

Scotland's Drowning Prevention Strategy

A draft response to the UK Drowning Prevention Strategy

Water Safety Scotland aims to reduce accidental drowning deaths in Scotland by 50 per cent by 2026 and reduce risk among the highest risk populations, groups and communities.

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Development of the response document

This response was developed by members of the Water Safety Scotland strategy group.

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Foreword

Dear Colleague,

It gives me great pleasure to introduce the Scottish response to the UK Drowning Prevention Strategy. The Scottish drowning issue is notably different from that of the rest of the UK and represents a higher risk to Scottish citizens. On average 50 people accidentally drown in Scotland each year – per head of population that is double the rate average of the rest of UKi. This tragedy must stop and together we can do something about it.

As a country we enjoy many positive aspects of water: from world renowned scenery of lochs and rivers to our rugged and beautiful coastlines. Each creating a natural spectacle which attracts many of us to enjoy the opportunities it offers. Even in our daily lives water is such an essential element that we can take for granted and as such neglect to consider the dangers associated with its use.

Water Safety Scotland's response to the UK Drowning Prevention Strategy represents a unique opportunity; to take stock, galvanise and further develop our efforts in relation to water safety across all sectors of society. By working in collaboration we can grow community resilience across Scotland; ensuring that our communities are safe places to live and work.

I commend this response to you and ask you to support its aim of reducing drowning deaths by 50 per cent by 2026.



Kind regards

Clare Adamson

Clare Adamson, MSP for Motherwell and Wishaw and Convener of the Cross Party Group on Accident Prevention and Safety Awareness, Scottish Parliament.

Chair of Water Safety Scotland

On average 50 people accidentally drown in Scotland each year and a further 29 people take their own lives on Scottish watersⁱ. Water Safety Scotland aims to reduce accidental drowning deaths in Scotland by 50 per cent by 2026 and reduce risk among the highest risk populations, groups and communities.

The group was established by RoSPA in 2014 in response to a number of drivers and influences including the paddy Tomkins report (see appendix 2, page 29). It brings together individuals and organisations from all over Scotland who, over many years, have developed excellent water safety initiatives. I would like to take this opportunity to acknowledge their valuable input and thank them for their assistance and continued efforts to promote safe participation in water related activities.

Water Safety Scotland recognises the importance of the UK Drowning Prevention Strategyⁱⁱ. This response highlights the actions which we need to take in order to reduce drownings in Scotland.

Recently, a World Health Organisation report recommended that every country should have a National Water Safety Planⁱⁱⁱ. This has helped consolidate the work of Water Safety Scotland and this response will help to meet this recommendation.

We are reliant on the support and collaboration of communities and organisations to adopt, support and work towards the outcomes contained in this response. You can do this by pledging your support at www.watersafetyscotland.org.uk/strategy-response

Thank you for your support.



Michael Avril, RNLI Community Safety Partner
Scotland and Chair Water Safety Scotlan

The Importance of water safety

Drew Smith, Former MSP

“Promoting good water safety also requires an ambition that every child who would like to learn to swim leaves school able to do so. Teaching all our children to swim would have a myriad of benefits. In the context of this debate, I want to be clear that teaching children to swim also means teaching children when and where not to enter water.”^{iv}

Paul Wheelhouse, Minister for Community Safety and Legal Affairs (2016)

“Our greatest chance of success will lie in an approach that is based on prevention through education and awareness, in order to ensure that people who go near or enter water are aware of the risks that are associated with it, which will in turn reduce the number of deaths by drowning.

Water is one of Scotland’s greatest natural resources and we want people to be able to enjoy it, but it is vital that we are informed about and aware of the potential hazards in and around water, and that we do all that we can to protect ourselves and our children from its dangers.”^{iv}

Liz Smith, Shadow Education Secretary

“Every year far too many people across Scotland drown in our lochs, rivers and seas and we must work together to ensure that this number reduces. It is particularly concerning that the proportion of people drowning in Scotland is twice that of England and it is important that we have a specific Scottish response to the UK Drowning Strategy.”

