

Learn to swim with DLRG and Nivea – A pre-school swimming education project of DLRG in cooperation with the support of the company Beiersdorf (Nivea)

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Background

Drowning in Germany came up in 2009 with 474 cases according to a media analysis based statistics of DLRG. Included in these figures we find 32 children up to the age of 15, respective 24 children up to the age of five.

At the same time we did a research on the ability of swimming of children leaving primary school. About 25% are still non-swimmers and additional 20% unsecure swimmers (just beginner's award).

As a consequence of economical problems of communities in Germany we are losing just over some years more than 300 public pools. 20% of the primary schools have no pool available in their area.

Also the private organisations providing swimming education, e.g. DLRG as the biggest provider on the market, suffer from the lack of public pools. DLRG already improved the cooperation with the school system by providing additional voluntary swimming teachers and by qualifying school teachers in the field of swimming education and lifesaving.

Description

To increase the number of partners caring about swimming education DLRG now developed a project which is related to the public pre school system, to the kindergartens.

On the first hand the educators are qualified as a lifesaver (silver level, including first aid). This ability is the basis to be allowed to accompany a group of children at a pool visit. The qualification is organised by the local clubs of DLRG and their instructors. Thanks to the support of NIVEA the local clubs are granted a certain amount of money for every qualified educator.

On the second hand the educators are invited to a central two days education at DLRG Headquarters in Bad Nenndorf. Experts teach them how to get children accustomed to water in a playful manner, to build up water awareness and to guide children to become a swimmer. At the end of the course the educators get the permission to test the official beginner's award for their groups.

Again, thanks to the support of NIVEA, these courses are free of charge for the participants and the authorities accept them as part of the educators' further education.

Aims

- Reduce drowning in the age group of pre school children
- Get children in the age group of 3–6 accustomed to water and teach them water awareness
- Provide pre school swimming education
- Qualify educators in Kindergartens as lifesaver and swimming teacher
- Increase numbers of beginner's swimming and lifesaving awards
- Swimming and lifesaving as a wellness sport program for educators
- Get new members for DLRG

Realisation

- Development of a project concept by DLRG and negotiations with a sponsor
- Information and promotion for the project within DLRG nationwide
- Declaration of interest by a local club of DLRG to take part in the project
- Acceptance by the Headquarters if the conditions are fulfilled and money is still available in the budget
- The local club promotes the project in its area by media information and direct contacts to Kindergarten. Information media for participating clubs are provided by the Headquarters. All media activities have to be documented by the club
- The local club qualifies the interested educators as lifesavers
- The local club provides all information about its activities and the participants to the Headquarters
- Every educator with a passed silver award is granted by €50 (for the club),
- Now the qualified educators are invited to the course at the Headquarters. Every participant is granted further €50 for the club related to the person.
- The qualified educators provide swimming education for their Kindergarten groups in cooperation with the local DLRG club.

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