

## Drowning Prevention Seeders – A free web-based prevention program

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In Brazil, drowning deaths have significantly decreased 39% (1979-2012), in part due to preventive programs offered by SOBRASA. Fatal drowning has a relevant impact in fresh water environments (92%) with higher incidence in males aged 15-29, and occurring mainly in isolated places inland, where the deployment of lifeguards is largely infeasible.

Preventive education is the most effective action to reduce drowning deaths. Delivering that education is challenging: Government support and resources are limited and SOBRASA's prevention strategies have only comprehensively reached the coast. For several years, SOBRASA has been working efficiently, engaging people from non-lifeguard groups to assist, using the strategy of "teaching the teacher to multiply the prevention message", and identified the need to implement a plan of preventive actions targeting primary schools, especially those located inland where previous actions weren't effectively implemented.

Internet is the most powerful and costless way to deliver our message and Brazil, although being a LMIC, ranks fifth in Internet access worldwide. Knowing that, SOBRASA's "Drowning Prevention Seeders" Program main purpose is to reduce drowning occurrence by identifying and delivering effective prevention messages using the Internet in an enjoyable way to young people otherwise difficult to engage, while improving current awareness to the problem. The program is designed to deliver a wide educational prevention campaign, for free, using a web platform, reaching all corners of our country.

Drowning experts were invited to select drowning scenarios, water safety messages and actions. Delphi method was employed in 3 rounds. 12 experts voluntarily answered the Delphi process along 7 months. Twelve scenarios were identified and, for each scenario, top messages were picked. Videos and pictures that fit the messages were selected and included. The program platform, using the same educational-quiz, has two different approaches to target distinct groups. Adults (primary-school teachers, sports educators and parents) were recruited to engage and encourage the primary target group (children) to participate. Mobilization of people to participate included 8 different strategic paths including the 25.000 members of SOBRASA's Internet network.

"Drowning Prevention Seeders" Internet Platform was created: <http://www.sobrasa.org/semeadores-da-prevencao-totalmente-on-line/>. The website includes a homepage with information stimulating the user to participate by filling some personal data. At first, it proposes a lecture including all scenarios and messages that takes 30-40 minutes. Then a quiz with 50 questions – picked randomly from a pool of 620 possible questions that encompass a unique data source including all messages. The participant has no time limits to redo it, each time pulling a different set of questions in different order, providing a unique experience each try. There are 2 online certificates: drowning prevention seeder certificate (above 80% correct answers) and instructor (above 90%). Since August 2014, 363 people have been assigned to the program, 27 received certification and 4 graduated as instructors.

Preventive messages are keystones to drowning reduction, available in many different formats but often not adjusted to impact targeted audiences. An audiovisual and interactive quiz offers greater impact by appealing to people's senses and interests. This Program uses such tools and can be made available at little to no cost to an unlimited number of children and adults, tracking their comprehension in real-time, helping to adjust and gauge the success of the system. While it may be difficult to track the degree to which this approach directly reduces drowning, it will be easy to track the increase in awareness of individuals using the system. In the near future we will conduct a parallel cross-intervention study using additional and important variables. The most innovative aspect of this project is that we will strengthen our message with information about the receptor.