Introduction

Purpose:

Prevent accidental drowning deaths in Scotland 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 deaths in Scotland by 50 per cent by 2026 and reduce risk among the highest risk populations, groups and communities.

The UK Drowning Prevention Strategy, developed by the National Water Safety Forum of which Water Safety Scotland is the Scottish representative, is the first of its kind.

Through the implementation of this strategy the National Water Safety Forum and Water Safety Scotland aim to achieve a 50 per cent reduction in accidental drowning deaths throughout the UK by 2026. The groups also aim to reduce risk among the highest risk populations, groups and communities.

Why do we need a Scottish response to the UK Drowning Prevention Strategy?

Scotland has a unique and diverse landscape which lends itself to recreation and tourism much of which is centred around water. A right of responsible access to the outdoors applies in Scotland^v unlike the rest of the UK. This gives everyone the best possible opportunity to explore and enjoy our country including its lochs, rivers and coastline.

Geography

Scotland has an extensive and amazingly varied landscape which attracts people from all over the world. As well as being an exceptional resource for recreation and education, our waters are also working environments. Our coastline, including many sea lochs, extends to over 11,800 kms^{vi}. Inland lochs and reservoirs, large and powerful rivers, a myriad of burns and canals add to the mosaic of opportunities for both water and land based activity.

Water temperature in Scotland, like the rest of the UK, rarely gets past 15 degrees and immersion can result in cold water shock.^{vii}

Governance

Scotland is governed by a devolved administration known as the Scottish Government. The Government's purpose is *"to focus government and public services on creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth"*.^{viii}

The Scottish Government has proposed Fifteen National Outcomes^{ix}. Water Safety Scotland supports these outcomes, in particular:

- We live longer and healthier lives
- We live our lives free from crime, disorder and danger
- Our children have the best start in life and are ready to succeed
- We have improved the life chances for children, young people and families at risk
- We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.

Education System

Scotland has its own education system and qualification framework. The wellbeing of children and young people is at the heart of Getting It Right For Every Child (GIRFEC)^x. These principles are embodied in the Curriculum for Excellence.

The Curriculum for Excellence allows flexibility to deliver topics in an innovative way and covers three core areas: literacy, numeracy and health and wellbeing.

The Legal System

Scots Law is the legal system of Scotland which has a number of differences from the rest of the United Kingdom. When a water-based death occurs, a medical certificate giving the cause of death must be issued. Unexplained and sudden deaths are reported to the Procurator Fiscal, who has legal responsibility to determine whether further investigation is required.

Infrastructure and Emergency Services

Scotland has a different infrastructure from the rest of the United Kingdom and follows a specific plan which includes: transport, water, energy, rural affairs and the environment^{xi}.

The emergency services are also unique in Scotland, in that, there is one unified force for policing and one unified force for fire and rescue.

The Scottish picture

Data indicates that Scottish fatalities differ from the United Kingdom.

Although the risk of drowning for the UK population as a whole is relatively low, the risk of drowning in Scotland is higher. The National Water Safety Forum identified four broad themes to guide the UK strategy. These are:

- Communities and environments
- Demography
- Recreational and everyday activities
- Behaviours.

The following data within this response (unless otherwise stated) comes from the Water Incident Database (see Appendix 1, page 28 for more information).

Communities and Environments

The UK Drowning Prevention Strategy reports that England records the highest number of accidental drownings in the UK. When the relative population rate is taken into consideration, Scotland carries a disproportionate burden; the accidental drowning rate is **almost double the UK's average.**

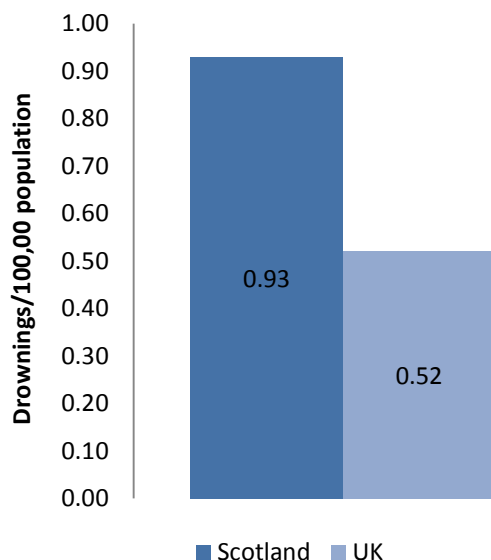


Figure 1: Rate of accidental drownings. Based on Scotland drowning statistics (WAID 2013 – 2015) and ONS 2015 population estimates

