

# FLOAT TO LIVE 2026

## Campaign Toolkit

A guide to Float to Live, including a list of printed/  
online assets, inspiration and ways to support the  
campaign in your area.



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## WHAT IS FLOAT TO LIVE?

Float to Live is a practical survival skill. The clear, simple message saves lives – and, with your support, we can encourage more people to **remember it** and **share it**.

An evidence-led, behaviour change campaign, Float to Live has consistently demonstrated real-world impact. Since 2017, over 50 people have contacted the RNLI to report that floating helped save their life after hearing or seeing the message. Children have advised other children to float when struggling in the water. A recent RNLI survey showed a 18% increase, since the campaign began, in people saying they would float if they found themselves in difficulty in open water. Float to Live works. Let's share it.

## HOW DOES IT HELP?

Many accidental drownings happen when people enter the water unexpectedly and suffer cold water shock. Or when people already in the water are overcome by conditions such as rip currents. However a person ends up in difficulty in the water, it's vital they know what to do. Float to Live gives people the practical advice and the confidence to stay calm until help arrives, or to self-rescue.



**FLOAT TO LIVE**  
**HAS HELPED SAVE OVER**  
**50 LIVES**

## WHO IS THIS FOR?

The Float to Live message is useful to everyone. From children caught in rip currents to runners falling into canals, from people swept out by waves to fisherman falling overboard, knowing what to do in an emergency saves lives. The assets in this toolkit can be shared widely, but where possible, please focus on sharing the message with young men, aged 20-29. Research shows that this group is over-represented in drowning incidents.

## WHY SHARING IS IMPORTANT

The Float to Live campaign is part of the RNLI's commitment to being an influencer and catalyst for drowning prevention globally, nationally and locally. By 2030, we aim to have more impactful water safety partnerships and to have influenced decision-makers to prioritise drowning prevention.





**MALES OVER  
THE AGE OF 15  
(INCLUDING OVER 60)  
ARE MOST AT RISK**


OVERARCHING  
MESSAGE


FLOAT TO LIVE


SUPPORTING MESSAGES:  
5 STEPS TO KNOW HOW TO FLOAT

- 

1 ▶ Tilt your head back submerging your ears.
- 

2 ▶ Relax and control your breathing.
- 

3 ▶ Move your hands and legs to help you stay afloat.
- 

4 ▶ Your legs may sink – that's OK. Everyone floats differently.
- 

5 ▶ Practise floating at a supervised location like a swimming pool.

The Float to Live advice is based on extensive research. Find out more behind the campaign in a British Medical Journal article [here](#) and read the RNLI research project that tested the ability to float in different water conditions [here](#).

## DOES IT WORK?

Float to Live is proven to save lives. Here are just a few of the people who have kindly shared their Float to Live stories with the RNLI. The reason they knew to float? They'd seen or heard the message - and remembered it.

If you'd like to read more people's stories, please click [here](#).



After being dragged out to sea by a flash rip current, Katie and Will thought they were going to drown. But Katie suddenly remembered a Float to Live poster she'd seen at a bus shelter. 'The float technique was the difference between life and death,' Katie says.



A rogue wave left surfer Ruth out of her depth, without her board and without help – but she remembered the Float to Live advice a lifeguard had shared. Ruth says: 'I realised it wasn't about swimming for my life, it was about relaxing to save my life.'



When Aggie fell into a canal after losing her footing on a towpath, she remembered the Float to Live advice she'd seen on TV. Aggie recalls: 'You have just a few seconds to do the right thing. I didn't envisage this happening to me, but in that moment I knew what to do. It was lifesaving.'

## CHOOSING SUITABLE ASSETS

### ? Have you thought about?

When it comes to choosing the assets to share online or in your community, you'll notice that there are three different versions of certain Float to Live assets, with the person in the water wearing different clothing. Think about which option is most suited to when and where it'll be used. For instance, the example with the fully clothed person could be useful all year round, or at locations where a person might unintentionally enter the water, while the example where the person is wearing boardshorts might work well for holiday destinations.

The three versions include:

- A fully dressed person, which could be used **all year round** and at inland locations.
- A person wearing a wetsuit, which could be used for locations where people enjoy **watersports**.
- A person wearing boardshorts, useful in **summer** or for coastal locations.

