

Learn to swim with DLRG and NIVEA



A pre-school swimming education project of DLRG supported by the company Beiersdorf (NIVEA)



Ludger Schulte-Hülsmann

World Conference on Drowning Prevention 2011

Danang / Vietnam



Content of the presentation



1. Germany – DLRG The background
2. Drowning of small children – a challenge for a well developed country
3. Anti drowning strategies of DLRG
4. Partnership DLRG – NIVEA
5. DLRG – NIVEA Kindergarten Project
6. Learn to swim with NIVEA
7. Success of DLRG anti drowning strategies

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Germany – DLRG The background



Population of Germany

Total: 81.802,3

by Gender

Men: 40.103,6

Women: 41.698,7

by age

0-5: 3.409,6

6-15: 7.613,0

31.12.2009

(source: Statistisches Bundesamt Deutschland – National Statistics Institute)



Germany – DLRG The background



Membership DLRG

DLRG – members and donors about 1.100.000

DLRG – ordinary members in Clubs 557.734

DLRG – children up to the age of 14 years 230.363

31.12.2010

(source: Statistics DLRG)

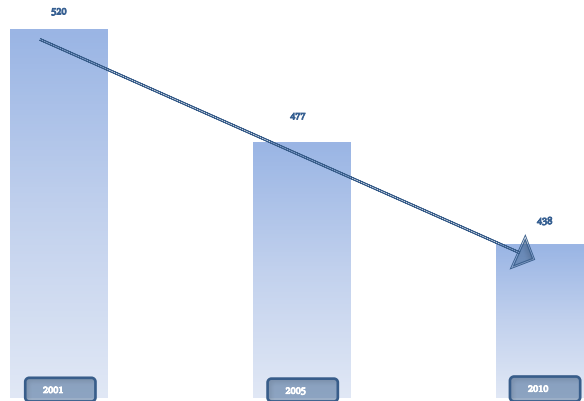


Germany – DLRG The background



DLRG drowning statistics

comparing 2001, 2005, 2010



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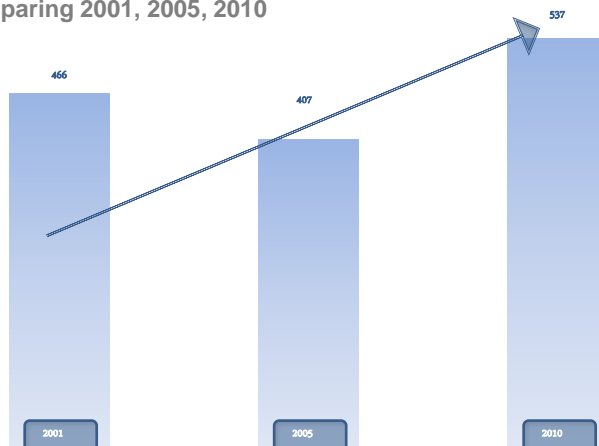


Germany – DLRG The background



DLRG rescues – statistics

comparing 2001, 2005, 2010



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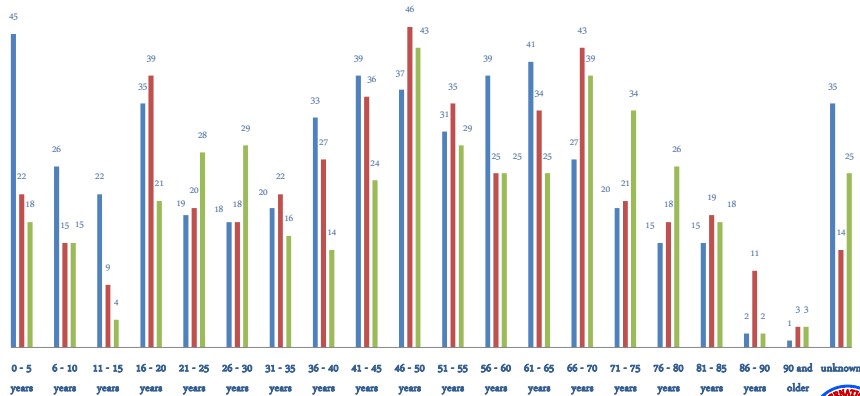
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Germany – DLRG The background



