

Promoting **Public Rescue** **Equipment** on Venus Bay Beaches

December 11, 2023

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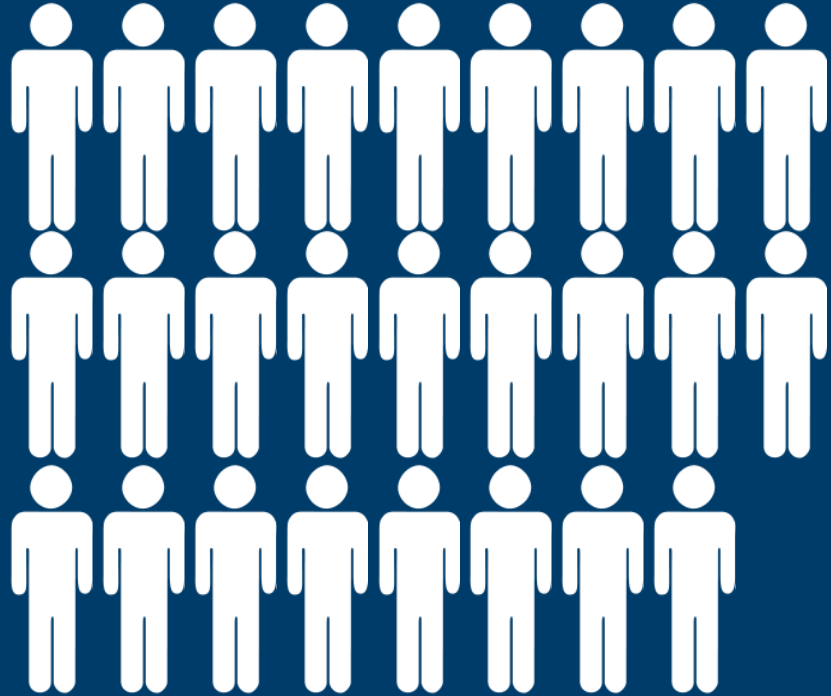
Sarah Hardiman: Graphic Designer

Sophie Sakamoto: Project Manager

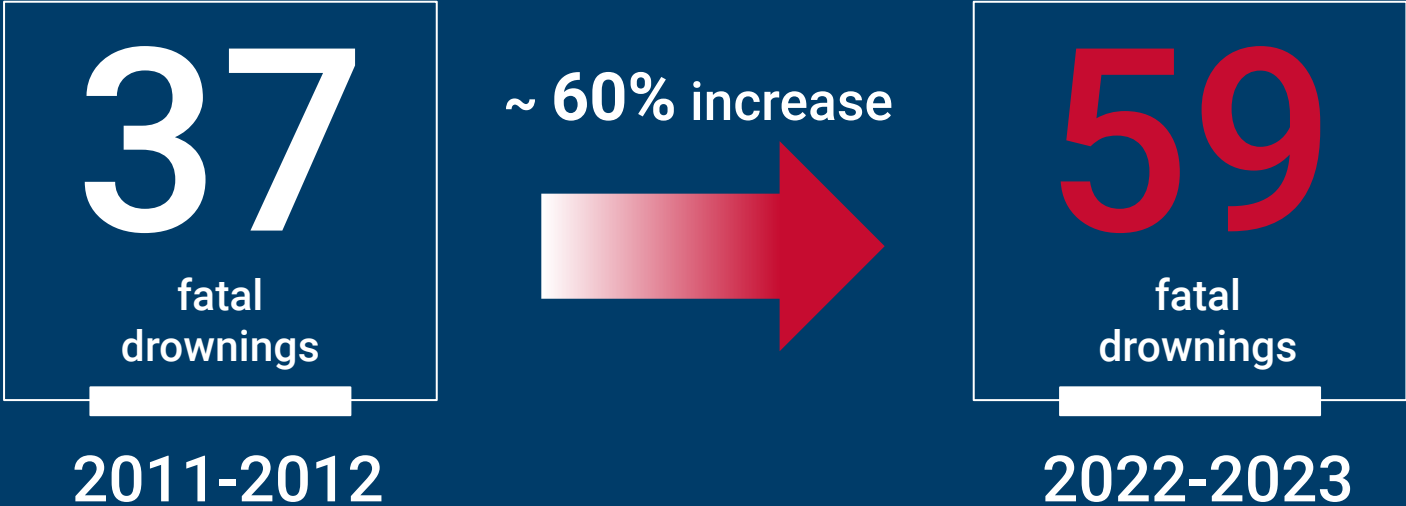


WPI

Across the globe, over 26 people drown every hour.



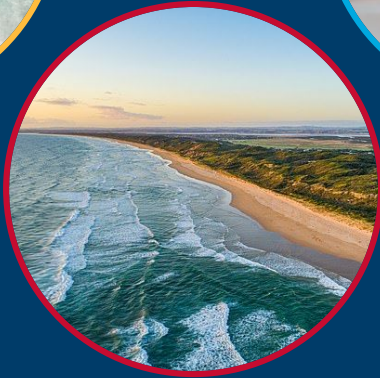
Drowning fatalities in Victoria, Australia have increased over the past decade.



