

Prevent Drowning

And Save Lives

360 000+
deaths annually

90% of Which
occur in low-
& middle-
income
countries

Every day over 500
families experience
the pain of losing a
loved son or
daughter to
drowning

How It All Started

We wanted to be part of a positive change, and improve lives by saving people from drowning. When researching and trying to find organizations globally, we had huge difficulties in reaching and finding local organizations in vulnerable areas. This made us realize that there was no single page for publishing information, finding data and connecting with organizations working to prevent drowning incidents.

So We Created Another Breath

Another Breath is an online portal devoted to amassing information, raising awareness and helping people connect with initiatives working to prevent drowning globally. Another Breath is a source that gathers, presents and connects information between individuals and organizations, and further facilitates donations to relevant organizations. It aims to grow together with people from around the world in joint combat against drowning.

Results and Future

Measuring the impact of Another Breath is difficult due to the nature of the project. What we can measure is clicks on the website as well as social media following and views. So far we have seen that the website is amassing more and more hits and we have received a lot of positive feedback and tips on improvement. Furthermore, we would like to be able to measure donations to initiatives that have come through our website. In the future tighter knit cooperation with initiatives to enable such features will be our number one priority.

Sharing a
message



Creating
awareness



Saving
lives

3 Values
Underlying Our Project

Equal Right to
Good Health and
Wellbeing
(SDG 3)

Spread
Awareness and
Spur Initiatives

Help Prevent
Drowning
through
Information

Obstacles Along the Way

Designing the idea of Another Breath was a critical challenge: it had to provide real value. Through communications with local NGO:s and volunteers, we gathered that providing information was key. We learnt that cultural barriers are more important than one might think, especially in rural areas, and that initiatives often lack funding rather than competence. We had to be adaptive in the face of Covid-19.