

To follow oral papers in partnership section
 Influence of national partnerships at reducing the number of coastal drowning incidents

Rear Admiral Francisco Braz da Silva¹, Nuno Leitão¹, MSc Olga Marques¹

¹ISN - Instituto de Socorros a Náufragos, Portugal, Lisboa, Portugal

Poster Session 1, Poster Foyer, November 4, 2015, 9:00 AM - 5:15 PM

Introduction

The Development of viable and sustainable drowning prevention projects is a concern of the National Lifesaving Institute (ISN – Instituto de Socorros a Náufragos) in Portugal. In order to ensure applicability and sustainability of the various projects ISN has established partnerships with major companies, as part of their social responsibility, enabling ISN: to access more sophisticated complementary water rescue resources, to implement prevention campaigns through the newspapers, to develop awareness campaigns targeting specific groups, to provide online and real time information about patrolled beaches, and to audit the beaches’ lifeguarding services.

The ISN currently has partnerships with: Vodafone Foundation, Allianz Insurance, Destak newspaper, Vehicles Import Company (SIVA), Lidl Portugal, L’Oréal and Zoo.

Each partnership is aimed at preventing and reducing the number of aquatic incidents.

Methodology

Organizations seek ISN presenting several projects to support. After careful consideration by the Chief of the Bathers Assistance Service and the Director of ISN, the partnership proposals are approved or rejected. As counterpart, and cautiously, ISN authorizes the advertising of the partners’ brands in aquatic spaces.

At the end of each bathing season, ISN makes an annual balance of all projects, presenting to the partners the results of their contributions, reflecting the importance of the support from partner organizations.

Results

In 2014, there were 37 awareness campaigns through the “Summer Champion Project” supported by the Vodafone Foundation, each with the participation of about 60 children. 17 prevention campaigns were carried out at elementary and secondary schools from across the country, reaching over 2000 children. Alongside, 43 rescues were made, 387 first aid interventions, 49 searches for lost children with the 4x4, 19 rescues with jet-skis and 25.000 minutes of emergency calls, provided by the Vodafone Foundation

By partnering with Destak newspaper, ISN can disseminate a message of awareness and prevention during the bathing season, with a weekly paper edition being distributed free on the beaches.

In 2014, the project “Seawatch”, facilitated the distribution along the coast of 28 all-terrain vehicles, operated by qualified military staff. Assisted by this resource: 127 assistances to bathers, 426 first aid interventions and 71 searches for lost children on the beaches, were conducted.

The insurer Allianz Portugal, annually offers ISN 1.000 danger beach signage, according to ISO standards.

At Lisbon Zoo, a show is taking place at the Dolphinarium since 2013, concerning beach safety rules. It is estimated that annually 500 children attend the show, and we expect it to reach 1.500 children in the next years.

In 2014, L’Oréal provided 60 sunshades and 500 sunscreen face lotion (index-50). Lidl Portugal, supported the “Surf Save” project, being our most recent partner. The project started in 2014 with 34 training activities on Basic Life Support and basic rescue techniques with surfboards. Nearly 510 surfers have participated.

Conclusion

Partnerships established so far have been very relevant in reducing the number of deaths by drowning, because through them we are able to reach a broader audience and increase its awareness for coastal dangers. We also aim to attract partners to assist the implementation of beach security systems in developing Portuguese-speaking countries, assuring the sustainability of projects, in order to save more lives.