Venus Bay beaches are a **blackspot** for drowning.



Why?



Bystander rescue attempts CAN be deadly



Third leading
cause

Overestimate
swimming
abilities

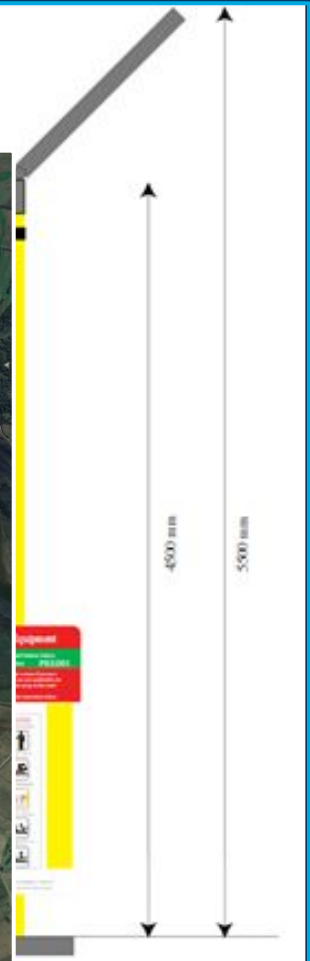
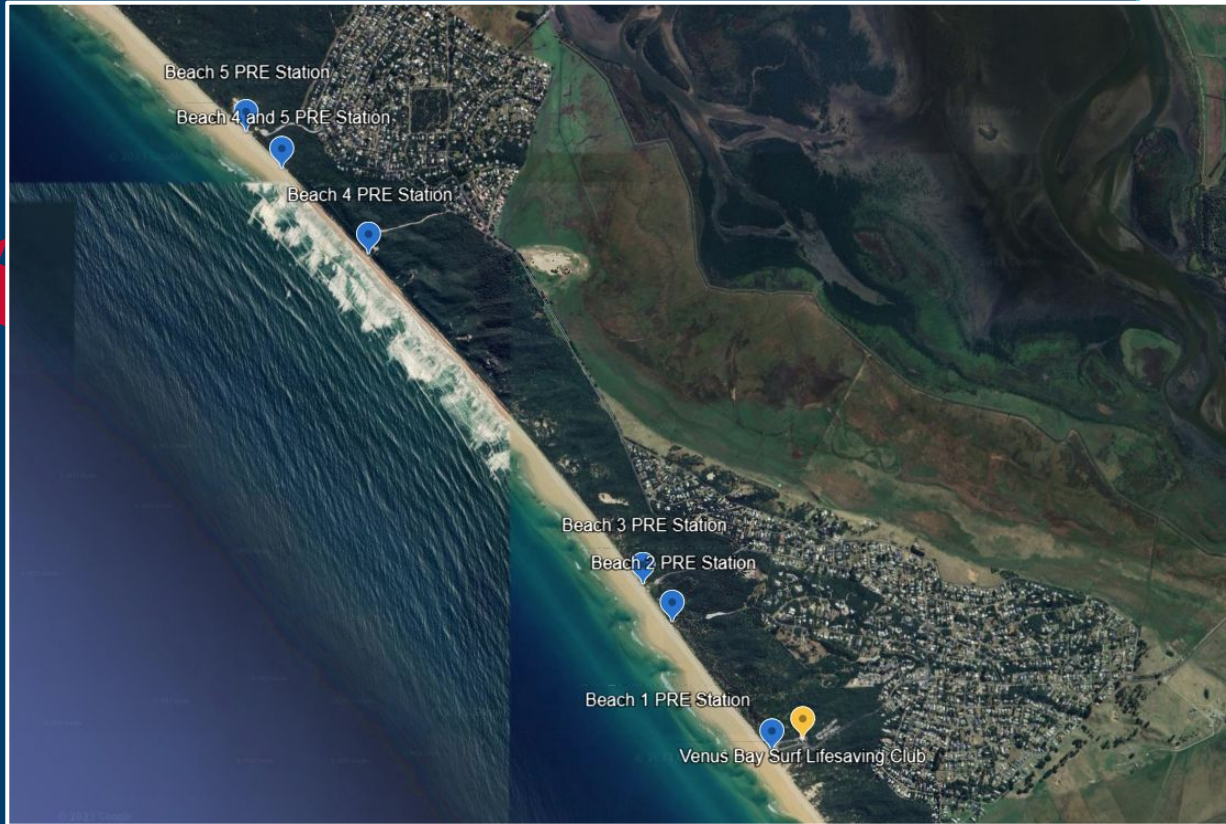
28 rescuer
deaths since
2000

Majority of
victims are
male

A new approach: Public Rescue Equipment (PRE)



Call Button



Project Aim

To create a safety campaign that raises awareness and understanding of the PRE stations and its correct and safe usage to reduce drowning death and injury at Venus Bay beaches.

