

DROWNING

Problem ► Challenges ► Solutions



PAHO



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Secretary General of the Brazilian Lifesaving Society - SOBRASA

Lieutenant Colonel BM Doctor RR - Rio de Janeiro Military Fire Department

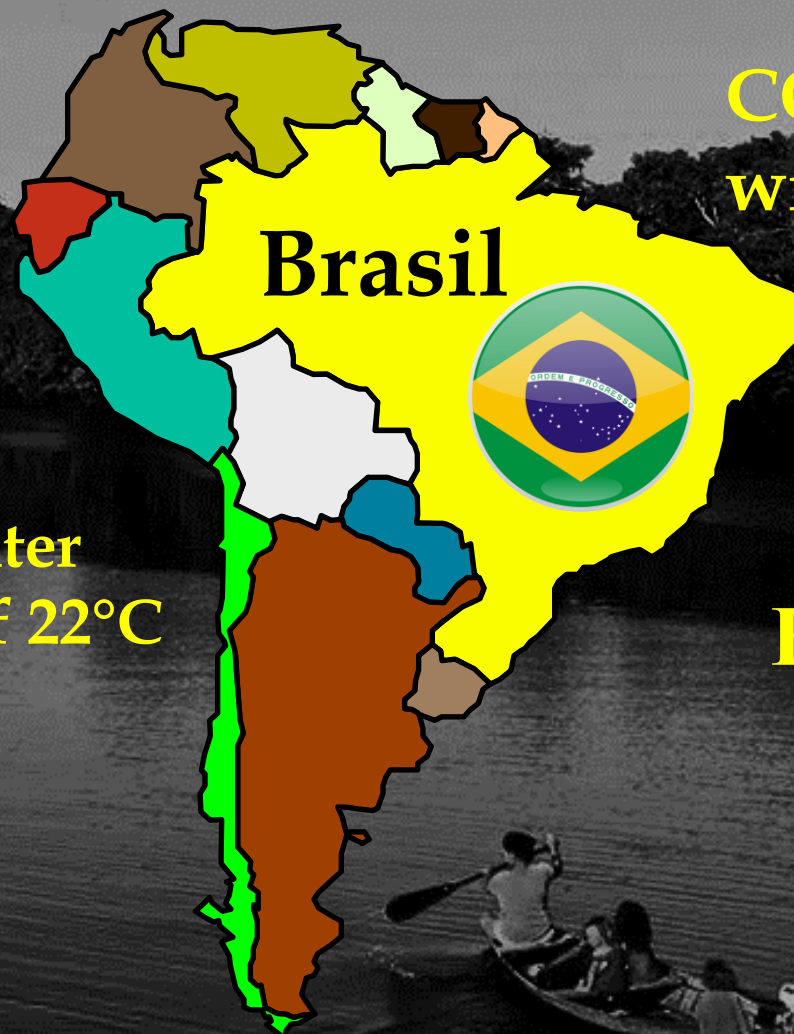
Civil Defense Physician of the Municipality of Rio de Janeiro

Founder - International Drowning Researcher's Alliance - IDRA

Member of the Prevention and medical Committee of the International Lifesaving Federation - ILS

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**COASTLINE
with 8,000 km**

**Average water
temperature of 22°C**

**Highest number
of rescues
worldwide**



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Are you aware?
in Brazil (year 2024)



5,883 die by Drowning in 2024
**ONE Brazilian dies
every 90 minutes**
16 Brazilians every day.

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Are you aware?
in Brazil (year 2024)



Drowning

2nd leading cause of death aged 1 to 4

4th leading cause of death for children aged 5 to 9

3rd leading cause of death for children aged 10 to 14

4th leading cause of death for children aged 15 to 24

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Sociedade Brasileira de Salvamento Aquático SOBRASA – Elaborado com microdados de mortalidade do
DATASUS, acesso em janeiro 2025. Publicado on-line em <http://www.sobrasa.org>, fevereiro 2025..

Every day ONE
child die by
drowning at home.



4 children every day.



Children aged 4 to 12 who can
swim are more likely to drown
due to the suction of the pump in
swimming pools.

54% of deaths of children up
to 9 years of age occur in
swimming pools and homes

Teenagers have the
highest risk

31% in summer



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Children > 10 years old and adults die more in natural waters (rivers, dams and beaches).



