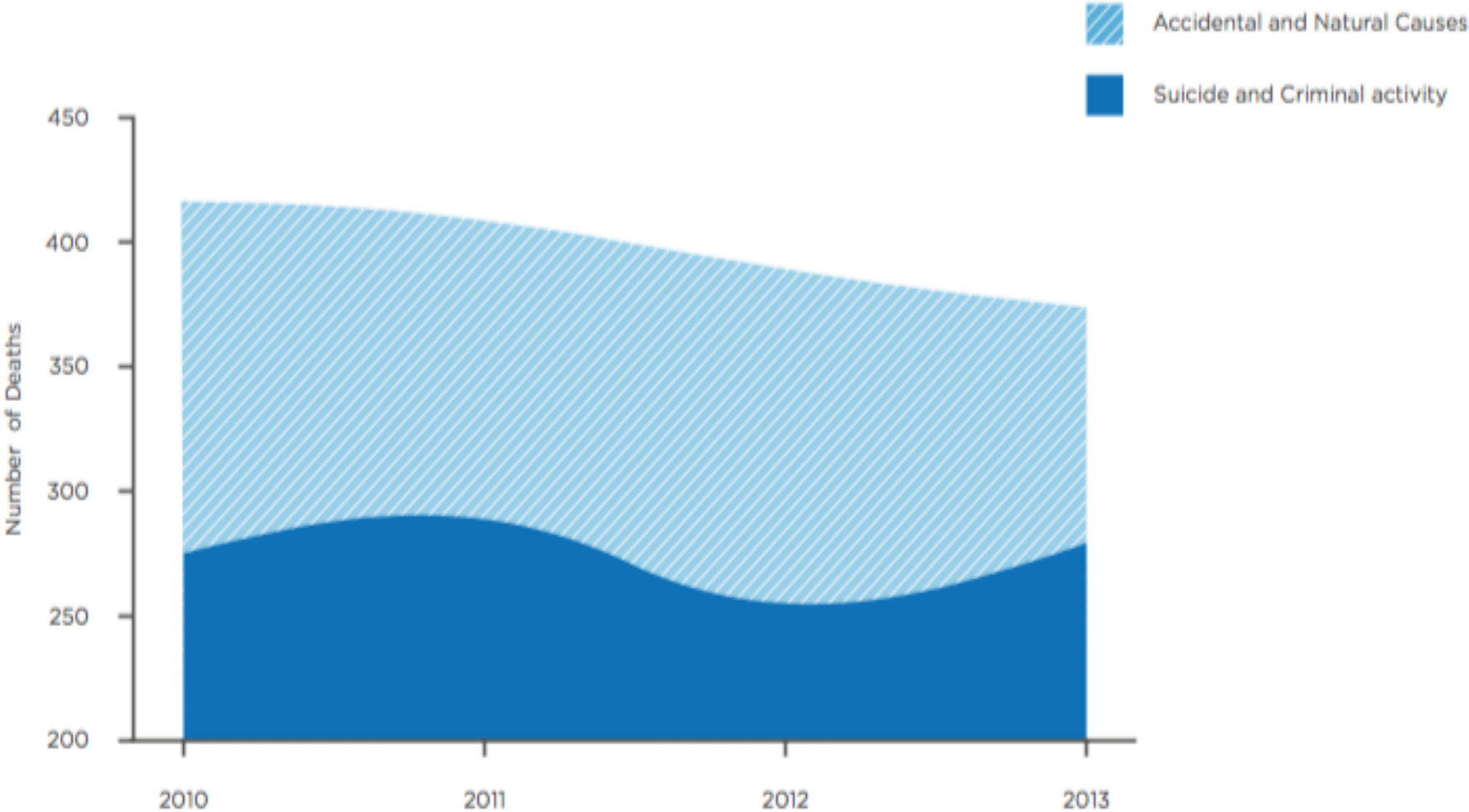
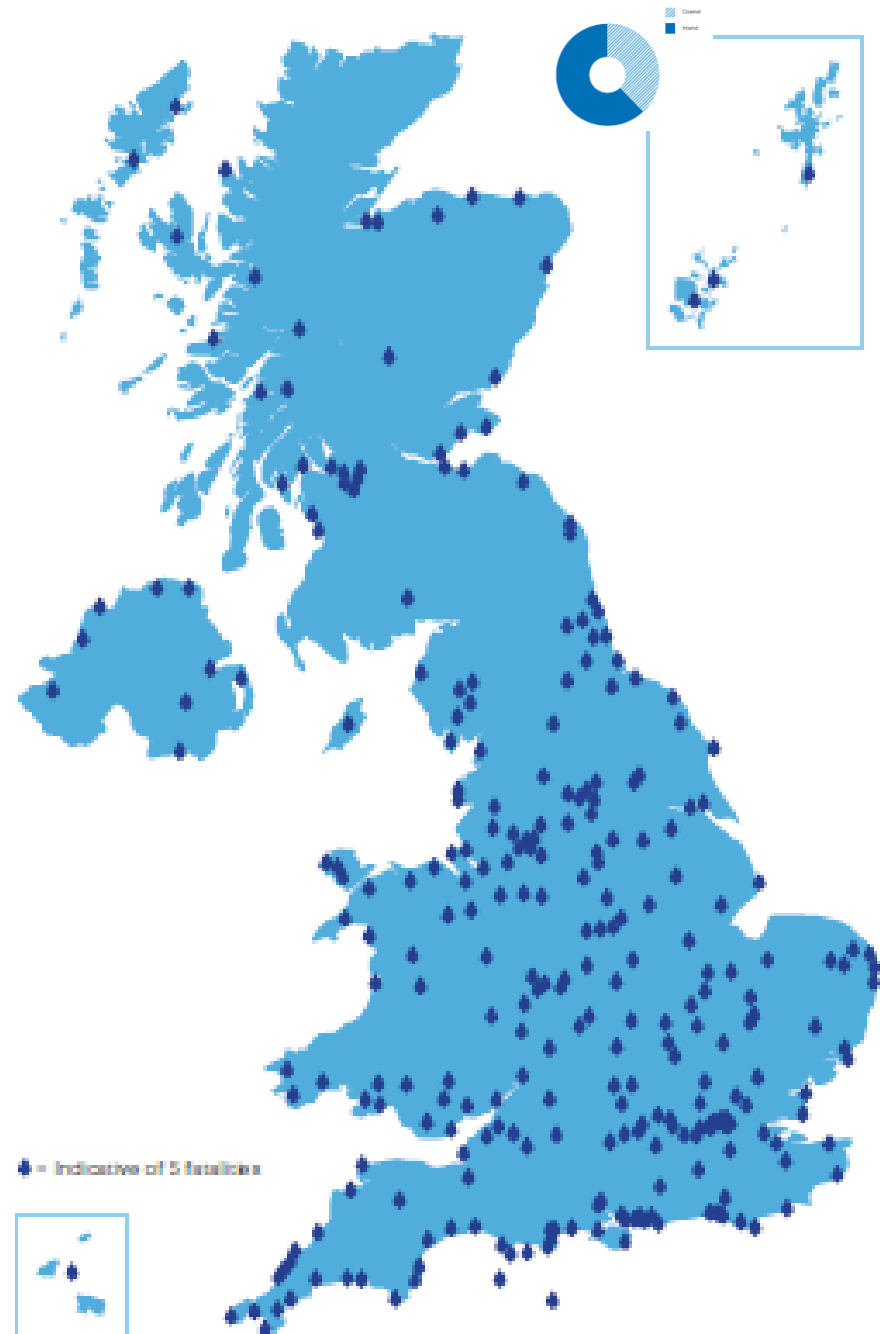
