



accidents don't have to happen

xylem



World Drowning Prevention Day: Social Media Toolkit

Introduction

World Drowning Prevention Day is a global awareness event that happens every year on 25 July. It was established by the United Nations General Assembly and supported by the World Health Organization in 2021 to raise awareness of the tragic impact drowning has on families and communities, and to promote the lifesaving solutions that prevent it.

World Drowning Prevention Day is a great opportunity to promote water safety to your family, friends and colleagues. Every year, the World Health Organization releases free resources and guidance to help organisations and communities around the world to run events, education programmes and awareness activities. You can find more information about how to support World Drowning Prevention Day 2026 here: [World Drowning Prevention Day](#).

Social media posts

We have created these posts to help you share information about World Drowning Prevention Day with family, friends and colleagues. You can post the images and captions directly to your feed on 25 July or share the information privately via direct message. Posts can be used for Facebook, Instagram or LinkedIn.

Post 1

Image

25 July is World Drowning Prevention Day.

An estimated 236,000 people drown every year around the world. Approximately a quarter of all drowning deaths globally are children under five years old.

Today, we raise awareness of the tragic impact drowning has on families and communities, as well as the lifesaving advice that can prevent it.

Search “World Drowning Prevention Day” on the World Health Organization website to find out how you can support.