Each drowning death costs Brazil
US\$ 50,000.00

Men die **6** times more

Northern Brazil
has the highest
mortality rate

Every 2 days a
TOURIST dies by
drowning in Brazil



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SOBRASA
Brazilian Lifesaving Society

DROWNINGS

What's happening?

Brazil Bulletin - 12th edition
Dr David Szpilman

Year **2025**

Brazilian Strategic Plan for Water Safety

16 Brazilians die
by Drowning
EVERY DAY



Bulletin 2025

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Who
How
When
Why
Where





Scenarios



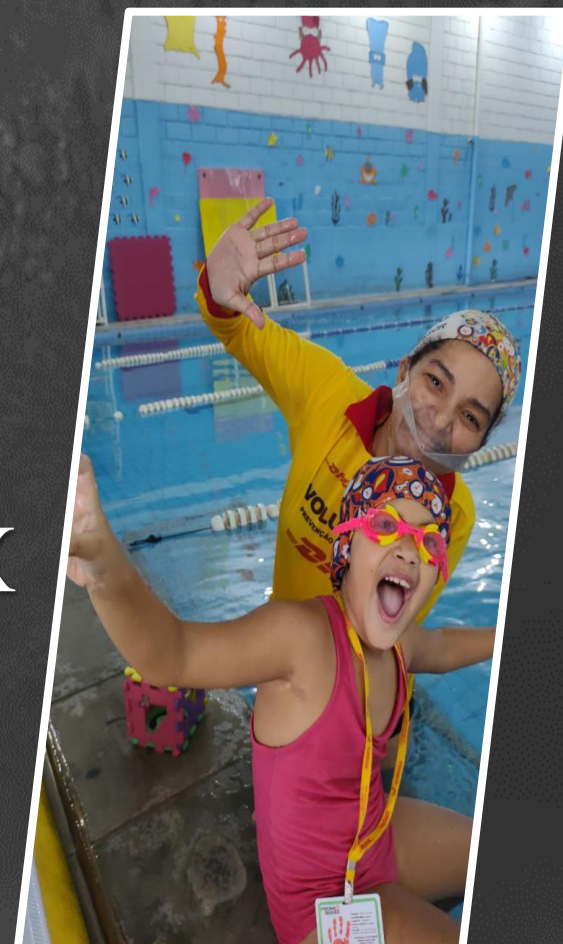
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Activities



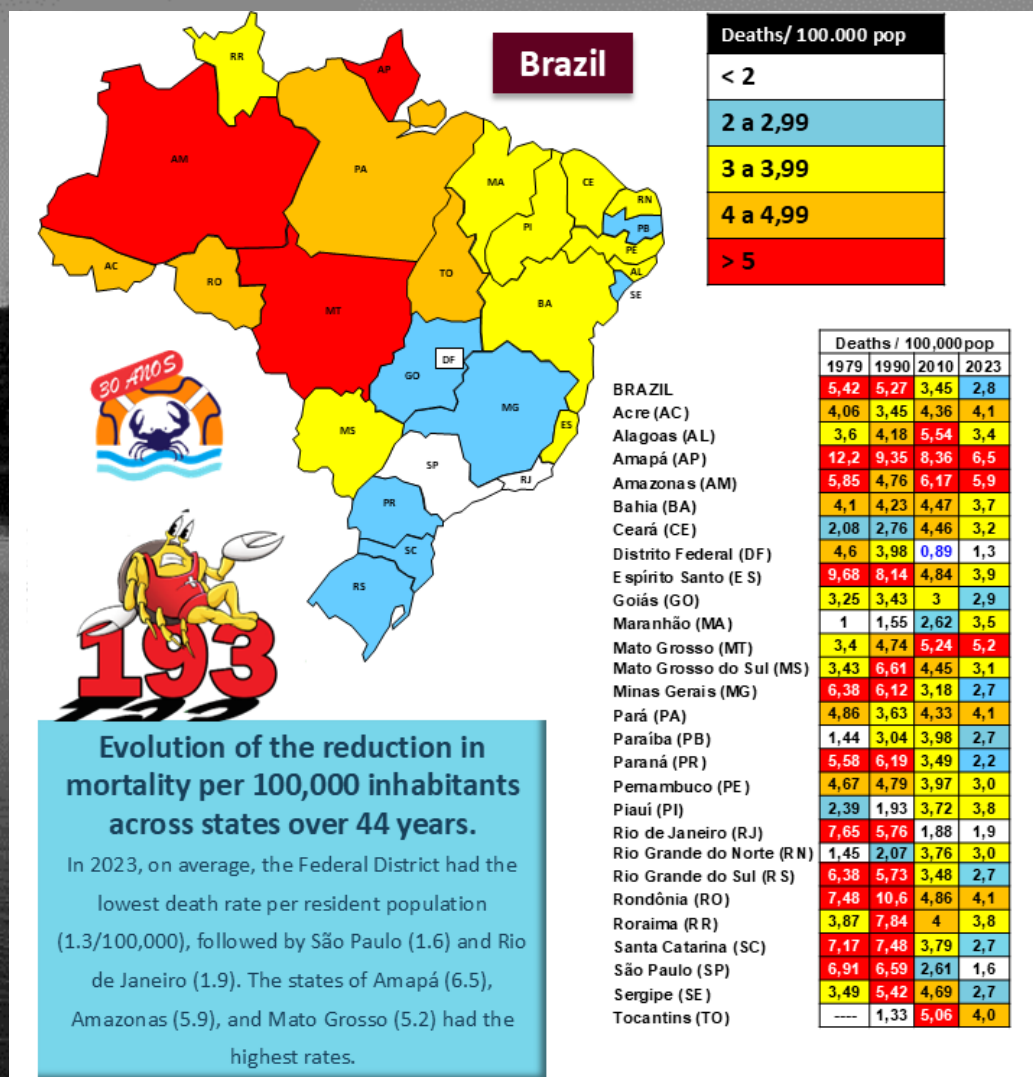
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Age range