Two in every three accidental drownings in the UK happen at inland waters such as at rivers and lakes/lochs. In contrast, over half of the accidental drownings in Scotland happen at the coast (54 per cent). The majority of these occur at the shore or beach.

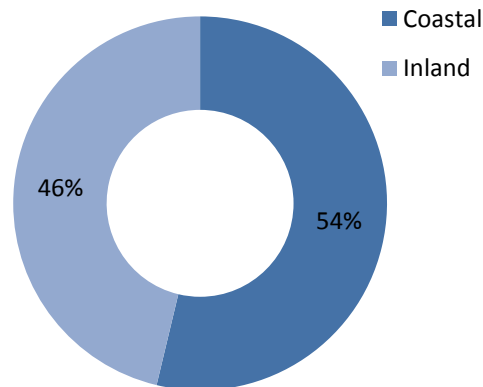


Figure 2: Accidental drowning by location (WAID 2013 – 2015)

Did you know?

Accidental drowning in Scotland accounts for more deaths than cycle accidents on the road.^{xii}

Demography

Men are the most at risk of drowning in Scotland, accounting for almost 9 in 10 of accidental drownings.

Although the UK shows a distinct peak in the number of men drowning in the 20–29-year-old age group, this is not the case in Scotland. Instead, drownings are at the highest in the male 60–69-year-old age group.

Among women, those aged 20–29 are at the highest risk of accidental drowning in Scotland.

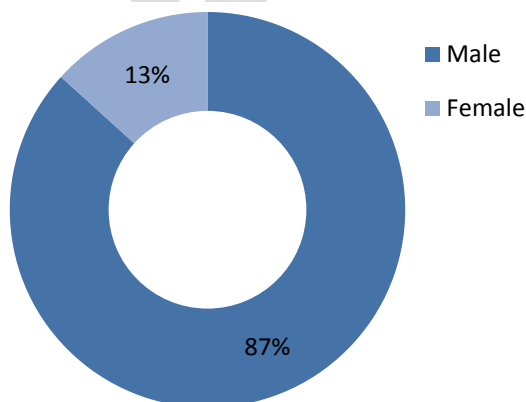


Figure 3: Accidental drowning by gender (WAID 2013-2015)

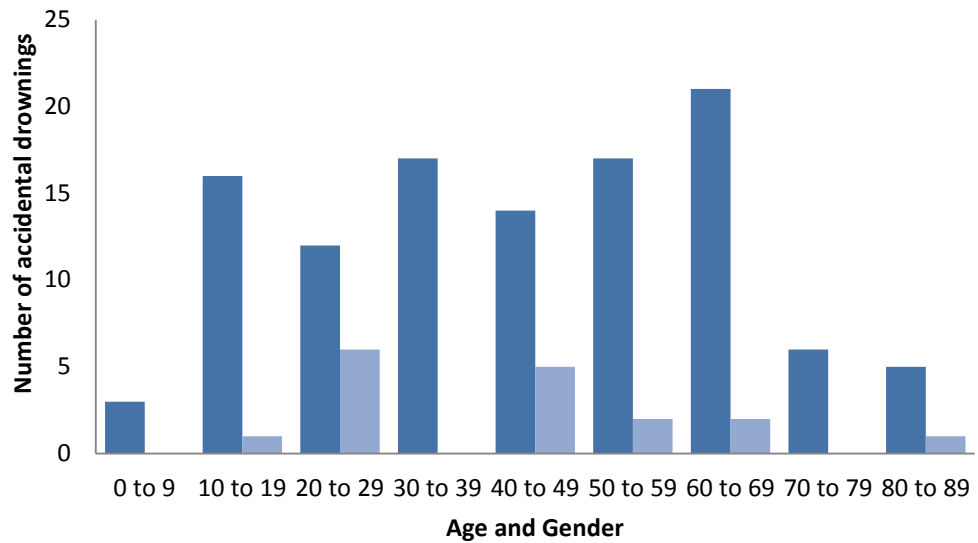


Figure 4: Accidental drowning by age and gender (WAID 2013-2015)