Methodology & Results



OBJECTIVES

UNDERSTAND
OUR AUDIENCE

DRAFT CAMPAIGN
MATERIALS AND
KEY MESSAGES

TEST AND
REVISE
CAMPAIGN
MATERIALS

PLAN
DISSEMINATION
AND METRICS OF
SUCCESS

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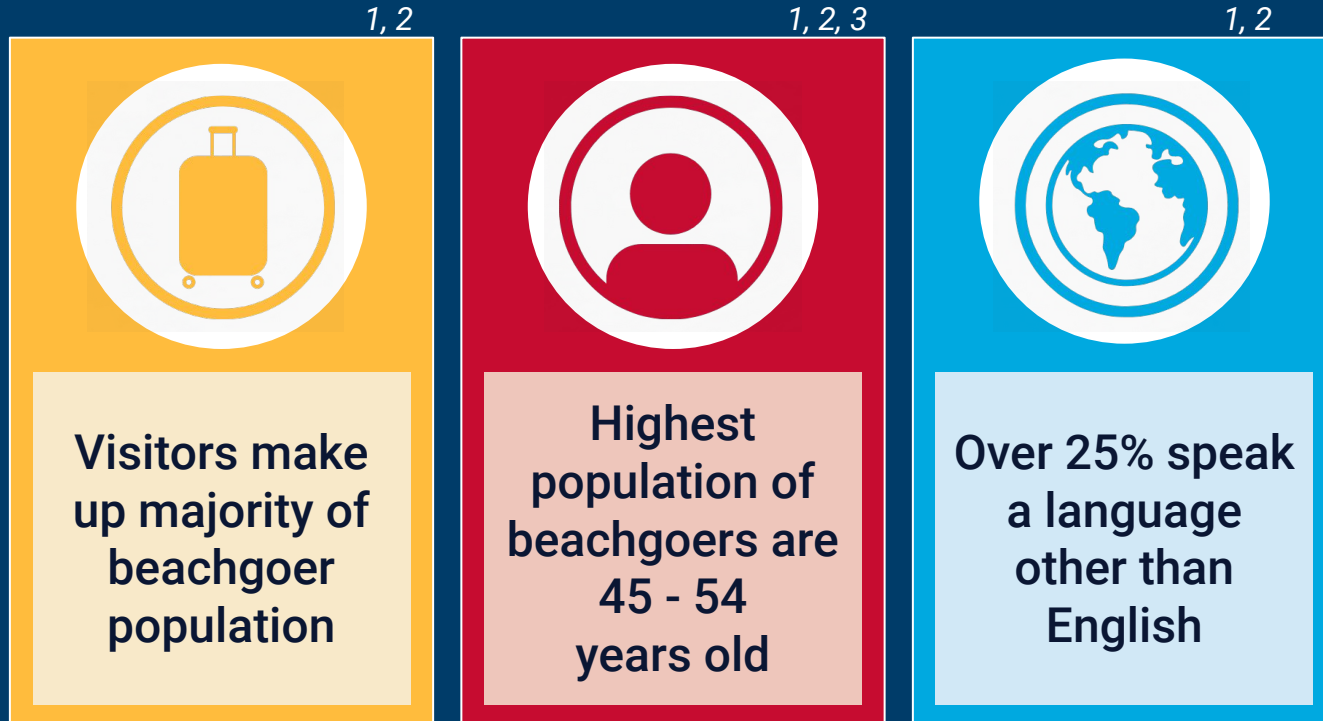
**Analysis of LSV
profiles, reports &
community consults**