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How do we see the problem?



Published in several peer-reviewed medical journals: Resuscitation, New England JM, Circulation and others, adopted by ILCOR and AHA

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How does society view the problem?



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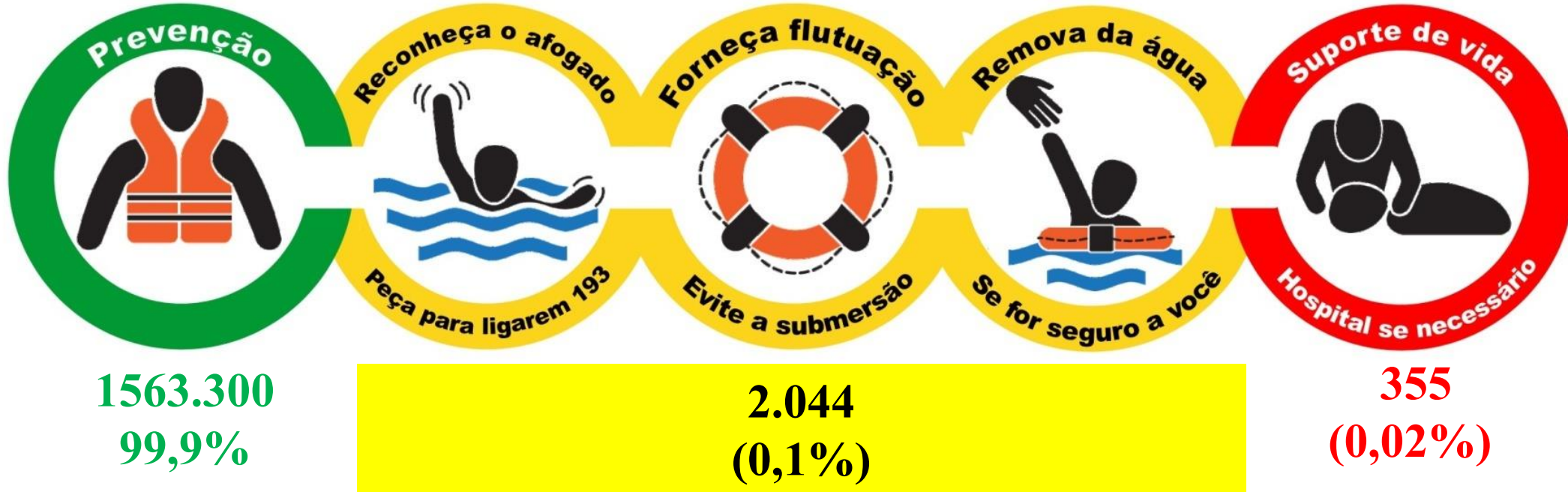




How science sees the problem?