### ALL YEAR ROUND



### WATERSPORTS



### SUMMER



**HOW WILL YOU SHARE  
FLOAT TO LIVE?**

## PUTTING TOGETHER A PLAN

The following list isn't definitive, but it gives you an idea of what to consider when you're deciding how to share the Float to Live message.

### 1. Purpose and objective

What do you hope to achieve? Is there a specific audience you're like to reach during hot weather for instance?

### 2. Activity

Will you share the social assets online, put up posters or hand out keyrings?

### 3. Date and location

Think about the best opportunity, location and time to share the Float to Live message.

### 4. Measures to track success

How will you know whether the campaign was successful? You could consider monitoring engagement with social media posts, or the number of people you handed a pocket guide to.

### 5. Expenditure

Keep a track of any costs related to sharing the Float to Live campaign.

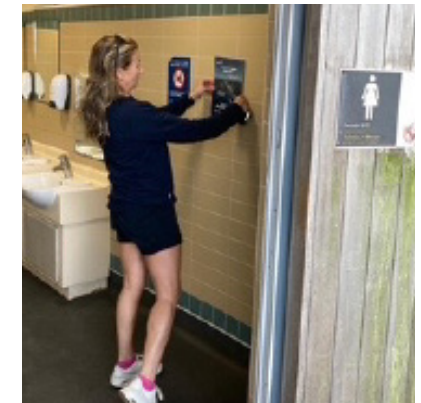
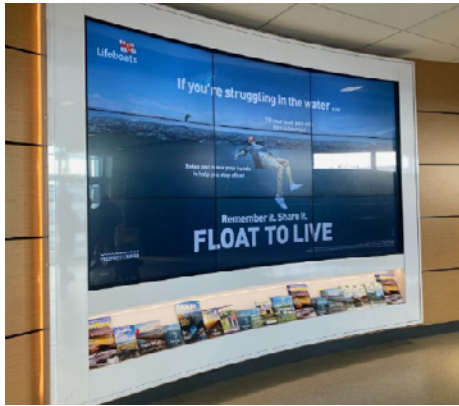
If you have any questions or need further support, please contact your regional water safety team or email [Water\\_Safety@rnli.org.uk](mailto:Water_Safety@rnli.org.uk).

#### **Have you thought about?**

We know many coastal towns see big influxes of visitors during the summer, so how can we ensure they see a message on their way to the beach or once they arrive? Think about what touch points are available, and who you'd need to speak with to secure advertising space. Examples include toilets, hospitality venues, service stations, hotels and campsites.

#### **Top tip**

Remember to take pictures of how you've used the assets to inspire others. Perhaps a banner at the beachside, or the film being shown at an event? If any people are included in the photo, you'll need their consent before sharing.



**SHARING THE CAMPAIGN ONLINE**

## SOCIAL MEDIA

**Social media can be a great place to share the Float to Live message – it's one of the most powerful communications tools for reaching people, particularly younger audiences. Keep in mind that the target audience for Float to Live is primarily young males aged 20-29. Here are some hints and tips to help you make the best out of your social media activity. Please refer to the [social media policy](#) on Compass for the latest advice and best practices.**

### Where do I start?

Start with the platform you're already on and feel most familiar with. Take your time getting to know its terms and features before you think about sharing. Consider the content you see on those channels and what type of content works well. Facebook and Instagram are great starting points. In addition to these, we also recommend sharing and reposting the RNLI's content. There's no need to create and use accounts on new channels.

### Shareable content

Social channels are prioritising content that's saveable or shareable. Consider how you can make content that people would want to share with others. Make your post easy to understand, with your key message in the image/video.

### Make the most of your social media

Short videos are a great way to reach wider audiences. Videos should be in 9:16 format, which is the standard portrait format used for viewing content on mobile devices. If possible, try to include captions for accessibility and those watching without sound. Stories disappear after 24 hours, so they're ideal for updates, particularly for weather events such as heatwaves. You can also reshare your previous posts to reach followers who may not have seen it.

#### Top tip

Invite people to share e.g. 'Tag a friend to share the message' or 'Tag a friend to help save lives' and take time to engage! If someone comments, reply to help boost reach. If you receive a negative comment, there's no need to respond, and you can choose to 'hide' the comment.

