Create and Designed by GILI BACK



SWIMMING TRAINING PROJECT FOR EVERY CHILD IN THAILAND

INTRODUCTION

SWIM4ALL = A Swimming for ALL
Thai Kids National Drowning
Prevention & Water Safety
Programme.



A Sustainable Business Impact Model That Saves Lives Across Thailand's 77 Provinces

PROBLEM OVERVIEW

- Child drowning deaths: ~615 in 2024—a decline from 1,500 in 2005
 —but still fatal at ~5—8/100,000 children <15 yrs
- Hospital admissions: 4,911 between 2015–19; ~59% under age 6
- High summer risk: Peak drowning in April—May: 173 recorded in just one summer 2024.
- Swimming skills: Only ~24% of children can swim, and a mere 4.4% have essential water safety ability.
- School system size: \sim 31,129 public primary/lower-secondary; 2,660 secondary; 1,726 local government; 414 monastic schools \sim 35,126 non-international public schools

1 EXECUTIVE SUMMARY

- SWIM4ALL is a nationwide programme designed to tackle Thailand's leading cause of death in children under 15: drowning. The project follows a train-the-trainer model, where one lead trainer per province is certified annually during summer break to deliver swimming and lifesaving education across public schools and community spaces.
- Utilising existing infrastructure—schools, temples, Scouts, the Thai Red Cross, SorSorSor Foundation, and hotels with swimming pools—the programme aims to ensure that every child in Thailand knows how to float, swim, and provide basic first aid and CPR.
- Funding in Year I is covered by grants, corporate CSR, and fundraising through the "A Journey Through the 77" initiative. From Year 2 onwards, the programme becomes self-sustaining through local government budget allocations (using savings from drowning prevention), affiliate commissions, and public-private partnerships.

SWOT ANALYSIS

Strengths

- Clear public health need and government momentum (MERIT MAKER reduced deaths by 33.5% between 2014-20)
- Scalable provincial network via existing schools, temples, Scout programs, Red Cross, and NGOs.
- Train-the-trainer model multiplies reach with local impact.

<u>Weaknesses</u>

- Limited pool availability in rural areas; reliance on donated facilities.
- Maintaining training consistency and safety standards across provinces.
- Funding tied to ongoing public engagement and donor interest.



SWOT ANALYSIS

Opportunities

- Documentary ("A Journey Through the 77") amplifies outreach and funding.
- Corporate CSR, national grants (WHO/UNICEF), affiliate partnerships.
 Potential to integrate with OBEC curriculum for long-term impact.

Threats

- Cultural undervaluing of swimming in education.
- Liability risks with children in water environments.
- Corruption or misallocation risk through "ghost students" and fund channels

2. PROBLEM STATEMENT

- Drowning remains the #1 cause of child deaths under 15 in Thailand, with approx. 615 children dying annually as of 2024.
- Only 23.7% of children can swim, and fewer than 5% possess essential water safety skills.
- Most deaths occur in rural areas in ponds, canals, and rivers near home (WHO Thailand, 2024).



3. PROGRAMME DESIGN:

How SWIM4ALL Works

• Phase I — National Trainer Certification (Year I); 77 Lead Trainers, one per province, undergo a 4-week intensive SSI Level I & 2 course (incl. CPR & First Aid) during summer break. All costs covered: training, travel, meals, accommodation, and stipend.

Upon certification, they begin training others in their province via schools and community hubs.

3. PROGRAMME DESIGN:

How SWIM4ALL Works

 Phase 2 — Provincial Rollout (Year I Onward) Trainers cascade knowledge to: School staff, Scout leaders, Red Cross volunteers, Community reps and more. Use donated access to swimming pools (hotels, resorts), or safe local rivers, lakes, and temples. Groups of 10-20 children receive ongoing water safety instruction weekly. Yearly Community Development (From Year 2 Onwards) Each province can reinvest part of their saved funds and excess donations to: Build a swimming pool, Install a clean water pump stations, Create Lifeguard stations, Maintain safety infrastructure for long-term impact etc.