Recreational and Everyday Activities

In 4 in 10 of Scotland's accidental drownings, the person had no intention of entering the water. Instead they were participating in everyday activities such as walking, jogging or cycling.

Recreational activities on or near the water account for 41 per cent of water deaths in Scotland. Although participation in recreational activities is increasing in Scotland (recent statistics show a 7.1 per cent increase from 2013 - 2014), most activities present a low risk when taking into account these participation levels.

The percentage of commercial drownings in Scotland is 15 per cent more than that of the UK.

Accidental drownings that happen at home account for 2 per cent of the overall statistics. In Scotland, like the UK, the main group affected are children under five.

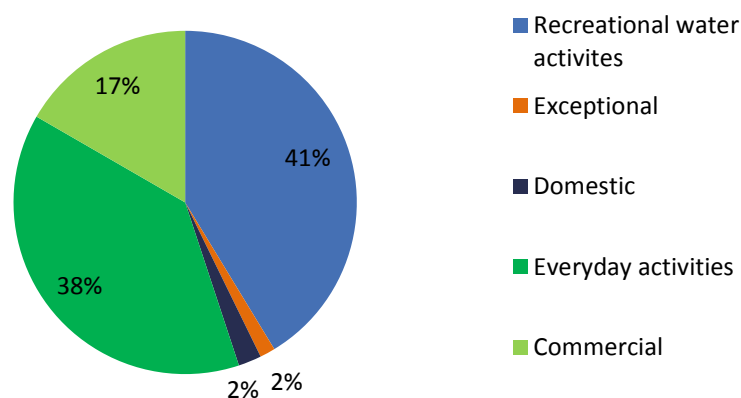


Figure 5: Accidental drownings by activity, where the activity of the deceased has been recorded (WAID 2013-2015)

Behaviours

Improved understanding of the events and factors that lead up to a water-related death will help better understand individual behaviours in more depth. This will enable us to design relevant and targeted interventions.

The following behaviours can increase the risk of drowning:

- Underestimating the risks involved around water
- Lack of knowledge of water related risk
- Lack of competence
- Thrill seeking
- Lack of parental supervision around children.

Understanding the factors that lead up to a water-related death could help lead to better interventions.

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What we intend to do

Water Safety Scotland aims to reduce accidental drowning deaths in Scotland by 50 per cent by 2026 and reduce risk among the highest risk populations, groups and communities.

In order to achieve our aim to reduce accidental drowning fatalities by 50 per cent by 2026, we have developed the following objectives:

- **Improve fatality and incident data across Scotland by advocating WAID and sharing WAID reports with partner organisations and local authorities**
- **Promote and develop water safety education and initiatives within primary and secondary schools**
- **Develop water safety across Scotland's 32 local authority areas and promote the use of a water safety policy**
- **Proactively promote public awareness of water-related risks and ensure a consistent message through campaigns and communications**
- **Promote the safe use of water for recreational activities across Scotland in partnership with the relevant national governing bodies.**

Improve fatality and incident data across Scotland by advocating WAID and sharing WAID reports with partner organisations and local authorities.

Water Safety Scotland is committed to ensuring that data collection in Scotland continues to improve. Data is currently collected through the Water Incident Database (WAID) which is a web-based system that brings together data from a wide range of sources (see appendix 1, page 28).

By continuing to improve WAID data, we can gain more insights into environments, individual behaviours, activities and demographics in relation to drownings that happen in Scotland.

