



## WATER SAFETY: DROWNING PREVENTION WEEK 13-20 JUNE 2026

Help the pan-Lancashire Child Death Overview Panel (CDOP) and the Lancashire Water Safety Partnership (LWSP) support the national Drowning Prevention Week campaign with clear, consistent messaging to prevent accidental drownings ahead of the summer. The campaign targets multiple audiences including the public, parents & carers, children & young people (age 5–17), and professionals (in health, education, social care) to raise water safety awareness and promote life-saving actions.

These messages can be used all year round. Please help spread the word about keeping children and families safe around water.


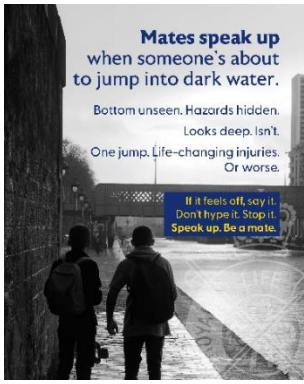


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### CAMPAIGN MESSAGES: TO BE USED ALL YEAR



The messages below will be posted to the Blackburn with Darwen, Blackpool & Lancashire Children's Safeguarding Partnership X account ([@CSAP\\_LSAB](#)) during Drowning Prevention Week and throughout the year. Please 'repost' or use the suggested wording for your own social media platforms. Suggested media/images are included in the post and attached as individual files, if you have problems with the files, please contact [lancashirechilddeathcoordinator@lancashire.gov.uk](mailto:lancashirechilddeathcoordinator@lancashire.gov.uk).

### SOCIAL MEDIA PLAN

Message	Tag	Media	File for upload
<p>The water may look inviting but even on a warm day the water can be cold.</p> <p>Jumping into the water to cool off can lead to cold water shock, which can result in drowning.</p> <p>For more information, visit <a href="https://www.rlss.org.uk/cold-water-shock-the-facts">https://www.rlss.org.uk/cold-water-shock-the-facts</a></p> <p><b>#DrowningPreventionWeek</b> <b>#WaterSafety #FloatToLive #BeWaterAware</b></p>	<p><a href="#">@CSAP_LSAB</a></p> <p><a href="#">@RLSSUK</a></p> <p><a href="#">@LancashireFRS</a></p>	<p>Looks like:</p>	<p>Hyperlink to the left</p>

Message	Tag	Media	File for upload
<p>Remember this lifesaving advice If you see someone in trouble in the water:</p> <p><b>Phone</b> 999</p> <p><b>Float</b> - tell them to try and float on their back</p> <p><b>Throw</b> something to help them float</p> <p><b>#DrowningPreventionWeek</b></p> <p><b>#WaterSafety #FloatToLive #BeWaterAware</b></p>	<p><a href="#">@CSAP_LSAB</a></p> <p><a href="#">@RLSSUK</a></p> <p><a href="#">@LancashireFRS</a></p>	<p>Looks like:</p> 	 <p>PhoneFloatThrow_5x4_FB.jpg</p>
<p>Keep yourself and your friends safe, jumping into water can be dangerous.</p> <p>You may not know how deep it is or what's underneath.</p> <p>Every year people are injured, need rescuing, or die from jumping into unknown water.</p> <p><b>#DrowningPreventionWeek</b></p> <p><b>#WaterSafety #FloatToLive #BeWaterAware</b></p>	<p><a href="#">@CSAP_LSAB</a></p> <p><a href="#">@RLSSUK</a></p> <p><a href="#">@LancashireFRS</a></p>	<p>Looks like:</p> 	 <p>Be a mate socials May 266.jpg</p>
<p>If you unexpectedly fall into water, cold water shock can take your breath away. Fight the instinct to panic and #FloatToLive.</p> <p>→ Tilt your head back submerging your ears</p> <p>→ Move your hands and legs to help you stay afloat</p>	<p><a href="#">@CSAP_LSAB</a></p> <p><a href="#">@RLSSUK</a></p> <p><a href="#">@LancashireFRS</a></p>	<p>Looks like:</p> <p><b>Video file to the right.</b></p>	 <p>261543950_Float_10s_Edit_UK_1x1 (1).mp4</p>

