



Comment [D1]: Simple primary colours, the red suggests danger and blue and yellow are lifeguard colours.

Comment [D2]: Large font, eye-catching with colour contrast.

Comment [D3]: Short simple phrase outlines the topic of the leaflet

Comment [D4]: Trusted official logo creates a sense of legitimacy and a promise of quality of the information in the booklet.

Comment [D5]: Widely known warning sign, suggesting the reader should always be aware.

Comment [D6]: Safety is emphasized before fun, safety is also foregrounded, suggesting safety comes first. "Your" is informal making the leaflet welcoming and accessible to the reader

Comment [D7]: Life is prioritized, implying that this organisation is not for profit and only cares for the reader's well-being

Comment [D8]: The picture shows children having fun, in shallow water which emphasizes safety, also there's an adult nearby. Also outlines 'safety first'.

TRUE STORY

D9

Carolyn Yard will never forget her holiday in June 2007

D10 It was our last day and I was relaxing on the beach with my daughter and friend Mark. My sons, Angus and Will, were swimming in the sea. But Mark noticed that the boys had been swept towards some rocks, and they started shouting for help. They're big teenagers who don't usually call for their mum so I knew something was seriously wrong.

D11 They were caught in a strong rip current, and they couldn't swim back to shore. The water was like a whirlpool. They were so close, and yet in so much trouble.

D12 Mark and a surfer called Mike got in the water to help while I dialled 999 for the Coastguard on my mobile phone. They called the RNLI lifeguards from the neighbouring beach. It only took minutes for the rescue boat to arrive, but when you think your boys are going to drown, it seems to take a lifetime. I lost sight of them, which was terrifying.

One of the lifeguards, Bernadette, jumped into the water. Mike had helped Angus to get to one side of the current, and Bernadette helped them both up onto a rock. Then she guided Mark and Will out of the current and between the rocks.

Angus and Will were shaking with shock. I was crying, and just so relieved that we were all back together safely. It still makes me cry when I think about it.

I'll certainly always go to a lifeguard-patrolled beach in future, and I know the boys will too. I will be eternally grateful to the lifeguards - if they hadn't been there that day, my boys would have drowned.'

D13

D14

WILL AND HIS MUM REUNITED



RIPS

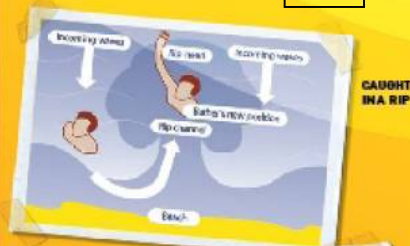


Rips are strong currents that can quickly take swimmers from the shallows out beyond their depth.

Lifeguards will show you where you can avoid rips but if you do get caught in one:

- Stay calm - don't panic.
- If you can stand, wade don't swim.
- Keep hold of your board or inflatable to help you float.
- Raise your hand and shout for help.
- Never try to swim directly against the rip or you'll get exhausted.
- Swim parallel to the beach until free of the rip, then make for shore.
- If you see anyone else in trouble, alert the lifeguards or call 999 or 112 and ask for the Coastguard.

D15



Comment [D9]: Parents are the target audience for this section of the leaflet and this true story is powerful because this kind of incident would be one that many parents would fear, thus making this page of the leaflet gripping for its intended audience. While engaging the story also models the correct behaviour in the case of an emergency – call the coastguard

Comment [D10]: "Relaxing on the beach" lets the reader relate to Carolyn as it's a typical thing to do on a holiday.

Comment [D11]: "Boys had been swept" suggests uncontrollable movement by an overwhelming force, almost like being thrown about. "Big teenagers" is a contrast and that shows, no matter how big you are, you can't stand against the sea.

Comment [D12]: "Like a whirlpool", the use of a simile empowers the previous point of "never [forgotten] holiday", also they're exaggerating when they mention whirlpool as they would've been dead.

Comment [D13]: Lifeguards portrayed as powerful, as they controlled fate and saved the teenagers who otherwise "would have drowned".

Comment [D14]: An image of safety and happiness, which emphasises the good work that the RNLI do and how the reader will also be reunited with their children if they follow these instructions in the event of an emergency.

Comment [D15]: Clear instructions, commanding phrases like "don't", "raise", "never". Simple diagrams, informal, stuck with tape at an awkward angle suggests it's made by normal people, rather than corporate firms – again making it more engaging and user friendly

KNOW YOUR FLAGS



D16

RED AND YELLOW FLAGS

These show the lifeguarded area, the safest place to swim, bodyboard and use inflatables.



BLACK AND WHITE CHEQUERED FLAGS

For surfboards, kayaks and other non-powered craft. Never swim or bodyboard here.



ORANGE WINDSOCK

Shows offshore winds so never use an inflatable when the sock is flying.



RED FLAG

Danger! Never go in the water when the red flag is up, under any circumstances.

If you see anyone else in trouble, alert the lifeguards or call 999 or 112 and ask for the Coastguard.

D17



SWIMMING, SURFING & BODYBOARDING

Swimming is one of the best all-round activities you can do, but the sea is very different from being in a pool – even small waves can take you by surprise and disorientate you.

