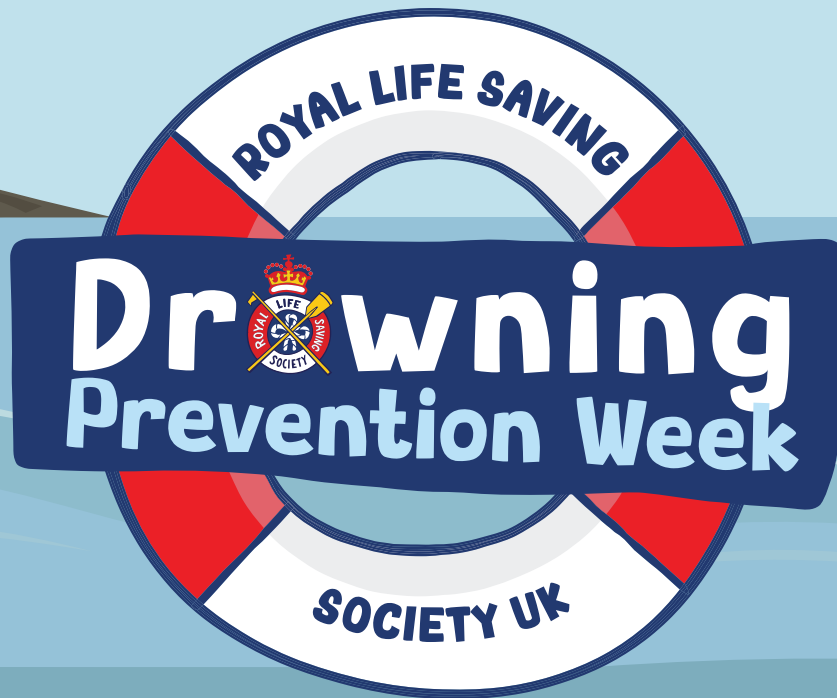




Campaign Supporter Pack
13-20 June 2026



ROYAL
LIFE SAVING
SOCIETY UK

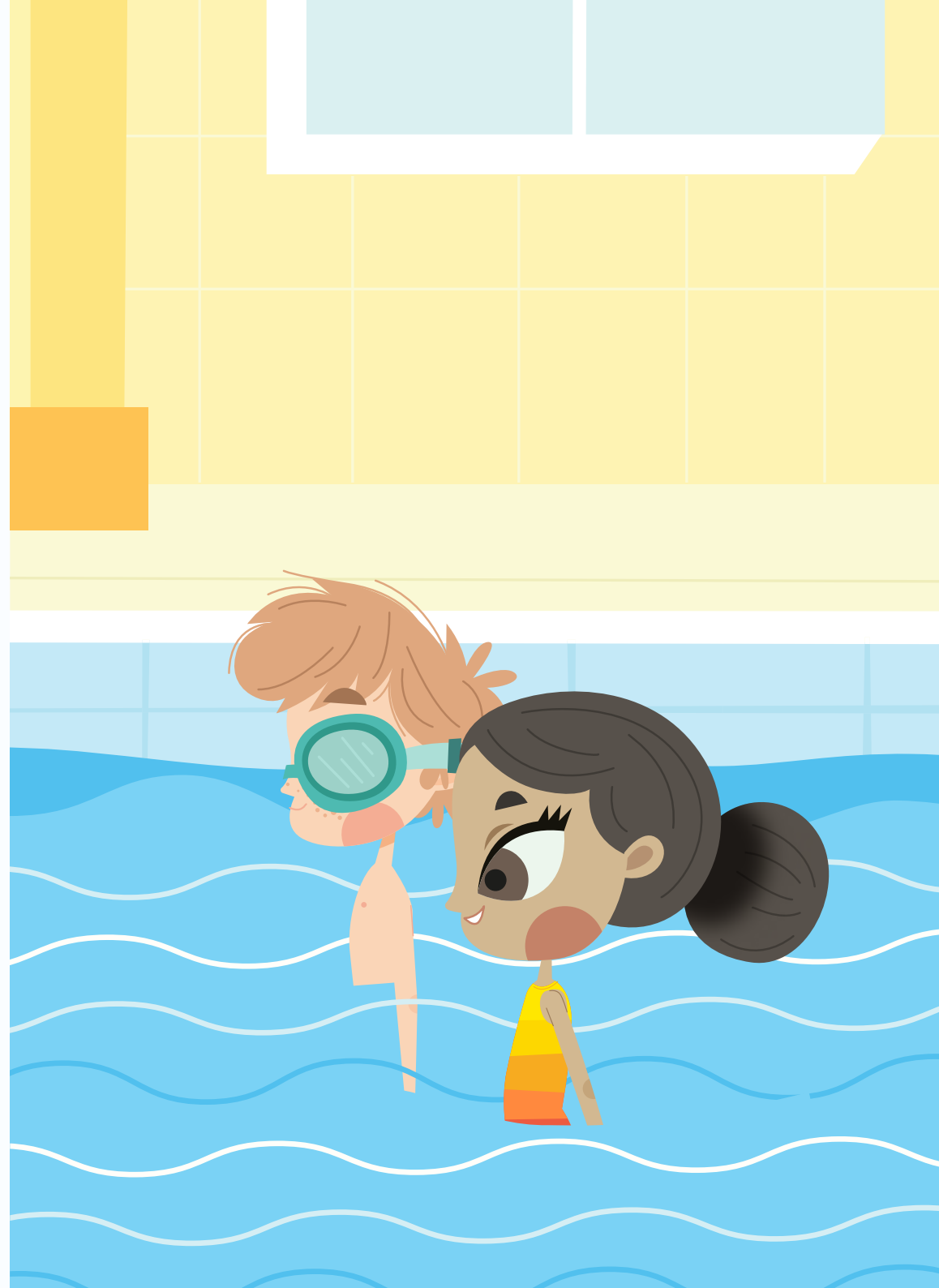
Enjoy Water **Safely**
Free From Drowning

