

WATER SAFETY SCOTLAND CAMPAIGNS AND COMMUNICATIONS PLAN

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Campaign Name	Owner	Background	Objective	Audience	Timeframe	Why WSS supports this campaign	Resources for use by WSS members	Further Info
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	Ongoing	Meets activity of "supporting organisations which seek to raise awareness for parents through drowning prevention campaigns"	Video Advice on Garden ponds Statistics Suggested social media posts	https://watersafety-scotland.org.uk/campaigns/garden-pond-safety/
Family Safety Week	RoSPA	Every week at least one child under-5 is killed because of an accident, with disadvantaged children most at risk.	This Week aims to provide advice on good safety habits to get into, and advice on things that parents can do to keep their children safe.	Parents, care givers of young children	01/05/19 - 05/05/19	Meets activity of "supporting organisations which seek to raise awareness for parents through drowning prevention campaigns"	 Social media banners Suggested social media posts	https://watersafety-scotland.org.uk/campaigns/ros-pas-family-safety-week/
Child Safety Week	CAPT	The theme for CSW 2019 is Family life today: where's the risk?	This Week aims to raise awareness on child safety and how to prevent accidents.	Parents, care givers of young children	03/06/2019 - 09/03/2019	Meets activity of "supporting organisations which seek to raise awareness for parents through drowning prevention campaigns"	 Beach Safety colour in sheet Drowning prevention information	https://watersafety-scotland.org.uk/campaigns/child-safety-week/

Respect The Water	RNLI	Around 175 people die in British and Irish coastal waters each year. RTW is the RNLI's drowning prevention campaign to help prevent this.	The campaign aims to work towards the goal of halving accidental coastal deaths in the UK and ROI by 2024.	Males 15 - 39	Phase 1 (23/04/2019 - 31/05/2019) Phase 2 (01/06/2019 - 31/08/2019)	Meets objective of "promote public awareness of water-related risks and ensure a consistent message across campaigns and communications"	Leaflet	https://watersafety.scotland.org.uk/campaigns/respect-the-water/
							Social media banners	https://watersafety.scotland.org.uk/campaigns/respect-the-water/
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	17/6/19-23-/6/19	Meets objective of "promote public awareness of water-related risks and ensure a consistent message across campaigns and communications"	Suggest social media posts	https://watersafety.scotland.org.uk/campaigns/drowning-prevention-week-2019/
							Social media banners downloadable	
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	12/9/19 - 19/9/2019 and 2/12/2019 - 8/12/2019	Meets objective of "promote public awareness of water-related risks and ensure a consistent message across campaigns and communications"	Video	https://watersafety.scotland.org.uk/campaigns/dont-drink-and-drown/
							Suggested social media posts	
							Social media banners	

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	Ongoing	The campaign meets SDPS objective of "promote public awareness of water-related risks and ensure a consistent message across campaigns and communications"	Share the resources and information - especially when targeted press release goes out	www.scottishwater.co.uk/takecare
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	The campaign meets the SDPS activity to "share and promote relevant campaigns and activities to help reduce suicides around water"	Suggest social media posts	https://www.watersafetyscotland.org.uk/1691.aspx
							Posters	
							Infographics	
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 campaigning aims to remind the public to keep inflatables away from the beach.	Increase awareness of dangers of inflatables	All	Ongoing	The campaign meets the SDPS activity to "share and promote relevant campaigns and activities to help reduce suicides around water"	Suggested Social media posts	https://www.watersafetyscotland.org.uk/1702.aspx
							Infographics	