



Lifeboats

**RESPECT
THE WATER**



**TREAT WATER WITH RESPECT
NOT EVERYONE CAN BE SAVED**

RESPECT THE WATER CAMPAIGN GUIDE 2016

FOR RNLI VOLUNTEERS AND STAFF

GET INVOLVED AND SPREAD THE WORD TO HELP SAVE MORE LIVES AT SEA

HELP OTHERS TO RESPECT THE WATER

1. **Talk** to friends, colleagues and family about the campaign. Give them a sticker or pin badge to help them spread the message for us.
2. **Retweet, like, post and share** our Respect the Water (RTW) stories on your social channels. Include safety advice and use the hashtag **#RespectTheWater** on your own posts.
3. **Host** an RTW event in your local area between 26 May and 9 June to tell volunteers and staff more about the campaign and how they can get involved. Please contact RTW@rnli.org.uk.
4. **Share** local promotional opportunities. For example, tell your PR manager or press officer about rescue stories that are relevant to the campaign and may be of interest to local media.
5. **Include** RTW safety messages in other events or activities you have planned over the Summer – and order the resources you need to help you from RNLISHOP.org/RTWorder.





WELCOME

Welcome to the Respect the Water guide for all RNLI volunteers and staff.

Respect the Water (RTW) is the RNLI's national drowning prevention campaign and it's playing a key role in helping us halve the number of lives lost at the coast each year. But we can't achieve this without you – we need your support to spread the word and encourage more people to Respect the Water. Please read on to find out how you can make this campaign as successful as possible and help save more lives at sea.

All the campaign information, adverts and resources are available to download from RNLI.org.uk/RTWresources.

Contact RTW@rnli.org.uk with any questions.

A personal message from RNLI Chairman Charles Hunter-Pease



When our founder – Sir William Hillary – formed the RNLI, his focus was on preserving life. He witnessed coastal tragedies first-hand, and was moved to do whatever he could to prevent them. He built a Tower of Refuge for shipwrecked mariners in Douglas Bay. He formed lifeboat crews. And he appealed to the nation to sit up and take notice of the number of people being lost to the water – which led to the beginnings of this charity.

The rescue service we have today is second to none. But not everyone can be saved. And even the successful rescues can involve sacrifice, injury and trauma. If we all get behind this campaign, I firmly believe that fewer people will get into danger in and around the sea. So I'd like to thank you for supporting Respect the Water, and for all the time and talent you give to help us save more lives.

WHY WE'RE DOING IT

Around 190 people die each year at the UK and Irish coasts. We want to change this. The RNLI has a goal to halve the number of coastal drownings by 2024.

Current drowning figures show a clear gender divide, with men accounting for over two-thirds of those who die. So while this campaign will be seen by millions, we are specifically targeting men, particularly those aged between 16 and 39 years, who are more likely to take risks.



Ross Macleod
Community Safety
Manager

'I'm really excited by the enthusiasm volunteers and staff have already shown to support the campaign. Everyone at the RNLI has a role to play in helping people enjoy the coast safely and avoid life threatening situations that require the involvement of our fantastic rescue service. Respect the Water will help us do this by putting drowning prevention at the heart of everything we do, so please get involved and help promote the campaign.'

CAMPAIGN HISTORY



Respect the Water is at the heart of the RNLI's prevention work, which is aimed at promoting safety advice to all who visit the coast, from walkers to commercial fishermen. RTW aims to show those most at risk the potential dangers of water, to encourage them to reconsider their actions and adopt safer behaviour.

RTW was launched in 2013 inspired by other successful public safety campaigns such as Think! (road safety) and Fire Kills (smoke alarms), and has grown and evolved year on year. In 2015 it went national for the first time. Poster, cinema, digital and radio advertising took place for 6 weeks over the Summer and reached millions of people across the UK and Republic of Ireland. On its launch date, Thursday 9 July, RTW featured on Sky and BBC Breakfast news programmes and was trending as a top UK story on Twitter.

Research from 2015 tells us that 15% of the UK population now recognise RTW as a campaign and this figure rises to 21% for men aged 16–39. It is encouraging that 73% of those asked said they would be likely to find out more about water safety as a result of RTW. We will continue to build on this success to help save more lives.
Please help us to make this possible.

RESPECT THE WATER 2016

26 May

Internal launch to all volunteers and staff, including local events – visit Yammer and Porthole.

Find out about the campaign messages, learn what's happening in your area and how you can get involved.