## SOCIAL MEDIA ASSETS

Here are examples of long and short copy you could add to support your social media posts:

If you're in trouble in the water, #FloatToLive could save your life:

- Tilt your head back with ears submerged
- Relax and try to control your breathing
- Use your hands to help you stay afloat
- It's OK if your legs sink, we all float differently

Practise floating at as supervised location, such as a swimming pool.

Remember it. Practise it. Share it.

#RNLI #BeachSafety #WaterSafety #RespectTheWater

### SHORT VERSION

If you're struggling in the water, #FloatToLive. Remember it.

Practise it. Share it. It could save you or someone you love.

#RNLI #FloatToLive #WaterSafety #RespectTheWater #BeachSafety

### CAROUSEL

If you're struggling in the water, #FloatToLive. Remember it. Practise it. Share it.

It could save you or someone you love.

### Format/size:

2 versions – All year round and summer.

### DOWNLOAD LINKS

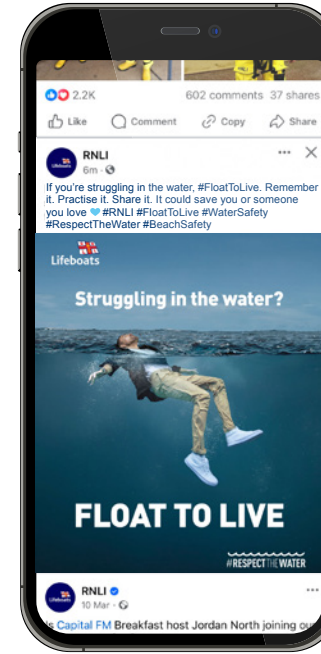
[All year round social carousel](#)  
[Watersports social carousel](#)

[1:1 Facebook & Instagram Square Statics](#)  
[4:5 Facebook & Instagram Statics](#)  
[9:16 Facebook & Instagram Stories statics](#)

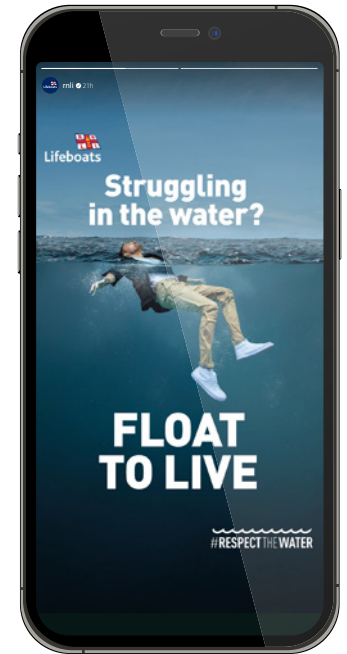
**SQUARE 1:1**  
(1080 x 1080px)



**PORTRAIT 4:5**  
(1080 x 1350px)



**STORY 9:16**  
(1080 x 1920px)



**CAROUSEL (1080x1080px)**



## SOCIAL MEDIA – FACEBOOK HEADER

 **Top tip**

Updating your cover photo will share our lifesaving message with your Facebook friends or page followers. Using this asset as your page header allows the message to be shared by others and makes it accessible to people without having to scroll through the feed.



**DOWNLOAD LINKS** 

[Float to live Facebook Header](#)

## SOCIAL MEDIA VIDEO

Social media videos are available in 16:9, 1:1 and 9:16.



16:9



1:1



9:16

 **Top tip**

The 10s version works best for socials, to get the message across quickly.

**DOWNLOAD LINKS** 

[Float to Live Film\\_10 sec 16:9](#)

[Float to Live Film\\_10 sec 1:1](#)

[Float to Live Film\\_10 sec 9:16](#)

[Float to Live Film\\_30 sec 16:9](#)

[Float to Live Film\\_30 sec 1:1](#)

[Float to Live Film\\_30 sec 9:16](#)

## EMAIL BANNER

Share the Float to Live message every time you send an email with this banner!  
It can be used as a permanent email signature and is an effortless way to share safety advice.

How do I add alt text to images in an email signature?

- Open the email signature editor
- Right click on the image
- Click 'picture'
- Add alt text in the alt text tab
- Save

**Format/size:**

3 versions – All year round, watersports, summer.



