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.

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**FACTSHEET**

<table>
<thead>
<tr>
<th>Trained Lifeguards</th>
<th>Person Rescued</th>
<th>Days/year Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>315</td>
<td>365</td>
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</tbody>
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**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**