



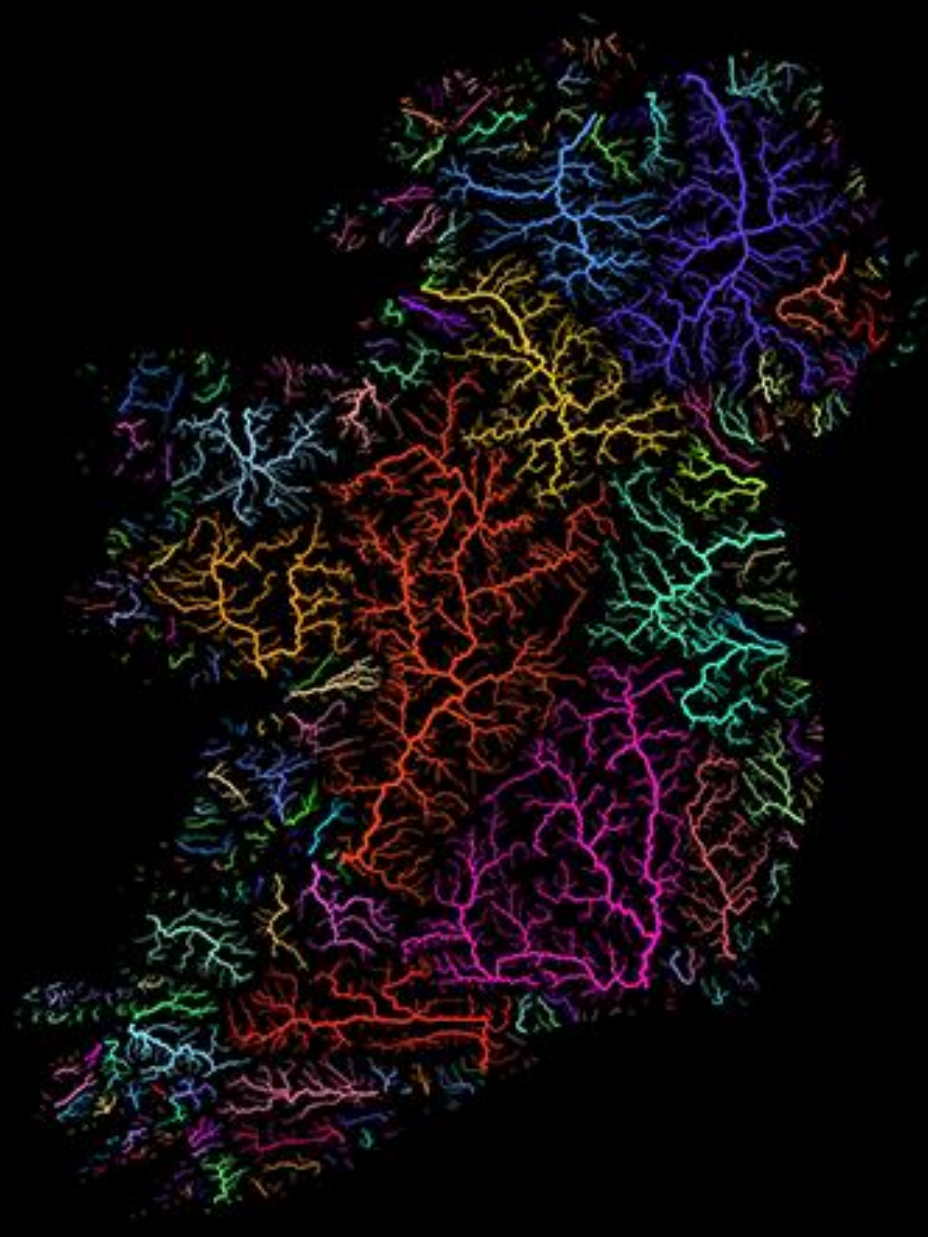
Title:
**Teaching water safety without water –
a digitized solution for primary school
children**

Presenting Author:
Roger Sweeney

Affiliation:
Water Safety Ireland



EuroSafe 
European Association for
Injury Prevention and Safety Promotion



30 in 10 years



WHY....



CHALLENGING CULTURAL ATTITUDES

2017

55%

Do not know how
to swim at all or are
uncomfortable doing so

32%

Rank swimming as an
unnecessary life skill

75%

Never take part
in water sports

34%

Never swim

2019


58%

26%

75%

32%



A photograph of a classroom scene. A male teacher stands at the front, gesturing with his right hand towards a large digital screen. The screen displays a presentation with text in Irish and a cartoon illustration of a red figure. Several children in the foreground and middle ground have their hands raised, indicating they want to participate or ask a question. The classroom walls are decorated with various educational posters, including one with a rainbow and another with geometric shapes. A whiteboard on the left has some handwritten notes. The overall atmosphere is one of an active learning environment.

In Ireland, thirty children aged fourteen and under drowned in ten years - the equivalent of an entire classroom.