### DOWNLOAD LINKS

[Float to Live Email Banner\\_Watersports](#)

[Float to Live Email Banner\\_All year round](#)

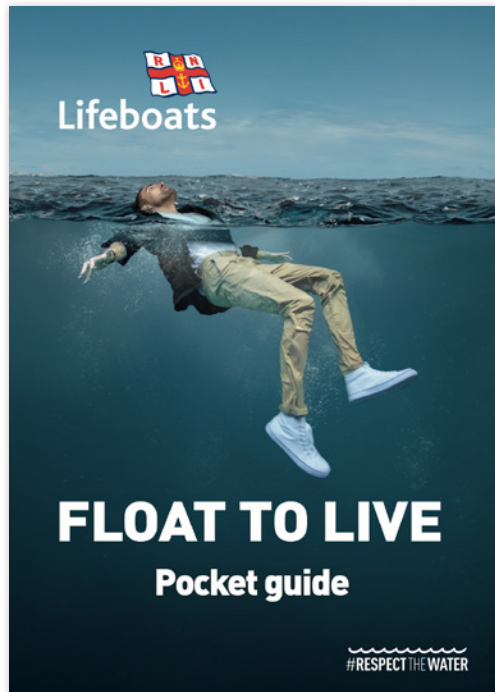
[Float to Live Email Banner\\_Summer](#)

**SHARE THE CAMPAIGN**  
**IN YOUR COMMUNITY**

## POCKET GUIDE

**BEST FOR** Hand out at events, leave at venues for people to pick up, or offer as a follow up resource at 'find your float' events.

Format/size: A6 foldable guide



### Learn to float in 5 simple steps

1. Tilt your head back, submerging your ears.
2. Relax and try to control your breathing.
3. Move your hands and legs to help you stay afloat.
4. Your legs may sink but that's OK – everyone floats differently.
5. Find your float by practising at a supervised location.

It's a lifesaving skill and having the confidence to float in a life or death situation could make all the difference.

Photo: RNLI

**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

### Why Float to Live?

This advice is useful to everyone and has helped save the lives of more than 50 people in all sorts of situations. From children in rip currents to runners falling into canals, from people swept out by waves, to fisherman falling overboard.

- Around half those who accidentally drown every year had no intention to enter the water\*.
- A recent RNLI survey revealed that nearly 1 in 3 people still do not know what to do if they unexpectedly get into difficulty in the water\*\*.

\* Water Incident Database (WAID).  
 \*\* Basis Research, RNLI Water Safety Survey, April 2025. Representative sample of 1,005 UK adults aged 16-64.

Watch the film and share it – it could be a lifesaver.

Scan this QR code or visit [RNLI.org/FloatGuide](https://RNLI.org/FloatGuide)



Remember it. Share it.  
**FLOAT TO LIVE**  
 #RESPECTTHEWATER

### DIGITAL DOWNLOAD

[Float to Live Pocket Guide](#)

To request a professionally printed pocket guide, please follow instructions in the 'further support' section on page 29.


### Top tip

You could give these out to start a conversation about water safety, or to reinforce one you've just had.


## VINYL OR MESH BANNERS

**BEST FOR** Display in high footfall areas, for example a marina or beachside location. They can also be provided to lifeboat stations in suitable locations.

**Format/size:**  
3m x 1m  
The banner has eyelets to allow them to be positioned in a prominent place. There are 3 versions - all year round, watersports and summer.

 **Top tip**  
Talk to the local council or landowner for permission, and for help on finding locations close to the water.



 **Top tip**  
Mesh banners are the preferred option for coastal locations where high winds may be a challenge with vinyl banners.

### PROFESSIONAL PRINTING ONLY

To request a professionally printed banner, please follow instructions in the 'further support' section on page 29.

## FLOAT TO LIVE CAMPAIGN FILM

**BEST FOR** Anywhere there's a screen, such as festivals, beach venues, universities, holiday parks, lifeboat stations or shopping centres.

**Format/size:**

10 sec film 16:9

30 sec film 16:9

**? Have you thought about?**

Perhaps you know someone in your area who could help get this film on the screen at a local cinema? Imagine the number of people it could reach! A cinema edit of this is available upon request. Please contact Water Safety.

**💡 Top tip**

The campaign film has sound and captions, so can be used on screens without speakers.



16:9

**DOWNLOAD LINK** 

[Float to Live Film\\_10 sec 16:9](#)

[Float to Live Film\\_30 sec 16:9](#)

[Float to Live Film\\_BSL 16:9](#)

**💡 Top tip**

Did you know the film is also available as a British Sign Language (BSL) version?

