

# IMPACT OF DROWNING PREVENTION CAMPAIGN #STOPAHOGADOS

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## Introduction

According with World Health Organization (WHO, 2014), at least 372,000 people die each year by drowning in the world. Drowning is among the top 10 causes of death in people between 1 and 24 years old, being also the third cause of death due to unintentional trauma.

In Spain, more than 1,300 people lost their lives due to drowning in the last three years, 60% of deaths are caused in the summer months (RFESS, 2018). In most cases they could be avoided through effective prevention and awareness campaigns, because the causes of deaths by drowning are imprudence and ignorance of the aquatic environment.

For this, the Royal Spanish Lifesaving Federation (RFESS) launched in summer 2016 the #StopAhogados prevention campaign.



Figure 1. Accident prevention campaign on beaches in Thai



Figure 2. Accident prevention campaign at pools in Thai

## Objectives

- To decrease deaths by drowning.
- To know the scope and impact on the population to check the effectiveness of the campaign.
- To increase user's knowledge in accident prevention.

### Languages:

Castilian	Chinese	Italian
Catalan	Persian	Dutch
Basque	Finnish	Norwegian
Galician	Flemish	Portuguese
German	French	Swedish
Arabic	English	Thai

Figure 3. Languages of the drowning prevention campaign #StopAhogados

## Method

#StopAhogados campaign, through videos, messages and pictures, has transmitted prevention advices, in 18 languages (figure 3), with special emphasis on how to prevent accidents (swimming pools and beaches) and what to do in case of emergency (figures 1-2).

## Results

Thousands of people join every year in the activities promoted by the RFESS in which contents of prevention of drowning and action in case of emergency are approached.

This type of actions shows a high effectiveness in social networks (figure 4).

## Conclusions

Since 2016 the scope and impact of the campaign, locally, nationally and internationally have been increasing, reaching more than 20,000 children and in social media has reached 100,000 people per week.

This great social repercussion has been possible thanks to the easy diffusion through channels and media, to the support and collaboration of public and private entities and to the low cost.





Social Networks	Followers (October, 2018)	Scope (per week)	Interaction (max. publication)
 Real Federación Española de Salvamento y Socorrismo	11.806	104.094	11.757
 @RFESS1	1.902	--	1.641
 @rfess1	1.444	--	810
 CANALRFESS	653	--	1.781

Figure 4. Impact of the prevention campaign #StopAhogados in social networks

## Bibliography

World Health Organization (2014). *Global report on drowning. Preventing a leading killer*. Geneva, Switzerland. WHO.

Royal Spanish Lifesaving Federation (2018). *Spanish National Report on Drowning 2017*. Spain.