**Survey Venus Bay
beachgoers**

**Consult Venus Bay
community leaders**



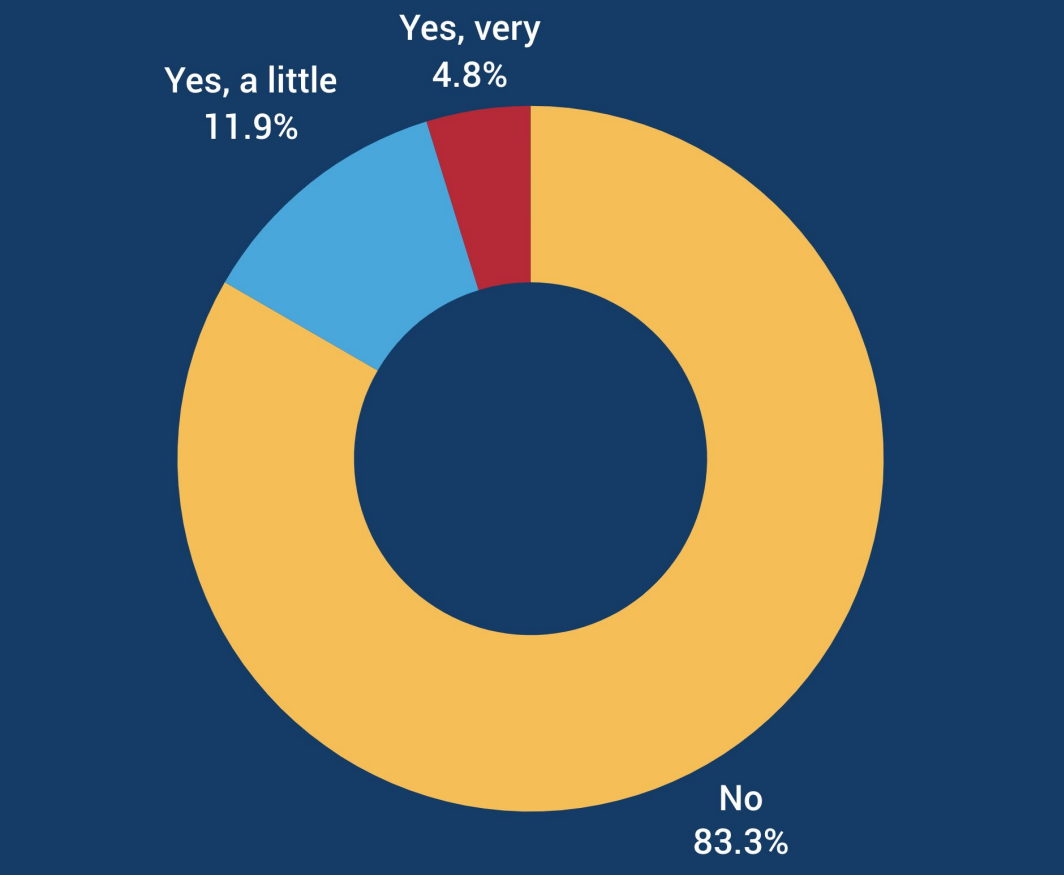
Audience Demographics



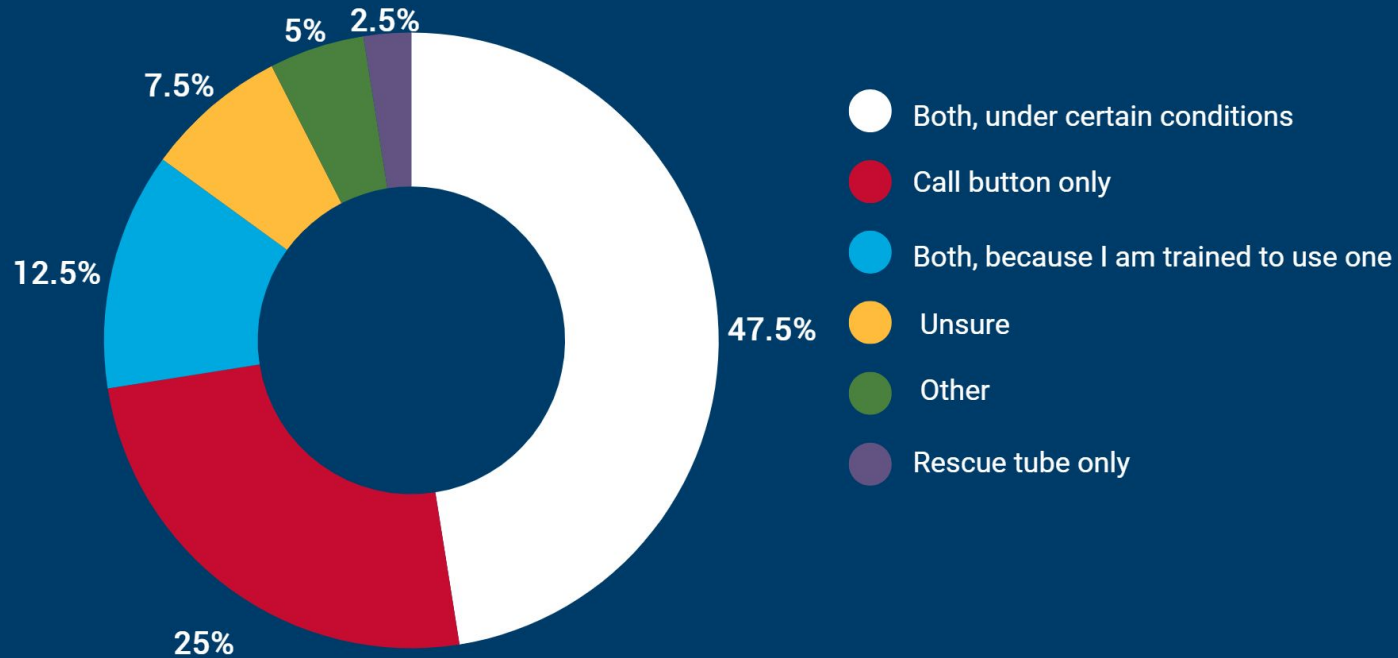
1 Venus Bay Visitation 2019-2021 - Roy Morgan Final
2 PRE community consultation Venus Bay September 2022
3 Venus Bay Surf Life Saving Club Profile



