# **Greater Manchester Fire and Rescue Service Water Safety Campaign (2021) messaging and assets**

## **#WaterSafety #DrowningPrevention**

**Campaign launch: Wednesday, June 23, 2021**

## **Campaign overview and aim**

Firefighters from Greater Manchester Fire and Rescue Service (GMFRS) have been called to 38 fatal water incidents in the past five years (June 2016-May 2021). A number of those who drowned were young people who got into difficulty after jumping into or swimming in open water across Greater Manchester.

These incidents tend to occur over the summer months on hot days when young people often head to local waterways to spend time with their friends, however, can happen at any time.

Building on the success of its 2020 water safety campaign, GMFRS is aiming to prevent accidental drownings in Greater Manchester’s waterways – which include rivers, canals and reservoirs, through targeted communications and prevention activities.

Like last year, we plan to target younger audiences using paid-for social media posts (primarily using Instagram and Insta Stories). We will also target parents/carers using a combination of organic and paid-for social media posts (mostly Facebook and Twitter).

Water safety messages are reinforced through [#SummerSafe](https://www.manchesterfire.gov.uk/staying-safe/safe4summer/) – a partnership campaign between GMFRS, Greater Manchester Police (GMP), Greater Manchester Combined Authority, and the 10 local authorities of Greater Manchester.

**Campaign objectives:**

* Reducing the number of rescues, injuries and fatalities of young people measured by incident data.
* Improve knowledge of water safety, measured by impressions on social media and advertising.
* Change attitude to water safety, measured by engagement on social platforms and advertising.
* Change behaviour on ground, measured by number of people engaged with at events (from community engagement app) and signage at key points.

## **Our main campaign messages are:**

* 166 people accidentally drowned in England in 2020. Don’t become a statistic, don’t go into the water
* Never jump into open water. Cold Water Shock kills and you don’t know what’s lurking beneath the surface
* If you encourage your mates to go in the water it could be the last time you see them
* Think about your family and friends before going in the water – they will miss you more than you think

**How communications teams across Greater Manchester can support this campaign**

You can support the 2021 water safety campaign by either sharing/retweeting the messages posted on the GMFRS accounts, or by sharing from your own channels as you see fit using #WaterSafety and #DrowningPrevention.

We know lots of activities already happen across the different boroughs of Greater Manchester around water safety and anti-social behaviour, so please use these materials in a way which works for you and your local area.

**To download social graphics and find out more about the campaign go to GMFRS’ website:** [**https://www.manchesterfire.gov.uk/your-safety/campaigns/water-safety/**](https://www.manchesterfire.gov.uk/your-safety/campaigns/water-safety/)

**Films/clips on YouTube:**

* Paul Lawson film: <https://youtu.be/Z_LqLa0ugiQ>
* Mark Allen film: <https://youtu.be/RpOiOMfZRzA>
* Jack Pullen film: <https://youtu.be/ieMARo6peEw>
* Dylan Ramsay film: <https://youtu.be/Rx2O1_OMJC4>

