

# Waterside and in water play Communication Toolkit



## Context:

WAID data (2019 – 2023) shows that 13 people in Wales drowned whilst taking part in a waterside activity (e.g. not playing in the water) with 6 drowning whilst paddling/playing in water. For accidental drowning fatalities the combined total of these activities in 19, the second highest after walking and running.

## Key messages:

**Water Safety Code:** Always follow the water safety code when in, on or around water.

- Stop and Think
- Stay Together
- Float
- Call 999

**Stay within sight:** Always keep children within arm's reach near water, even if they're not swimming.

**Supervise actively:** Distractions like phones can wait. Stay focused when children are near water.

**Take Action:** Help your child learn how to stay safe around open water by attending a Swim Safe event near you. These free sessions teach children aged 7–14 essential water safety skills in a fun, supervised environment.

**If you see someone in trouble in the water, remember Phone Float Throw:**

- Phone 999 to get help.
- Tell them to stay calm and float on their back.
- Throw rescue equipment to help them float until emergency services arrive

**Float to Live:** However, you end up in the water, if you end up in difficulty, Float to Live.

1. Tilt your head back submerging your ears.
2. Relax and control your breathing.
3. Move your hands and legs to help you stay afloat.
4. Your legs may sink - that's OK everyone floats differently.
5. Practise floating at a supervised location like a swimming pool.

## Assets:

Water Safety Wales (WSW) will share and reinforce these messages across its channels. WSW members and partners are encouraged to share these posts to reach a wider audience.

## Message 1 – Twitter/X – Water Safety Code

### Stay Safe Around Water

Whether you're by the coast, a river, or a lake – always follow the Water Safety Code:

#### Stop and Think

#### Stay Together

#### Float

#### Call 999

Let's keep Wales safe this summer.

[#WaterSafetyWales](#) [#RespectTheWater](#)

## Image



## Message 2 – Supervision

### Keep Children Safe Near Water

Always keep children within arm's reach near water – even if they're not swimming.

Put distractions aside. Active supervision saves lives.

[#WaterSafety](#) [#StaySafeWales](#) [#DrowningPrevention](#)



## Message 3 – LinkedIn/Facebook - General

### Free Swim Safe Sessions!

Help your child stay safe around open water.

Free sessions for ages 7–14

Fun, practical, life-saving skills

Book now at [swimsafe.org.uk](http://swimsafe.org.uk)

[#SwimSafe](#) [#WaterSafetyWales](#) [#SummerSafety](#)