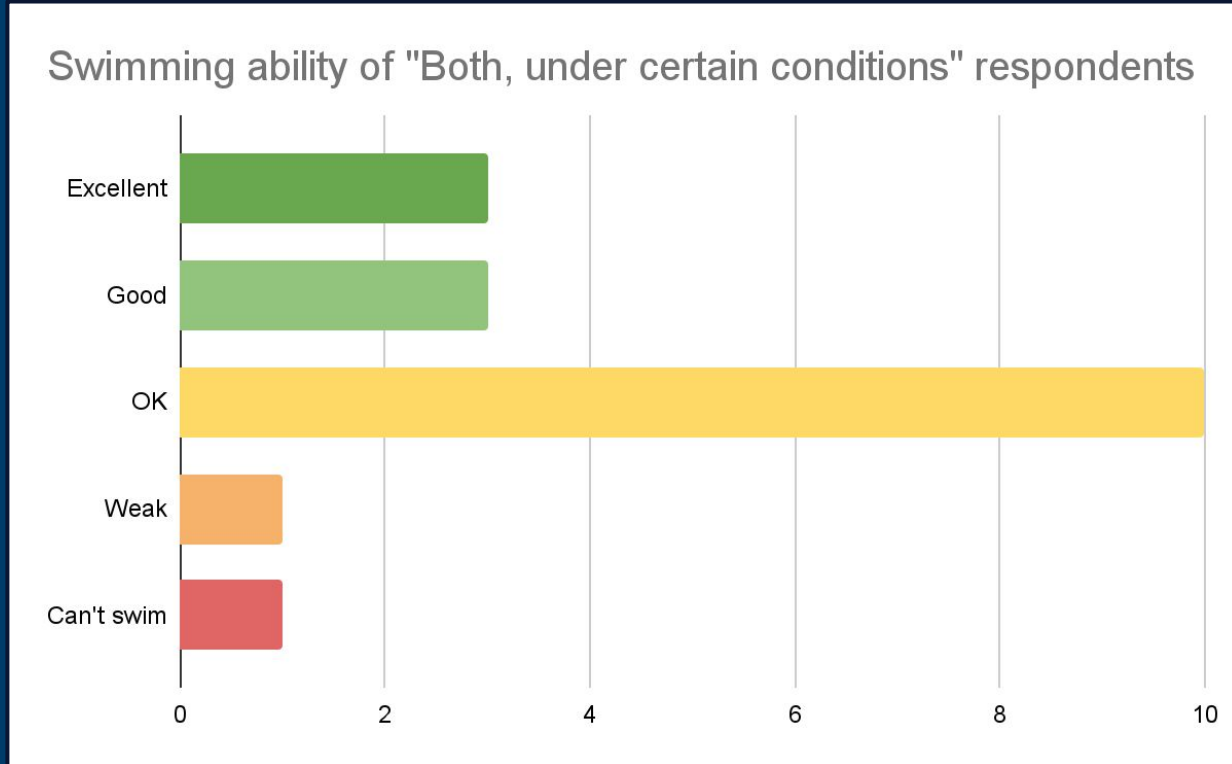
Most of our interviewees did not know about public rescue equipment stations.



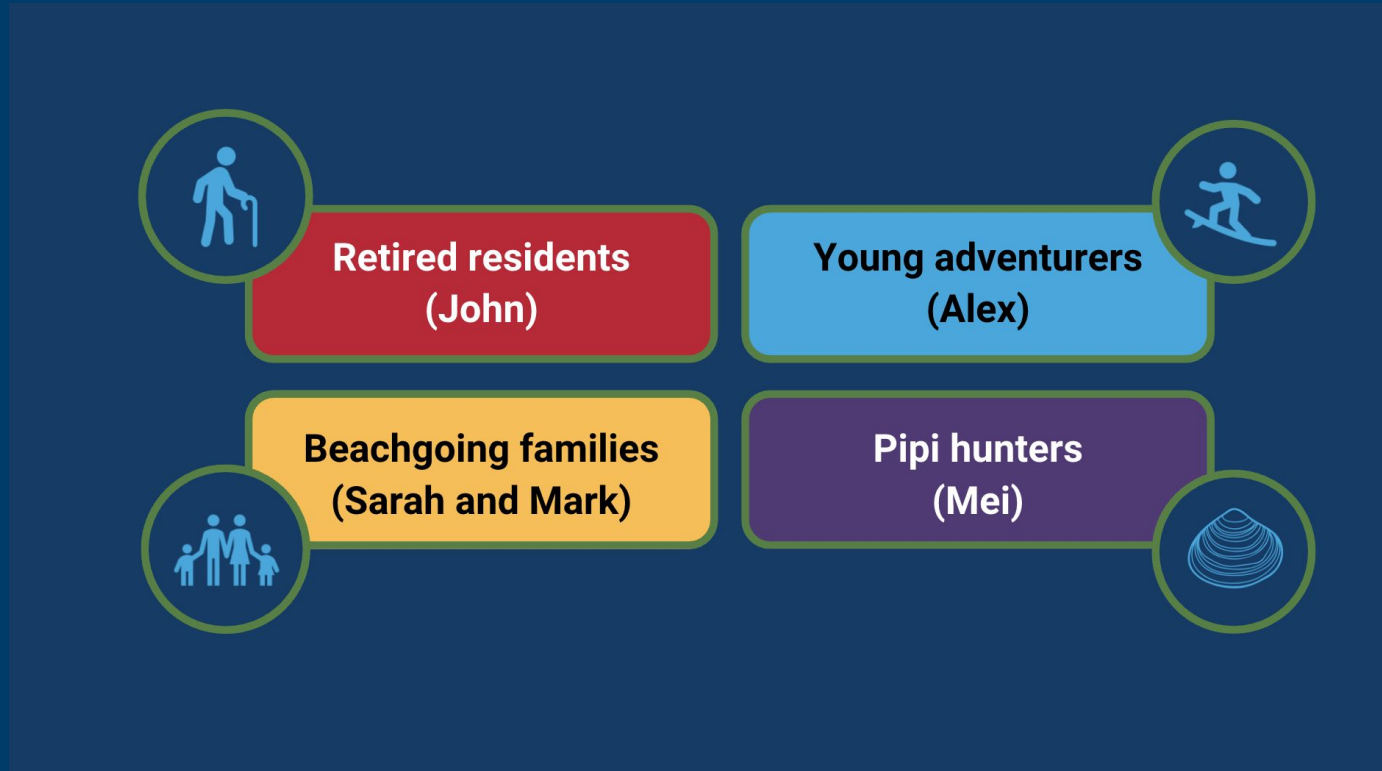
Most respondents were willing to use the button and some were willing to use both the button and rescue tube.



