

THE LIFEBOAT FUND

Helping the RNLI save lives at sea

DEFEAT DROWNING TOGETHER

SWIM SAFE • LIFEGUARDS • INTERNATIONAL

HELP DEFEAT DROWNING IN BANGLADESH

Every 90 seconds, someone in the world drowns.

It's a silent epidemic equivalent to over half of the global death toll for malaria. But with the right awareness, training and resources, many of these deaths are entirely preventable.

By 2019, the RNLI plans to secure a clear international commitment to drowning reduction, and a UN resolution on global drowning. To that end, it's already partnering with local organisations in some of the countries hardest hit by drowning.

Bangladesh is one of those countries.

With 5.32% of the planet's entire drowning burden, it has one of the highest drowning rates in the world. In fact, drowning is the leading killer there of children aged 4 and under.

Since 2014, the RNLI has supported the Centre for Injury Prevention and Research, Bangladesh (CIPRB) to turn the tide. Together, they've established Bangladesh's first professional lifeguarding service on the world's longest beach, Cox's Bazar, and trained local staff and volunteers to deliver water safety lessons in schools.

With your help, the RNLI will take this lifesaving work even further.



360,000 people drown worldwide each year. 90% of these deaths happen in just 25 countries – including Bangladesh. With your help, we can change these numbers for the better.



18,000 children drown every year in Bangladesh. Simple swimming safety sessions can reduce a Bangladeshi child's chance of drowning by 93%. To date, they've reached 28,000 children.



Up to 68% of Bangladesh can be under water during monsoon season. While the cost to life is high, the cost of combatting drowning doesn't have to be. Less than £100 can deliver a water safety class to 30 children.



Lifeboats

HOW YOU CAN HELP

Since October 2016, the RNLI-supported Swim Safe programme has been incorporated into a wider programme called SeaSafe. Your efforts will help SeaSafe in four key ways:



Saving lives in Cox's Bazar

Already operating on two beaches in Cox's Bazar, your contributions can help to fund a **full-time professional lifeguarding service** on three more.

Teaching water safety in schools

RNLI-supported safety lessons will see specially trained local educators deliver safety messages, and teach practical lifesaving skills to **150,000 children**.

Training instructors to deliver survival swimming lessons

Your funds will help the RNLI give its **lifesaving knowledge** to Bangladeshi youth instructors, who will **teach local children** to swim, float, and stay safe by the water.



Creating a countrywide water safety campaign

Preventing drowning means reaching people with **water safety messaging**. Your efforts will help fund campaign work that will be seen by **more than a million people in Bangladesh**.

The cost of defeating drowning in Bangladesh

Swim safety

- teaching 1 child to swim: £21
- teaching 30 children: £30 (approx.)
- purchasing and installing a portable pool: £5,000.

Local lifeguarding

- training a lifeguard: £16
- employing a lifeguard: £233 a month / £2,800 a year
- running a lifeguard service on 1 beach: £25,000 per year (approx).

The funds you raise could lead to more stories like this:

When severe floods hit Ramu, Bangladesh, in July 2015, families were trapped. Eight RNLI-trained Bangladeshi lifeguards decided to attempt a rescue.

'We saw water everywhere,' says Lifeguard Supervisor Sefat. 'Most of the houses were underwater. People stood on the rooftops, panicking.'

The lifeguards carried two shop-bought inflatable beach dinghies, which RNLI trainers had brought out to Bangladesh. They used them to rescue over 100 people.

'They were so happy and thanked us,' says Sefat.

'Obviously an inflatable isn't recommended kit!' says RNLI Flood Rescue Trainer David Whiddon. 'But when lives are at risk, you have to be resourceful.'

The team was later given a bravery award by the RNLI. 'They went above and beyond their roles as beach lifeguards,' says the RNLI's Darren Williams. 'They've shown that you can adapt your lifesaving skills to anything.'



**Help defeat drowning in Bangladesh.
Get involved by fundraising.**

Visit thelifeboatfund.org.uk to find out how.  @fundlifeboat

For more on the RNLI's international work, visit RNLI.org/international

