

# Heatwave Communication Toolkit

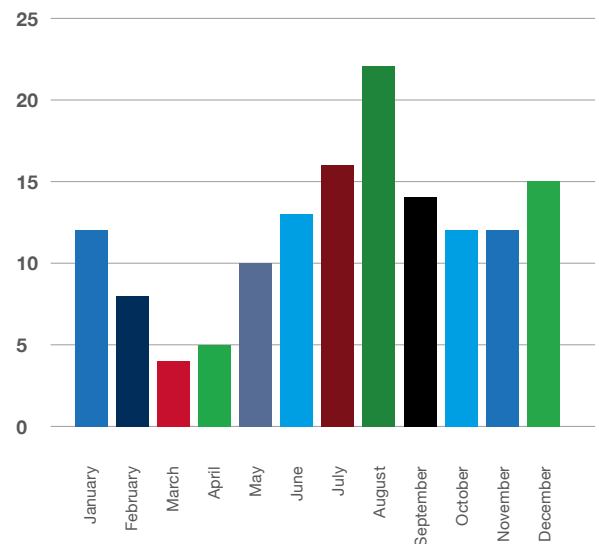
With warmer weather expected across Wales during the summer months, it's vital that residents understand how to keep themselves and their loved ones safe during heatwaves.

WAID data (2019 – 2023) reveals that 143 people lost their lives in Wales due to accidental drowning. The data shows a clear link between hotter months and an increase in drowning fatalities, as illustrated in the table.

Research studies by Bournemouth University and the Royal Life Saving Society UK (RLSS UK) have confirmed a relationship between rising air temperatures and increased drowning risk.

The **RLSS UK** study showed that:

- Five times more accidental drowning fatalities occur when air temperatures reach 25°C or higher, compared to when UK average maximum air temperatures are below 17°C
- More teenagers and adolescents drown when temperatures reach 25°C or higher
- 57% of those who drowned on hot days were swimming, nearly three times higher than on cooler days



The **Bournemouth University** study showed that:

- The risk of drowning increases by over 7% for every 1°C rise in temperature
- The greatest increase was observed in males and on days when air temperatures reach 25°C or higher
- Increases in risk appeared to be greater when intoxication was suspected

These findings have significant implications for Wales, where climate change is expected to bring more frequent and intense heatwaves.

## Key messages:

### • Float to Live

However, you end up in the water, if you end up in difficulty, Float to Live.

1. Tilt your head back submerging your ears.
2. Relax and control your breathing.
3. Move your hands and legs to help you stay afloat.
4. Your legs may sink - that's OK everyone floats differently.
5. Practise floating at a supervised location like a swimming pool.





- **Call tell Throw**

If you see someone in difficulty in the water remember ‘call, tell, throw’

- 1. Call 999** and ask for fire if inland or the coastguard if by the sea.
- 2. Tell** the struggling person to try to float on their back.
- 3. Throw** them something that floats.

## Assets:

Throughout summer during periods of hot weather, WSW will distribute a series of social media posts on its channels to reinforce these messages. WSW members and partners are encouraged to share these posts to reach a wider audience.

| <b>X Post</b>  |  |
|--|--|
| <p><b>Stay Safe This Summer!</b><br/>As temperatures soar, water safety is crucial. RLSS UK research shows a rise in drownings during hot weather, especially among teens. Knowing how to stay safe can save lives. Share this message!<br/><a href="#">#WaterSafetyWales</a></p>                  |  <p><b>3 x More accidental drownings occur when temperatures rise above 25°C</b></p> <p><b>Float to Live:</b> If you find yourself in trouble in the water</p> <ul style="list-style-type: none"> <li>• Tilt your head back with your ears submerged</li> <li>• Relax and try to breathe normally</li> <li>• Move your hands and legs to help you stay afloat</li> <li>• It's OK if your legs sink, we all float differently</li> <li>• Once your breathing is under control, call for help or swim to safety</li> </ul> <p><b>Call, Tell, Throw:</b> If you see somebody else in trouble in the water</p> <ul style="list-style-type: none"> <li>• Call 999 to get help</li> <li>• Tell the struggling person to float on their back</li> <li>• Throw them something that floats, such as a life ring, inflatable toy, or bottle.</li> </ul> <p></p>  |
| <p><b>Cadwch yn ddiogel yr haf yma!</b><br/>Wrth i'r tymheredd godi, mae diogelwch dŵr yn hanfodol. Mae ymchwil yr RLSS yn dangos bod mwy yn boddi yn ystod tywydd poeth, yn enwedig pobl ifanc yn eu harddegau. Mae gwybod sut i gadw'n ddiogel yn gallu achub bywydau. Rhannwch y neges yma!</p> |  <p><b>Mae tair gwaith yn fwy o bobl yn boddi'n ddamweiniol pan fydd y tymheredd yn codi uwchlaw 25°C</b></p> <p><b>Arnofiwch i Fyw:</b> Os byddwch chi mewn trafferth yn y dŵr</p> <ul style="list-style-type: none"> <li>• Prysych eich pen yn ff gytach clustiau dan y dŵr</li> <li>• Ymlacioch a choswch wradu yn un fath ag arfer</li> <li>• Symudwch eich deffo a'ch coesau i'ch helpu arwng ar ben y dŵr</li> <li>• Mae'n iawn os bydd eich coesau suddo: rydyn ni i gyd yn amolïo'n wahanol</li> <li>• Unwaith y bydd eich anadlu dan reolaeth, galwch am help neu nofiwch i ddiogelwch</li> </ul> <p><b>Floniwch, Dwedwch, Talfwch:</b> Os gwelwch chi rywun arall mewn trafferth yn y dŵr</p> <ul style="list-style-type: none"> <li>• Floniwch 999 (galw help)</li> <li>• Dwedwch wrth y person sy'n cael trafferth am amolïo ar eu osn</li> <li>• Talfwch ryweth sy'n amolïo atyn nhw, fel cylch a'chub, tegau chwythu, neu botel.</li> </ul> <p></p> |

