

Watch the film and share it
with someone you care about –
it could be their lifesaver.

Ask them to scan this QR code
or visit **RNLI.org/FloatGuide**.



Remember it. Share it.

FLOAT TO LIVE

#RESPECTTHEWATER

Fold here first

J23584763

* Water Incident Database (WAID) 2022
** Basis Research, RNLI Water Safety Survey, April 2023.
Representative sample of 1,007 UK adults aged 16-64.

Cold water shock is our body's natural response to entering cold water and can very quickly lead to drowning. Floating, even for a short time, allows the effects of cold water shock to pass. It enables you to regain control of your breathing and your survival chances will greatly increase.

- Men aged 15-60+ are our target audience because 83% of UK drownings are male*.
- 40% of people who drowned in 2022 had no intention to even enter the water*.
- A recent RNLI survey revealed that nearly 1 in 3 people in the UK still do not know what to do if they unexpectedly get into difficulty in the water**.

Why Float to Live?



FLOAT TO LIVE

Pocket guide

The RNLI is the charity that saves lives at sea
The Royal National Lifeboat Institution, a charity registered in England and Wales (209603), Scotland (SC037736), the Republic of Ireland (CHY 2678 and 20003326), the Bailiwick of Jersey (14), the Isle of Man (1308 and 006329F), the Bailiwick of Guernsey and Alderney, of West Quay Road, Poole, Dorset, BH15 1HZ

Photo: RNLI

- We actively encourage practising how to float in a safe environment. It's a lifesaving skill and having the confidence to float in a life or death situation could make all the difference.
1. Tilt your head back, submerging your ears.
 2. Relax and try to control your breathing.
 3. Move your hands to help you stay afloat.
 4. Your legs may sink but that's OK – everyone floats differently.
 5. Spread your arms and legs to improve your stability.

Learn to float in 5 simple steps