



water safety  
Scotland

# Kit Bag Evaluation

Evaluation of Water Safety Scotland pilot project





This report was written and prepared by the Royal Society for the Prevention of Accidents (RoSPA) and approved by the Steering Group of Water Safety Scotland.

### Background

On average 50 people accidentally drown in Scotland each year. Water Safety Scotland is a group of committed organisations and individuals who meet to discuss and action interventions in order to reduce these water-related deaths.

In January 2018, Water Safety Scotland launched [Scotland's Drowning Prevention Strategy](#) which highlights the aims, objectives and activities that will help reduce water-related deaths in Scotland. The strategy has two main targets:

- Reduce accidental drowning deaths in Scotland by 50 per cent by 2026 and reduce risk among the highest-risk populations, groups and communities
- Contribute to the reduction of water-related suicide.

One of the objectives to reduce accidental drowning deaths in Scotland by 50 per cent is to **promote and develop learning to swim, water safety education and initiatives within early years, primary and secondary schools.**

To help achieve this aim Water Safety Scotland, thanks to funding from the Building Safer Communities Programme within the Scottish Government, piloted an education resource that focussed on water safety and drowning prevention. Its purpose was to raise awareness amongst secondary school children of the issues of drowning and how to keep safe around water.

### The Resource

A kit bag was the main focus of the resource which included a clear and concise water safety message:

#### Top Tips for Staying Safe Near Water

Stop and Think  
Stay Together  
Call 999 or 112  
Float

Within the bag was a number of resources from RNLI, RLSS UK and RoSPA. These included:

- Respect the Water badge
- Respect the Water sticker
- Safety Wise magazine
- Water safety quiz
- RLSS UK sticker
- Keyring
- Pencil
- Wristband
- Summer safety leaflet

The kit bags that were distributed included a mix of these resources.

## Kit Bag Evaluation

### Distribution

2,000 kit bags were distributed in total as part of the pilot project. The table below shows the date, location and number of bags that were distributed.

Kit bags that were distributed to schools coincided with an interactive water safety presentation organised by members of Water Safety Scotland.

Date	Location	Number
12 June	Balwearie High School (Fife)	350
19 June	Dunfermline High School (Fife)	300
19 June	Beath High School (Fife)	200
19 June	St Columba's (Fife)	175
19 June	Woodmill (Fife)	200
19 June	Levenmouth High School (Fife)	275
22 Jun	St Luke's High School (Renfrewshire)	100
Throughout June	Inspiring Scotland	400

Figure 1: Distribution of Kit Bags

### Evaluation Method

A feedback form was created for students to fill in after they had received their kit bag. Students were then asked to hand the evaluation form back to the teacher who had been provided with a stamped addressed envelope for return.

The following results are from St Luke's High School in Renfrewshire. The kit bags received by the students in this area featured all of the resources. Overall, 87 Students participated in the evaluation.

Charts have been used to help illustrate the data in a clear manner.

Where possible, all data is reported; otherwise the number of records counted in the analysis has been indicated, e.g. n=87.

### Results

Overall students believed that the kit bags were helpful. 62 per cent of students believed the bag and its resources were “very helpful” while a further 35 per cent thought it was “helpful” (see figure two).

Students were asked if they felt there was anything that could improve the bag or the contents. Only 25 per cent of the students felt that there could be an improvement (see figure 3).

Specific suggestions to improve the kit bags included the addition of the following:

