

PW 0204

MARKETING STRATEGIES THAT HELP TO REDUCE DROWNINGS BY CHANGING SKILLS, ATTITUDES AND BEHAVIOURSRoger Sweeney*. *Irish Water Safety, The Long Walk, Galway, Ireland*

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The author outlines the practical, innovative marketing interventions that were used over the last ten years to contribute to a twenty six percent reduction in drownings and a change in public skills, attitudes and behaviours so that aquatic environments are enjoyed with confidence and safety.

The population in Ireland is exposed to a wide range of hazardous aquatic environments, putting most of the population at risk of drowning at some stage in their lives. Effective drowning prevention campaigns require specific targeting of at-risk groups within this population. A particular emphasis is placed on marketing interventions that encourage child safety. The author also outlines the methods that have been successful in promoting public safety media campaigns and also the partnerships with local and national government, university researchers and corporate entities that have partnered to change the skills, attitudes and behaviours of adults and children at risk of drowning.

Overcoming the challenge to educate a demographic that is not necessarily interested in learning swimming and lifesaving, with safety promotion initiatives that encourage them to learn water safety best practices will also be outlined. Marketing collaborations that successfully deliver water safety information into the local community will be outlined as will related media initiatives.

Although drowning continues to be a serious public health issue in Ireland, the current annual average drowning rate in each of the last ten years is twenty six percent lower than the annual average in each of the previous forty years. The author will describe the safety promotion initiatives that have engaged the public in those last ten years during which we have seen this reduction in drowning fatalities.

PW 0251

TODDLER DROWNING PREVENTION IN WESTERN AUSTRALIA: COMPARING WATER SAFETY PRACTICES AND KNOWLEDGE OF PARENTS BORN IN AUSTRALIA AND OVERSEAS

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Children of new migrants to high-income countries such as Australia are at increased risk of drowning. Little is known about migrant parents' knowledge of drowning risk, supervision practice and resuscitation techniques. This study compares Australian born and migrant participants' water safety practices and drowning prevention knowledge in a Western Australian (WA) context.

Evaluation comprised a cross-sectional, random sample of parents of children under five, residing in WA between 2014 and 2017 (n=1857). An online survey collected: country of birth (COB), age, gender, postcode, carer status, education

level, swimming ability, completion of CPR training, awareness, comprehension and acceptance of campaign advertising, knowledge, attitudes, beliefs and intentions regarding water safety. Associations between migrant status and swimming ability, water familiarisation and CPR training were calculated using Pearson chi-square tests. An independent-samples t-test compared understanding of the likelihood of fatal drowning of young children.

There was a significant association between Australian born participants and ability to swim; appropriate supervision; completion of water familiarisation; CPR training, perceived ability to conduct CPR and knowledge of likelihood of drowning as a cause of death.

Differences were seen in the drowning-related beliefs, attitudes and behaviours of Western Australian parents. Migrants demonstrated less knowledge about risks and were less likely to have participated in water familiarisation with their children under 5 years of age. With an increasing proportion of Western Australians born overseas, a greater focus is required on prevention strategies for migrants to address drowning risk factors for both adults and the children in their care.

PW 0255

STRAGIC FRAMEWORK FOR DROWNING PREVENTION AND WATER SAFETY IN THE WESTERN CAPE PROVINCE OF SOUTH AFRICA

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Drowning is a serious and neglected public health threat, especially in Africa where, despite high rates of drowning, few coordinated drowning prevention initiatives have been reported. In South Africa, there is an emerging research and advocacy platform for water safety and drowning prevention, especially in the Western Cape Province. Drowning mortality in the Western Cape is reported at 3.2 per 100 000 population. Prevention responses have been characterised by insufficient collaboration; inadequate information or surveillance systems; limited local research capacity; insufficient resource allocation; and inadequate monitoring of existing interventions. The overall aim of this study was to support the prioritisation of intervention programmes to prevent drowning and promote water safety through evidenced-based research. A framework was developed through a process that included a review and multi-method analysis of the epidemiology of drowning in the Western Cape, policy, intervention descriptions and drowning research; and in-depth interviews with local intervention and policy experts. The Strategic Framework highlights key safety intervention recommendations that emerged through this process, targeting the prevention of risk factors specific to priority groups and settings, the mobilisation of key local populations, and the strengthening of supportive institutions and decision-making authorities. The Strategic Framework has prioritised seven objectives: 1) establish a provincial information strategy and systems, based on existing platforms, 2) strengthen the advocacy and enforcement of priority policy measures, 3) promote multi-sectoral partnerships and water safety collaborations, 4) strengthen institutional prevention capacity, 5) strengthen public and

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