

#DontDrinkandDrown

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ABOUT THE CAMPAIGN

Don't Drink and Drown is a national campaign that warns drinkers to steer clear of walking by or entering water when under the influence of alcohol.

Research indicates that around a quarter of all adult drowning victims have alcohol in their bloodstream.

The campaign was launched following a string of tragic student drownings.

The campaign has two targeted time frames through the year where RLSS UK and partners push messaging – September and December.

OBJECTIVES

The campaign has two main objectives:

- To influence people to make small changes in their behaviour
- Cut down the number of drink related drownings

KEY MESSAGES

General

- Don't Drink and Drown
- Mixing alcohol and water is a lethal cocktail. Don't drink and drown.
- Having a drink is the last thing that 20% of drowning victims do. Don't drink and drown.

Intoxicated Walkers

- Don't walk home alongside water after a night out.
- Make sure your mates get home safely after a night out, don't let them walk by the water.
- Plan your journey home before you go out. Don't drink and drown.
- Paths by the water are not safe when you're drunk, find a better route home.

Intoxicated Water Users

- Swim first, drink later. Don't drink and drown.
- If you're having a belly-full, don't have a lung-full. Don't swim after drinking alcohol.
- Cool off with a pint, or cool off with a swim, but don't do both. Don't drink and drown.



TARGET AUDIENCE & KEY STATISTICS

EVIDENCE

There were 366 accidental drownings involving alcohol and/or drugs in the United Kingdom from 2012-2016, that's an average of 73 per year.

73 per year represents 21% of all accidental drownings that occurred in the UK during the 2012-2016 period.

There are 3 distinct groups within this data:

- 1. Intoxicated walkers:** 177 fatalities. Assumed to be walking home after drinking.
- 2. Intoxicated water users:** 144 fatalities. Intentionally engaging with aquatic activity after drinking.
- 3. Intoxicated found in water:** 40 fatalities. Insufficient evidence to allocate these individuals to either group.

INTOXICATED WALKERS

Age

- 42% were 17 - 29 years old (79 people) - this age group only accounts for 17% of UK population
- 43% were 40 - 69 years old (75 people) - this age group represents 38% of UK population

Gender:

- 85% male
- 14% female
- 1% not recorded

Water type:

- 55% River & Canal (40%, 15%)
- 14% Coast/Shore
- 10% Harbour/Dock

What happened:

- 94% fell in or fell by the water (unintentional entry)

Time of year

- 39% drowned in either December, January or February (11%, 16% & 11% respectively) – on average, these are the three coldest months of the year

INTOXICATED WATER USERS

Age:

- 55% were 17 - 39 years old (82 people) - this age group represents 30% of UK population
- 35% were 40 - 69 years old (51 people) – this age group represents 32% of UK population

Gender:

- 85% male
- 13% female
- 1% not recorded

Water type:

- 28% River
- 27% Coast/Shore
- 13% Harbour/Dock

Activity:

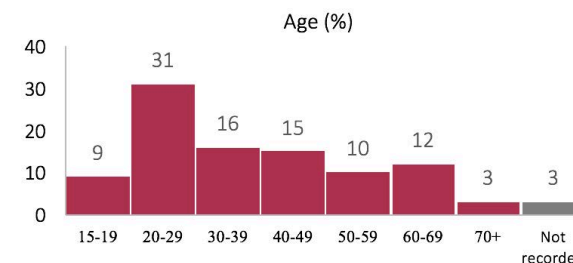
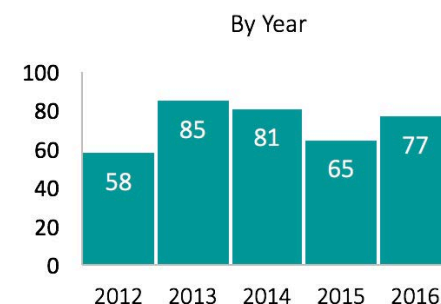
- 59% Swimming/Waterside play/Jumping in (25%, 19%, 15%)

What happened:

- 46% Overwhelmed by the water
- 41% Fell in

Time of year:

- 52% drowned in June (11%), July (18%), August (13%) or September (9%) – on average, these are the four warmest months of the year



ROSS IRWIN

Christmas is meant to be a special time to share with loved ones, but for the family of Ross Irwin, it will be a tragic reminder of their loss.

Much loved Ross is thought to have fallen in the river after a night out with work colleagues in Tyne and Wear on 23 December 2016.

The fun loving 22year old left the pub just before 11pm, telling friends he was going to get a taxi to Sunderland. It is thought he went through a small gap in a fence by the river bank to urinate and fell down the drop straight into the river. His body was found on Christmas Eve about 100 yards down the river from where he fell in.