In Scotland, there is currently no consistent approach to assess the circumstances immediately following a death by drowning that would allow partners to learn lessons from the circumstances surrounding each death, in order to prevent future accidents occurring. Water Safety Scotland acknowledges that there is a wealth of value in the sharing of “lessons learned” and promotes synergetic opportunities following a drowning incident.

In order to meet this objective, Water Safety Scotland will address the following outcomes:

- Promotion of WAID as the data collection system for water-related deaths
- Encouragement of organisations in Scotland to contribute to WAID
- Sharing of WAID reports with partner organisations and local authorities
- Explore the opportunities of review following a drowning incident and the feasibility of a pilot initiative.

Developing evidence for action: The lifejacket casualty panel review

A Personal Flotation Device comprises of a lifejacket or buoyancy aid which is a sleeveless jacket or vest that is worn over the upper body. This is designed to prevent someone from drowning by holding them up when in water. To determine if wearing a lifejacket plays a significant part in saving a person's life it is important to have quality data and evidence for safety messages that underpin this safety campaign.

The Maritime and Coastguards Agency (MCA) set up the Casualty Review Panel process in 2007 to support its three-year Ministerial target to carry out a Lifejacket Campaign promoting the wearing of personal flotation devices within the leisure sector. The panel members are co-opted from organisations that aim to prevent people from having water-related accidents in the first place, and those organisations whose aim is to make their sport safer by promoting Personal Flotation Device wear. The purpose of the review panel is for the experts to meet once a year and analyse fatal maritime incidents within the operational scope of HM Coastguard. Using a structured method, the panel considers incidents resulting in a fatality to determine if wearing a personal flotation device possibly, probably or was unlikely to have saved the person's life.

Review findings are aggregated with previous year's data to identify any trends and patterns that would be useful to direct safety efforts. The panel has convened for the past 10 years and the collated data now provides a robust evidence base for encouraging Personal Flotation Device wear in the leisure and commercial fishing (not mentioned above) industry in the appropriate circumstances. The MCA are custodians of the data but after analysis it is made available by MCA for all participating organisations to promote and inform campaigns and other efforts.

Over the period 2007 -2013, the wearing of a Personal Flotation Device would have saved 148 lives^{xiii}.

Promote and develop water safety education and initiatives within primary and secondary schools.

The World Health Organisation report notes that drowning globally is the third highest cause of accidental death in young peopleⁱⁱⁱ. UK statistics show a peak in the drowning rate among ages 20-29. Although this is not the case in Scotland, a high proportion of drownings still occur within this demographic. Water Safety Scotland is committed to playing its part in reducing these deaths.

The UK Drowning Prevention Strategy puts a clear emphasis on the need for children to be equipped with the knowledge, skills and experience in swimming and water safety. By instilling an awareness of and building resilience to the dangers that water presents from an early age, Water Safety Scotland will help to cultivate the behaviour changes needed to achieve a reduction in accidental drownings. Introducing these concepts at an early stage, will better prepare young people to lead a safer and healthier life.

Currently within Scotland there is a disparity in the provision of water safety education and swimming within schools. The Scottish Curriculum for Excellence does not mandate that these essential life skills are taught and thus presents Scotland with a different challenge in relation to schools education.

Water Safety Scotland is committed to this objective and has agreed on the following outcomes:

- Development and promotion of a “Water Safety Scotland Education Standard”
- All children to participate in water safety education activities
- It should be a statutory obligation for all children to have the opportunity to learn to swim
- Opportunities for children to experience open water in a safe and controlled environment
- Further research into school children’s swimming ability and participation in Scotland.

Did you know?

Unlike the rest of the UK, school swimming lessons are not a statutory requirement in Scotland.

Cameron Lancaster

On a beautiful sunny Sunday afternoon in August 2014, **Cameron Lancaster** went to a disused quarry and jumped from the cliff into the water 60 feet below. As he fell, a gust of wind changed the angle of his body and he hit the water awkwardly breaking his neck on impact. He was unconscious and drowned instantly without a struggle or awareness of his injuries.