## RADIO ADVERT

A Float to Live radio ad will feature on podcasts and digital radio channels during the campaign. Narrated by actor David Morrissey, the ad can be made available to local radio or podcast providers that would like to support the campaign.

Please contact [Water\\_Safety@rnli.org.uk](mailto:Water_Safety@rnli.org.uk) if there's an opportunity you'd like to discuss.

You can listen to the radio ad by [clicking here](#).



The water is home to unseen threats.

Threats that will take your breath away.

Cold water and hidden currents catch out even the strongest swimmers.

If you find yourself struggling in the water, remember...

**...float to live.**

**Tilt your head back with your ears submerged, relax, and try and control your breathing.**

Float To Live is a lifesaving message from the RNLI.




## FLOAT TO LIVE MATS

**BEST FOR** Events for families, where children and adults can lay on the Float to Live mat and practise floating on land.

**Format/size:**  
1m x 1m (small)  
2m x 2m (large)

**? Have you thought about?**  
Help share the message by offering a mat to another organisations, such as the fire and rescue service, who regularly speak to groups of children.

**💡 Top tip**  
Lay the mats on softer ground such as grass or sand where possible, so it's more comfortable for people to practise!



**HOW DO YOU FLOAT?**

Learn to float in 5 simple steps:

1. Tilt your head back, submerging your ears.
2. Relax and try to control your breathing.
3. Move your hands and legs to help you stay afloat.
4. Your legs may sink but that's OK – everyone floats differently.
5. Find your float by practising at a supervised location.

**FLOAT TO LIVE**

#RESPECTTHEWATER

For more information, visit [RNLI.org/Float](https://RNLI.org/Float)

The RNLI is the charity that saves lives at sea. The Royal National Lifeboat Institution, a charity registered in England and Wales (209603), Scotland (SC037735), the Republic of Ireland (CHI 2678 and 20003336), the Bailiwick of Jersey (14), the Isle of Man (1308 and 0063291), the Bailiwick of Guernsey and Alderney, of West Quay Road, Poole, Dorset, BH15 1JZ.

**Lifeboats**



### PROFESSIONAL PRINTING ONLY

To request a professionally printed mat, please follow instructions in the 'further support' section on page 29.

## POSTERS

**BEST FOR** Where there's a blank space, there's an opportunity to display a poster. Work with local partners to get posters displayed in key locations.

**Format/size:**  
A3 and A4

 **Top tip**

Think about opportunities at coastal locations, such as on the back of toilet doors in beach facilities, in car parks, or at beach cafes.

**DIGITAL DOWNLOAD** 

[Float to Live A3 Posters](#)

[Float to Live A4 Posters](#)

To request a professionally printed poster, please follow instructions in the 'further support' section on page 29.



All year round



Watersports



Summer



## KEYRINGS

### ? Have you thought about?

Consider handing these out at events to start or reinforce conversations about water safety. Think about places in your community that might use these, such as hotels or caravan parks where the keyring could be attached to the accommodation key.

### 💡 Top tip

Keyrings are great promotional tools because people use and look at them daily.



### Learn to float in 5 simple steps

1. Tilt your head back, submerging your ears.
2. Relax and try to control your breathing.
3. Move your hands and legs to help you stay afloat.
4. Your legs may sink but that's OK – everyone floats differently.
5. Find your float by practising at a supervised location.



[RNLI.org/safety/float](https://RNLI.org/safety/float)

### PROFESSIONAL PRINTING ONLY

To request a professionally printed keyring, please follow instructions in the 'further support' section on page 29.

## HEATWAVES

We know that drowning increases during heatwaves, so when very hot weather is forecast, there's an opportunity to share the Float to Live message and help reduce the number of serious water-related incidents. Here are some additional assets to consider using in the event of a heatwave.



### Top tip

Before hot weather hits, it's a great idea to engage with local resilience forums, tourist boards and local authorities about the possibility of using these assets.



### Video 16:9

This can be shown anywhere there's a TV screen.

### DOWNLOAD LINK

[Float to Live Heatwave Digital Poster - Static](#)

[Float to Live Heatwave Digital Poster - Video](#)

[Float to Live Heatwave Film\\_15 sec 16:9](#)

## COMMUNITY ASSETS



### Digital poster - static 9:16

Consider bus stops or waiting rooms – anywhere there's a 9:16 screen.



