

# DEVELOPMENT OF THE #STOPAHOGADOS CAMPAIGN 2016-2019

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## BACKGROUND

According to data from the National Drowning Report (RFESS), in Spain, 415 people lost their lives by drowning in 2015, 437 in 2016, 481 in 2017 and 378 in 2018. Prevention is the main measure we can adopt to prevent this number of deaths, with special emphasis on making the population aware of the real extent of the problem.

For this reason, the RFESS launched the #StopAhogados campaign in 2016 through all its dissemination channels with clear objectives.

- Decrease the number of deaths by drowning.
- To raise awareness among the population about the real scope of the problem and about the dangers of the aquatic environment.
- Increase the knowledge of users in accident prevention.

This campaign has grown over time not only in terms of the number of people reached, but also in the number of initiatives launched each year.

## OBJECTIVES

- To show the development and scope of the #StopAhogados campaign in recent years.
- To disseminate the new initiatives that, in terms of prevention, have been carried out by the Royal Spanish Lifesaving Federation

## METHODS

The campaign has been disseminated through the RFESS channels (prevention advices based on videos, images and tips that help to raise awareness about accidents in aquatic environment and how avoided its) and through workshop at schools (where children could take part in rescue activities and CPR and first aid practices).

On the same way, in June 21-27, 2019 the first **European Water Safety Week** took place. Several ILSE Member Associations supported and participated with specific activities or events during this week.

## RESULTS

Since its implementation, thousands of people have taken part in these activities as well as hundreds of schools, city councils, lifeguards, regional federations or private entities that have collaborated in its dissemination inside (Table 1) and outside Spain. Moreover, it is translated into 19 languages.



# #StopAhogados



	2017	2018	2019 (until August, 31)
Entities	39	47	72
Schools	72	205	213
Children reached	7.526	13.569	15.766
Followers in social media	12.728	15.396	19.571
Total people reached in social media	4.240.096	5.560.824	3.272.023







### European Water Safety Week 2019

June 21 - June 27

The European Water Safety Week take place June 21-27, 2019. Several ILSE Member Associations are supporting this idea and participate with specific activities or events.

ILSE Member in Spain, Royal Spanish Lifesaving Federation RFESS, started the campaign #StopAhogados years ago very successful.



-  @RFESS1  
@StopAhogados
-  Real Federación Española de Salvamento y Socorrismo  
StopAhogados
-  CANALRFESS
-  @rfess1

## CONCLUSIONS

The growth experienced in recent years by the #StopAhogados campaign makes clear the important work that is being done and the need to continue working in the same way.