Contents

This campaign supporter pack contains Drowning Prevention Week assets for your organisation to support the campaign and the lifesaving work that the Royal Life Saving Society UK (RLSS UK) does across the UK and Ireland to prevent drowning and educate people on how to enjoy water safely.

Please feel free to use our resources to join in with the campaign and help RLSS UK save lives.

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Drowning Prevention Week 2026, 13-20 June
#DrowningPreventionWeek #DPW2026



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Enjoy Water **Safely**
Free From Drowning

For over 130 years, the Royal Life Saving Society UK (RLSS UK) has been sharing its expertise in water safety, lifesaving, and lifeguarding to help everyone enjoy water safely. Our charity is honoured to have 18,633 members who volunteer and work with us to create communities free from drowning.

Over the last five years, 3,615 people have fatally drowned in the UK and Ireland. The RLSS UK aims to prevent these tragedies through high-quality water safety education.

In schools, more than 8,000 children completed our class-based Water Smart Schools programme in 2024. This initiative aims to provide children from all communities and backgrounds with access to water safety lessons.



2,336,000+
children educated in water safety in
2025 using our free, downloadable
materials and resources.



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Drowning Prevention Week 2026, 13–20 June

#DrowningPreventionWeek #DPW2026

About Drowning Prevention Week



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. We're calling on all carers, schools, lifesaving clubs, leisure operators and water-related businesses to participate.



In 2026, we hope even more partners will take action by sharing our water safety messages and resources and promoting the Water Safety Code.

By working together, we can ensure every child and young person learns how to enjoy water safely, reducing drowning across the UK and Ireland.

Achievements from 2025:

Our resources reached an estimated **31,300 more classrooms**.



There was nearly a **600% increase in SEND resource downloads**.



Over 1,000 leisure operators across the UK and Ireland downloaded our resources.



2.3m+ children were educated in water safety using our free resources (almost double the number compared to 2024).

Participation across the Leisure sector **increased by 97%** for Drowning Prevention Week.



RLSS UK and Drowning Prevention Week were featured in **605 press articles and broadcasts** across the UK.



The **All-Party Parliamentary Group (APPG) for Water Safety Education** was launched at Westminster.



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Drowning Prevention Week 2026, 13-20 June

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Key Messages

Drowning is preventable. Nobody should drown.