- Life vest
- Arm bands
- Rubber
- More colour on the actual bag

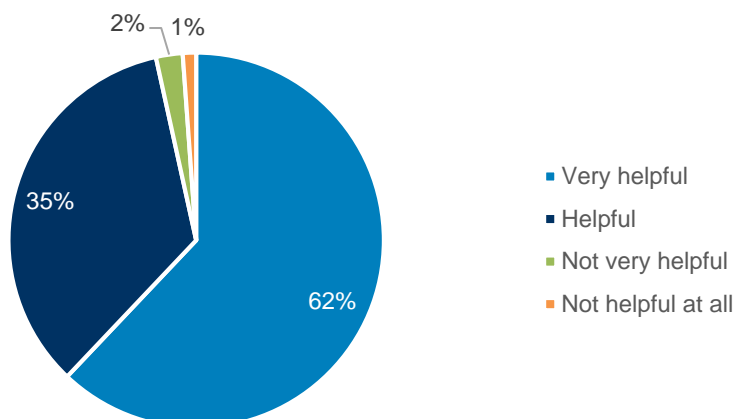


Figure 2: Students' thoughts on how helpful the kit bag was (n=87)

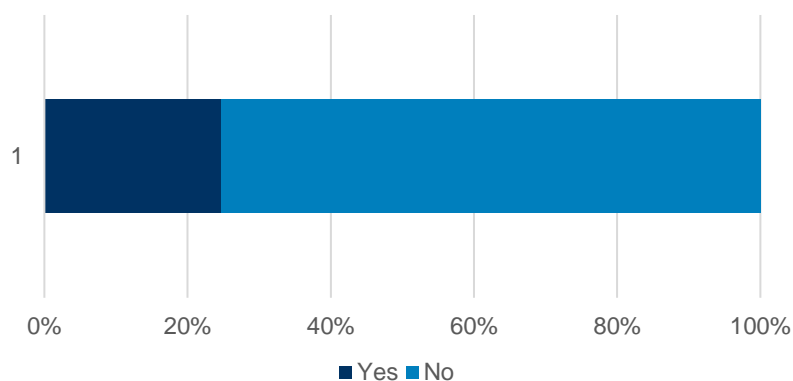


Figure 3: Students' thoughts whether if anything could be improved (n = 81)

Students were asked what they liked the best out of the resources. This included the following:

- The pencil
- The kit bag itself (with the water safety code)
- Safety Wise magazine
- Water safety quiz
- Summer safety leaflet.

Students were also asked how well they knew the water safety tips on the front of the bag. 51 per cent (n=44) noted that they knew the water safety tips “very well”. 8 per cent of the students felt they didn't know the tips well (see figure 4).

## Kit Bag Evaluation

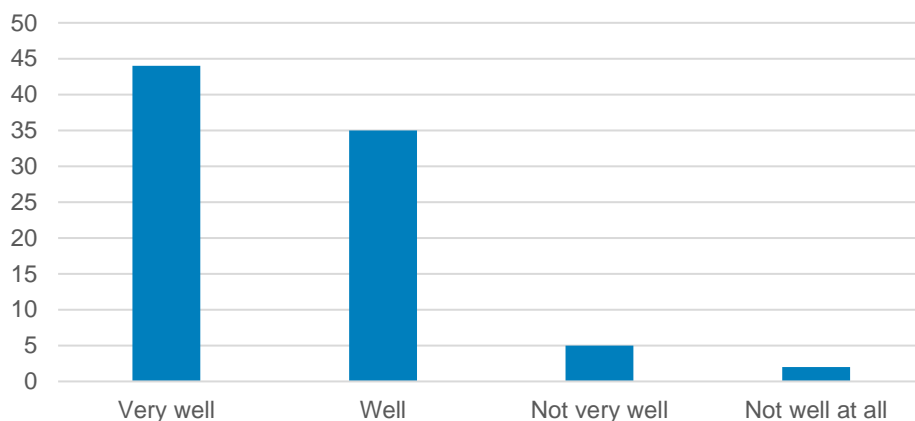


Figure 4: Students' thoughts on how well they knew the water safety code (n=85)

## Conclusion and Recommendations

Initial feedback highlights that the bags were a success with the majority of students finding the resources helpful.

The results also indicate that there is potential for improvement with a number of suggestions from students themselves including different resources and the need for more colour on the actual bag.

Prior to the project running again, it is recommended that further evaluation in the form of a focus group be implemented in order to gather more in-depth feedback about the bag and its contents. Initial feedback reveals that not all the resources were regarded equally and this needs to be considered further.