



water safety
Scotland

Press release

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Water Safety Scotland returns to host Free World Drowning Prevention Day Event

- Water Safety event set for Loch Lomond
- Water-based deaths are at their lowest since 2018, but there is no time for complacency, say Water Safety Scotland
- Fourth annual event organised by Water Safety Scotland will take place at new location: Loch Lomond Shores, Balloch, Loch Lomond and the Trossachs National Park

A free water safety event is to be held this coming Thursday at Lomond Shores to mark this year's World Drowning Prevention Day, following the promising news that water-based deaths are at their lowest since 2018.

Scottish Water, alongside Water Safety Scotland, The Royal Society for the Prevention of Accidents (RoSPA), The Darcey Sunshine Foundation, Scottish Fire and Rescue Service (SFRS) and Argyll and Bute Council will support the fourth World Drowning Prevention Day on July 25, delivering key water safety advice, such as the Water Safety Code.

The day of action, originally founded by The World Health Organization (WHO), will bring together local communities from around Scotland who can visit information and activity stands, and watch and participate in various demonstrations. The event will also offer opportunities for the public to take part in paddleboarding and canoe taster sessions with Paddle Scotland and the Venture Trust. Additionally, there will be the chance to see the Scottish Newfoundland Club rescue dogs in action as well as SFRS live rescue demonstrations and CPR and first aid demonstrations.

Carlene McAvoy, Secretariat and Founder of Water Safety Scotland, said:

“According to our latest report, water-related fatalities are at their lowest level since 2018. Of course, this is promising, but this is no time for complacency on our part; one death is too many. Fortunately, events like World Drowning Prevention Day play a key role in promoting water safety and drowning prevention globally, nationally and locally.

“Our event is underpinned by our key message – the Water Safety Code. The code provides life-saving information and advice and the event ensures that this is done in a fun and interactive way to help people in Scotland have a positive and safe experience in and around water.”

The free-to-all event will take place between 11am and 4pm on Thursday 25 July at Lomond Shores, Balloch in the Loch Lomond and the Trossachs National Park.

Community Safety Minister Siobhian Brown said:

“The Scottish Government takes water safety very seriously and our Action Plan includes a range of key steps agreed with partners to further mitigate the risks from coastal and inland waters. These include better signage, lesson plans for pupils and improved training.

“Thankfully, water-related deaths are at their lowest since 2018 but it is vital, especially over the summer, to continue to raise awareness of the risks. That is why World Drowning Prevention Day is so important.

“I would encourage everyone to follow the Water Safety Code: Stop and Think, Spot the Dangers, Stay Together, Stay Close and call 999 in an emergency.”

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 July 25 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](#)
- The Water Safety Open Day has been generously funded by [Scottish Water](#), [RoSPA](#), [SFRS](#), [The Darcey Sunshine Foundation](#) and [Argyll and Bute Council](#)