

# Wales' Drowning Prevention Strategy

## Towards Zero Drownings

**A future where everyone in Wales can be safe in, on and around water.**

The Wales' Drowning Prevention Strategy sets out a shared approach to reducing drowning incidents and improving water safety across Wales.

### The Reality in Wales

**Drowning remains a significant and preventable cause of death in Wales.**

**1** person loses their life to drowning **every week**

**260** water-related fatalities between 2019–2023

**1,071** years of life lost **every year**

**20–29** year old **males** most at risk

Every number represents a life lost, a family affected and a community impacted.

### Why We Need a Strategy

**Reducing drowning incidents requires action across communities, organisations and individuals.**

The Wales' Drowning Prevention Strategy provides a framework for working together to improve water safety and save lives.

### How We'll Get There

#### Seven Strategic Aims

 **Lived Experience**

 **Data & Insight**

 **Education & Swimming Skills**

 **Partnership Working**

 **Adapting to Changing Trends**

 **Effective Comms & Campaigns**

 **Prevention & Support**

Together, these aims will guide action across Wales and help save lives.

### Everyone Has a Role to Play

Whether you're a parent, teacher, partner organisation, community group, responder, landowner, activity provider or member of the public, everyone has a role to play in creating safer experiences in, on and around water.

**Scan the QR code** to learn more about the Wales' Drowning Prevention Strategy and how you can support the vision of Towards Zero Drownings.