5 summer seasons supervising a 6km beach, there were a total of 1.5 million lifeguard interventions

CADEIA DE SOBREVIVÊNCIA DO AFOGAMENTO



Szpilman D, Oliveira RB, Mocellin O, Webber J. Is drowning a mere matter of resuscitation? Resuscitation 129 (2018) 103-106.

Brazil has more than
15,000 full-time
lifeguards



Lifeguard supervision is
limited to 30% of the
aquatic areas



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76% of deaths
occur in rivers,
lakes and dams.



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It is estimated that the **RISK OF DEATH** from drowning in an area without lifeguards is **60 times greater.**



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More than 90% of deaths occur due to
IGNORANCE OF THE RISKS,
FAILURE TO RESPECT PERSONAL LIMITS,
and **UNKNOWNLEDGE OF HOW TO ACT.**



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**EDUCAR
PARA
NÃO SE
AFOGAR!**



"I am part of the solution, not the problem"

2025

THE SOLUTION – Educate not to drown



**Prevention is the best attitude and
education the best tool**



WHO ARE WE?

"I am part of the solution, not the problem"

2025



Founded in 1995, it represents Brazil
at the International Lifesaving
Federation - ILS.

BOARD OF DIRECTORS

13 directors,
56 department heads, and
210 consultants.

OUR MISSION:

To unite Brazil to reduce drowning.

OUR VISION

A world without drowning

OUR VALUES

Reliability - Determination

Altruism - Proactivity and generosity.



Uniting BRAZIL in reducing drownings,
through EDUCATION.

WHO ARE WE?

"I am part of the solution, not the problem"

2025



8.200 VOLUNTEERS

Everyone working for a cause without receiving fees or financial assistance.

**Present in all
27 states of Brazil
Federation.**



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Brazilian Lifesaving Society - SOBRASA

WHO ARE WE?

"I am part of the solution, not the problem"



17 preventions actions/day (6,087 - 2024)

- 1 million people involved
- 231,000 social media followers
- 38,564 posts, collabs, and shares
- 1,762 reports on TV, newspapers, and radio
- R\$432 million in coverage (organic)
- R\$27.5 million in organic media revenue (TV, radio, and newspapers)



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Programas de Prevenção



SOLUTION
EDUCATE
NOT TO
DROWN



Kim na Escola

Inédito no mundo, educa crianças do ensino fundamental como evitar o afogamento com uso de vídeos em desenho animado, gibis, e outros.
Envolvimento de 16 estados e 680.000 crianças e professores de 2010 a 2022.



Piscina Segura

Educa crianças e professores de natação na identificação do risco e nas soluções ao afogamento. **Envolvimento de 18 estados e 620.000 crianças, professores e pais de 2012 a 2022.**



Sobrasa Kids

Realizado com crianças em **praias, piscinas e escolas**, de forma lúdica e interativa, utiliza o esporte para educar sobre prevenção de afogamentos.
Envolvimento de 10 estados e 9.300 crianças de 2014 a 2022.



Surf-Salva

Educa surfistas em prevenção, salvamentos e primeiros socorros. Abrange 16 estados do Brasil - 1999 a 2022.
Envolvimento médio de 60 surf-salva por ano com um total de 8.345 surfistas envolvidos.



Suporte Básico de Vida em Afogamento

A todos que necessitem do conhecimento ou estejam sob risco de afogamento: profissionais de saúde, educação física, atletas aquáticos, pais e interessados na área. **Envolvimento maior de 100.000 pessoas em 26 anos.**



Primeiros Socorros

Destinado a todos que desejam saber como agir em caso de emergências.
Envolvimento maior de 50.000 pessoas em 28 anos.



18
prevention
programs



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WHO ARE WE?