Drowning 2001, 2005, 2010 –
total no. of victims graduated by age



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Germany – DLRG The background



Problem of decreasing infrastructure –

loss of public pools

Public pools in Germany **7,784**
(total 31.12. 2000 – Source: National statistics on sport facilities)

Situation of public pools – 2007 until 03/2011
(Source: DLRG statistics by media analyse)

Closed	181
Endangered to be closed soon	233
Reconstructed	57
New	3

On the basis of different information DLRG estimates that all over Germany during the last 15 years the number of public pools which have been closed come up to **1,500**

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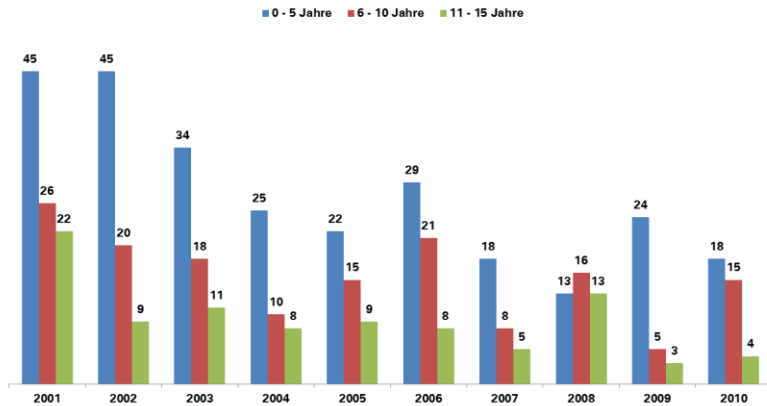
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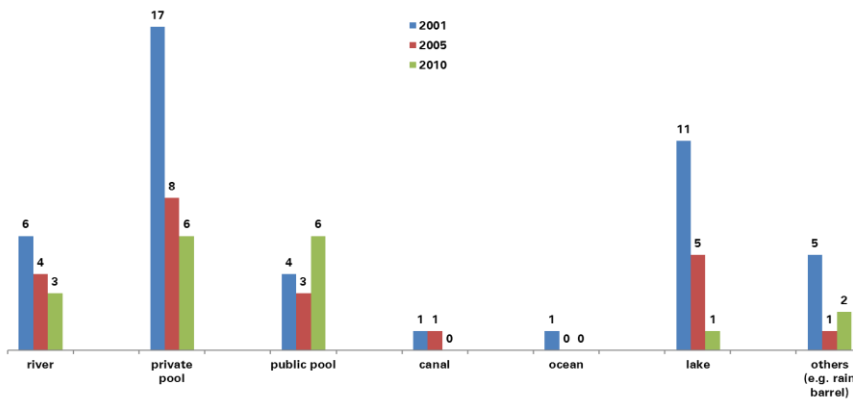
Drowning of small children – a challenge for a well developed country

Drowning in Germany graduated by age (DLRG – statistik of drowning 2001 – 2010)



Drowning of small children – a challenge for a well developed country

Drowning in Germany 0 – 5 graduated by location (DLRG – statistik of drowning 2001, 2005, 2010)



Anti drowning strategies of DLRG



Information and awareness campaigns

- Poster and media campaigns „Safety for young heroes“ (a Learn to swim campaign by DLRG)
- Press information strategy (topic setting over the year) -> aim: 1 Billion contacts each year
- Aim group related information campaigns



Anti drowning strategies of DLRG



Education system

Total Number of examinations

- Swimming 21 335,468
- Lifesaving 4 318,936
- First aid 2 062,100

Source DLRG statistics 1950-2009

- Additionally: a big number of different qualifications e.g. rescue and scuba diving, rescue boat driver, paramedic, radio communication, disaster management, instructors for all fields of education.