Message	Tag	Media	File for upload
<p>→ Your legs may sink – that’s ok as everyone floats differently</p> <p>→ Find your float by practising at a supervised location</p> <p><b>#DrowningPreventionWeek #WaterSafety #BeWaterAware</b></p>			
<p>Water safety starts at home. Children can drown in as little as 2cm of water. Never leave your child unattended around water.</p> <p>Remember the @RLSS SAFE advice to help keep your children safe this summer.</p> <p><b>#DrowningPreventionWeek #WaterSafety #FloatToLive #BeWaterAware</b></p>	<p><a href="#">@CSAP_LSAB</a></p> <p><a href="#">@RLSSUK</a></p> <p><a href="#">@LancashireFRS</a></p>	<p>Looks Like:</p> 	 <p>SplashSafetyAtHome_May2026_3_1080x1</p>
<p>Always supervise your baby in the bath. Get everything ready beforehand, and if you need to leave, take your baby with you.</p> <p>Bath seats aren’t safety devices - never leave a child unattended in one.</p> <p><b>#DrowningPreventionWeek #WaterSafety #FloatToLive #BeWaterAware</b></p>	<p><a href="#">@CSAP_LSAB</a></p> <p><a href="#">@RLSSUK</a></p> <p><a href="#">@LancashireFRS</a></p>	<p>Looks like:</p> 	 <p>Bath Safety.png</p>

Message	Tag	Media	File for upload
<p>To help keep you, your friends and family safe in and around water, follow the @RLSS Water Safety Code:</p> <ul style="list-style-type: none"> <li>→ Stop and think, assess the risks</li> <li>→ Stay together and follow safety advice</li> <li>→ Call 999 in an emergency</li> <li>→ If you fall in, Float to Live</li> </ul> <p><b>#DrowningPreventionWeek</b>  <b>#WaterSafety #FloatToLive #BeWaterAware</b></p>	<p><a href="#">@CSAP_LSAB</a>  <a href="#">@RLSSUK</a>  <a href="#">@LancashireFRS</a></p>	<p>Looks like:</p> 	 Water Safety Code.jpg

## KEY MESSAGES

### Remember the Water Safety Code

- Stop and Think – **Look for hazards (depth, currents, cold water) and enter slowly**
- Stay Together – **Go with others and choose lifeguarded areas where possible**
- Call 999 – **Ask for the Coastguard at the coast, or Fire & Rescue inland**
- Float – **If in trouble, lie on your back and stay calm**

### Cold Water Shock

**Water below 15°C is considered cold and can quickly affect breathing and movement. In the UK and Ireland, water temperatures are often around 12°C, with rivers frequently colder—even in summer.**

RNLI advice on [Cold Water Shock](#):

***If you enter the water unexpectedly:***

- **Take a moment — cold water shock passes within the first minute**
- **Relax and float to live**
- **Once calm, call for help or swim to safety if you can**

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***If you are planning to enter the water:***

- **Check conditions, including water temperature**
  - **Wear an appropriate wetsuit where possible**
  - **Use a flotation device to reduce risk**
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**Float to Live**

**Float to Live is useful to everyone, however you use the water. It has helped save the lives of more than 50 people in all sorts of situations. From children in rip currents to runners falling into canals, from people swept out by waves, to fisherman falling overboard.**

The key messages of Float to Live are:

- **Tilt your head back, ears submerged**
  - **Relax and control your breathing**
  - **Move hands and feet to stay afloat**
  - **If you fall in, Float to Live**
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**Water Safety in the Home**

There are water risks in and around the home, including in the garden and in the bath. A drowning child can't speak or control their arms, so constant supervision from an adult is vital. A child should never be left alone in or around water, even for a few second.

The Royal Life Saving Society have a key safety message:

**Supervise at all times**

**After use, cover it**

**Fence it, gate it, or grill it**

**Empty it, turn it**

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**ADVICE FOR PROFESSIONALS****Include water safety in everyday work:**

Raise water safety during routine contact with families. For example, discuss bath and pool safety at health checks, include water safety in school lessons before summer, and raise it in family or youth work. Keep messages simple – drowning is quick, silent, and preventable.

**Use and share trusted resources:**

Signpost families to reliable UK guidance such as RLSS UK, RNLI (“Float to Live”), and RoSPA. Encourage swimming lessons and sharing the Water Safety Code. Use leaflets, newsletters or digital messages to reinforce key advice.