His heartbroken father Dave said his son was an inspiration. Ross lived with his mam Debbie, but they weren't just mother and son they were also best friends. Despite being diagnosed with cerebral palsy as a toddler, Ross never let the condition affect him.

Dave, Crew Manager for Tyne and Wear Fire and Rescue Service, said: "He was a fun loving, genuine, selfless, caring and funny young man. He never let his disability get in the way of his life. He loved "the sesh" with his friends and was living life to the full.

"It was my fire fighter colleagues and friends who removed the body. I spent 14 years on that watch and they knew who Ross was as soon as they removed his wallet from his jeans."

Dave said Ross had been excited about his position at the child benefit office being made permanent and was looking forward to his summer holiday to Miami and Orlando with his family.

Dave is supporting the RLSS UK's Don't Drink and Drown campaign, urging people not to take risks on a night out. He said: "We never expected anything like this to happen. It has left us utterly shattered. If I can manage to stop this tragedy from ever happening again I am willing to talk about this incident to anybody who is willing to listen."



ROSS IRWIN WITH HIS BROTHER JACK

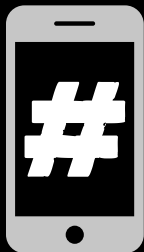
#DontDrinkandDrown



DECEMBER 2016 – JANUARY 2017



156,693
people reached via
SOCIAL MEDIA



656,959
people reached via
#DONTDRINKANDDROWN



10,134



**T-SHIRTS, PENS,
POSTERS, BANNERS
& WRISTBANDS**
ordered



2,288
LIKES, RTs & SHARES

111,000

people engaged through
#DONTDRINKANDDROWN



EVENTS



#DontDrinkandDrown



This map indicates areas where #DontDrinkandDrown activities were held in December 2016 and January 2017.



OUR PARTNERS



HOW TO GET INVOLVED



UNIVERSITIES AND STUDENT UNIONS

Many universities and their student unions are gearing up to run campaign activity for the next launch of #DontDrinkandDrown campaign. Can you help support them reach their students from providing marketing resources, donating funds so they can maximise exposure of the campaign to students or provide people-power at events?



VOLUNTEER

RLSS UK relies on an army of passionate, committed and wonderful volunteers. We have a variety of opportunities that allow you to donate as much of your time as you can, to deliver key messages.



SPONSOR

Can you sponsor the #DontDrinkandDrown campaign? By sponsoring the campaign, you will not only be working in conjunction with a national charity, you will be helping to prevent deaths by drowning and contributing to wider awareness of a national issue.



FUNDRAISE

Whether you would like to take part in an organised event, carry out a local collection, work in conjunction with a local group or business, or if you have an idea of your own – we'd love to hear from you.

Funds raised will help us to continue running our #DontDrinkandDrown awareness events – and can even be designated to funding activities in your local area, so you can really see the difference you have made.



GET SOCIAL

Make sure you 'Like' us on Facebook, follow us on Twitter and generally spread the word about RLSS UK's #DontDrinkandDrown campaign – the more people know about the campaign, the quicker we can reduce the number of lives lost through drowning.

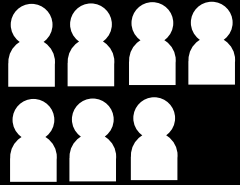
You will be ensuring the future of this campaign and you will be reaching thousands of people throughout the UK and Ireland with key messages to stop preventable deaths.

CASE STUDY HIGHLIGHTS

YORK

Problem

York is 2nd highest in the nation for drownings involving intoxication.



7 DROWNINGS

2012-2016

Solutions

- Targeted approach through two universities to educate students about the risk of walking home near water, when under the influence of alcohol
- Partnership with existing night time economy safety campaign
- Night time economy presence in bars, clubs and key city centre locations
- Education and campaigning through university campuses
- Encouraged students to lead campaign through student volunteers

Result

- The York campaign reached 23,135 people through face to face engagement PR reach equalled 4,369,342

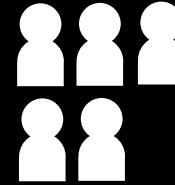
Total Cost

- £638.95

BRIGHTON AND HOVE

Problem

Brighton & Hove is 7th highest in the nation for drownings involving intoxication.



5 DROWNINGS

2012-2016

Solutions

- Collaborative approach to raising awareness and changing behaviour around the water's edge when under the influence of alcohol
- Night time economy presence in bars, clubs and key city centre locations
- Presence at Christmas market stalls
- Education and campaigning through university campuses

Result

- The Brighton campaign reached 7,800 people through face to face engagement PR reach equalled 21,305,804

Total Cost

- £1535.80





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LIFE SAVING
SOCIETY UK

THE FILM

You can make use of the hard hitting Don't Drink and Drown promotional film, which helps raises awareness of the importance of staying clear of water, when drinking alcohol.



