

DHL LIFESAVING SOUTH AFRICA

# World Drowning Prevention Day

2026

*Unite to turn the tide on drowning*

WHO / Global Alliance for Drowning Prevention • 25 July 2026

**DHL**



# PURPOSE OF THIS BRIEF

A briefing for clubs, regions,  
and drowning prevention  
advocates.

June 2026



## 01 Inform

Tell club and regional social media officers and drowning prevention advocates about the global WHO/GADP theme for WDPD 2026 and LSA's planned national activities.

## 02 Guide

Show how clubs and regions can connect their own WDPD activities to the global theme and the evidence base that underpins it.

*This document is not a directive — it is background, context, and inspiration to connect you to a global moment.*

# WORLD DROWNING PREVENTION DAY



## The 2026 Theme

*Unite to turn the tide on drowning*

### DRAWN FROM

The GADP Global Strategy for Drowning Prevention 2025–2035

### GLOBAL TARGET

Reduce drowning deaths by 35% by 2035

### SIX PILLARS

Governance · Data · Advocacy · Collaboration · Financing · Research

### 10 PRIORITY INTERVENTIONS

Including lifeguarding as a core evidence-informed action



# WHY THIS MATTERS FOR LSA

Drowning is a preventable public health crisis. LSA is South Africa's answer.

**300  
000+**

lives lost to drowning  
every year globally

*WHO estimate*

**38%**

of countries provide  
lifeguard services nationally

*GADP Global Strategy 2025*

**#1**

preventable cause  
of death in children globally

*for ages 1–4 in many LMICs*

WDPD is LSA's highest-profile annual platform — when our mandate, our members, and our message are visible to the public, partners, and government.

# LSA'S APPROACH FOR 2026



*National head office will coordinate; clubs and regions contribute in whatever way fits their context.*



## Official Statement

Publish a WDPD statement on 25 July across website and social media channels



## Content Campaign

Share aligned messaging across LSA's national platforms in the weeks leading up to WDPD



## Club Resources

Make optional graphics, captions, and key facts available to all clubs and regions



## Watersmart Activations

Engage in selected Watersmart activations around WDPD 2026

# HOW CLUBS CAN CONNECT

Drawn directly from what the Global Strategy says communities and individuals should do.

## COMMUNICATE



### Raise Awareness

Nominate a local WDPD voice. Share safety messages. Use your social media to reach your community with a clear, simple message.

## RESCUE



### Strengthen Lifeguarding

Post content spotlighting lifeguards on duty. Host an open day. Promote training and recruitment. Encourage your community to swim at lifeguarded venues.

## SWIM



### Promote Water Safety Skills

Highlight learn-to-swim programmes. Share the importance of swimming ability as a life skill — especially for children.

## TRAIN



### Build Bystander Capacity

Host a CPR awareness event. Promote safe rescue training. Remind your community that knowing how to call and respond can save a life.

# SOCIAL MEDIA GUIDE



**#WDPD2026 #LifesavingSA #DHLlifesaving #TurnTheTideSA  
#WorldDrowningPreventionDay #DrowningPrevention**

WHO-WDPD-Post Template - editable template on Canva: <https://canva.link/upmvbhns5nhunl1>

*This is what turning the tide looks like.*

Photo or video of a lifeguard on patrol

*I became a lifeguard because...*

Member testimonial post

*Today our club [trained / competed / patrolled / educated].*

Action-based club update

*300 000 people die from drowning every year.  
Lifesaving South Africa exists to change that.*

Awareness stat post

**TAG & INVITE LIFESAVING SOUTH AFRICA TO COLLABORATE ON ALL POSTS.  
AND TAG @WHO @DrTedros**



# LSA MEDIA SNAPSHOT IN NUMBERS

Acknowledging the Brand Value Generated by ALL

**33 600+**

followers across social media  
platforms

*LSA Social Media*

**5.7m**

post impressions over  
the last year

*LSA Social Media*

**12.7m**

total traditional media  
AVE 1 June 2025 to  
31 May 2026

*LSA Traditional Media*

Join us as we ramp up our reach to greater heights!

# THE GLOBAL STRATEGY & LSA CLUBS



## RESCUE

### Lifeguarding in the Strategy

Lifeguards significantly reduce fatal and non-fatal drowning risk through skilled supervision, proactive prevention, and rapid response. The strategy calls on communities to raise the profile of lifeguard services and advocate for deployment in high-risk locations.

## ADVOCACY

### Awareness & Behaviour Change

The strategy calls for public awareness campaigns targeting specific risks, using digital platforms, community events, and local champions — and names World Drowning Prevention Day as a moment that amplifies evidence-informed, community-led solutions.

## SWIM

### Swimming as a Life Skill

Teaching basic swimming and self-rescue skills is one of the most scalable and effective drowning prevention interventions globally — particularly in LMICs where formal instruction is scarce.

*In short: what LSA clubs do every day is exactly what the global strategy is calling for.*

# OPTIONAL RESOURCES FROM LSA

Available to all clubs ahead of 25 July 2026

- 2026 Toolkit — Including suggested captions and key facts for social media posts

[https://cdn.who.int/media/docs/default-source/documents/social-determinants-of-health/who-wdpd-toolkit-2026.pdf?sfvrsn=c4339dcb\\_3&download=true](https://cdn.who.int/media/docs/default-source/documents/social-determinants-of-health/who-wdpd-toolkit-2026.pdf?sfvrsn=c4339dcb_3&download=true)

- Branded social media graphics — square, portrait, and story formats

*Toolkit, editable template on Canva: <https://canva.link/zcn9stvtlsag82j>*

- Suggested captions and key facts for social media posts
- Link to the WHO WDPD 2026 participation guide

[who.int/campaigns/world-drowning-prevention-day](https://who.int/campaigns/world-drowning-prevention-day)

*The clubs and lifeguards of LSA are where the global movement meets the waterline.*



# Questions & Brainstorm

*Are you ready to 'Unite to turn the tide on drowning'?*

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