For “Both, under certain conditions” respondents, majority should not take the risk of using the rescue tube



Beachgoer user personas



**Community Newsletter/
Local Paper**



Holiday Rental Packs



Social Media

Local Facebook
groups, LSV/VBSLSC
Instagram Page



**Letterbox Drops &
Flyers**



**Dissemination
Methods**

Notice Boards

Venus Bay general store
and other shops



Beach Signage

Beach entrance
points



Behavioural change model - Transtheoretical model

Audience's
behavioural model
stage

Campaign goal in
this stage



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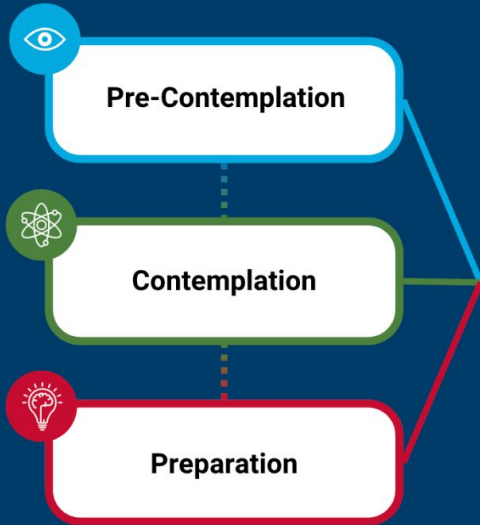
**Consult Venus Bay
community leaders**

**Develop key
messages for
beachgoer
personas**

**Rapid ideation and
design process**



Behavioural stages



- PRE is at Venus Bay
- PRE consists of a call box linked to a 24/7 operator, and a rescue tube
- Use the call box and speak to the operator

Personas



Key messages

- You do not have to enter the water
- Analyse the water conditions before attempting a rescue
- Only perform the rescue if advised to by the operator
- Use the call box, regardless of a language barrier



Initial draft concepts

DON'T GO IN
GET US ON THE

Public
Rescue
Equipment
now at
Venus Bay

for more information visit: www.xyz.com



HELP US
HELP YOU

Public
Rescue
Equipment
coming to
Venus Bay

for more information visit: www.xyz.com

This project is funded by Surf Life Saving Australia with support from the Australian Government

HELP SAVE A
PROTECT YOUR OWN

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NEED HELP?
PUSH THE
RED BUTTON

Don't go in
alone. Get us
on the phone.

Public rescue equipment
now at Venus Bay
beaches 1-5.



FOR MORE

PUBLIC RESCUE
EQUIPMENT

COMING TO VENUS BAY BEACHES 1-5



Someone in trouble?

Coastal waterways have unpredictable conditions. Regardless of prior experience and swimming ability anyone can find themselves in trouble.



Use the emergency call button.

Each station has a two-way call button that quickly connects you with emergency services and alerts them of your location.



Not comfortable in the water?

You don't have to use the rescue tube! Just press the button, speak to the operator, and emergency services will be alerted.

