

## Case Study: Irish Water Safety

Engages with Presidion (formerly SPSS Ireland) to increase the awareness of water safety in Ireland and reduce the number of drowning incidents occurring

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**The outcomes of the report produced by Presidion (formerly SPSS Ireland) have been a key weapon in their armoury in terms of the awareness and targeting campaigns.**

### SITUATION

The Irish Water Safety is the statutory voluntary body established to promote water safety in Ireland and educate people in water safety best practices. They develop public awareness campaigns to promote necessary attitudes, rescue skills and behaviour to prevent drowning and water related accidents. The main focus of the Irish Water Safety is on Public Awareness, as 163 people drown each year in Ireland. The Irish Water Safety feel that this figure is unacceptable considering that most fatalities are avoidable. They strive to reduce these fatalities by increasing water safety awareness, changing attitudes and behaviours so that aquatic environments can be enjoyed with confidence and safety.

### CHALLENGE

The major challenge facing the Irish Water Safety according to their Marketing Executive, Mr Roger Sweeney is that they did not have sufficient information to target the at risk groups in Ireland.

Like many organisations, the Irish Water Safety receives data from different government sources in different formats. The main source of information is that taken at the scene of a fatality and has been recorded by the Garda on the official C67 form for the past 20 years. Combining this data with a view to gaining a 360 degree insight into the current and historical water safety situation in Ireland has proved quite troublesome for the Irish Water Safety. Not only this but more importantly using this data to predict future actions was virtually impossible with the tools available to them.

The consequence of this was that strategic planning of resources was largely based on acumen and not based on actual data or hard facts. Using SPSS, the Irish Water Safety was able to amalgamate data sources and run analysis on overall data available rather than on individual data silos. This enabled them to gain a better insight into their organisation and they were able to use the results to effectively channel resources where they were most required.

### At a Glance

County: Ireland  
Industry: Non-Profit  
Web site: [www.iws.ie](http://www.iws.ie)

### Solutions Used

SPSS-IBM Statistics and Presidion (formerly SPSS Ireland) Consulting Services

### RESULTS

*"I had no idea of the way in which SPSS-IBM is so easily able to link data and produce insights"*

Rodger Sweeney, Marketing Executive Irish Water Safety

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## SOLUTION

Presidion (formerly SPSS Ireland) acted as expert advisors to the Irish Water Safety. Following a rigorous methodology, SPSS-IBM consultants reviewed the data and assisted the Irish Water Safety in driving their organisations in ways that they were not currently doing.

The first challenge facing the Irish Water Safety had been with the structure of the data in that it was inconsistent. Presidion (formerly SPSS Ireland) had to restructure the data before they began the process of drilling down. With the assistance of Presidion (formerly SPSS Ireland) consulting, the Irish Water Safety now has the capability to gain a deeper insight into their organisation and how to effectively channel their resources so that a proactive approach can be taken to prevent future fatalities. Mr Rodger Sweeney, Marketing Executive with the Irish Water Safety commented, "I had no idea of the way in which SPSS-IBM Statistics is able to link data and produce insights"

The overall objective of the Irish Water Safety is to promote water safety in Ireland. According to, Mr Sweeney, the results that they have received from the report produced by Presidion (formerly SPSS Ireland), will be used to increase the profile of the Irish Water Safety, hence increase the awareness of water safety in Ireland and therefore reduce the number of drowning incidents occurring in Ireland.

## BENEFITS

Here are some of the key benefits that the Irish Water Safety has gained as a result of the report produced by Presidion (formerly SPSS Ireland):

-The report produced by Presidion (formerly SPSS Ireland) has had a direct impact in increasing the number of radio interviews conducted by the Irish Water Safety. The outcomes of the report have been a key weapon in their armoury in terms of the awareness and targeting campaigns.

According to Mr Sweeney, the SPSS report produced has armed the organisation with key findings in terms of water safety. For example 82% of the competent swimmers that have drowned since 2000, 20% were highly intoxicated. This type of insight enables the Irish Water Safety to state that even competent swimmers need to be careful.

In addition to the Radio Campaigns that the Irish Water Safety will run as a result of the SPSS report, the Irish Water Safety will engage in Newspaper campaigns. This has already begun with a press release in August entitled "No room for complacency as August is the worst month for tragedy". The analysis conducted by Presidion (formerly SPSS Ireland) on the Irish Water Safety's database, has fuelled them with information and statistics that the general public will become familiar with over the next number of months.

-“Be Water Wise Booklet” – this booklet will be published by the Irish Water Safety to promote water safety in Ireland. For the first time ever, this booklet will contain a comprehensive section on statistics. It is thought that this will heighten awareness of the tragedies that take place in Irish Water.