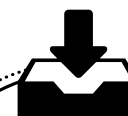
**CLICK HERE
TO WATCH
THE VIDEO**

RESOURCES



COSTS

T-shirts.....	£7.95
A3 Posters (10).....	From £3.45
A4 Posters (10).....	From £2.45
Wristbands (25).....	From £6.45
Beermats (50).....	From £2.45
Banners.....	£49.95
Keyrings (10).....	From £9.45
Handstamps.....	£14.95
Water bottles (18).....	£12.00
Pens (10).....	From £4.20
Lanyards (10).....	From £7.45
Collection Tins.....	From £5.00
Bags (10).....	£19.95



ORDER

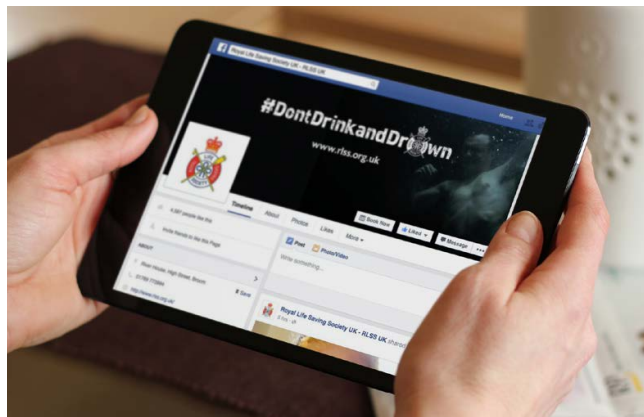
You can order all your resources for Don't Drink and Drown at RLSS Direct.

www.rlssdirect.co.uk

SOCIAL MEDIA IMAGERY & POSTS

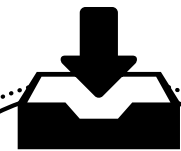
FACEBOOK

Cover Images



TWITTER

Header Image



DOWNLOAD

You can download all the suggested posts and social media imagery from our website for FREE.

www.rlss.org.uk/dont-drink-and-drown

Help promote Don't Drink & Drown activity in your local area by putting out a press release warning about the dangers.



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Press Release

<insert name of university> warns students not to drink and drown

- **<insert name of university>** backs national 'alcohol related drowning' campaign

<insert name of university> is warning students to steer clear of walking by or entering water when under the influence of alcohol.

The Royal Life Saving Society UK (RLSS UK), the drowning prevention charity, **launched** its annual Don't Drink and Drown campaign to warn those on a night out to act responsibly near water after they have been drinking, and to make sure they avoid walking home near water.

Research indicates that around a quarter of all adult drowning victims have alcohol in their bloodstream.*

Along with host of social media awareness posts with the hashtag #dontdrinkanddown, and posters and beermats, RLSS UK has also launched a short, powerful awareness film which is hoped to be shared through social media channels.

<name of university> will be <activity> taking place at <location> on <date>. Students are invited to <description of event students can take part>. The Don't Drink and Drown initiative will see messages and posters being promoted throughout the university, in pubs and across social media sites.

<University spokesperson name and title> said: "<Quote from university on supporting Don't Drink and Drown campaign>".

Di Steer, RLSS UK Chief Executive said: "People die each year after entering the water with alcohol in their bloodstream, either deliberately or completely by accident. Drinking near or in water can be dangerous and a deadly cocktail. Alcohol can seriously impede your ability to survive in water."

*At the drowning prevention charity we work hard to inform and educate people of the dangers and advise the public to never go into water when you have been drinking and always take care and be aware if you are near water.

"When walking home from a night out, avoid routes that are alongside water, particularly in the darkness, and always say with and look out for your friends."



She said: "Since losing Megan, I have been actively involved in drowning prevention work, and work with the RLI UK."

¹ I fully support the Don't Drink and Drive campaign and I hope that it raises awareness about the dangers and the devastation that drinking leaves in its wake. Please let's avoid any more tragedies whenever possible.

The charity *Making People* is supporting the *Don't Drink and Drive* campaign.

Missing People's Director of Communications, Ross Miller, said: "People who go missing on a night out - most often men - are likely to be found dead in water. This important campaign draws much needed attention to a vulnerable yet typically overlooked group of people."

*Missing People is working with RUSG UK and other agencies this year to encourage people to get home safely after a night out. No family should experience this heartache.

