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

#RESPECT THE WATER

Fold here first -

1

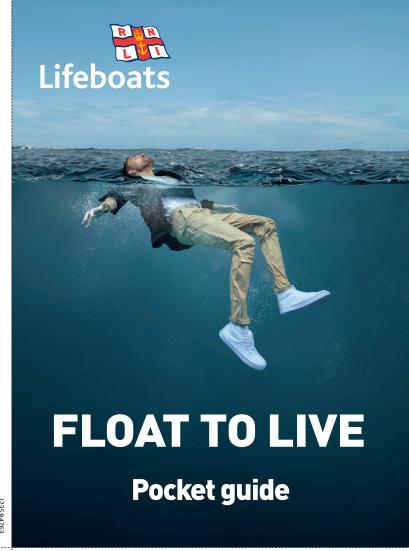
* Water Incident Database (WAID) 2022 ** Basis Research, RMLI Water Safety Survey, April 2023. Representative sample of 1,007 UK adults aged 16-64.

A recent RNLI survey revealed that nearly in 3 people in the UK still do not know what to do if they unexpectedly get into difficulty in the water**.

- 40% of people who drowned in 2022 had no intention to even enter the water*.
- Men aged 15–60+ are our target audience because 83% of UK drownings are male*.

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.

Why Float to Live?



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 S678 and 20003326),
the Bailiwick of Jersey (14), the Isle of Man (1308 and 006329F), the Bailiwick of Cuernsey
and Alderney, of West Quay Road, Poole, Dorset, BH75 THZ

Photo: RNLI

the difference.

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

5. Spread your arms and legs to improve your stability.

everyone floats differently.

- 4. Your legs may sink but that's OK –
- 3. Move your hands to help you stay afloat.
 - 2. Relax and try to control your breathing.
- 1. Tilt your head back, submerging your ears.

Learn to float in 5 simple steps