Cameron had been due to join Napier University's fresher's week on the 6th September, but instead, his funeral took place on the 5th September. The impact of Cameron's accident on the community was instant; social media, the presence of fire appliances and the coastguard helicopter made the tragedy both instant and very public. Cameron was a very popular and well-loved teenager. He was involved in many community activities. His loss was devastating to his friends, most of whom were about to leave home for university or college – a transition that many failed to make after the sudden loss of a vital member of their peer group.

Nine months after Cameron's death, another 18-year-old boy drowned in the same quarry under very different circumstances. The shock of this second drowning galvanised Cameron's family into taking action, and his mother, Gillian Barclay, became involved in the Fife Water Safety Initiative. The ethos of the initiative is to educate young people about the risks that water poses. It provides them with the ability to conduct a dynamic risk assessment when in, on or near water, keeping themselves and others safe. Gillian said: "The Fife initiative and other such projects are so important in ensuring the safety of our young people. It is everyone's responsibility to ensure that everything can be done to stop any accidental drowning."

Nicola Masterson, Depute Head teacher Inverkeithing High School on the Fife Initiative

The Water Safety assemblies have made a significant contribution to how we educate our young people about risk taking behaviours around water...This is an excellent example of partnership working between services and education with pupils...

Develop water safety across Scotland’s 32 local authority areas and promote the use of a water safety policy.

In 38 per cent of accidental drownings, the person had no intention of entering the water.ⁱ In order to reduce the number of drownings, we need to work with communities and local authorities to build resilience to reduce water-related deaths.

Communities are defined as “local authorities, community safety and/ or public health boards and organisations who are landowners and/or navigation authorities”.ⁱⁱ

Recent research from RoSPA shows a very mixed picture at local government level in the management of water safety across Scotland^{xiv}. In response, some local authorities have already joined Water Safety Scotland in order to further work on policy development and share good practice.

“Argyll and Bute has a very long coastline and hundreds of rivers, lochs and reservoirs. A coherent and achievable water safety policy is essential in the drive to reduce deaths by drowning. For every life lost the impact on families; friends; the community and the emergency services cannot be overstated.”

Iain Mackinnon, Argyll and Bute Council

Water Safety Scotland will continue to support and develop water safety across all 32 local authority areas while promoting the need for a water safety policy.

The group has identified the following outcomes to ensure this objective is met:

- The prioritisation of high-risk locations
- Support and consultation to local authorities and communities
- Increased consistency in water-safety policies
- To encourage local authorities to consider working towards a water safety policy.

Perth and Kinross Council

Perth & Kinross has little coastal land but the many lochs and rivers, including the powerful River Tay, are important amenity and recreational features. Information on fatalities shows that between 2010 and 2014 there were eight fatalities from 68 attempted water rescues. Some of those who died are known to have entered the water deliberately, either in an attempt to self-harm, or unwisely in an attempt to cross water, or land near water resulting in accidental falls or slips.

The council previously had a water safety response based on a risk assessment process already in place but no policy. The Perth and Kinross Water Safety Partnership (PKWSP) which includes the Scottish Fire and Rescue Service, Police Scotland, SafeTay Charity, the Samaritans, and the council, also places signage and throwlines in response to drowning incidents on both council and private land.

The policy and its accompanying guidance for the Risk Assessment Procedure was developed to rationalise and formalise the council's approach to assessing and responding to water safety issues on its land. It aims to:

- Ensure the council has effective, efficient and sustainable water safety management which is applied consistently across council land
- Reduce accidental and deliberate entry to water and use a risk assessment procedure to ensure the appropriate water safety response within the context of the character of the site.

Developing the Policy

During the development of the policy, RoSPA publications and the knowledge and experience of council officers with educational, community safety and site management remits were used. Information from other councils was sought and consultation with the PKWSP took place. It was adopted in January 2016 after scrutiny by senior officers and councillors.

Putting the Policy into Practice

The policy builds on good practice already in place. The council is in the process of repeating the risk assessing of its sites near water and extending signage to include countryside sites. The procedure is proving to be a useful reference for officers who have not carried out water risk assessments previously. It is available for the public to view on the council website.