9 June

Launch to press and public

August

Outdoor poster advertisements

Delivery of packs to waterside pubs

1 September

End of 12-week campaign

Our main messages

The campaign headline **TREAT WATER WITH RESPECT. NOT EVERYONE CAN BE SAVED** aims to emphasise why the RNLI is running the campaign and the need for people to take responsibility for their actions around water.

The main RTW safety messages inform people about the highest risks.

British and Irish waters are dangerously unpredictable. The main risks that catch people out are:

- **Unexpected entry** – around half the people who drown slip, trip or fall into the water. They don't expect to get wet.
- **Cold water shock** – triggered in water temperatures lower than 15°C (the average temperature of UK waters is 12°C) it can steal the air from your lungs and leave you helpless in seconds.
- **Rip currents and waves** – rip currents can travel up to the same speed as an Olympic swimmer (4.5mph) and can pull even the strongest swimmers out to sea. Unexpected waves can quickly knock people off their feet.



Glen Mallen
Lifeboat Trainer Manager

'I feel that Respect the Water has brought the RNLI's prevention work under one roof with a simple, powerful and effective campaign. Our charity has a leading role in water safety messaging, and this single-point campaign helps spread those messages.'

WHAT DO WE WANT PEOPLE TO DO NEXT?

The RTW website provides safety advice and support on what to do to keep yourself and others safe around water.

To encourage people to visit this site, our promotional materials feature the line **KNOW WHAT TO DO: SEARCH RESPECT THE WATER.**

All searches will be directed to the campaign landing page at RNLI.org/RespectTheWater.

Safety information on how to avoid trouble is split into three sections:

1. At the beach:

- Go to a lifeguarded beach and swim between the red and yellow flags.
- Before going into the sea, consider your ability and the conditions; swimming in the sea is very different to swimming in a pool.
- When you enter the water, take time to acclimatise to the water temperature.
- Have someone watching you from the beach and make sure they have a means of calling for help.

2. Near open water:

- Keep away from the edge, stick to designated paths and read safety signs.
- Beware of uneven, unstable or slippery ground.
- Avoid walking alone or at night, and always carry a means of calling for help.
- If exploring the coastline, always get local advice on the tide to make sure you don't get cut off.

3. On the water (eg sailing, kayaking or fishing):

- Carry a means of calling for help in case you do end up in trouble.
- Wear an appropriate personal flotation device – it could save your life.
- If you are alone, tell someone ashore your plans and what time you expect to be back.

The site also provides advice on how to help yourself or others if you do get into difficulty.

If you end up in the water unexpectedly:

1. The initial effects of cold water pass in less than a minute so don't try to swim straight away.
2. Relax and float on your back to catch your breath. Try to get hold of something that will help you float.
3. Keep calm then call for help or swim for safety if you're able.

If you see someone else in trouble:

1. Call 999/112 and ask for the Coastguard.
2. If you have something that floats or they can hold on to, throw it to them.
3. Don't go in the water yourself, too many people drown trying to save others.



Nicola Davis
Community Incident
Regional Manager

'The Respect the Water campaign makes people realise that, even though they may not set out to get wet, coastal and inland waters can be risky – accidents can happen to anyone at any time.'

HOW WE ARE PROMOTING THE CAMPAIGN

We want this year's RTW campaign to be bigger than ever. From 9 June to 1 September, RTW adverts will be seen and heard in cinemas, on billboards, online, and on the radio around the UK and Republic of Ireland. We're also seeking support from celebrities and trialling TV advertising on catch up TV channels during programmes that are popular with young men.



Steve Law
Face-to-Face Manager

'People may not consciously know or think about coastal safety, but when you ask someone if they've heard about Respect the Water, they often recount the *Breathe* film they saw in the cinema. You can see we've influenced that person's feelings, and hopefully their behaviour, around the coast.'

Campaign advertising

This is a summary of this year's RTW advertising and communications. You can find and watch these online at [RNLI.org.uk/RTWresources](https://rnli.org.uk/RTWresources).

Cinema advert: *Breathe*

This immersive and interactive short film is shot from the perspective of someone in the water. It's a hard-hitting way of delivering facts about the dangers of cold water.

Cinema advert: *Unpredictable*

Shot from the perspective of people in the water, with the camera bobbing in and out, the audience will see the dangerously unpredictable nature of the waters around the UK and Republic of Ireland.

Catch up TV

A first for the RNLI, our cinema films will also be used as adverts on catch up TV channels such as All4, Sky Go and The ITV Hub.

Poster advertising

These will be seen from August on trains travelling to the coast, along riverside locations, in male washrooms in bars located near water, and on billboards all around the coast.

Radio adverts

Played on radio stations across the UK and Republic of Ireland, these adverts will link to the films by featuring the perspective of someone in the water. We're currently looking into a partnership with a Radio Station's breakfast show, so listen out for this!

