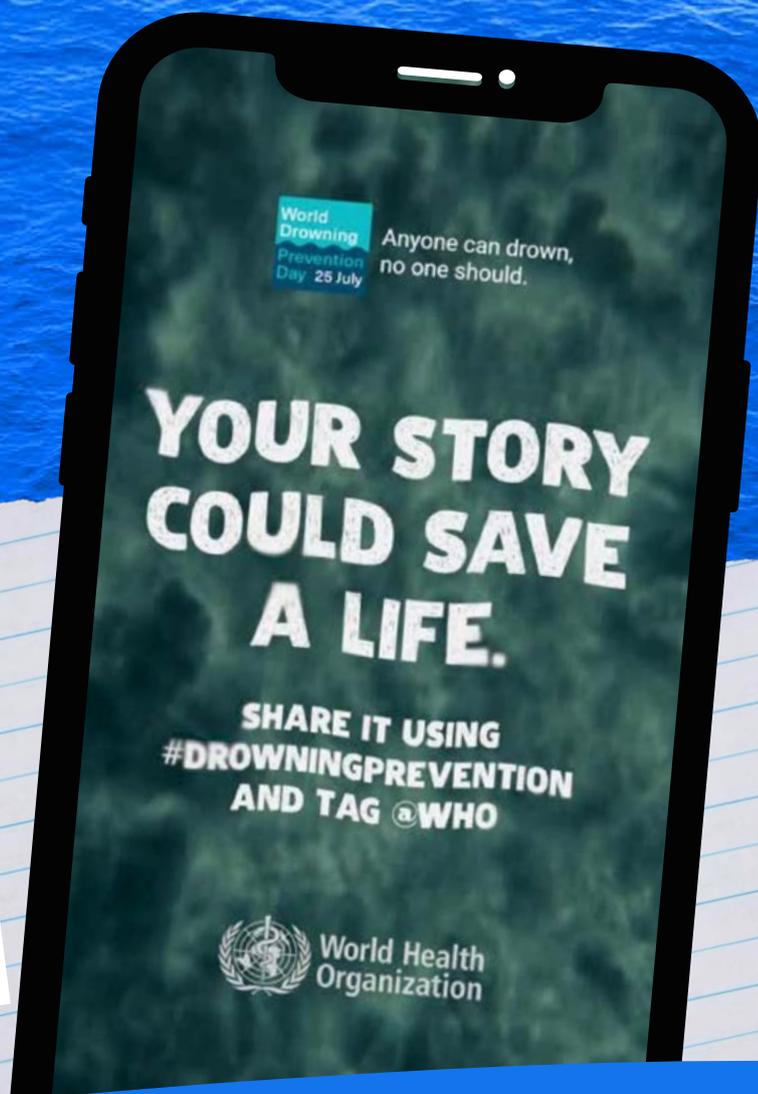


World Drowning Prevention Day

2025

Toolkit

A step-by-step guide on how to share content in support of the campaign.



Anyone can drown,
no one should.

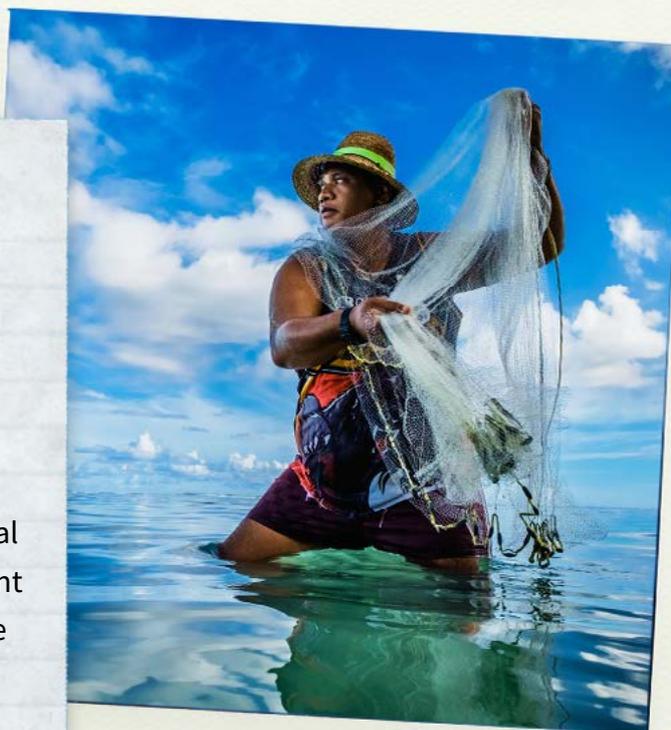


World Health
Organization

Get Involved

Thank you for joining the global effort to raise awareness for World Drowning Prevention Day.

