

STA Virtual International Learn to Swim Week 2020



#LoveWaterSafely

Themes and plan for the week (18th – 24th May):

Date:	Theme:	Activity:
<p>Monday 18th May:</p> <p><i>(Don't forget to change your social media headers – ILSW banners available in your resource pack)</i></p>	<p>Water Safety</p>	<ul style="list-style-type: none"> - Free water safety quiz for ks1 pupils hosted by Water Safety Ambassadors, Meghan Willis (12) and Mike Goody. Speedo prize for winner - Share STA's water safety activity sheets and water safety booklet (available in your resource link) on social media and don't forget to use #LoveWaterSafely - Water safety competition launch. Children to create a song, poem, or poster on water safety. Speedo prize for the winner selected on this day. Entries to be sent to, marketing@sta.co.uk with child's name and age by the 15th May.
<p>Tuesday 19th May:</p>	<p>Water Phobia</p>	<ul style="list-style-type: none"> - Free webinar from partners, Waterphobia - Win a free place on the Waterphobia CPD1 (keep an eye on STA's Facebook page) - Share stories of your swimmers who have achieved great milestones with your swim school on social media. Don't forget to use #LoveWaterSafely - Promote your adult swimming lessons – special offers for when pools re-open.

Date:	Theme:	Activity:
Wednesday 20th May:	Baby Swimming	<ul style="list-style-type: none"> - Webinar with Jo Wilson from Aqua Sensory on 'An Emotional Approach to Baby Swimming' - Share your baby swimming tips and don't forget to use #LoveWaterSafely - Tips on what parents can do in the bath during isolation
Thursday 21st May:	Mental Health (in line with Mental Health Awareness Week) / Breaking down barriers	<ul style="list-style-type: none"> - Webinar with professional psychologist, Dr Alexandra Barnett on child anxiety - Share stories on swimmers who have broken down barriers in their learning to swim journey and don't forget to use #LoveWaterSafely
Friday 22nd May:	Disability Swimming	<ul style="list-style-type: none"> - Webinar with STA Tutor, Mark McNichol on 'Disability Support Network'.
Saturday 23rd May:	Theme of your choice	<ul style="list-style-type: none"> - Use the weekend to engage with your customers focussing on your discipline of swimming (baby / disability etc). Share any useful tips you have and don't forget to use #LoveWaterSafely - You may wish to create your own quiz with your parent customers
Sunday 24th May:	Theme of your choice	<ul style="list-style-type: none"> - As above