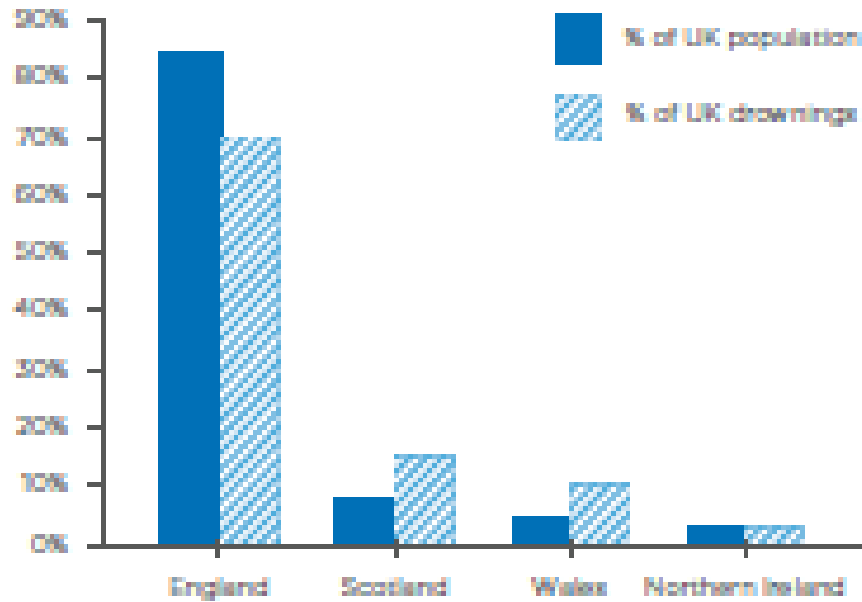
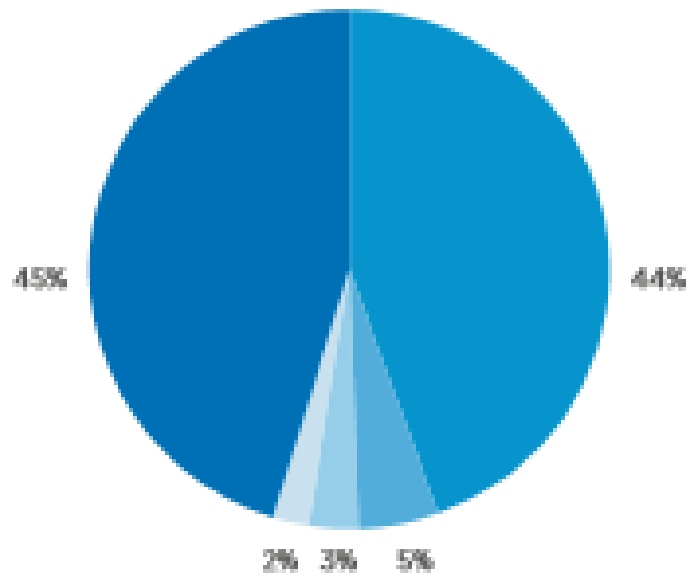


