**Suggested Social Media Messages**



This week is the National Fire Chiefs Council’s drowning prevention campaign. @Name of FRS is supporting to raise awareness of the risk of accidental drowning and reduce these preventable deaths in the UK.

You can find out more about staying safe in and around the water here https://nfcc.org.uk/our-services/campaigns/be-water-aware/ #BeWaterAware



Be careful not to lose your footing on your waterside stroll or run. Riverbanks and coastal paths can be unstable after very dry or wet weather.

Stick to proper pathways and keep clear of the edge. If in doubt take a different route.

https://nfcc.org.uk/ourservices/campaigns/be-water-aware/water-safety-tips-for-runners-and-walkers/ #BeWaterAware



The water may look inviting but even on a warm day the water can be cold.

It doesn’t matter if you’re a strong swimmer.

Jumping into the water to cool off can lead to cold water shock, which can result in drowning

<https://nfcc.org.uk/our-services/campaigns/be-water-aware/cold-water-shock/>

#BeWaterAware #FloatToLive



Keep yourself and your mates safe. Jumping into water has risks.

Water depths can change and there could be hidden debris.

Every year people need rescuing, suffer serious injuries, or even die because they jump into the unknown.

#BeWaterAware

 **or** 

If you’ve been enjoying a drink with friends make sure you stay together.

Don’t let a friend walk home and choose a safe route away from water. Don’t let man down become man drowned.

#BeWaterAware

 **or** 

Remember this lifesaving advice If you see someone in trouble in the water:

**Call** 999

**Tell** them to float on their back

**Throw** something to help them float

#BeWaterAware #RespectTheWater



If you find yourself struggling in the water #FloatToLive can save your life.

Tilt your head back with ears submerged

Relax, breathe normally

Move your hands to help you float

Spread your arms and legs out

Once your breathing is controlled, call for help or swim to safety

Remember it. Share it.

#BeWaterAware

[](https://www.youtube.com/watch?v=0of3BpumBn0)

Along waterways you may see throwline boards.

Take a moment to read them.

The more people that know how to use throwlines and what to do in an emergency, the more chance of lives being saved.

See this useful advice from @Cambsfrs (https://www.youtube.com/watch?v=0of3BpumBn0) #BeWaterAware