Promote public awareness of water-related risks and ensure a consistent message through campaigns and communications

Water Safety Scotland is committed to developing a holistic plan to communicate with all corners of society through the promotion of members' campaigns. By promoting partnership collaboration, the people of Scotland will have access to life-saving advice.

To achieve this Water Safety Scotland has agreed the following outcomes:

- To understand and research what current water safety campaigns take place in Scotland
- Encourage all Water Safety Scotland members to support these campaigns through a communications plan
- Support organisations which seek to raise awareness for parents through drowning prevention campaigns
- Consider specific needs and campaigns pertaining to the Scottish picture and develop appropriate resources where needed

Did you know?

In 4 in 10 of accidental drownings, the person had no intention of entering the water.

Promote the safe use of water for recreational activities across Scotland in partnership with the relevant national governing bodies.

The opportunities that the landscape within Scotland presents are world renowned and attract locals and visitors alike to participate in active pursuits. Waters throughout Scotland, with the appropriate controls, precautions and solutions, are excellent places for people to keep fit, relax and enjoy all that the country has to offer.

In Scotland, around 4 in 10 of accidental water deaths occurred during recreational activities. i Water Safety Scotland is committed to promoting use of the natural resources and working with partner organisations to ensure that the people of Scotland have the safest possible access to water.

Water Safety Scotland will:

- Co-ordinate with all relevant stakeholders to encourage and promote the safe use of water sites across the country
- Encourage and enable partner agencies to promote safe participation across the range of water recreation activities
- Review the existing arrangements and controls relating to use of water related environments and ensure they are appropriate and fit for purpose
- Support agencies within Scotland to ensure that the activities they carry out meet good practice guidelines and industry standards.

Water related deaths by suicide

On average 29 people are reported to take their own life in water-related suicides in Scotland each year. This represents a significant number of water-related deaths in Scotland.

The National Water Safety Forum objective is “to better understand water related self-harm”. Water Safety Scotland supports this objective and proposes that appropriate organisations within the group will assist in the development of initiatives to reduce suicide in and around water.

Water Safety Scotland therefore proposes **to better understand water related suicide**. This proposal is linked to the current public health priority to improve mental health in Scotland. Our work will therefore align us with expert organisations to ensure the following:

- Utilise existing data to find and analyse high-risk locations
- Develop relationships with suicide prevention organisations in Scotland
- Learn how Water Safety Scotland can assist with suicide prevention within the communities across Scotland.

Samaritans and the rail industry: Lifesaving partnership working

According to WAID data, suicides represent approximately a third of drowning deaths each year in Scotland. Suicide is not inevitable however; it is preventable. At Samaritans, we know that good partnership working can have a real, life-saving impact.

In 2010, the rail industry entered into a ground breaking partnership with Samaritans with the aim of reducing suicides on the rail network and supporting those affected by them. Since then, we've seen tangible progress. In 2015/16 there was an 12% decrease in suspected suicides on the rail network in Great Britain, with a second consecutive year of decline forecast for 2016/17^{xv}.

Of course, we have a national awareness campaign. You may well have seen our posters in rail stations and our signs on barriers. But this partnership has been a success because it doesn't stop there. In no small part, this has relied on people. People manning barriers, people taking tickets, people going about their day job. Network Rail, Scot Rail, Virgin Trains West and East Coast - and every staff member in that wider rail industry - has begun to recognise that suicide really is everybody's business.

To that effect, we've trained over 13,000 rail staff, providing them with the skills and confidence to identify and approach a potentially suicidal person and refer them to further support. And in 2016 alone, we have seen 120 potentially lifesaving interventions by trained staff. The confidence and ability of rail staff to save lives is ever increasing. The period of suicidal crisis, where someone is fixated on taking their own life, usually only lasts a short while. In interrupting them and referring them to support, they really do save a life. On our part, Samaritans volunteers are on hand to offer support after a traumatic event at a station. They're also key to supporting identified locations of concern and the communities they are in across Scotland. Moving forward, Samaritans - in conjunction with the rail industry - will help to raise the profile of rail suicide with local authorities and Scottish Government to ensure that the railway is carefully considered as part of suicide prevention plans.

