

Dear all,

RLSS UK's Drowning Prevention Week is an annual, water safety campaign designed to educate children and young adults in water safety and lifesaving skills. It is vital to teach children how to stay safe in, on and around water, and it's never too early to start.

Download the Drowning Prevention Week 2026 Campaign Supporters Pack: [Royal Life Saving Society UK's Drowning Prevention Week](#)

You can also request educational resources here:

[I am looking for water safety education resources for primary \(ages 5-7 and ages 7-11\)](#)

[I am looking for water safety education resources for secondary \(ages 11+\)](#)

[I am looking for SEND water safety education resources](#)

[Water Smart Schools - Empowering Schools with Life-Saving Water Safety Skills](#)

Key Messages

Drowning is preventable. Nobody should drown. Always follow the Water Safety Code. We can all contribute to creating communities free from drowning.



This year, Drowning Prevention Week is expanding to reach 13-17-year-olds, as recent data from the National Child Mortality Database (NCMD) reveals that drowning deaths of this age group have increased an alarming 67% between 2020-2022 and 2023-2025.

Speak up. Be a mate

[Speak up. Be a mate. | Royal Life Saving Society UK \(RLSS UK \)](#)

Key message for teens is to #BeAMate and speak up when friends are taking deadly risks around water. Before a mate jumps in, messes around with inflatables, or does something risky in open water... **speak up.**

- **You can't see what's under the water.** Rocks, drops, currents - it's not worth guessing.
- **Cold water hits HARD.** Even strong swimmers can panic and lose control.
- **Inflatables are not safe in open water.** One gust of wind and you're gone - fast.
- **Pressure isn't friendship.** Real mates don't push you into danger.