**Make it a seasonal focus:**

Increase awareness in spring and early summer by reminding families about risks and simple precautions (e.g. securing garden pools, discussing open water safety). Use consistent messaging across all services, such as: *Stop and Think, Stay Together, Call 999, Float to Live*.

**RESOURCES FOR PROFESSIONALS**

<p><b>Lancashire Fire and Rescue Service</b></p>	<p><b>Water Safety Messages:</b>  <a href="https://www.lancsfireandrescue.org.uk/safety/outdoor-safety/water-safety">https://www.lancsfireandrescue.org.uk/safety/outdoor-safety/water-safety</a></p> <p><b>Education packages:</b>  <a href="https://www.lancsfireandrescue.org.uk/education">https://www.lancsfireandrescue.org.uk/education</a></p>
<p><b>Royal Life Saving Society UK (RLSS)</b></p>	<p><b>Drowning Prevention Week – campaign pack and resources</b>  <a href="https://www.rlss.org.uk/Listing/Category/drowning-prevention-week-campaign">https://www.rlss.org.uk/Listing/Category/drowning-prevention-week-campaign</a></p> <p><b>Summer Water Safety</b>  <a href="https://www.rlss.org.uk/listing/category/summer-water-safety">https://www.rlss.org.uk/listing/category/summer-water-safety</a></p> <p><b>Water Safety in the Home</b>  <a href="https://www.rlss.org.uk/Listing/Category/splash-safely-at-home">https://www.rlss.org.uk/Listing/Category/splash-safely-at-home</a></p> <p><b>Bath Safety</b>  <a href="https://www.rlss.org.uk/splash-safely-in-the-bath">https://www.rlss.org.uk/splash-safely-in-the-bath</a></p> <p><b>Water Safety on Holiday</b>  <a href="https://www.rlss.org.uk/safety-on-holiday">https://www.rlss.org.uk/safety-on-holiday</a></p> <p><b>Water Safety for Teenagers</b>  <a href="https://www.rlss.org.uk/water-safety-for-teenagers">https://www.rlss.org.uk/water-safety-for-teenagers</a></p>

<b>Child Death Overview Panel</b>	<a href="https://lancshiresafeguardingpartnership.org.uk/p/toolkits/water-safety">https://lancshiresafeguardingpartnership.org.uk/p/toolkits/water-safety</a> <a href="#">Water Safety for Children &amp; Families 7MB</a> <a href="#">Water Safety all age 7MB</a>
<b>Royal National Lifeboat Institution (RNLI)</b>	<b>Respect the Water</b> <a href="https://www.respectthewater.com/">https://www.respectthewater.com/</a> <b>Float to Live</b> <a href="https://rnli.org/safety/float">https://rnli.org/safety/float</a>
<b>Canal and River Trust</b>	<b>Safety on Our Waterways</b> <a href="https://canalrivertrust.org.uk/support-us/our-campaigns/safety-on-our-waterways">https://canalrivertrust.org.uk/support-us/our-campaigns/safety-on-our-waterways</a> <b>Summer Water Safety</b> <a href="https://canalrivertrust.org.uk/support-us/our-campaigns/safety-on-our-waterways/summer-water-safety">https://canalrivertrust.org.uk/support-us/our-campaigns/safety-on-our-waterways/summer-water-safety</a> <b>Water Safety for Children</b> <a href="https://canalrivertrust.org.uk/explorers/schools/water-safety">https://canalrivertrust.org.uk/explorers/schools/water-safety</a>
<b>The Royal Society for the Prevention of Accidents (ROSPA)</b>	<b>Water Safety</b> <a href="https://www.rosipa.com/water-safety">https://www.rosipa.com/water-safety</a> <b>Staying Safe on Holiday</b> <a href="https://www.rosipa.com/water-safety/staying-safe-on-holiday">https://www.rosipa.com/water-safety/staying-safe-on-holiday</a>
<b>United Utilities</b>	<b>Reservoir Safety</b> <a href="https://www.unitedutilities.com/my-local-area/parks-and-reservoirs/acres-of-nature//reservoir-safety/">https://www.unitedutilities.com/my-local-area/parks-and-reservoirs/acres-of-nature//reservoir-safety/</a>
<b>Child Accident Prevention Trust</b>	<b>Safe Baby Bath Time</b> <a href="https://capt.org.uk/safe-baby-bath-time/">https://capt.org.uk/safe-baby-bath-time/</a>