Always follow the Water Safety Code.

We can all contribute to creating communities free from drowning.

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% between 2020-2022 and 2023-2025.

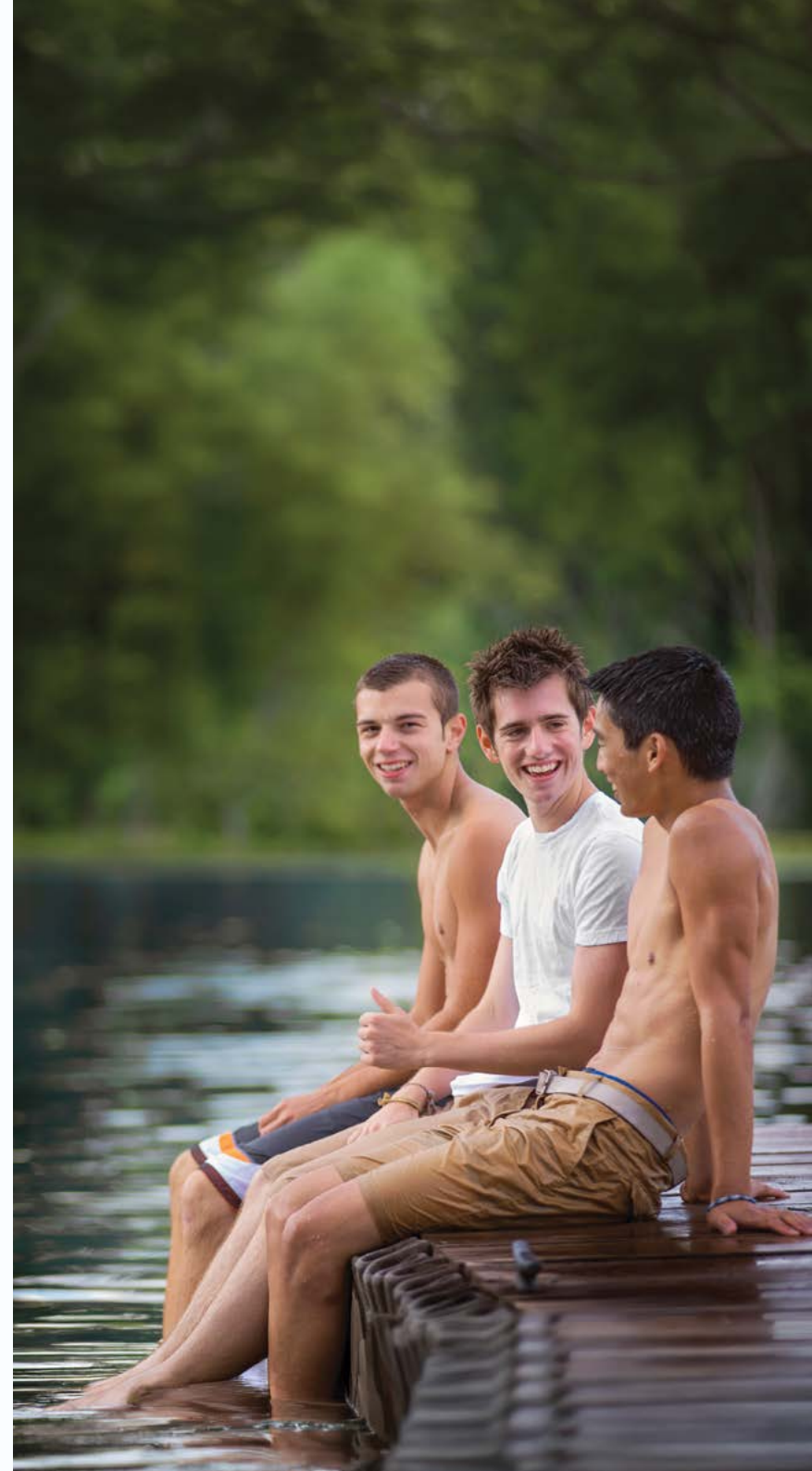
Our key message for teens is to **#BeAMate** and speak up when friends are taking deadly risks around water.