To see the Don't Drink and Drive film visit [RLDd.UK's](http://RLDd.UK) YouTube channel. For more information on the RLDd.UK Don't Drink and Drive campaign -

Visit our website at www.rhe.org.uk

Follow us on Twitter - @PLSOLUK

Visit our Facebook page - www.facebook.com/RLSGUM

Ende

Word count = 12447

Image - Left frame in image from left to right, if less than two. Attempt to only have 2 or 3 panels in this image.

Notes to Editors -

980-0000



Reference: [RUSG \(UK\) Don't Drink and Drive](#)
Date: [14 April 2009](#)
Contact: [Russell Gurney](#) [russell.gurney@rusg.org.uk](#)

The Royal Life Saving Society UK (RLSS UK) is the drowning prevention charity. Around 400 people drown in the UK every year and the RLSS UK aims to prevent drowning through water safety education.

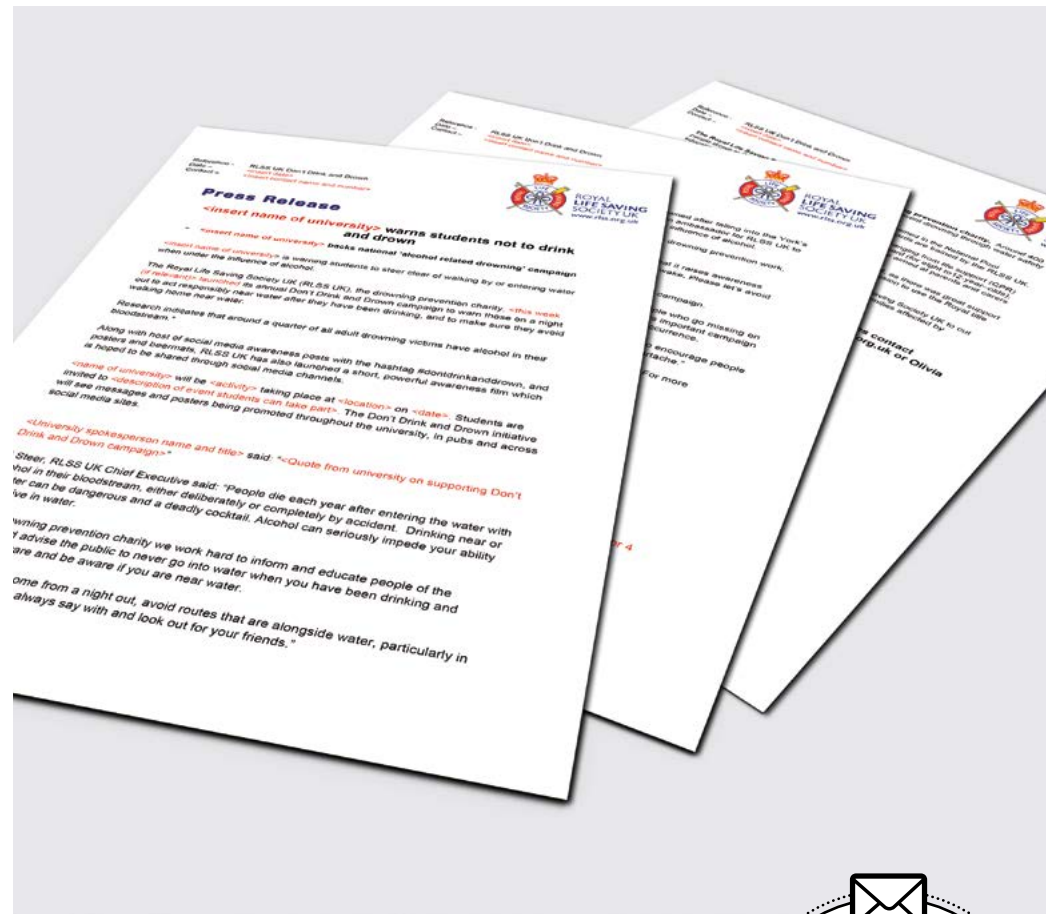
There are more than 50,000 RLSS UK Post-Liaguants in the UK trained in the National Post-Liaguant Qualification (NPLQ). Around 95 per cent of all post-Liaguants are trained by the RLSS UK. RLSS UK awards programmes teach a range of lifesaving skills ranging from the support (CPR) to water survival and rescue skills. Programmes include: Basic Lifeguard (the right to 12 years old), Survival and Save for 12 years old and Save a Baby's Life (a free course aimed at parents and carers of young children).

The RLSS UK (then the Life Saving Society) was formed in 1891. In 1904, as there was great support for the organisation from the Royal Family, the society was granted permission to use the Royal title and became the Royal Life Saving Society.

For more information and interview/spokesperson opportunities contact
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Healey on 01789 774 316 or email olivia.healey@rps.org.uk



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FOR MORE INFORMATION

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