4. COST BREAKDOWN

Year I Initial Setup(in THB with USD equivalents)

Per Unit (THB)	Total (77 Provinces)
46,000	3,542,000
20,000	1,540,000
10,000	770,000
76,000	5,852,000 (~USD 200,000)
	46,000 20,000 10,000

*Yearly Operational Costs (Year 2 Onwards)

ltem	Per Province	Total (77 Provinces)
Equipment, transportation, admin	300,000	23,100,000
Total Annual Ops		23.IM THB (~USD 635K)

• Local government budgets will be asked to cover the 300,000 THB/year per province which is justified through direct cost savings from avoided drowning incidents and hospital expenses.

5. FUNDING & SUSTAINABILITY MODEL

Revenue Stream	Annual Potential	Notes
 Year I Grants/CSR 	THB 30M	WHO, UNICEF,
		Thai Health Foundation
 "A Journey Through the 77" 		
Commissions	THB 10M	10% on bookings and products
 Public Donations 	THB IOM	Events, campaigns
 Local Gov. Budgets 		
(from Year 2)	THB 23.1M	Reallocated from health/welfare

TOTAL ANNUAL POTENTIAL FUNDING THB 50-75M

 After Year I, SWIM4ALL becomes self-sustaining and not reliant solely on donations, thanks to local budget allocations and integrated revenue models.

6. IMPACT & RETURN ON INVESTMENT

- Cost of Drowning in Thailand
- Hospital cost per child: ~THB 12,125
- Annual preventable admissions (est.): 500
- Hospital cost savings: ~THB 6M/year
- Estimated lives saved (25% reduction): ~150
- Human capital value per child: THB 3M+
 Societal savings/year: THB 450M+ (~USD 12M)

Financial Summary

Year	Programme Cost	Savings	ROI
1	THB 29M	THB 6M (hospital only)	1:5+
3	THB 35M	THB 15M+	1:10+
5	THB 20M (maint.)	THB 450M	1:20+

Every THB I spent = up to THB 20-150 saved through lives preserved, hospital bills avoided, and societal productivity retained.

7. LONG-TERM VISION & SCALABILITY

Year Milestone

- Year I
- Year 2 budgets
- Year 3 water
- Year 5

77 certified trainers, 10,000 children trained.

Expand trainers to schools; self-funded via local

Build pools, cover maintenance costs, build clean

pumps or stations in each province using excess funds. Adopted into national education policy (OBEC), full coverage in every district.

8. GOVERNANCE & RISK MANAGEMENT

- Formal MOUs with OBEC, Thai Red Cross, SorSorSor, local gov.
- Facility agreements with hotels, schools, temples
- Insurance & legal framework for liability mitigation
- Annual audits and progress reports
- Unified data tracking: attendance, test results, drowning rate impact per province

9. REFERENCES

WHO Thailand: https://www.who.int/thailand/news/detail/26-07-2024-world-drowning-prevention-day-2024--thailand-s-commitment-to-reducing-drowning-incidents

UNICEF East Asia Child Drowning: https://www.unicef.org/eap/reports/child-drowning

Mahidol University Study on Drowning & CPR: https://sjtrem.biomedcentral.com/articles/10.1186/s13049-024-01270-6

OBEC School Data: https://en.wikipedia.org/wiki/List of schools in Thailand

MERIT MAKER model: https://www.who.int/news-room/feature-
https://www.who.int/news-room/feature-
https://www.who.int/news-room/feature-
https://www.who.int/news-room/feature-
stories/detail/addressing-a-range-of-risk-factors-for-drowning-through-cross-cutting-action-in-thailand

Thai Red Cross: https://english.redcross.or.th/

SSI Swim Instructor Training (Thailand):
https://fishlikethailand.com/swimming-instructor-course



EVERYONE SWIDMS

Conclusion = SWIM4ALL is a scalable, high-impact, cost-effective programme that directly addresses Thailand's most preventable child killer: drowning.

With strong public-private partnerships, local buy-in, and measurable return on investment, the project is set to save thousands of lives, create long-term health savings, and build infrastructure for a safer, healthier Thailand.



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WE LOOK FORWARD TO YOUR SUPPORT IN TRANSFORMING THE LIVES OF THAI CHILDREN ACROSS THE COUNTRY!

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