



water safety
Scotland

Press release

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Water Safety Scotland to host free event to support World Drowning Prevention Day

Water Safety Scotland, in collaboration with The Royal Society for the Prevention of Accidents (RoSPA), Scottish Water, Falkirk Council, Scottish Canals, Police Scotland and the Scottish Fire and Rescue Service (SFRS), is hosting a Water Safety Open Day in support of the third World Drowning Prevention Day. The event takes place at Helix Park, Falkirk on July 25, 2023, between 11am – 4pm and is free to attend.

The theme of this year's World Drowning Prevention Day, facilitated by The World Health Organization (WHO), builds on last year's "Do one thing" for drowning prevention and suggests a series of calls to action, namely "Do one thing, improve one thing, ask one thing" to prevent drowning. At the Water Safety Scotland event, members of the public are invited to visit information and activity stands and watch and participate in water rescue demonstrations. A fun programme of activities includes free facepainting, beat the goalie, cold water challenge, as well as throwline and bandaging challenges. There will be the chance to win some prizes on the day too.

The aim of the day is to raise awareness of safety in and around water and promote the water safety code and other work done by WSS. This includes water safety school resources, local approaches to water safety through Partnership Approach to Water Safety (PAWS) groups and enhanced data capture in Scotland through the Drowning and Incident Review (DIR).

Minister for Victims and Community Safety, Siobhian Brown said:

"I welcome the opportunity to support the UN's World Drowning Prevention Day. We are blessed with an abundance of natural beauty and surrounded by waterways that can appear tempting during hot weather so this family friendly event is vital to provide key safety messages to people.

"It is critically important people exercise extreme caution if venturing into open water and everyone heed all the safety advice as entering any waterway has an element of risk and can have tragic consequences.

"The Scottish Government takes the issue of water safety very seriously and we are committed to continuing to work closely with all relevant organisations to help reduce harm and raise awareness around this vital issue."

Carlene McAvoy, Secretariat and Founder of Water Safety Scotland, said: *“Supporting World Drowning Prevention Day through this public event is extremely important given the fact that on average 96 people drown in Scotland each year. If we can reach many people in Scotland with our water safety guidance through events such as the water safety open day, we can help to reduce the number of drownings in Scotland.*

“Our event is underpinned by our key message – the Water Safety Code. We want to provide life-saving information and advice in a fun and memorable way to help people in Scotland have a positive and safe experience in and around water.”

The Water Safety Open Day is free and open to all, and will be hosted at Helix Park, Falkirk on Monday 25 July 2023 – 11am - 4pm

Notes to editors

- World Drowning Prevention Day was created after the United Nations General Assembly passed a Resolution in 2021 on Global Drowning Prevention ([A/RES/75/273](#)) designating the 25th July as World Drowning Prevention Day.
- Water Safety Scotland was founded by RoSPA in 2014 and is a partnership organisation whose purpose is to influence, coordinate and lead the aims set out in [Scotland's Drowning Prevention Strategy](#)
- Water Safety Scotland's Water Safety Code can be found here: [WSS Water Safety Code & Language translations \(watersafetyscotland.org.uk\)](#)
- The Water Safety Open Day has been generously funded by Scottish Water, RoSPA, SFRS, Falkirk Council, Scottish Canals and Police Scotland.