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2025



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Multi-prevention programs



Prevention campaign

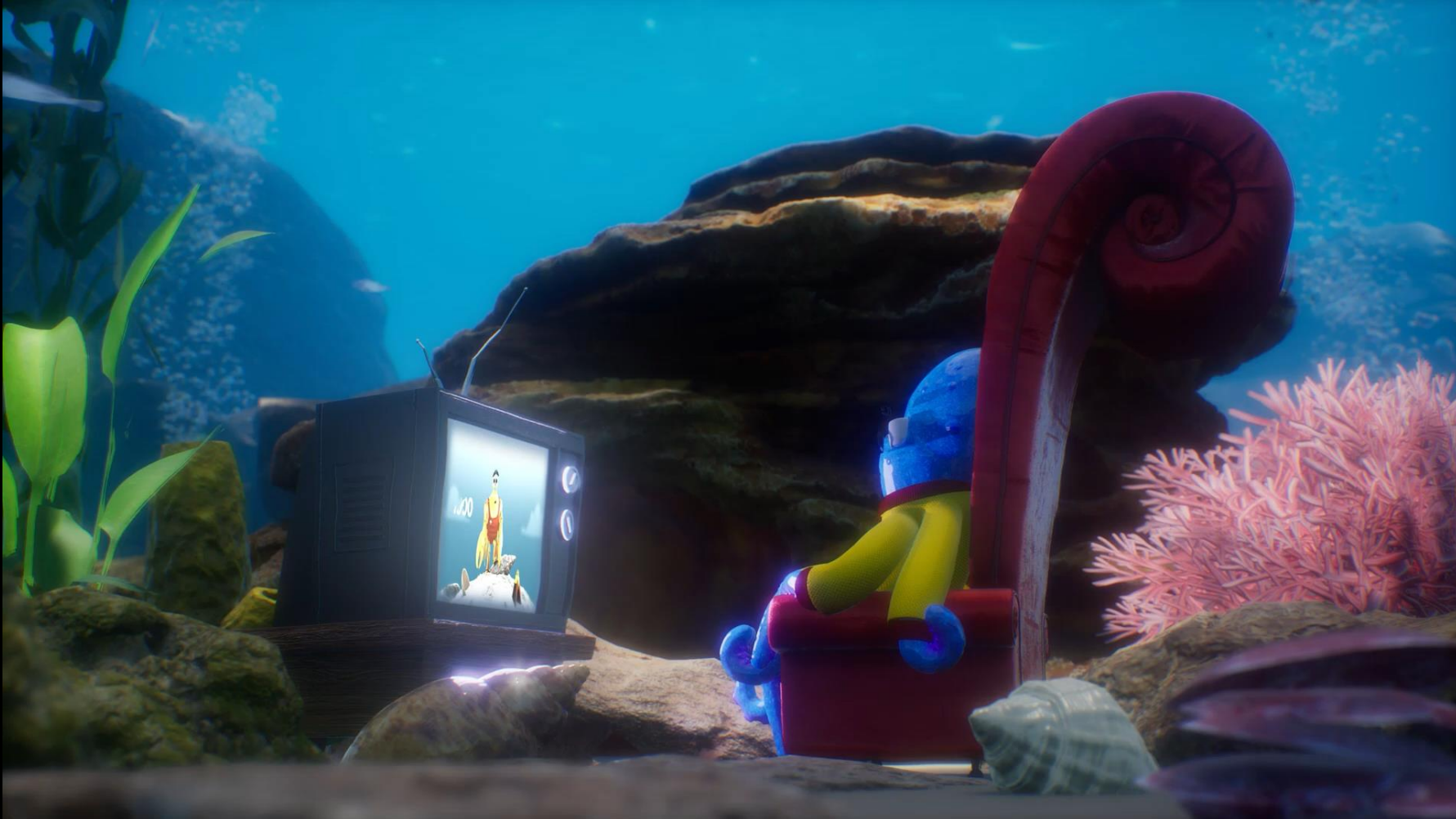


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2025



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2025



SOLUTION
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Cartoon videos



Comic books



Freshwater

Beaches

Flood

Home

Pools



Full collection



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2025



Sobrasa Rescue

Evento que une através do esporte salvamento aquático anualmente especialistas e voluntários do Brasil para a troca de informações que reduzem os afogamentos. 21 eventos realizados de 1996 a 2022 com **envolvimento 15.250 pessoas.**



Towards the 2032 Olympics – Brisbane, Australia

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2025



Prevention actions involving the entire society

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2025



Preventing the avoidable

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Praia de Copacabana– 1961



obrigado



www.sobrasa.org

Em parceria com