Working with all those who care about saving lives in and around the water, similar progress is undoubtedly possible to reduce the risk and ultimately prevent suicides by drowning in Scotland. Working together we can help to reduce the number of deaths from suicide in and around the waterways of Scotland.

What happens next?

Water Safety Scotland is committed to reducing accidental drowning deaths in Scotland by 50 per cent by 2026 and risk among the highest risk populations, groups and communities.

Please note:

Water Safety Scotland's recommendations will be added to the final draft of the strategy.

This will follow on from this draft release and the consultation period.

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How can you contribute?

This response to the UK Drowning Prevention Strategy highlights the actions and targets which Scotland should take in order to reduce water-related deaths.

Water Safety Scotland is dependent on the wealth of knowledge, expertise and support of organisations and communities within Scotland to collaborate and work towards these aims.

We are asking organisations and individuals to pledge their support to this response and help shape and guide its objectives.

To pledge support, please visit: www.watersafetyscotland.org.uk/strategy-response

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Strategic Summary

PURPOSE	Prevent accidental drowning deaths in Scotland 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 deaths in Scotland by 50 per cent by 2026 and reduce risk among the highest risk populations, groups and communities.
Why do we need a response to the strategy?	<ul style="list-style-type: none"> • Scotland differs from the rest of the UK in terms of its geography, governance, education system, legal system and Infrastructure • On average, 50 people accidentally drown in Scotland each year • The rate of drowning in Scotland is almost double that of the UK.
Strategic themes	<ul style="list-style-type: none"> • Communities and environments • Demography • Recreational and everyday activities • Behaviours.
What we intend to do	<ul style="list-style-type: none"> • Improve fatality and incident data across Scotland by advocating WAID and sharing WAID reports with partner organisations and local authorities • Promote and develop water-safety education and initiatives within primary and secondary schools • Develop water safety across Scotland’s 32 local authority areas and promote the use of a water-safety policy • Proactively promote public awareness of water-related risks and ensure a consistent message through campaigns and communications • Promote the safe use of water and recreational activities across Scotland.
Suicide in water-related deaths	<ul style="list-style-type: none"> • In addition to accidental drownings, we intend to better understand water-related suicide
What happens next?	<p>Water Safety Scotland suggests the following recommendations:</p> <p>Please note: this will be added to the final document after the consultation period.</p>

Acknowledgements

Principle authors and editorial work:

- Michael Avril (author)
- Gillian Barclay (author)
- Elizabeth Lumsden (author)
- Kenny MacDermid (author and editor)
- Carlene McAvoy (author, editor and facilitator)

We would also like to thank various people and organisations for their valued contribution to this strategy.

- Argyll and Bute Council
- Perth and Kinross Council
- The Samaritans
- The Scottish Government
- Mike Murray, Volunteer Education Advisor, RLSS UK
- Chris Harper, Barrister, RLSS UK Trustee
- All members of Water Safety Scotland

Appendix I

The Water Incident Database (WAID) was launched by the Minister for Shipping at the RoSPA Water Safety Conference in November 2009. WAID is a web-based system created by the National Water Safety Forum to bring together water-related incident data from different sources in the United Kingdom.

WAID collects incident data from a wide range of sources including the emergency services, sports governing bodies, coastguard, rescue services and media reports. Data is collected and merged into one single comprehensive incident record.

The National Water Safety Forum release overall fatality statistics every year for the United Kingdom.

For the first time, Water Safety Scotland in conjunction with the National Water Safety Forum, released three year averages for Scotland (2013 – 2015). The data within this document (unless otherwise stated) is set to this analysis.

Appendix II

Paddy Tomkins, former Chief Inspector of Constabulary, led an independent review of Scotland's water rescue capability. The report, entitled "Independent Review of Open Water and Flood Rescue in Scotland"^{xvi} suggested 15 recommendations for Scotland. The report and its recommendations were debated in the Scottish Parliament on 21 January 2010 and welcomed by MSPs. The Scottish Government responded to this report in 2011^{xvii}.

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