

**Draft 2022 Comms/PR Plan – West Berkshire Water Safety Partnership**

Date	Item	Why important to Residents	Lead	Activity
26/04/22 to 02/05/22	NFCC - Be Water Aware Campaign	<p><b>The campaign targets the following:</b></p> <ul style="list-style-type: none"> <li>• <b>People undertaking activities near water</b> - specifically people who are undertaking activities near water but have no intention of entering the water and may not realise the actions they can take to help themselves or help someone else who has entered the water</li> <li>• <b>People undertaking activities in water</b> - entering open water is very different to taking a dip in the pool but there many simple things people can do to remain safer in water</li> <li>• <b>Away from home</b> - At the moment we only know where drownings occurred but not where the person was from. Anecdotally, we do know you are at a greater risk of drowning if you are not familiar with the area</li> </ul> <p><a href="#">Interactive report   National Water Safety Forum</a></p>	NFCC	

09/05/22 to 15/05/22	International Learn to Swim Week		Swim Teachers Association	
Sat 21/05/22	National Learn to Swim day	This little holiday was created in 2012 by 'Swimways', now known as 'Teach Me To Swim'. Its main goal was to provide the opportunity to raise awareness about the importance of water safety as well as teach both children and adults how to swim.		
21 – 27 May 2022	National Safe Boating Week	National Safe Boating Week will be held from May 21-27, 2022, reminding all boaters to brush up on boating safety skills and prepare for the boating season.	National Safe Boating Council	
18/06/22 to 25/06/22	Drowning Prevention Week	Drowning Prevention Week (DPW) aims to equip everybody across the UK and Ireland with the skills and knowledge, to make the right decisions about water safety.	Royal Life Saving Society UK	
12/09/22	Don't Drink and Drown Freshers 2022	Don't Drink and Drown is the Royal Life Saving Society UK's national campaign that encourages smart decision making whilst intoxicated around water.	Royal Life Saving Society UK	
21/11/22	Don't Drink and Drown Winter 2022	Don't Drink and Drown is the Royal Life Saving Society UK's national campaign that encourages smart decision making whilst intoxicated around water.	Royal Life Saving Society UK	