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Drowning Prevention Week 2026, 13-20 June

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Share your support for Drowning Prevention Week on your socials!



Use the hashtags:
#DrowningPreventionWeek #DPW2026



Make sure to tag us in your posts
@RLSSUK



You can find us on:



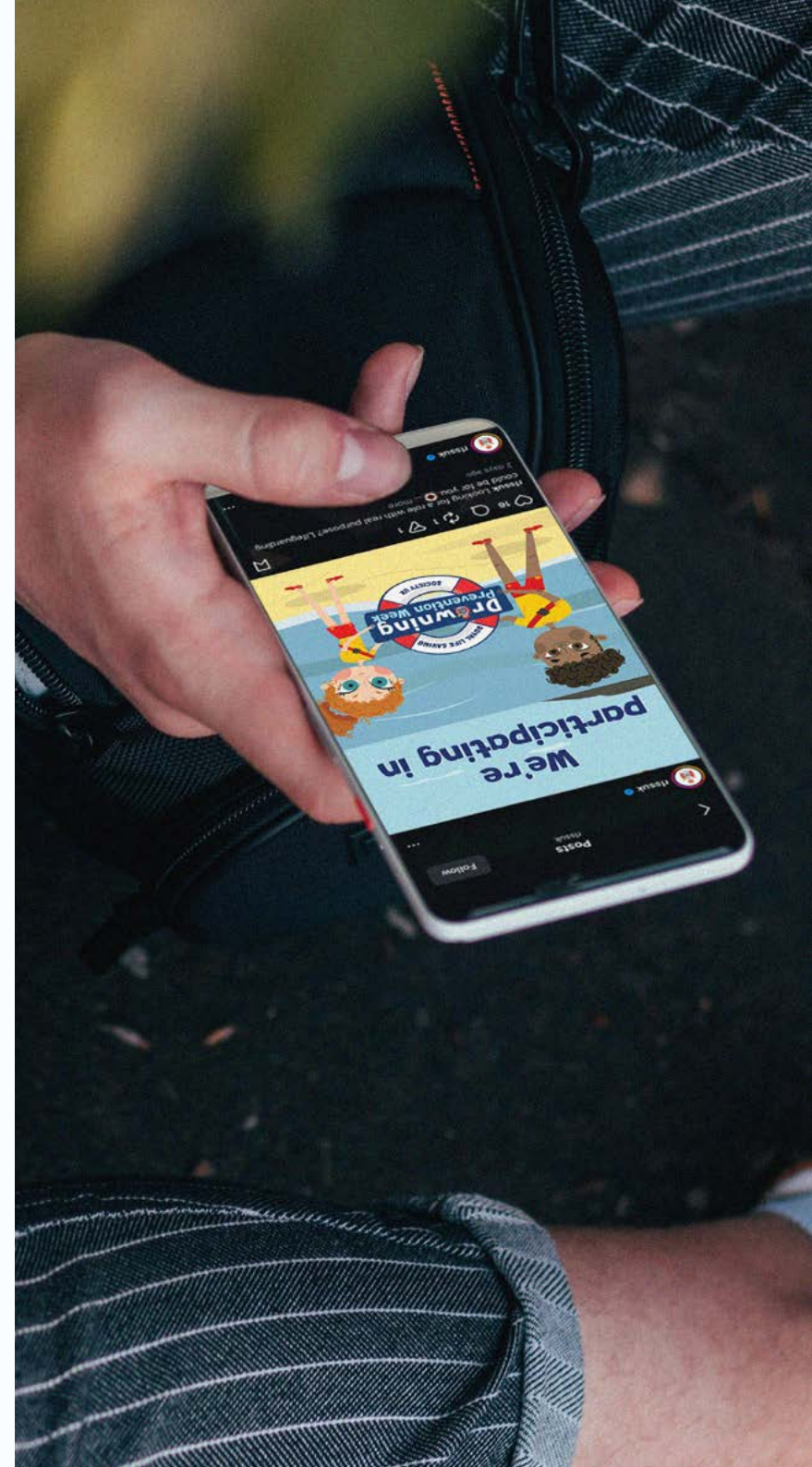
To make it easy to get involved, we have created a suite of pre-made social media graphics you can use to show your support for, or participation in, Drowning Prevention Week. These can be found in the Toolkit provided on [page 8](#).



