



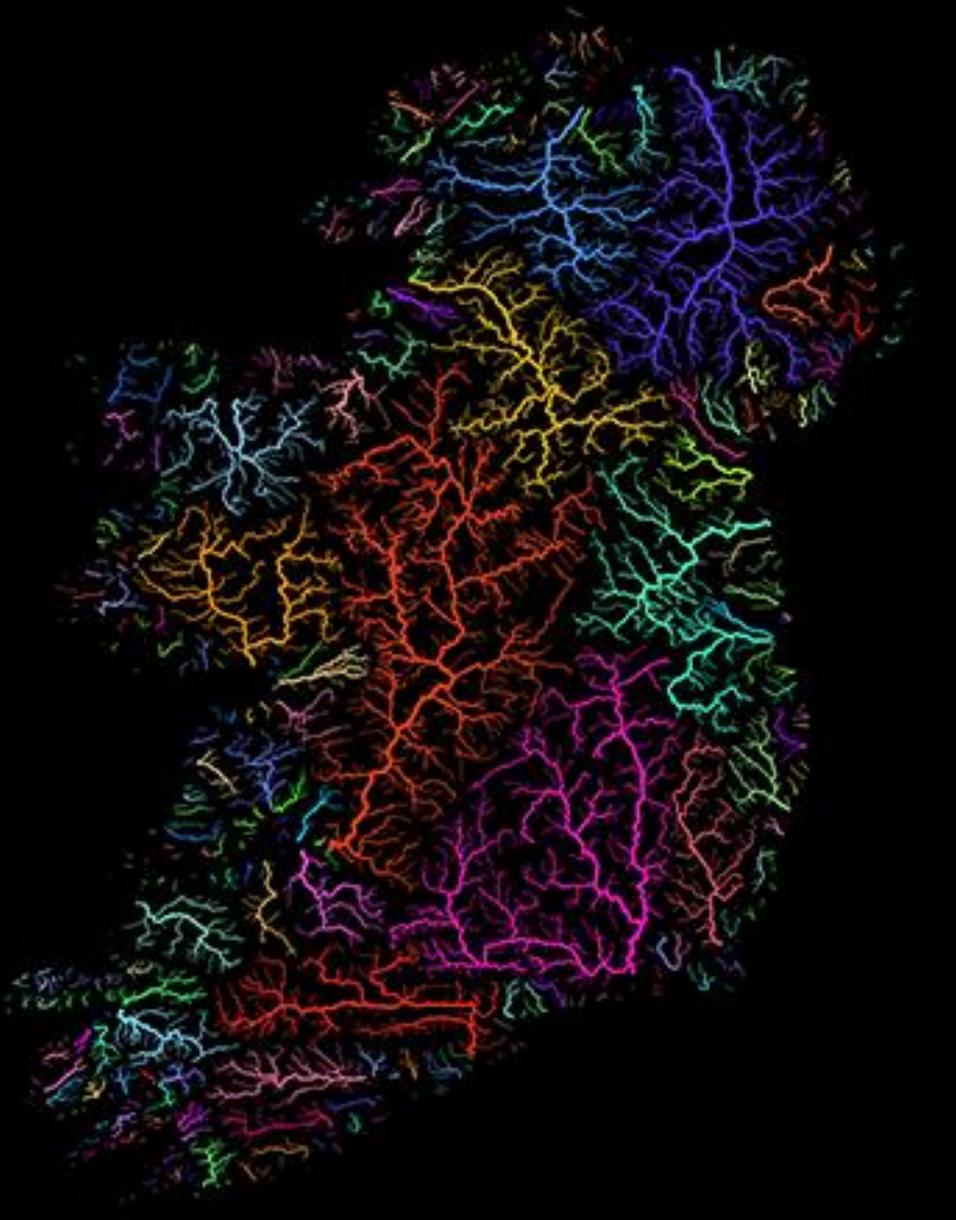
**Title:**  
**Teaching water safety without water –  
a digitized solution for primary school  
children**

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**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 in a dark suit stands at the front, pointing towards a large digital screen. The screen displays a presentation with text in Irish and a red figure. Several students in the foreground have their hands raised, indicating an interactive lesson. The classroom walls are decorated with educational posters and charts.

