

HELP CHILDREN SWIM SAFER

190 people in the UK and Ireland die in coastal accidents every year. Many of them are children.

The RNLI is aiming to reduce that number by educating children to stay safe, both in and near the water.

Through Swim Safe, the RNLI and Swim England offer outdoor swimming and water safety sessions to children aged 7–14. By 2021, they want every child across the UK and Ireland to have access to these free lifesaving lessons.

The Swim Safe difference

Children typically learn swimming and water safety in the relative comfort of a heated pool. Swim Safe sessions aim instead to prepare children to avoid drowning, by teaching them in the places they're most likely to drown – outdoors, in open water. There have been 30,000 adventurous, activity-filled lessons since 2013 – and follow-up surveys and sessions show that children remember what they learn there. With your support, Swim Safe will reach more young people than ever before – particularly at eight sites close to major Civil Service locations.



Someone dies from drowning every 20 hours in the UK. With prevention messages and education from programmes like Swim Safe, the RNLI aims to reduce avoidable coastal drowning by 50% come 2024.



25,000 Swim Safe places available in 2018. Sessions are designed to teach children how to stay safe near lakes and seas, including giving them the ability to perform safe self-rescue in different situations.



It costs £22 to fund one Swim Safe place. This includes tuition, supervision, and equipment. To start each session, each child puts on a swim hat, rash vest and wetsuit, and gets a polythene foam noodle to use during the lesson.



HOW YOU CAN HELP

Your fundraising will support Swim Safe sessions at eight sites close to major Civil Service locations:

Scotland	
Aberdour, Silver Sands, Fife	1,200 places
England	
Margate, Kent	1,276 places
Sandhaven, Northumberland	1,000 places
Brighton, East Sussex	352 places
Windermere, Cumbria	1,720 places
Stanborough, Hertfordshire	640 places
Wales	
Cardiff	1,000 places
Northern Ireland	
TBC	360 places



About Swim Safe sessions

- Swim Safe sessions are free, hour-long outdoor lessons for children aged 7–14 who are able to swim at least 25 metres. They're designed to give children the skills to stay safe, whether they go swimming outside, or find themselves in open water by accident.
- To begin the session, children kit up, attend an on-land safety talk from a trained instructor, and warm up before going into a practical session in the water.
- Swim Safe sessions also help schools and pupils to achieve two of the national curriculum key stage 2 requirements.
- Using surveys directly before and after sessions, as well as a follow-up questionnaire 6 months later, we've proved that children learn vital water-based knowledge and skills – and retain it long after the sessions are over.
- A Swim Safe pack is also available to help teachers deliver Swim Safe lessons in local schools.

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

In October 2015, the coxswain of Tynemouth lifeboat received a call from an RNLI supporter, recounting an incident on the water with a bittersweet ending.


The supporter was on a family holiday in Spain when her partner and daughter went for a swim and got into difficulties. Her partner was unable to get to shore and drowned in the Spanish sea.

The little girl, however, was more fortunate. Using the skills she'd gained at a Swim Safe session in Sandhaven, she kept herself afloat and made it to safety.

'We were all deeply saddened to hear about this sad loss of life in the water,' says Ashley Jones, Delivery Manager for Swim Safe. 'However, we were also heartened to hear that the daughter survived. We believe that by teaching children to stay safe in the water, we reduce their chances of drowning. By 2021, we'd like every child in the UK to have access to the lessons that helped keep this little girl alive.'



Help us defeat drowning through Swim Safe. Get involved by fundraising, volunteering, or spreading the message to local schools.

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

For more info on Swim Safe, visit swimsafe.org.uk