## Facebook/LinkedIn Post

### Stay Safe This Summer!

As temperatures soar, it's crucial to stay safe around water. Recent research by RLSS UK highlights a concerning rise in accidental drownings during hot weather, especially among teenagers and young adults. Remember, knowing how to stay safe can save lives. Share this message and help spread awareness!

[#WaterSafetyWales](#) [#FloatToLive](#) [#CallTellThrow](#)

→ [rlss.org.uk/a-headline-exploration-air-temperatures-and-accidental-drowning](https://rlss.org.uk/a-headline-exploration-air-temperatures-and-accidental-drowning)

### Cadwch yn ddiogel yr haf yma!

Wrth i'r tymheredd godi, mae'n hanfodol cadw'n ddiogel o amgylch dŵr. Mae ymchwil ddiweddar gan yr RLSS yn tynnu sylw at gynnydd pryderus yn y nifer sy'n boddi'n ddamweiniol yn ystod tywydd poeth, yn enwedig pobl ifanc yn eu harddegau ac oedolion ifanc. Cofiwch: mae gwybod sut i gadw'n ddiogel yn gallu achub bywydau. Rhannwch y neges yma a helpwch i ledaenu ymwybyddiaeth!

[#DiogelwchDŵrCymru](#) [#ArnofiwchIFyw](#)

[#FfoniwchDwedwchTaflwch](#)

→ [rlss.org.uk/a-headline-exploration-air-temperatures-and-accidental-drowning](https://rlss.org.uk/a-headline-exploration-air-temperatures-and-accidental-drowning)

### 3 x More accidental drownings occur when temperatures rise above 25°C

**Float to Live:** If you find yourself in trouble in the water

- Tilt your head back with your ears submerged
- Relax and try to breathe normally
- Move your hands and legs to help you stay afloat
- It's OK if your legs sink, we all float differently
- Once your breathing is under control, call for help or swim to safety

**Call, Tell, Throw:** If you see somebody else in trouble in the water

- Call 999 to get help
- Tell the struggling person to float on their back
- Throw them something that floats, such as a life ring, inflatable toy, or bottle.



### Mae tair gwaith yn fwy o bobl yn boddi'n ddamweiniol pan fydd y tymheredd yn codi uwchlaw 25°C

**Arnofiwch I Fyw:** Os byddwch chi mewn trafferth yn y dŵr

- Pwyswch eich pen yn i'l gydach clustiau dan y dŵr
- Ymlacioch a cheiswch anadlu yr un fath ag arfer
- Symudwch eich dwyllo a'ch coesau i'ch helpu i aros ar ben y dŵr
- Mae'n iawn os bydd eich coesaun suddo: rydyn ni i gyd yn amofio'n wahanol
- Unwaith y bydd eich anadlu dan reolaeth, galwch am help neu nofiwch i ddiogelwch

**Ffoniwch, Dwedwch, Taflwch:** Os gwelwch chi rywun arall mewn trafferth yn y dŵr

- Ffoniwch 999 i gael help
- Dwedwch with a person sy'n cael trafferth am amofio ar eu cefn
- Taflwch rywbeth sy'n amofio atyn nhw, fel cylch achub, tegan chwythu, neu botel.

