

Drowning Prevention Week – Campaign Brief

This brief is for both internal staff and external partners.



Drowning Prevention Week, organised annually by Royal Life Saving Society UK, is a nationwide water safety campaign designed to educate children and young adults in water safety and lifesaving skills.

Drowning Prevention Week educates children aged 5 to 17 each June with crucial water safety advice just before the summer holidays, when young people are outdoors more and need these skills and knowledge most, so everyone can enjoy water safely.

Save the Date: Drowning Prevention Week 2026 is happening from Saturday 13 June to Saturday 20 June.

Cumbria Water Safety Partnership, does a significant amount of work to reduce harm in the water in Cumbria. Our partners are organising SwimSafe sessions across the county through local leisure centres, arranging engagement days at local hotspots, and delivering safety messages through comms channels.

If you are organising an event or comms campaign please fill out the form [here](#) so the partnership can keep an updated and accurate record of all activity to monitor how effective our work has been. We will then share an evaluation form to complete following the event.

Please fill this in if you have delivered any water safety related content over the period.



Key messages

- ▶ Drowning is preventable. Nobody should drown.
- ▶ Always follow the Water Safety Code.
- ▶ We can all contribute to creating communities free from drowning.
- ▶ Float to Live
- ▶ Dangers of cold water shock
- ▶ Phone, Float, Throw

This year, Drowning Prevention Week is expanding to reach 13-17-year-olds, as recent data from the National Child Mortality Database (NCMD) reveals that drowning deaths of this age group have increased an alarming 67 per cent between 2020-2022 and 2023-2025.

Our key message for teens is to **#BeAMate** and speak up when friends are taking deadly risks around water.

Use the hashtags **#DrowningPreventionWeek** and **#DPW2026** and tag **@CumbriaFire** and **@RLSSUK** in posts.

Engagement ideas

Engage with local organisations to deliver water safety education, including:

- ▶ Lifesaving clubs
- ▶ Leisure centres
- ▶ Swim schools
- ▶ Sports clubs
- ▶ Schools
- ▶ Charities
- ▶ Emergency services
- ▶ Community groups

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Activities could include:

- ▶ Sharing the Water Safety Code and key messages in social media videos – through station social pages – feel free to get creative with videos, audiences engage better with crews sharing messages than corporate messages. Reach out to Comms for any advice
- ▶ Running a competition for local young people/schools to create a poster promoting the key messages
- ▶ Visiting local hotspots in your area to engage with the community around the key messages

Please feel free to be creative with your activities and social media messaging. The public react better to organic content rather than polished corporate messaging.

Resources

- ▶ [Primary school water safety package](#)
- ▶ [Secondary school water safety package](#)
- ▶ [RLSS – How to rescue someone from drowning](#)

Campaign videos

- ▶ [For Joe and Sunnah | Videos & Movies on Vimeo](#)
- ▶ [Water Safety Code Cartoon | Videos & Movies on Vimeo](#)

Campaign toolkit

More Drowning Prevention Week assets and water safety education materials such as:

- ▶ Lessons plans
- ▶ Activity sheets
- ▶ Certificates
- ▶ Pull-up banners



Cumbria Fire & Rescue Service

Can be requested here: <https://www.rlss.org.uk/forms/dpw-2026-resources>

[Respect the water – Campaign resources – Social media resources](#)

CFRS Internal Staff – Please continue to record activity through the 541 forms

Further information:

Please contact Liam Waite – Communications Officer, Cumbria Fire & Rescue Service

Telephone: 07353103041 Email: media@cumbriafire.gov.uk

Notes: Cumbria Water Safety Forum, led by Cumbria Fire & Rescue Service, formed in 2024 to help improve safety on Cumbria's waters. Partners in the forum include: Cumbria Constabulary; Cumberland Council; Westmorland and Furness Council; North West Ambulance Service, WaterWise Cumbria; Water Safety Matters; National Trust; Royal Life Saving Society; Lake District National Park Authority; United Utilities; RNLI; Royal Society for the Prevention of Accidents; the Lake District Search and Mountain Rescue Association; and HM Coastguard.

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