Social media

We'll continue using our main social channels: Facebook, Twitter, YouTube and Instagram to raise awareness of the dangers of water and have conversations about water safety. At the end of June, we'll introduce an interactive video that puts people into a water related scenario and allows them to decide what happens next.

Digital advertising

We'll continue to advertise on sites that are popular with our target audience and work with online partners, such as the Tab and the Weather Channel.

In the media

The campaign will launch on 9 June with data on coastal fatalities being released to national and regional media. RTW experts and ambassadors will also be available for interviews.

Following the launch, we will continue to seek local and national opportunities to further boost campaign messages. Can you help? If you know of an exciting campaign ambassador who can help spread the word – or new rescue stories that could help demonstrate the importance of the campaign – please contact your PR manager or press officer, or email RTW@rnli.org.uk.

GET INVOLVED!

Our multi-channel campaign will put Respect the Water in front of millions, but to really change behaviour we need support from across the RNLI. So our Community Safety team is working with various teams, including Face-to-Face, Community Fundraising, Events, Heritage, lifeguard units, volunteers and crew, to help spread RTW messages. Together we will strengthen our message, reach more people and help them stay safe around water.

We want to see RTW come to life in RNLI communities, both inland and around the coast. Can you help us achieve this by promoting RTW messages on social media, in lifeboat stations, out on beaches, in waterside pubs and at relevant local events throughout the Summer?

We're always looking for new opportunities to share this lifesaving campaign, so please email RTW@rnli.org.uk if you think you can help – see page 10 for a list of the support materials available.



Nick Ayers
Lifeguard Supervisor

'In a lifeguard's world, prevention is key – lifeguards on the beach usually spend more of their time stopping accidents from happening than actually rescuing people from the water. If we can use education to prevent more lifeboat and lifeguard shouts, then I believe the campaign is a success.'

Use social media



Use these tips to join the online RTW conversation and spread our RTW safety messages far and wide.

- **Share and retweet our stories:** throughout the campaign, we'll continue posting campaign content on Facebook, Twitter, YouTube and Instagram so watch the RNLI social media and help us to share the word – comment, like, tweet and share!
- **Use #RespectTheWater:** hashtag your posts so we can see and share your content.
- **Signpost to safety:** If you are commenting on a social media story about a rescue or incident, signpost people to RNLI.org/RespectTheWater for safety advice and use the campaign hashtag #RespectTheWater.
- **Use RNLI infographics:** safety messages can be found at RNLI.org.uk/RTWresources. Share these throughout the Summer, especially around busy periods, such as bank holiday weekends and spells of hot weather, to help raise awareness of the dangers.
- **Tell your story:** perhaps you or someone you know has had an experience, good or bad, on or around water? Sharing personal stories can make people more safety aware when they're at the coast. Remember to use #RespecttheWater.

RESOURCES TO HELP YOU

RTW launch packs have been delivered to lifeboat stations, lifeguard areas, support centres, regional bases, divisional bases and museums. Each box contains a sample of the resources available to help you promote the campaign messages.

Pub packs in waterside pubs and bars will encourage people to think about the specific dangers of being around water after drinking alcohol. Beer mats, bar runners and pint glasses promote hard-hitting messages about unexpectedly ending up in the water and the risk of cold water shock. Extra packs are available for you to order if your local pub(s) would like one.

These resources are available to order online at RNLI.org.uk/RTWorder or by email request to RTW@rnli.org.uk. Allow up to 10 working days for delivery.

We will provide all of these items for free to help you spread the message. As with all of the RNLI's resources, stocks are limited, so please only order what you think you can use this season.



Pete Barnard
Community Safety Volunteer

'I have used all the Respect the Water resources available – pub packs, event packs and other items – to hand out at my presentations. Last year, although I'm not a fundraiser, my team were given donations for the RNLI as a direct result of these free items.'

Learn the weight of water

Tonne of Water displays reinforce messages about the dangerous power of water by showing how heavy a relatively small volume – one cubic metre – actually is. Several will be displayed throughout the UK and Republic of Ireland across the Summer, but we'll also have a few in reserve. So if you'd like to make use of a Tonne of Water for your station or an event, contact us at RTW@rnli.org.uk.



