CHILD DROWNING PREVENTION PROGRAM

BACKGROUND

Every day, 7 children under 15 years of age lose their lives to drowning in Vietnam. The Vietnamese government recognizes child drowning as a critical problem and is addressing this challenge with a concerted inter-ministerial strategy.

In 2018, Bloomberg Philanthropies announced its partnership with the government of Vietnam for a five-year program aimed at preventing child drowning in Vietnam under the leadership of the Ministry of Labor, War-Invalids and Social Affairs (MOLISA). The Global Health Advocacy Incubator (GHAI) and the World Health Organization (WHO) are implementing partners brought in to support MOLISA test, scale and sustain evidence-based interventions to reduce child drowning in Vietnam.

Vietnam is currently implementing a world-class, evidence-based survival swimming program for children between 6 -15 years of age. As a direct outcome of the program, a drowning prevention network involving local representatives from the public sector, private entities, academia and mass organizations are jointly working towards the goal. A set of standards and guidelines for survival swim instruction have been developed and accredited for nationwide application. With the preliminary success of the demonstration program in reducing drowning cases in eight of the highest burden provinces in Vietnam, MOLISA has now scaled its program to cover twelve high burden geographically diverse provinces. By providing direct technical assistance and partnership to the lead agency (MOLISA), the program plans to demonstrate impact and advocate for integration of survival swim intervention within the government's development plans and budgets for long term sustainability.

THE BURDEN

Over 2,000 children die from drowning in Vietnam annually. Drowning is the country’s leading cause of death in children under 15 years of age. 55% of the total drowning cases are among children from poor households.

THE APPROACH

COMMUNITY OWNERSHIP
No one size fits all. Interventions are tailored to local circumstances, demand and available resources. Cultural norms are respected.

LONG TERM VISION
Integrate survival swim as a critical component for drowning prevention within national policy.

TRANSFER OF TECHNIQUES
Global best practices and lessons learned are adapted in the national guidelines.

SUSTAINABILITY
Political commitment and local ownership is key. Public financing for intervention has increased.

UNITED
Government led, civil society supported, data driven and diverse partnership.
CORE OBJECTIVES

- Begin in pilot provinces, evaluate, scale-up and sustain with government investment and eventual ownership.
- Ensure human resources, government budgets and infrastructures are in place for the program to continue without international funding.
- Avail survival swim training to at least 40,000 children, covering 20% of the national drowning burden by the end of 2022.

THE HIGHLIGHTS

Drowning Prevention Infrastructure:

- A functional child drowning prevention network is in place with increased government leadership, effective coordination, NGO participation, strategic resources allocation and expertise sharing, and a well-defined M&E program/process in place to measure and inform progress.
- 8 new portable pools and 36 existing pools (local, private and state-owned) have been availed for the program.

Standardized training and nationwide application*

- **545** Local trainers trained on water safety skills.
- **695** Local trainers certified as survival swim instructors.
- **17,425** Children received water safety skills.
- **12,655** Children 6-15 years of age trained on survival swim. 80% passed. Re-training for the remaining 20% integrated in the guidelines.
- **5,543** Parents, caretakers, and pre-school teachers dealing with children under 6 years of age trained on child drowning and preventive measures at school and at home.

- National survival swim standards based on WHO guidelines developed and adopted as a mandatory standard for all training and instructions.
- Strict safety compliance in place going meeting government regulations.

*By the end of August 2020

Communication and advocacy campaign

- **78.4%** Parents in intervention areas aware of the drowning intervention measures, compared to only 20% in the non-intervention areas.

Comprehensive traditional and social media advocacy on the burden of child drowning and preventive measures resulted in its inclusion as the top agenda for child rights, especially during the COVID-19 pandemic.

Sustainability and ownership

- Results from Phase I carried out in 21 districts of 8 provinces showed high impact. In Phase II, program has been scaled to 32 districts of 12 provinces. Additionally, 19 non-program provinces also had access to best practices and lessons from program provinces for adoption.
- Local co-funding for program interventions increased fourfold, amounting to approximately one million US dollars.