Surfing and bodyboarding are the most fantastic fun, but are very demanding, so you need to be a good swimmer. Experience of swimming at surf beaches is a great start, as it will help you develop an understanding of the behaviour of waves.

If you're new to the sport, we suggest you get some proper training from an approved British Surf Association school. Visit britsurf.co.uk for further information.

ALL BOARDERS

Always:

- ✦ follow the advice of the lifeguards
- ✦ check your board for damage before use
- ✦ wear your leash
- ✦ stay with your board and shout for help if in difficulty

Never:

- ✦ go alone
- ✦ ditch your board as it will keep you afloat.

SURFBOARDERS ONLY

Always:

- ✦ surf between the black and white flags (if present)

Never:

- ✦ surf between the red and yellow flags
- ✦ never drop in on another surfer

BODYBOARDERS ONLY

Always:

- ✦ bodyboard between the red and yellow flags
- ✦ wear short fins

D18

If you get into difficulties, stick up your hand and shout for help – but never abandon your board.



Comment [D16]: Simple colours that are easy to remember and simple commanding verbs like “never” give the reader clear and simple instructions. Readers are unlikely to have this leaflet with them on the beach so the information on it has to be memorable. Flags presented in order from safe to dangerous, again helping the reader remember.

Comment [D17]: Many reminders throughout the leaflet to call 999 or 112 in case of emergency shows that they care about public safety which can be empowered by the knowledge of simple contact details to emergency services.

Comment [D18]: Commanding verbs, instructions, short and to the point, bullet point format – all these give clear guidance and help the reader remember these rules

THE RNLI

D19

The Royal National Lifeboat Institution is the charity that saves lives at sea.

LIFEBOATS AND LIFEGUARDS

We operate over 230 lifeboat stations in the UK and RoI and have over 330 lifeboats in service, 24 hours a day, 365 days a year. Since the RNLI was founded in 1824, our volunteer lifeboat crews have saved more than 137,000 lives – rescuing around 8,000 people every year.

D20

Our seasonal lifeguard service now operates on more than 100 beaches in the UK. It responds to more than 9,000 incidents a year and is planned to double its coverage by 2010.

D21

FUNDED BY YOU

As a charity, the RNLI relies on voluntary financial support including legacies, which help fund 6 out of 10 launches. With more people using our beaches and seas, the demand on our services is greater than ever and our running costs average over £335,000 a day.

LIFESAVING ADVICE AND INFORMATION

A range of free resources and practical advice is available to promote sea, beach and commercial fishing safety and to support primary and secondary school teachers. For further information call 0800 643210 or visit rnli.org.uk.

D22

ORDINARY PEOPLE, EXTRAORDINARY ACTS

People from all walks of life help the RNLI to save lives at sea. Thousands of volunteer crew members, shorehelpers, committee members and fundraisers give their time, skill and commitment. They are strongly supported by specialist staff.

Training is vital – it turns volunteers into lifesavers. Every year the RNLI delivers the highest quality of training at The Lifeboat College in Poole and at its lifeboat stations.



BEACHES NEED LIFEGUARDS

Our lifeguards work with lifeboat crews to provide a seamless rescue service from the beach to the open sea.

When someone is drowning in the surf seconds count, so we need expert lifesavers on the beach ready to act.

As much as 95% of our lifeguards' work is preventative – that is, they look out for potential problems before they develop into something worse, and give proactive advice and information to beachgoers.

The RNLI aims to continue expanding its lifeguard service across the whole country – but we can't achieve this without support from the public.

Every year it costs at least £450 to equip and £900 to train each lifeguard – will you help us meet that need?

Phone 0800 643210 or go to rnli.org.uk to donate now and help save lives at sea. Thank you.

Whether we're rescuing an offshore fisherman or a child swept out to sea, the RNLI exists to save Life first.

D23

RNLI LIFEBOATS,
LIFEGUARDS
LIFE FIRST

Comment [D19]: Colour scheme suggests a deep and unknown blue sea, and the red contrasts to signify lifeguards. "Charity" suggests a non-profit government organisation which will further encourage the reader to donate.

Comment [D20]: Facts like 24 hours a day and 365 days a year suggest that it's more than just a job the people go to, but a dedication, where people spend their time saving lives, '8000 every year'

Comment [D21]: "Funded by you" creates a sense of membership, or part of family even. It suggests that the reader himself is what funded and ultimately made the rescue of 137,000 lives. Praising the reader before they have actually decided to donate may make them feeling a sense of obligation to support this charity

Comment [D22]: "Ordinary people, extraordinary acts" may encourage the reader ease to donate because there's no image corporate firms, only "ordinary people" like the reader. The fact that these people perform extraordinary acts paints them as heroes who are thus deserving of our support

Comment [D23]: The high costs of running the organisation made clear in figures like £900 to train each lifeguard, suggests that the RNLI is expensive to run and in need of money. The rhetorical question "will you help us meet that need?" suggests that the RNLI is relying on the reader to help further increasing the sense of obligation felt.