TAKING A RISK

STOP AND THINK

STAY TOGETHER

FLOAT

CALL 999/112
WHY DO WE TAKE RISKS?
So I can add a photo to my Instagram account
Impress my mates
So I don’t get left out
Because I am bored
For the adrenaline rush
To rebel against what I am supposed to do
To feel good and reap a genuine reward
I’m young and invincible!
So I can add a photo to my Instagram account
OTHER?
WHAT RISKS HAVE YOU TAKEN TODAY?

TAKING A RISK
Approximately 300–400 people drown every year around the UK and Ireland.

Men have accounted for over three-quarters (75%) of coastal deaths.

Around half of the people who drown at the coast each year never planned to enter the water or get wet.
We have been thinking about incidents relating to water in the UK and Ireland but it is not only a problem here.

Did you know that around the world, drowning claims a life every 85 seconds?

(source RoSPA)