For more information visit: www.landingpage.com

This project is funded by Surf Life Saving Australia with support from the Australian Government





Initial draft concepts

Panel 4



Safety tips

Before you visit the beach, keep these safety tips in mind:

- Check the weather before you go, but understand the conditions can change suddenly
- Be aware and prepared for the conditions
- Know your limits
- Always swim and recreate with a friend



Back panel



Acknowledgements

Venus Bay Surf Life Saving Club
www.vbslsc.org.au
Surf Life Saving Australia
sls.com.au
CartGIS Pty Ltd
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Want to learn more about the project?
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123-456-7890



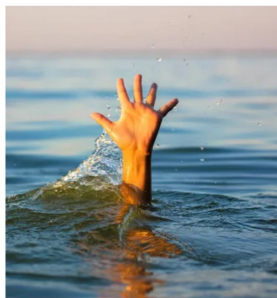
www.PRElandingpage.com



@ VBSLSC/LSV

Front panel

Public Rescue Equipment at Venus Bay



Logos for sponsors here

Panel 1

The problem

The South Gippsland region is a drowning blackspot in Victoria, with eight fatal drownings recorded since 2013. The Venus Bay beaches 1 – 5 are very dangerous, characterised by strong rip currents and large waves. Unfortunately, people still enter the water outside patrol hours unaware of the risks. This lack of awareness has led to tragic incidents, for example, untrained bystanders attempting rescues without appropriate equipment.



Only Beach Number 1 has lifesaving services, due to the vast coastline, which makes patrolling the entire length unfeasible. These significant factors demonstrate the need for public rescue equipment at this location. This equipment will help mitigate the high risk of drowning at Venus Bay beaches 1 – 5, potentially saving lives.

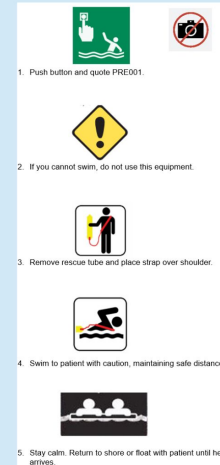
Panel 2



Public rescue equipment is used by the public in an emergency to help with emergency response. Six stations will be installed across Venus Bay Beaches 1 – 5 and will each contain the following:

- Emergency call button
- Instructional signage
- A rescue tube (flotation device)

Panel 3



1. Push button and quote PRE001.

2. If you cannot swim, do not use this equipment.

3. Remove rescue tube and place strap over shoulder.

4. Swim to patient with caution, maintaining safe distance.

5. Stay calm. Return to shore or float with patient until help arrives.

Understand how your swimming ability might change in coastal environments.

If in doubt, don't go out.

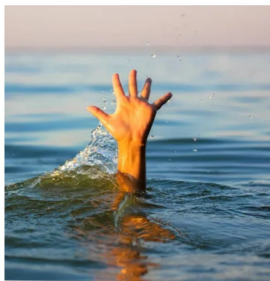




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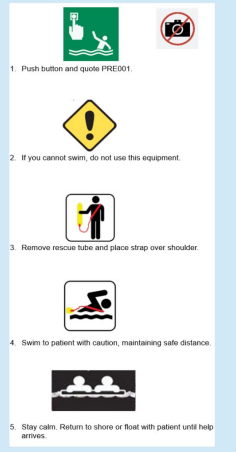
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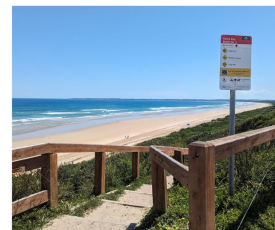
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Before you visit the beach, keep these safety tips in mind:

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- Know your limits
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Initial draft concepts

Version 1

Introduction + Transition

0:00-0:06 Frame 1 Precontemplation stage: person searching what is PRE?	0:06-0:08 Frame 2 Entering in results and see video pops up, click first one which has thumbnail and title referencing "What is PRE?"
0:08-0:10 Frame 3 Clicked video zooms in to fill screen	0:10-0:20 Frame 4 Greetings and ambassador introductions

What is PRE?

0:00-0:10 Frame 1 Shots of PRE stations on Venus Bay, VO of what PRE is	0:10-0:20 Frame 2 Pan to ambassador pointing out the different features of stations (button, tube, signage, solar panel, strobe light, etc.)
0:20-0:25 Frame 3 Show aerial view of the location of the stations	0:25-0:30 Frame 4 Provide alarming statistic and slogan for pressing the button

How to use PRE transition

0:00-0:05 Frame 1 Once video done, zoom back out to thumbnail	0:05-0:15 Frame 2 Audio roll: "oh PRE, wonder how I use it?" new search
0:15-0:18 Frame 3 New part of video, click result for how to use	0:18-0:30 Frame 4 Spokesperson instructions

How to use PRE?

0:00-0:04 Frame 1 Voice over explanation of what to do when you see someone (see someone)	0:04-0:07 Frame 2 Shot of bystander looking at the water	0:20-30 Frame 5 Swim to patient and hand them tube first and maintain safe distance	0:30-0:35 Frame 6 Stay calm. Return to shore or float with patient
0:07-0:15 Frame 3 Show bystander pressing button and speaking to operator	0:15-0:20 Frame 4 Remove tube and place strap over shoulder	0:35-0:45 Frame 7 Safety tips message and emphasizing the button	



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lifesavers and LSV
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Feedback focus groups

Messaging	Visuals	Audience	Dissemination
<p>“more focus on patrols”</p> <p>“don’t over value the QR codes”</p> <p>“people won’t read it if it’s not specific to Venus Bay”</p>	<p>“visual aids are crucial for non-English speaking population”</p> <p>“Make icons uniform with signage”</p> <p>“Include photo of the equipment”</p>	<p>locals</p> <p>visitors</p> <p>pipi hunters</p> <p>part time residents</p> <p>trained lifesavers</p>	<p>“Give it to real estate agents to put in rental homes”</p> <p>“Have the nippers do door knocks”</p> <p>“put it on community notice boards, coffee shops, local pub”</p>





Final/revised concepts

PUBLIC RESCUE EQUIPMENT

NOW AT VENUS BAY BEACHES 1-5



Identify your nearest public rescue equipment station.
Stations are positioned at beach entrances. Keep eyes on the person in the water while heading to the station.