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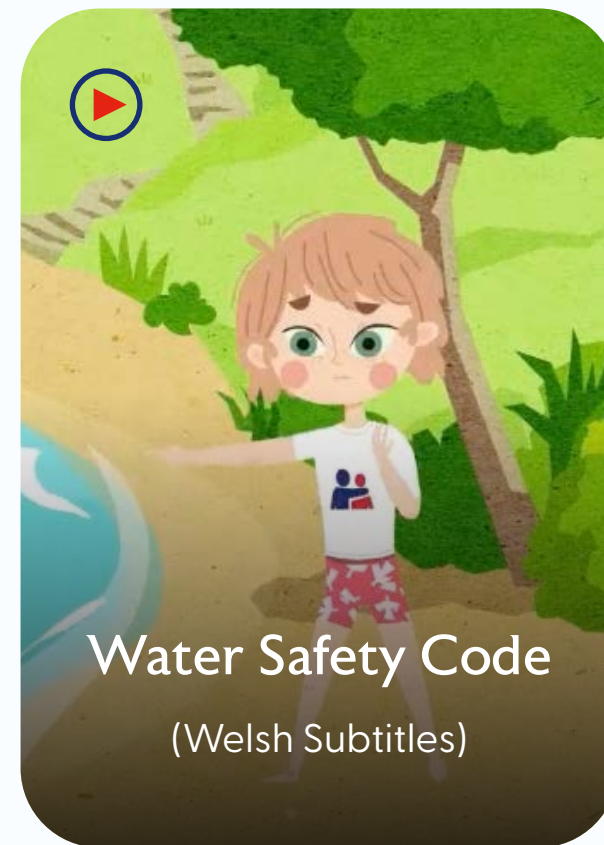
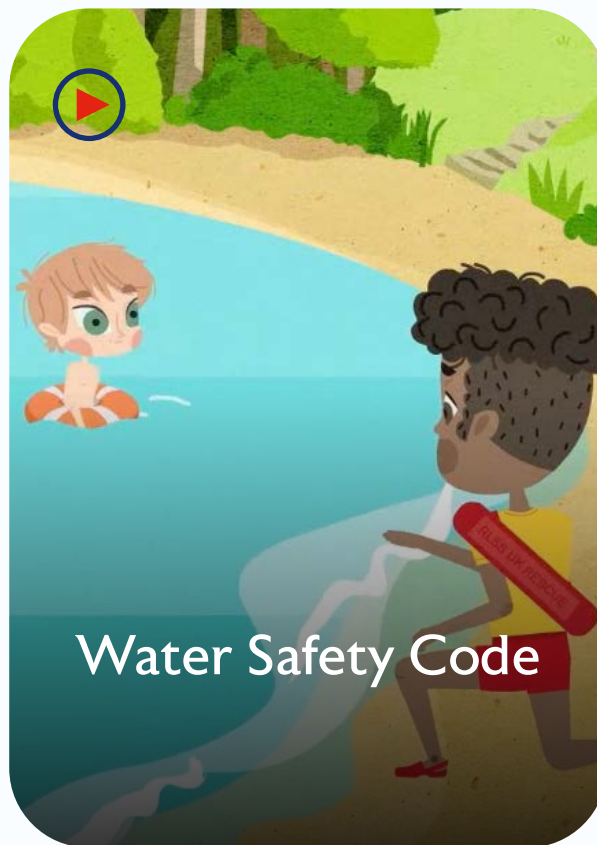
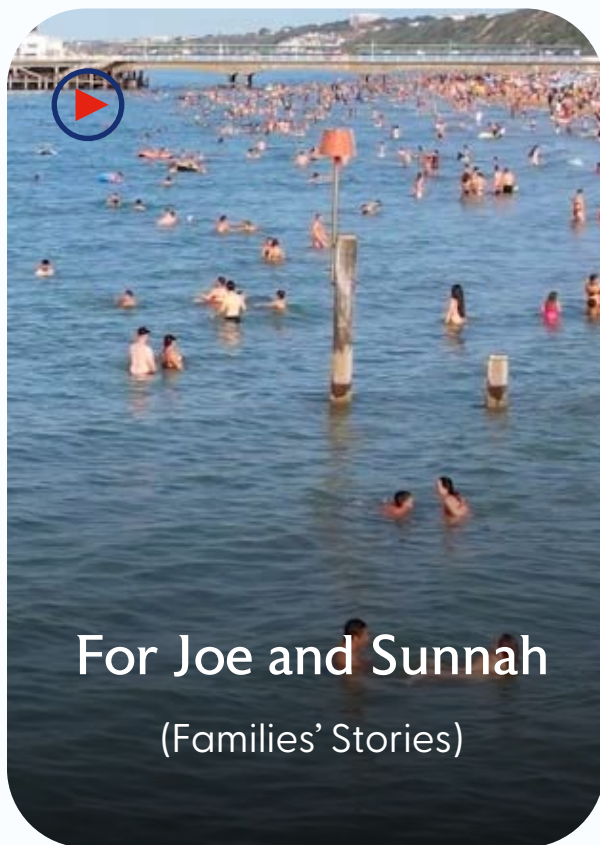
Drowning Prevention Week 2026, 13–20 June