Our challenges:

1. Budget and resources

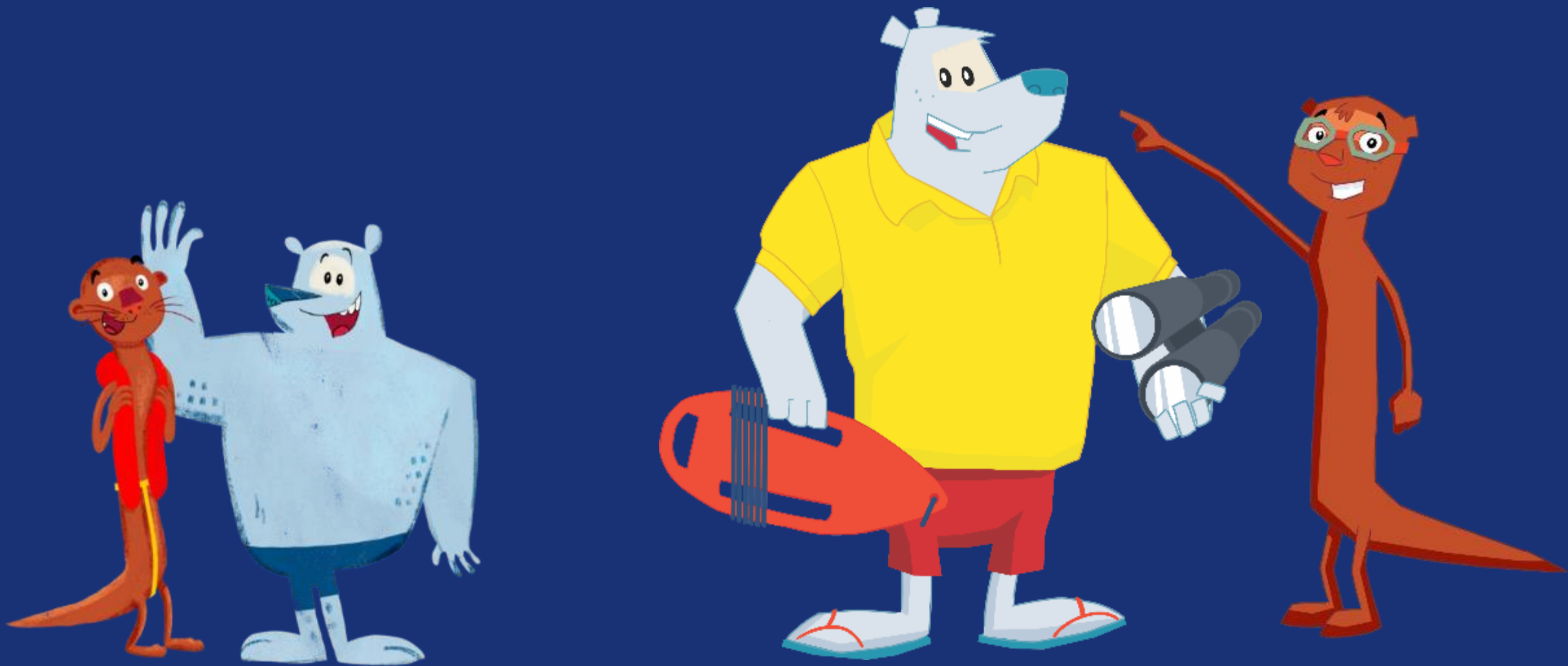
How do we reach every child in Ireland?

2. Relevance and engagement with children

What do we create that will resonate with different ages?

3. School & Teacher participation

How do we prompt schools to get involved and teach it?



**Meet River the Otter and Splash the Bear.
Characters that grow as the children do.**

NEW
PAWS
IS OUT NOW!

PRIMARY
AQUATICS
WATER
SAFETY

NOW EVERY CHILD CAN LEARN BASIC WATER
SAFETY SKILLS – IN THE CLASSROOM.
ACCESS IT NOW AT WWW.IWS.IE

FREE CLASSROOM RESOURCES
WITH BEAUTIFUL ILLUSTRATIONS,
A WEALTH OF TIPS AND ADVICE,
AND ALL SORTS OF INTERACTIVE
GAMES AND PUZZLES!



Digital lessons
for all ages



STAY WATER SAFE AT HOME

Lessons
that give
every child
all the basic
knowledge
they need

SO YOU THINK FROGS ARE SLIMY, UGLY AND STUPID?

Well, they are. They're rubbier al mathe look disgusting and can only say 'Ribbet, Ribbet'. But when it comes to water (and drinking water through his skin - see below!) Mr Frog is a tota' genius.

Small kids, on the other hand, aren't. So if you see any little kids near water, keep an eye on them - and make sure an adult is also on guard.



FROG FACTS!

FROGS NEVER HAVE TO DRINK WATER AS
THEY ABSORB IT THROUGH THEIR SKIN!

School's Out!



LEARNING ISN'T