This short guide will help you use the official Canva templates to create and share content in support of the campaign. Whether you're an organization, advocate, or individual contributor, your voice can help save lives.



Tagging, Hashtag & Webpage Link

To ensure your post is part of the global conversation, please:

1 Tag WHO

- Instagram / Facebook: @who
- Twitter / X: @WHO
- LinkedIn: World Health Organization

2 Use the official hashtag

- #DrowningPrevention

This helps *amplify the message* and *connects* your post with others working to prevent drowning worldwide. To view the key messages of the campaign, as well as other resources, you can access the campaign webpage: www.who.int/campaigns/world-drowning-prevention-day/2025

Using the Canva Templates

To ensure your post is part of the global conversation, please:

Video Post Template

Use this template to share *a short story, message, or data point*. It's ideal for *personal messages, interviews, or quick explainers*.

Link to Template:

https://www.canva.com/design/DAGsGJnJfC4/tF6E4iRftB7cFclbtWVqaA/view?utm_content=DAGsGJnJfC4&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview



Step 1

- **Click and drag** your introduction and/or hook video onto page 1 of the template.
- **Resize and adjust** the length of the video according to your needs.
- **Delete** the guide text.

Step 2

- **Click and drag** the main part of your video onto page 3 of the template (after the title page and before the end card).
- **Resize and adjust** the length of the video according to your needs.
- **Delete** the guide text.

Step 3

- **Go to** the 'Text' panel and **select** 'Captions.'
- **Select page 1 and 3** to auto generate captions for your video.
- **Double click** on your captions to edit the text.

(*Note:* you cannot edit the length or timing of your captions using this tool. To do this, see '*Alternate Caption Creation*' at the end of the instructions)

Step 4

- **Add b-roll** to your video by **clicking and dragging** your clip onto the page.
- Your b-roll may show up in the '**uploads**' tab.
- **Drag** this onto your page and **edit** the length and **size** of the clip accordingly.

Step 5

- **Edit the sound** of your video by **right clicking** on your clip and **selecting 'extract audio'**. This allows you to customize the audio and delete b-roll sound if needed.