#DrowningPreventionWeek #DPW2026



Campaign Videos

Please feel free to share our campaign videos during Drowning Prevention Week. We'll be posting these on our social media channels starting on 13 June. We'd be grateful if you could help amplify the campaign by sharing the videos along with our recommended social media messaging (feel free to tailor the wording).



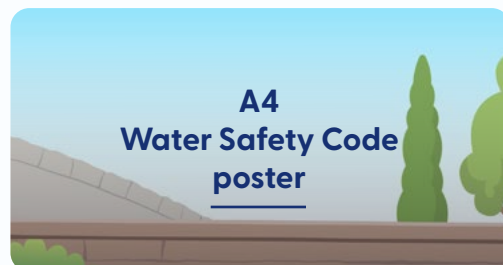
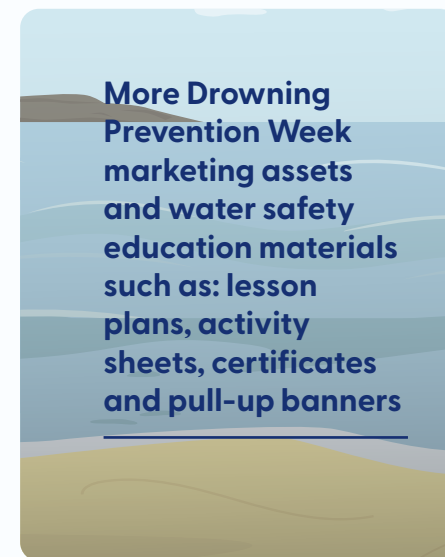
Campaign Toolkit

In 2025, more than 1,000 organisations downloaded our free resources, showing the campaign's strong impact. By supporting Drowning Prevention Week, partners take a vital step toward spreading vital water safety messages even further, reaching more families and communities, and preventing avoidable tragedies.

We ask that you commit to sharing our messages and resources with your networks and audiences, actively promoting the Water Safety Code. Your involvement can make a real difference.

Together, we will equip every child and teen with the skills to enjoy water safely and reduce drowning across the UK and Ireland.

Click below to access your Drowning Prevention Week supporter resources.



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Drowning Prevention Week 2026, 13–20 June

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Drowning Facts

88%

of all child drownings occurred in the absence of adult supervision²

84%

of open water child drownings happen inland, in places such as rivers, lakes and canals²

83%

of all accidental drownings in 2024 were male^{1,3}

On average,

723

people drown in the UK and Ireland annually (2020-2024)^{1,3}

40

children drowned in England in 2024²

71%

of child drownings occurred between May and August²



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Registered Charity (England and Wales 1046060, Scotland SC037912).
Private Limited by Guarantee Company (3033781).

Sources:

[1] 'Water Incident Database (WAID) 2020-2024'

[2] 'National Child Mortality Database (NCMD) 2024 and 2025'

[3] 'Water Safety Ireland (WSI) 2020-2024'



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