



SeaSafe

The SeaSafe project is being implemented by Centre for Injury Prevention and Research, Bangladesh (CIPRB) with the collaboration of the Royal National Lifeboat Institution (RNLI) and the Princess Charlene of Monaco Foundation. Starting from 2014, the aim of the project is to reduce the risk of drowning in the coastal area of Cox's Bazar.

Why are we doing this?

Drowning is the leading cause of death in Bangladesh, claiming over 19,000 lives each year, of them 14,000 are children. National and international tourists visit Cox's Bazar beaches and the communities living in coastal areas are particularly at high risk of drowning. Lack of trained lifeguards, survival swimming lessons, water safety knowledge etc. are the leading causes which led towards implementation of SeaSafe project in Cox's Bazar district (Laboni, Shugandha and Kolatoli beaches and the coastal communities).

What do we want to achieve?

The main aim of the project is to reduce the risk of drowning at the intervention areas by providing lifeguard service, teaching children swimming and educating the community people on water safety. Long term sustainability through public-private partnership and learning sharing to develop a sustainable and scalable intervention for other high-risk areas around the world- is the another objective.

📍 Laboni 📍 Shugandha 📍 Kolatoli



Key interventions

Lifeguard service- Full-time lifeguard service at three beaches from dawn to dusk

SwimSafe- Survival swimming lessons for the children aged 6–10 years provided by trained instructors on a structured pool

Water and beach safety education- Water safety messages delivering to school children and community people and beach safety information delivering to the tourists on the intervention beaches



Achievements

315 people have been rescued by the lifeguards

64 first aid services provided

4,648 children enrolled in survival swimming lessons

96,707 children received messages on water related risks & safety in the schools and on the beaches



19,516 community people from drowning vulnerable areas received water safety messages

24,030 tourists received beach safety messages

1,637,372 tourists received general information on the beaches



Drowning is preventable



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