Anti drowning strategies of DLRG



Lifeguard, safety and rescue system

- Risk assessments and lifeguard service (50.000 lifeguards by DLRG per year) for public beaches
- Providing mobil rescue and disaster units all over the country
- Education and standards for school teachers and nursery school teachers
- Education and standards for professional pool lifeguards and pool safety strategies



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Anti drowning strategies of DLRG



Projects in cooperation with partners

- Risk assessments of beaches and qualifications of assessors in cooperation with ILSE
- Standards of pool safety in collaboration with the German Society of Public Pools and the Association of Professional Pool Lifeguards
- All-Day-Schooling at Primary Schools (in Germany school until now in most times ends up at noon) with local cooperation projects between school and DLRG Club
 - DLRG-NIVEA Kindergarten Project
 - Learn to swim with DLRG and NIVEA



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Partnership DLRG - NIVEA



The Company Beiersdorf

Beiersdorf was founded in Hamburg at the 28th March 1882 and started as manufacture of medical plasters.

1911 the „NIVEA Creme“ was developed.
Today NIVEA is one of the leading brands among skin protection products.

Besides the brand NIVEA with a whitespread range of beauty and skin protection products Beiersdorf also owns the brands „Tesa“, „Hansaplast“, „Labello“, „8x4“, „Eucerin“ or Florena.

In 2009 Beiersdorf generated sales of € 5.75 billion. The company focus on markets with above-average growth potential. Key focus countries are Western Europe, China, Russia, Brazil and India.
There are about 20.000 employees worldwide.

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Partnership DLRG - NIVEA



History of the Cooperation

The Cooperation between DLRG and NIVEA started in the 1950s.
The shared aim was to care for the safety at and on the water, especially for young people and families.

In the 1990s - after the german reunion - the cooperation was enlarged by building up water rescue stations in the former GDR.

At the end of the century the cooperation became a new quality.
„Helping people to help themselves“ as the main criterion for a Beiersdorf sponsorship shifted the focus on educational projects.
Several projects were launched targeted to the aim group of young people and families.

All educational projects are still running successfully with several relaunches and additions.

Beiersdorf: "The cooperation with the DLRG plays a significant role in the implementation of Beiersdorf's CC strategy and helps bundle and focus sponsoring activities. The long term cooperation strengthens the authenticity of Beiersdorf as a Corporate Citizen."



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Partnership DLRG - NIVEA



Running projects DLRG-NIVEA

Educational projects

DLRG NIVEA Kindergarten Project

Learn to swim with NIVEA

DLRG NIVEA Strandfest (beach festival)

Beach rules on tour (new in 2011)

Safety projects

Child safety wristband

Beach signage

NIVEA rescue boats

Award

NIVEA award for lifesavers / rescuers



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DLRG – NIVEA Kindergarten Project



Description

- **Aim:** Water safety awareness for
 - Children in the age of 3 to 6
 - Parents and nursery school teachers of these children
- **Developed** and started by DLRG in 2000
- **Funded** by the company Beiersdorf-NIVEA



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DLRG – NIVEA Kindergarten Project



Content of a Kindergarten Day

2 hour program in the pre-school about dangers and appropriate behaviour in and at the water learned by playing and experimenting:

- Introducing the swimming rules
- Song and Puzzle about the swimming rules
- Punch an Judy show about the swimming rules
- Active games about the day of a lifeguard and how to use the equipment of a lifeguard



Information about the dangers in and at the water and the work and objectives of the DLRG:

- Information event for parents and nursery school teachers
- Printed information
- Public relation and media work