**Messages being shared by GMFRS**

|  |  |  |
| --- | --- | --- |
| **Date/time** | **Audience / channel** | **Message / assets** |
| **Wednesday, June 23 am** | Everyone for info announcing campaign launch.  Insta  Twitter thread  Facebook  LinkedIn | 🌊 We are pleased to launch this year’s water safety campaign to help prevent accidental drownings in Greater Manchester’s waterways – such as reservoirs, rivers and canals.  💔 Several young people have lost their lives after going for a swim or jumping into open water.  To help us raise awareness of the dangers of open water we are continuing to work with family members and friends who have lost loved ones to drowning.  ℹ️ Find out more about our campaign 👉 <https://www.manchesterfire.gov.uk/news/water-safety-campaign-launches-to-prevent-accidental-drownings/>  #WaterSafety #DrowningPrevention #DrowningPreventionWeek  GRAPHIC 1 - 166 ACCIDENTAL DEATHS IN ENGLAND IN 2020  ALT TEXT: 166 people accidentally drowned in England in 2020. Don’t become a statistic, don’t go in the water. |
| **Wednesday, June 23 pm** | Young people  Insta  Insta Story | As part of our #watersafety campaign, Lauren – who lost her brother, Mark, to drowning – shares her story to help others going through what she has.  🌊 Never jump into or swim in open water. Cold Water Shock and under-water currents can kill, and you don’t know what’s lurking beneath the surface.  Watch Lauren’s short film now 📽️📽️📽️  INSTA STORY: Share graphics 1-5 |
| **Wednesday, June 23 evening** | Young people  Insta | Did you know Cold Water Shock can kill even strong swimmers, and under-water currents can be deadly? Our message is clear: NEVER jump into or swim in open water.  INSTA - GRAPHIC 2 - ‘Never jump into open water’  ALT TEXT: Never jump into open water. Cold water shock kills and you never know what’s lurking beneath the surface. |
| **Thursday, June 24 am** | Parents/carers  Facebook  Twitter | **Facebook:**  Do you know where your kids go, and what they get up to, when they’re out with their friends?  Please speak with them about the dangers of open water – it could save their life ❤️  Cold Water Shock and under-water currents can kill, and you never know what’s lurking beneath the surface.  Mum and friends of Paul Lawson who drowned in 2017, share their stories to help others having to experience the same heartache as them 📽️  #WaterSafety #DrowningPrevention  MP4s - Paul’s story  **Twitter:**  Do you know where your kids go, and what they get up to, when they’re out with their friends? Please speak with them about the dangers of open water – it could save their life ❤️  Natalie shares her story of losing her son, so others don’t have to experience her heartache 📽️  MP4 Natalie |
| **Friday, June 25 am** | Young people  Insta  Insta Story | As part of our #watersafety campaign, Ben and Jordan – who lost their friend, Paul, to drowning – share their stories to prevent others going through what they have.  💔 Think about your family and friends before going in the water – they will miss you more than you think.  Watch Ben and Jordan’s short film now 📽️📽️📽️ MP4 BEN AND JORDAN  INSTA STORY: Share graphics 1-5 |
| **Friday, June 25 pm** | Parents/carers  Facebook  Twitter | 💔 Family members of Mark Allen, who drowned at Debdale Park in June 2018 at age 18, are continuing to help us raise awareness of the dangers of open water. Mark’s mum, step-dad and sister all shared their stories to help others @SparkysCrew  #WaterSafety #DrowningPrevention  📽️📽️📽️ MP4s - Mark’s family Facebook / Lauren Twitter |
| **Saturday, June 26 am** | Young people  Insta | As part of our #watersafety campaign, Chris – who lost his nephew, Jack, to drowning – shares his story to help others going through what him and his family have.  🌊 If you encourage your mates to go in the water it could be the last time you see them.  Watch Chris' short film now 📽️📽️📽️ |
| **Saturday, June 26 am** | Parents/carers  Facebook  Twitter | 💔 Jack Pullen drowned in July 2016 at age 16, in the River Etherow.  His uncle and sister are helping raise awareness of the dangers of open water to save others from suffering the way they have @\_jpfoundation  #WaterSafety #DrowningPrevention  MP4s – Jack’s story Facebook / Fallon Twitter |
| **Saturday, June 26 pm** | Young people  Insta | As part of our latest #watersafety campaign we are reminding people about the dangers of open water.  NEVER be tempted to go for a dip or encourage your friends to enter reservoirs, rivers, canals or ponds.  GRAPHIC 3 ‘If you encourage your mates…’  ALT TEXT: If you encourage your mates to go in the water it could be the last time you see them. Cold water shock kills even strong swimmers. |
| **Sunday, June 27 am** | Young people  Insta | 💔 Did you know that 166 people accidentally drowned in England in 2020?  Don’t become a statistic, don’t go into the water.  #WaterSafety #DrowningPrevention  GRAPHIC 1 - 166 ACCIDENTAL DEATHS IN ENGLAND IN 2020  ALT TEXT: 166 people accidentally drowned in England in 2020. Don’t become a statistic, don’t go in the water. |
| **Sunday, June 27 am** | Parents/carers  Facebook  Twitter | 💔 Almost 10 years ago, Beckie @missmybabyboy lost her son, Dylan, to drowning when he was 13.  Beckie continues her mission to raise awareness of the dangers of open water to stop others having to go through the same pain as her.  📽️📽️ Film on YouTube 👇  https://youtu.be/Rx2O1\_OMJC4  📽️📽️📽️MP4 for FB Facebook (Dylan’s story) / YT link for Twitter  GRAPHIC 2 for Twitter - ‘Never jump into open water’  ALT TEXT: Never jump into open water. Cold water shock kills and you never know what’s lurking beneath the surface. |
| **Monday, June 28** | Young people  Insta  Insta Story | Also supporting our #watersafety campaign we have young boxers from @mosssidefirebox – helping us to reach other young people and keep them safe ❤  Keep a look out on our Insta Stories for Conner Tudsbury, Hamdum Abubakhar and Subhaan Khaliq, reminding us of the dangers of open water 📽️  INSTA GRAPHIC 3 ‘If you encourage your mates…’  ALT TEXT: If you encourage your mates to go in the water it could be the last time you see them. Cold water shock kills even strong swimmers.  MP4 CONNER  MP4 Hamdum/Subhaan  INSTA STORY: Share graphics 1-5 |
|  |  | **More posts will be shared in due course – please keep a look out and share.**  **Upcoming anniversaries:**  **Dylan, 10 years on 3.7.21**  **Jack, 5 years on 19.7.21** |

**Other comms activities and advertising:**

* **Press release** issued Wednesday, June 23, 2021, launching the campaign. Article can be found on news section of GMFRS’ website: <https://www.manchesterfire.gov.uk/news/water-safety-campaign-launches-to-prevent-accidental-drownings/>
* **Banners** with GMFRS’ latest branding are being put up in several locations across Greater Manchester, including high-risk areas across the city-region and outside community fire stations.
* **Posters** with GMFRS’ latest branding are being put up in several locations across Greater Manchester, including high-risk areas across the city-region.
* **Digital advertising targeting young people in high-risk areas**, including telephone kiosks, leisure centres, high footfall locations (Prestwich 3mx1m outside Heaton park entrance, Stockport 6mx3m and 8mx4m, and First Street, Manchester, 3x32” screen next to Home, Junkyard Golf and Pizza Express. Digital Adverts will only display when temperatures are higher than 20 degrees/sunny (take off when raining to maximise value).
* **Water Safety activities/training will take place across summer months** – these will be highlighted as and when to remind people about the dangers of open water.

**Media:**

* Due to ongoing COVID-19 restrictions in place, we will be handing media requests and activity on an individual basis and not encouraging large groups of people to visit particular areas.

**Get in touch:**

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