Figure 1: UK Water related fatalities by suspected or confirmed outcome (WAID 2010-2013)

The numbers...



The numbers...



- Recreational water activities (ie. Swimming, Boating) - 45%
- Everyday activities (ie. Walking near to water) - 44%
- Domestic (ie. Bathing including jacuzzis and hot tubs) - 5%
- Commercial - 3%
- Exceptional (ie. Rescue, Flooding) - 2%

What does the data/research tell us?

86 people might have survived (2010-2013) if they had worn a lifejacket or buoyancy aid.⁽⁸⁾

.....
51% of children aged 7-11 years (KS2) cannot swim 25 meters unaided.⁽⁹⁾
.....

What do the numbers mean?

“drowning in the UK accounts for more accidental fatalities annually than fire deaths in the home or cycling deaths on the road.”

“In almost half of all fatal incidents (44%) the person had no intention of entering the water”

**“ Collaboration is essential if
we are to succeed in reducing
fatalities around the waters
of the UK”**

**“ A step change-in our
approach is needed”**

What is the National Drowning Prevention Strategy for the UK?

A Future Without Drowning

PURPOSE:

Prevent accidental drowning fatalities in the UK by working in partnership to ensure consistent guidance for the safe enjoyment and management of activities in, on and around water.

AIM:

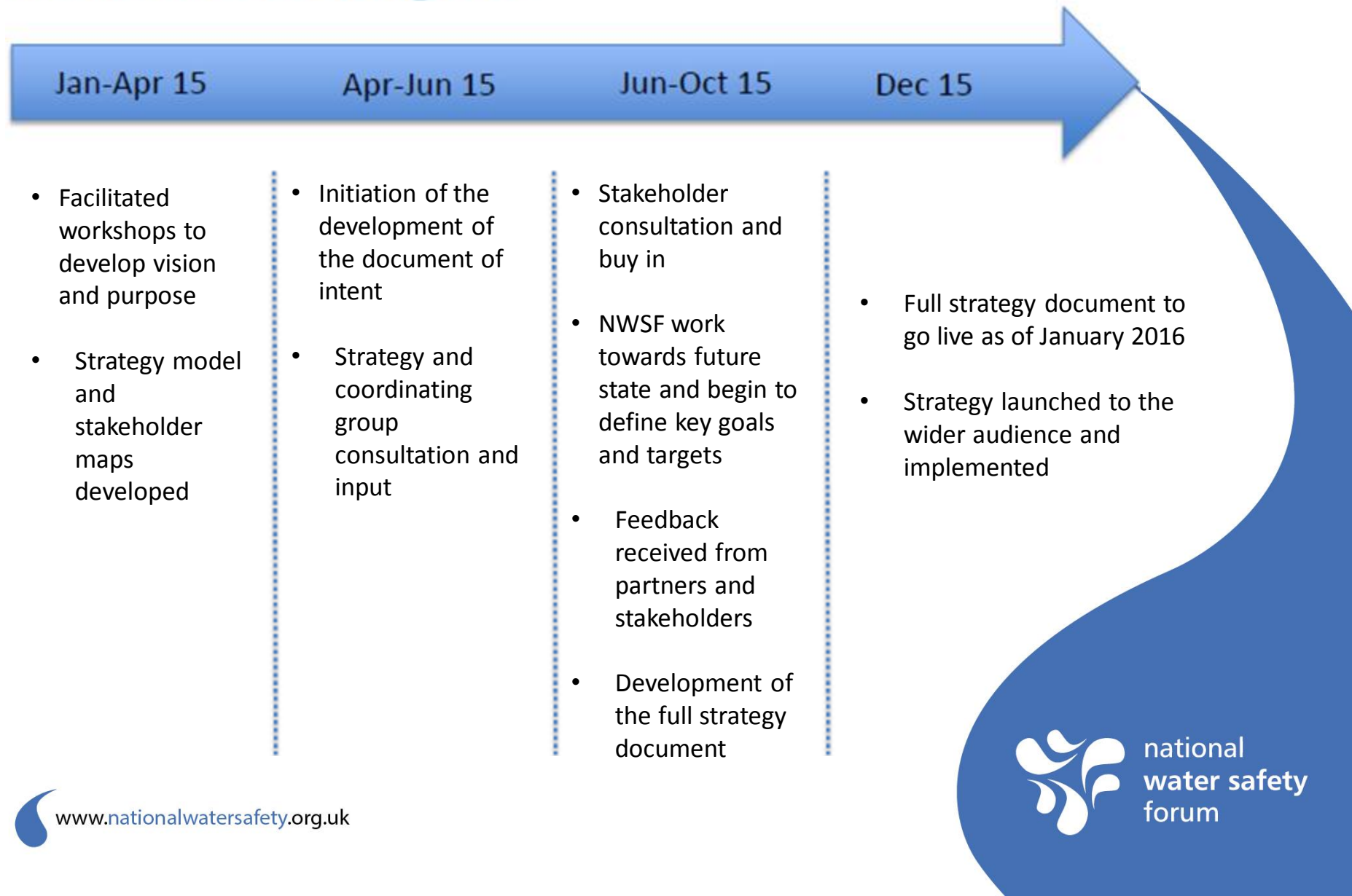
Reduce accidental drowning fatalities in the UK by 50% by 2026 and reduce risk amongst the highest risk populations, groups and communities

National Drowning Prevention Strategy

What are we proposing?

- Every child should have the opportunity to learn to swim and receive water safety education
- Every community with water risks to have a community level risk assessment and water safety plan
- Increase awareness of everyday risks, in on and around water
- All recreational activity organisations should have a clear strategic risk assessment and plans that address key risks
- Better understand water related self-harm

Timeline & targets



Jan-Apr 15

Apr-Jun 15

Jun-Oct 15

Dec 15

- Facilitated workshops to develop vision and purpose
- Strategy model and stakeholder maps developed

- Initiation of the development of the document of intent
- Strategy and coordinating group consultation and input

- Stakeholder consultation and buy in
- NWSF work towards future state and begin to define key goals and targets
- Feedback received from partners and stakeholders
- Development of the full strategy document

- Full strategy document to go live as of January 2016
- Strategy launched to the wider audience and implemented

A future without drowning

Prevent drowning in the UK by working in partnership to ensure consistent guidance for the safe enjoyment and management of activities in, and around the water