### Digital poster - video 9:16

**BILINGUAL WELSH/ENGLISH  
AND IRISH GAELIC ASSETS**

## BILINGUAL WELSH/ENGLISH ASSETS

To reach as many people as possible with the Float to Live advice, please find the assets here in bilingual Welsh/English.

### We have available:

- 30sec & 10sec films – we will have these with English VO and Welsh subs, and Welsh VO with English subs so 12 versions in total!
- A3 and A4 Posters – all three character versions in each size
- Pocket fact card – bilingual
- Email banner – bilingual
- 3m x 1m Vinyl/Mesh banner – bilingual
- Social media images x 3 sizes 1:1, 4:5, 9:16 (all 'all year round' version)
- Social media carousel Welsh – bilingual
- Social media Facebook header – bilingual



### Top tip

Please share any examples of the bilingual assets being used with the Wales & West Water Safety Team.

**DOWNLOAD LINK** 

[Download Welsh/English bilingual assets](#)



**Lifeboats**

**Mewn trafferth yn y dŵr?  
Struggling in the water?**

**ARNOFIWCH I FYW  
FLOAT TO LIVE**

Yr RNLI yw'r elusen sy'n achub bywydau ar y môr.  
The Royal National Lifeboat Institution is a charity registered in England and Wales (209603), yf Alban (SC037736), Gweriniaeth Iwerddon (CHY 2678 a 20003326), Balaith Jersey (14), Yr Yst Moraw (1108 a 0063297), Balaith Guernsey ac Alderney, o West Quay Road, Poole, Dorset, BH15 1HZ.

The RNLI is the charity that saves lives at sea.  
The Royal National Lifeboat Institution is 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 (1108 and 0063297), the Bailiwick of Guernsey and Alderney, of West Quay Road, Poole, Dorset, BH15 1HZ.

Llun/Photo: RNLI

#PARCHWCH Y DŴR  
#RESPECT THE WATER

261543950

## IRISH GAELIC ASSETS

To reach as many people as possible with the Float to Live advice, please find the assets here in Irish Gaelic.

### We have available:

- 30sec & 10sec films – we will have these with Gaelic VO and Gaelic subs
- A3 and A4 Posters – all three character versions in each size
- Pocket fact card
- Email banner
- 3m x 1m Vinyl/Mesh banner
- Social media images x 3 sizes 1:1, 4:5, 9:16 (all 'all year round' version)
- Social media carousel
- Social media Facebook header



#### Top tip

Please share any examples of the Irish Gaelic assets being used with the Irish Water Safety Team.

DOWNLOAD LINK 

[Download Irish Gaelic assets](#)



The poster features a man floating in the water, with the RNLI logo and the text 'Lifeboats' in the top left corner. The main headline is 'Ag streachailt san uisce?' and the bottom headline is 'FAN AR SNÁMH CHUN FANACHT BEO'. At the bottom, there is a small copyright notice: 'Grianghraf: RNLI' and '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 (CHI 2628 and 20003326), the Bailiwick of Jersey (14), the Isle of Man (1308 and 0163299), the Bailiwick of Guernsey and Alderney of West Quay Road, Poole, Gorée, BH15 1HZ' and the number '201549950'.

## **WHERE CAN I FIND THE CAMPAIGN DIGITAL RESOURCES?**

Follow the links in this document or [click here](#) for the campaign resources page. Irish Gaelic and Bilingual Welsh versions are available by clicking on the [Ireland](#) or [Cymraeg](#) tabs on the resources page.

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## **HOW CAN I ORDER THE CAMPAIGN COMMUNITY RESOURCES?**

To order pocket guides, posters or keyrings, please visit MyStore. If you have any problems or cannot access MyStore, contact the Volunteer Experience or Water Safety Support Team.

You can also request resources by clicking [this link](#) or scanning the QR code on this page.



For local and regional opportunities or requests, please speak with your Regional Water Safety Team.

If you have any further questions or need additional support, please contact our Support Team via [Water\\_Safety@rnli.org.uk](mailto:Water_Safety@rnli.org.uk).



The RNLI is the charity that saves lives at sea

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 (CH135 and CH386), of West Quay Road, Poole, Dorset BH15 1HZ

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