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

# Our challenges:

## **1. Budget and resources**

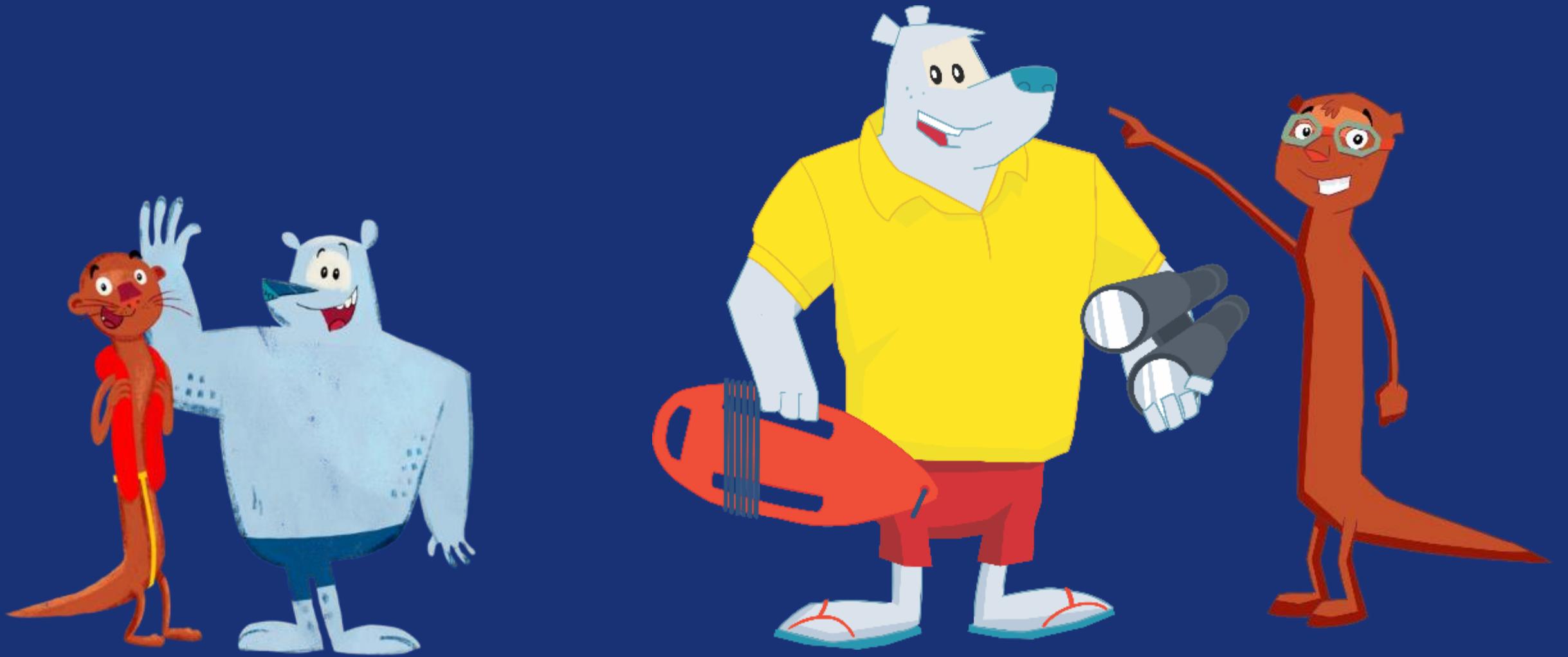
How do we reach every child in Ireland?

## **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!



NOW EVERY CHILD CAN LEARN BASIC WATER SAFETY SKILLS - IN THE CLASSROOM.  
ACCESS IT NOW AT [WWW.IWS.IE](http://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

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 total 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!

Lessons  
that give  
every child  
all the basic  
knowledge  
they need

*School's Out!*



LEARNING ISN'T