Rationale <i>The reason why we're doing this</i>	Objectives <i>Key priority areas and goals</i>	Inputs and Enablers for Drowning reduction <i>The resources the group requires</i>	Activities for Drowning reduction <i>What we're going to do to achieve objectives</i>	Outputs <i>The deliverables the group will produce</i>	Outcomes <i>The shorter term benefits—Reach, Awareness, Behaviour Change</i>	Impact <i>The longer term benefits we hope to see. A reduction/improvement of the problem towards the vision</i>
<p>On average 400 people drown in UK each year*</p> <ul style="list-style-type: none"> - 160 Coastal fatalities - 240 Inland fatalities <p>There are a further 200 water related suicides*</p> <p>There is also a further 100 'unknown' water related fatalities*</p> <p>Each year there are on average 10 commercial water related fatalities around the UK</p> <p><i>*Figures from WAID</i></p>	<p>Demography</p> <p>Men—8/10 of fatalities are men</p> <p>Age groups—Significant proportion of fatalities occur in 20-29 year olds</p> <p>Communities and Environment</p> <p>8/10 of the fatalities are in England</p> <p>52% of the fatalities occur in just four regions in the UK</p> <p>6/10 deaths occur in inland waters</p> <p>Recreational and Everyday Activities</p> <p>45% of drownings occur in recreational activity on or near the water</p> <p>44% of drownings the individual had no intention of entering the water</p> <p>NWSF is committed to understanding more about what can be done to reduce water related suicides</p> <p>Behaviours</p> <p>Understand the contribution of certain behaviours that make individuals and groups more at risk. E.g., Alcohol, risk perception and competence, trill seeking and supervision</p>	<p>Sustained investment and resources in drowning prevention</p> <p>Leadership and advocacy</p> <p>Strategic partnerships and networks</p> <p>Subject matter expertise</p> <p>High quality evidence and data</p> <p>Measuring success</p>	<p>Promote the importance of school swimming</p> <p>Work so that all children experience swimming and water safety in an open water environment</p> <p>Ensure messaging reaches families as a whole.</p> <p>Ensure communities have a standard methodology to produce risk assessments and planned and support developing communities with this process</p> <p>Use advertising, ambient and social media as well as PR and advocacy to develop and spread consistent safety messaging</p> <p>Support NGBs and organisations have a consistent approach and methodology to risk assessments and plans</p> <p>Assist NGBs and organisations to influence non members</p> <p>Share best practice across and support efforts to increase participation</p> <p>Develop stronger relationships with mental health and allied health experts, networks and advocates</p> <p>Learn what can be done, and how we can further assist in community settings.</p>	<p>Every child should have the opportunity to learn to swim and receive water safety education at primary school and where required at Key Stage 3</p> <p>Every community with water risks to have a community level risk assessment and water safety plan</p> <p>Increase awareness of everyday risks, in, on and around water</p> <p>All recreational activity organisations should have a clear strategic risk assessment and plans that address key risks</p> <p>Better understand water-related self-harm</p>	<p>Increase in number of children with access to swimming lessons and water safety education</p> <p>Communities have a local level risk assessment and plan in place reducing risk at key locations</p> <p>UK water safety is organised increasing public awareness of the personal risk of serious injury or death around/on/in water</p> <p>Increased number NGB and activity organisations with standard risk assessments and plans</p> <p>Increase in membership of NGBs and increased participation</p> <p>The NWSF has a strategy to assist with overall prevention of water-related self-harm</p>	<p>Aspirational targets</p> <p>50% reduction in drowning fatalities by 2026</p> <p>Reduce risk amongst the highest risk populations, groups and communities</p>

National Drowning Prevention Strategy

Measuring Success

- Reducing risk rate
- Changes in behaviour amongst target audiences
- Reduction of absolute fatalities

National Drowning Prevention Strategy

Themes

- Demographics
- Communities and Environments
- Recreational and Everyday Activities
- Behaviours

Thanks & Questions



A future without drowning:

The UK Drowning Prevention Strategy 2016-2026

"Collaboration is essential if we are to succeed in reducing fatalities around the waters of the UK"



Foreword

George Rawlinson
Chair - National Water Safety Forum

On average 400 people drown in the UK each year with a further 200 people committing suicide on our waters.

On average, 400 people drown in the UK every year - in recent times. A further 200 self-harm on our waters. With your help, this strategy could change those statistics for good.

Our UK search and rescue services are committed and highly effective, but even they cannot reach everyone. So the work of the National Water Safety Forum (NWSF) since it was

established over 10 years ago has been essential. We've worked together with other organisations to make activities in and around the water safer and reduce the drowning risk. Now, we have detailed information about water-related fatal incidents in the UK. It helps us to understand who is drowning, where and why.

The World Health Organisation (WHO) report has recommended that every country has a National Water Safety Plan. With the help of the Water Incident Database (WAID), we have the information we need to meet that recommendation. For example, our evidence shows that 44% of drowning fatalities happen to people who had no intention of entering the water. This is a stark reminder that it isn't just traditional water users who get into danger. We now have the knowledge and opportunity to reach the people at risk and change their behaviour. The NWSF believes that, if we work together, we can reduce drowning fatalities by 50% by 2026. This strategic document calls on you and your colleagues to respond, to make contributing to national goals your local priority. We have to collaborate and work in partnership if we're going to reduce drowning around UK waters.

Our national strategy highlights the key areas that we all need to focus on to make a difference. It asks stakeholders like you to support the development and delivery of local strategies that will contribute to the national plan. It will all help to build the NWSF's expertise and progress, with the aim of preventing loss of life. I'm asking you to go further than simply reading this strategy. Please digest it, support it and sign up to it. Let's be more effective than ever by targeting groups and activities, by raising awareness of the risks and - ultimately - by making every community safer. Thank you for your support and commitment.

"Collaboration is essential if we are to succeed in reducing fatalities around the waters of the UK"

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