Use the emergency call button.
Each station has a two-way call button that quickly connects you with emergency services and alerts them of your location.



Don't put yourself at risk.
You don't have to enter the water! Just press the button, speak to the operator, and emergency services will

For more information visit: www.landingpage.com

Life Saving Victoria   

This project is funded by Surf Life Saving Australia with support from the Australian Government

SWIMMER IN DISTRESS?

PUSH THE RED BUTTON



Public rescue equipment now at Venus Bay beaches 1-5

FOR MORE INFORMATION VISIT:



Life Saving Victoria   

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Final/Revised concepts

Front Panel

Public Rescue Equipment at Venus Bay



Panel 1

Dangerous Beaches

The South Gippsland region is a drowning blackspot in Victoria, with eight fatal drownings recorded since 2013. The Venus Bay beaches 1 – 5 are very dangerous, characterised by strong rip currents and large waves. Unfortunately, people still enter the water outside patrol hours, unaware of the risks. This has led to many tragic incidents such as untrained bystanders attempting rescues without appropriate equipment.



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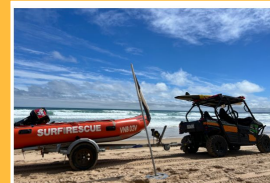
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 If in doubt, don't go out.

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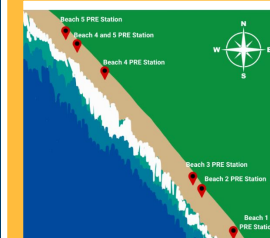
- Know your limits
- Always swim and recreate with a friend
- Check the weather before you go,
- but understand the conditions can change suddenly
- Don't drink and drown



Don't risk your safety

Always swim between the flags. Venus Bay Beach Number 1 is patrolled every weekend from November 2023 to April 2024. Check the Surf Life Saving Australia Beachsafe app to learn more. beachsafe.org.au

Back Panel



Acknowledgements

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**Analysis of
metrics of success**

**Develop campaign
sustainability plan
for LSV**



Dissemination timeline



Metrics for success

Button flyer

Direct observation, local paper, QR code traffic



3-point flyer

Direct observation, local paper, QR code traffic



DL flyer

Direct observation, holiday rental packs, caravan park, VBSLSC



Video

Social media metrics, QR code & landing page traffic

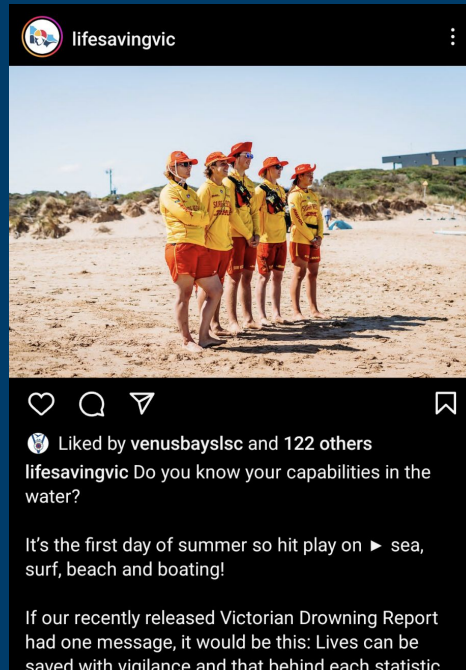


Instagram & facebook group posts

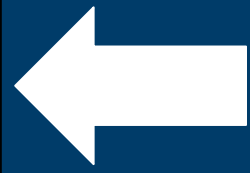
Engagement, views, likes, shares, comments



Suggestions for materials - Instagram posts



Organic photos of PRE stations on Venus Bay beaches



Example: Have you seen these stations on Venus Bay beaches recently? 🙄



Suggestions for materials - demonstration sessions



Lesson Plan

FAQ Sheet



Summary

What did we find?

- Majority of the audience has not heard of PRE
- Passionate lifesaving community

How do we address this?

- Emphasize importance of using the button
- Encourage community involvement in campaign

What's next?

- WPI C23 LSV group



Acknowledgements

Surf Life Saving Australia

Venus Bay Surf Life Saving Club

Surf Life Saving New South Wales

CartGIS Pty Ltd

Rescue Tube Foundation, Inc.

Worcester Polytechnic Institute

Melbourne Project Centre

LSV aquatic industry services, IT, lifesaving operations,
media and communications, and research and health
promotion departments



Thank you!

Questions?

