

Curtin University

RLSSWA PROGRAMS
2026 EVALUATION REPORT

COLLABORATION FOR EVIDENCE, RESEARCH & IMPACT IN PUBLIC HEALTH

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INTRODUCTION

Royal Life Saving Society WA (RLSSWA) is funded by the Western Australian Department of Health WA to coordinate three health promotion programs: Keep Watch (KW) to prevent infant and toddler drowning; Youth Water Safety Program (YWSP) for people aged 15 – 24 years; and an Adult Water Safety Program (AWSP) for adults over 45 years old. The programs focus on key drowning trends, risk factors, and prevention strategies for each target group residing in Western Australia.

Keep Watch

Key outcome indicators for the Keep Watch program are an increase in the proportion of parents and carers who:

1. Report positive attitudes and behaviours regarding supervision, restricting access to water, participating in water familiarisation and participating in CPR training;
2. Know about toddler drowning risks and prevention strategies; and
3. Can recall key program and campaign messages.

Youth Water Safety Program

The objectives of the 'Be a Mermate' campaign are to:

1. Increase the confidence of the target group to have difficult conversations with their peers to prevent risk-taking behaviour in and around water;
2. Increase awareness of risks (behavioural and environmental) in and around water; and
3. Increase knowledge of strategies to reduce the risk of fatal and non-fatal drownings and ways to prevent risk-taking behaviour in and around water.

Adult Water Safety Program

The objectives of the Adult Water Safety Program and the 'Make the Right Call' campaign are to:

1. Increase awareness and knowledge of general water safety and drowning prevention issues (particularly alcohol-related drowning, the impact of pre-existing medical conditions, and holiday safety) in adults over 45 years of age in Western Australia;
2. Improve water safety, lifesaving and swimming skills through increased program participation amongst adults over 65 years of age in Western Australia; and
3. Increase knowledge of local water safety and drowning prevention issues amongst regional stakeholders and increase capacity to deliver this information to the community.

The Collaboration for Evidence Research and Impact in Public Health (CERIPH) was commissioned to undertake the evaluation of the three health promotion programs. The project team is composed of Associate Professor Justine Leavy, Associate Professor Gemma Crawford, Dr Renee Carey, Malena Della Bona and Dan Graham. The team was responsible for contracting, ethics, providing direction and feedback on documentation, research and project conduct.

This report presents findings for the final year of the current reporting phase and provides some background information to prepare RLSSWA for the new WA Health tender evaluation outputs 2026-2031. Enclosed is:

- Community Survey Planning
- Polls
- Social Listening
- Sentiment Analysis
- Ambassador Review of Outputs and Recommendations
- New Campaign Development - Theory and Desktop Review
- Looking Back, Looking Forward.

The community survey mapping document is attached to this report.

Contact

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