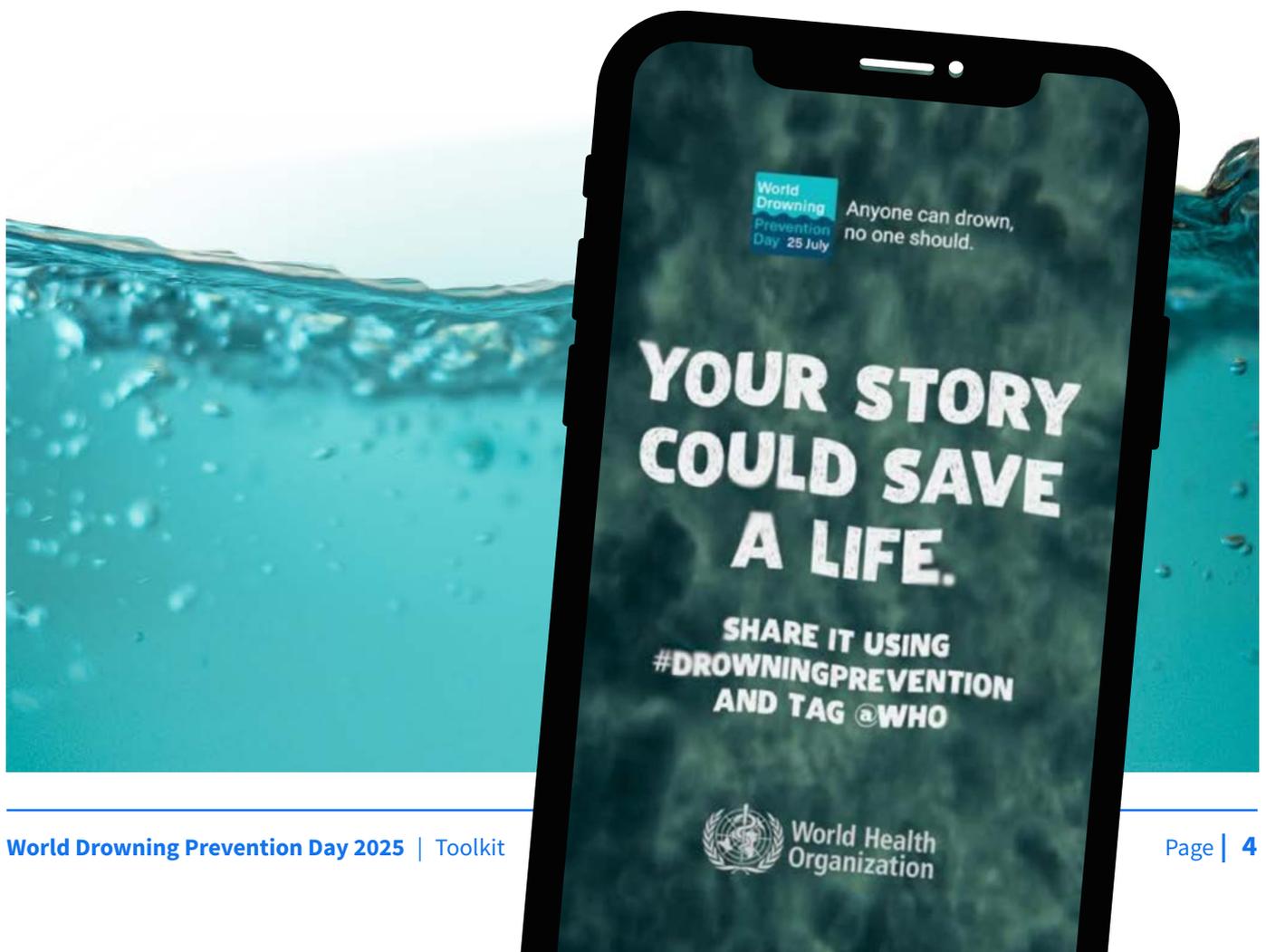
Step 6

- **Export your completed video** by clicking the 'Share' icon on the top right of your screen. Click on 'download' and make sure all pages are selected (it should read Pages 1-4). Click on 'download' again and your video will export!

Bonus step: Alternate Caption Creation

- If you would like more control in customizing captions, you can **create your own** by going to the 'Text' panel, selecting 'add a subheading' and adjusting your text style, position and length accordingly.
- **Use the style panel** at the top of the page to **edit the font** (make sure it is Noto Sans bold) and the colour of the text and background text.
- **Double click** on your text to edit it.
- Use the **bottom panel** to **click and drag** your text bar to edit the length of your caption. Copy and paste your caption to create more in the same style.

Video Tutorial: https://www.dropbox.com/sc/fi/xs4725286fufzmpygad45/J0001027-WHO-WDPD_Canva-Template-Tutorial.mp4?rlkey=4gd1nscw2ao7iuyrbqpgmnsi&st=lbrk11b3&dl=0



Static Post Template

This template is perfect for **bold messages, facts, or calls to action**. Designed for Instagram, Facebook, and LinkedIn. Feel free to add more detail about your drowning prevention story in the post's caption. **Remember the hashtag #DrowningPrevention and to tag WHO.**

Link to Template:

https://www.canva.com/design/DAGsrZWUbyo/hJizUraDHbqEJDWz-Wvk-g/view?utm_content=DAGsrZWUbyo&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview



Step 1

- **Open the template** to edit the designs.

Step 2

To change the background:

- **Right click** on the current picture to delete it.
- Then **upload** your own picture in 'Uploads' on the left-hand menu.
- **Drag and drop** the image into the frame.
- **Right click** on your image and select 'Set image as background'.

To change the feature image:

- **Upload** your own picture in Uploads on the left-hand menu.
- **Click and hold** the image you want to use, then **drag it** over the frame. The image will **snap** into the frame.

Step 3

- **Highlight** the heading text **and type** in your own heading.

Step 4

- **Highlight** the supporting copy text and **add** your own line of text.

Step 5

- **Highlight** the body copy text and type your own body copy, adjusting the length of the colour blocks behind the text to fit the words.

Step 7

- When complete, **click** the 'Share' button in the **top right** and select 'download'.
- Choose 'png' as the file type and download.

Insert
your
heading
here

Add a simple
sub-heading
here

And one or two lines
of body copy here

World
Drowning
Prevention
Day 25 July

Anyone can drown,
no one should.

World Health
Organization

That's It!

Your content, combined with others around the world, will help raise awareness and drive action to prevent drowning.

For any support or questions,
please contact: socialmedia@who.int

