
Hari's World/Hari at the Beach

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Background/Introduction

Water safety can be a difficult subject to get people to think about and discuss. RLSS UK wanted a product that encouraged people of all ages to think about the subject without it feeling too formal. The programme is a 'first reader' format.

Water safety is a difficult subject to introduce at a young age, the reader presents the subject aided by Hari, a fun character for parents and children to engage with and discuss safety in a light format. Parents and children were involved in the development of Hari.

Aims/Objectives

- To get parents and children talking about water safety
- Better awareness of water safety
- The target audiences include; young children, their parents and their first schools/play groups
- Targeted at a UK audience the book has potential to reach a wider International audience

Methods

Many accidents can be avoided if children are equipped with the basic skills required to identify and avoid hazards. Hari's World is a colourful series of books parents and teachers can effortlessly engage children in exciting adventures with a cast of loveable characters and subtle messages as they learn important life saving skills. Hari's World has been developed by Tristan McGee and covers a wide range of subjects.

The product works best where Hari is introduced to children at school and reinforced by readings at home. RLSS UK has been working with Hari's World to develop water safety messages and launch the product to schools and other suitable outlets.

Hari at the Beach has been released and will feature in the RLSS UK Water Safety Week.

Results

The Hari Schools' Outreach Programme is gathering pace as the good news spreads about the fun children have interacting with the readers. These are memorable events for children and many of them go on to become members of Hari's World. Teachers welcome the readings because these bring out confidence in the children and serve to reinforce the safety messages being taught at their schools as part of the school's curriculum.

Discussion

- It is early days for Hari at the Beach, but schools and children like the format
- There is scope to re-visit water safety in future publications
- Hari and friends has the capacity to be developed further into a cartoon series or other media formats
- There is capacity to develop the product for other markets
- That presented in the right format, young children can engage with and learn water safety messages
- RLSS UK would not have the resources to develop such a high quality resource. Working in partnership with a commercial partner means we can get the best from our input.

Conclusion

By working alongside a commercial partner with an existing concept, RLSS UK has been able to deliver a new product that expands into an area where we had no resources.

Acknowledgements

Hari's World is a unique product that RLSS UK has been able to endorse and support the development of.

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