DLRG – NIVEA Kindergarten Project



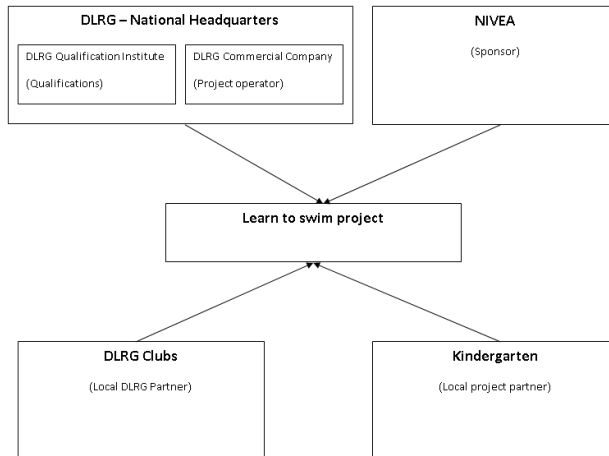
Statistics

- **Qualification of Teamer 2000-2010:**
1,900 qualified DLRG members
- **2007-2010:**
 - 4,905 Kindergarten Days,
comes up to nearly
 - 100,000 children,
 - 150,000 parents and
 - 15,000 nursery school teachers**only in these four years**



Learn to swim with NIVEA

Partners involved



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Learn to swim with NIVEA

Aims

- Reduce drowning in the age group of pre school children,
- Get children in the age group of 3 to 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,
- introduce swimming and lifesaving as a wellness sport program for educators,
- Get new members for DLRG



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Learn to swim with NIVEA



Content

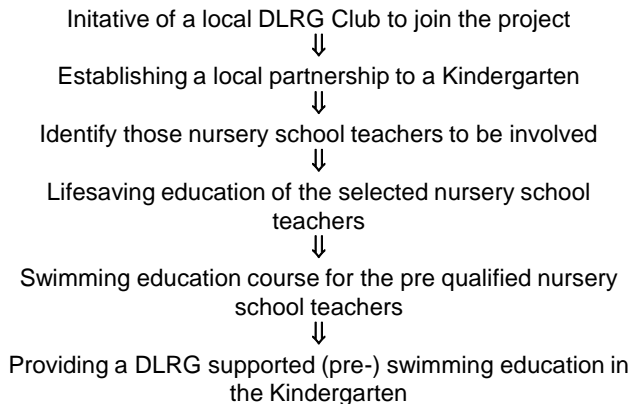
- Establishing local projects
- Lifesaving education of nursery school teachers (upgrading the lifesaving ability of the staff in a Kindergarten)
- Qualification of pre educated nursery school teachers to swimming instructors
- Developing a (pre-) swimming education for Kindergarten children
- Coaching and administrating (certificates) of swimming education in the Kindergarten by local DLRG Clubs



Learn to swim with NIVEA



Progress of a local project



Learn to swim with NIVEA

Statistic 2006-2010

- 450 qualified Kindergarten teachers
- Recording to our research:
 - 76% of the teachers realise to provide swimming education in their Kindergarten
 - 39 times a year
 - with 10 children each time



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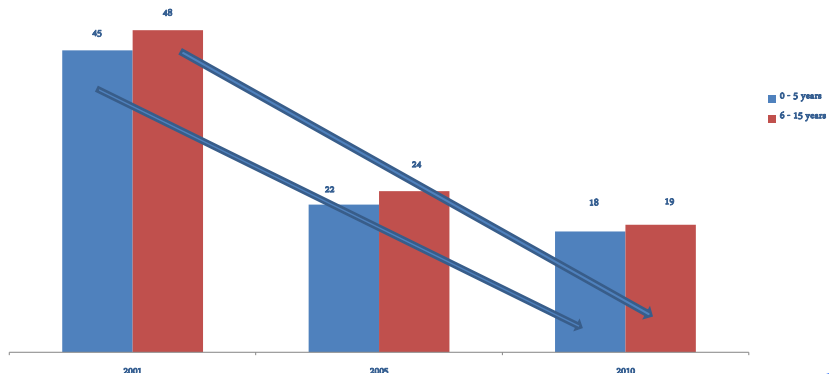
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Success of DLRG anti drowning strategies

Drowning 2001, 2005, 2010 – 0-15 years



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Learn to swim with DLRG and NIVEA



Thanks for your
interest in our project!