Photo: RNLI/Nathan Williams

Book the roadshow

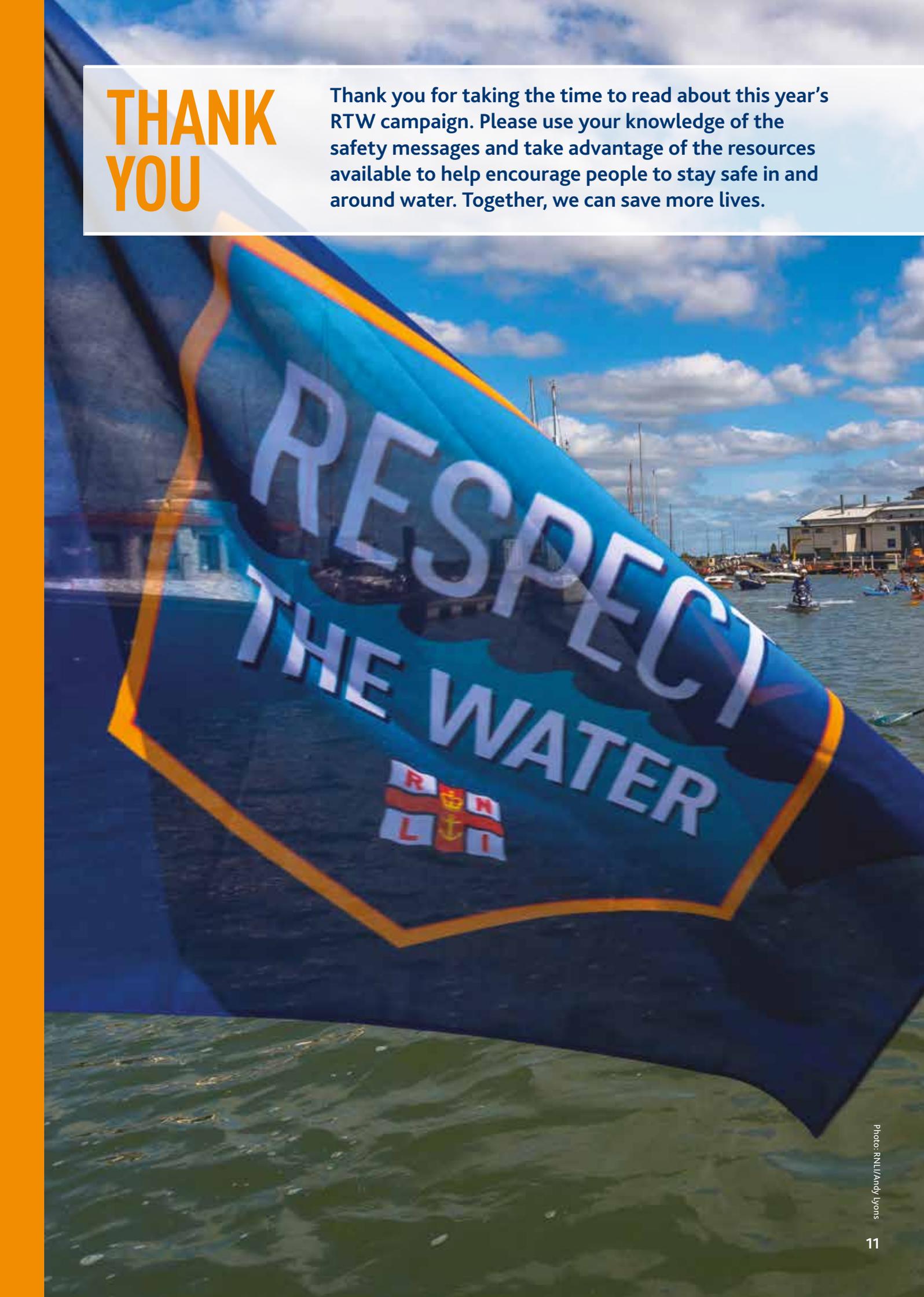
The RTW Roadshow promotes drowning prevention messages at events across the UK and Republic of Ireland. An interactive experience allows visitors to explore the power of water for themselves. To find out more, including how you can book the Roadshow for your events, contact RTW@rnli.org.uk.



Photo: Rick Reardon

**THANK
YOU**

Thank you for taking the time to read about this year's RTW campaign. Please use your knowledge of the safety messages and take advantage of the resources available to help encourage people to stay safe in and around water. Together, we can save more lives.



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THE WATER**



**TREAT WATER WITH RESPECT
NOT EVERYONE CAN BE SAVED**

#RespectTheWater
RNLI.org/RespectTheWater
RTW@rnli.org.uk

The RNLI is the charity that saves lives at sea
Royal National Lifeboat Institution, a charity registered in England and Wales (209603)
and Scotland (SC037736). Registered charity number 20003326 in the Republic of Ireland

Front and back cover photos: RNLI/Nigel Millard



Lifeboats