



NPO SAFE COASTAL TOURISM
E. Ruelensvest 99
3001 Louvain
Belgium
info@safecoastaltourism.org

Dear Ms Ramphele,

Let us express our gratitude and our delight for the initiatives already taken by the National Department of Tourism in the production of 'carriers' of information and safety tips for tourists.

We are particularly glad for the efforts from SATSA in developing a leaflet with "Safety Tips for Tourists" which includes ocean safety tips.

Please find the digital version of our organisation's leaflet called "Safe Coastal Tourism" attached to this mail. A physical version was sent to you by our son Bart, who works as a physician in your country. This leaflet has been developed in consultation with International Life Saving Federation (Dr. H. Vervaecke PhD, Secretary General of ILS) and Life Saving South Africa (Ms Barbara Fountain, General Manager of Lifesaving South Africa). The leaflet is especially designed for the (potential) coastal tourist and therefore the safety tips are phrased in a recognisable chronological order.

We are also very interested to see the DVD on rip currents developed in partnership with the NSRI. We applaud the idea of producing a DVD as we believe images are so much more saying than words.

We would be very pleased to receive a copy of the DVD. Our postal address is to be found next to our logo.

Now that all these interesting carriers have been produced, the question remains where, when and to the DVD or the leaflets are 'delivered'.

When we think about actions on prevention of coastal drowning, we always ask ourselves, which signs and which actions would have stopped our sons from entering the sea. As you certainly know, efficiency of prevention will be reached when the message is frequently repeated on the journey from home to the holiday destination, and when it is drawing the attention of the tourists on drowning risks, ideally right before or immediately on arrival at the beach.



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Therefore, we would appreciate to learn from the National Department of Tourism about how it reflects on the dissemination of all this worthy material.

- Will it be possible to view the DVD in touristic accommodations located in coastal areas as resorts, hotels, backpackers accommodations, touristic information centers, on tour busses heading to the coast, ...?
- Will you consider to make the film available to web designers of websites promoting South African tourism as e.g. <http://www.southafrica.net>?
- Will you consider the possibility of involving local touristic stakeholders and local communities in coastal areas to kindly request them to make the leaflet "Safe Coastal Tourism" available to tourists? Of course, we can add the logo of the Department of Tourism of South Africa to the leaflet as well, next to the logos of Lifesaving South Africa, NSRI and our organisation. One more idea is to customize the leaflet to make it ready to fit as cover of the DVD.

Lastly, may we express our hope to continue along this route of prevention of coastal drowning, in memory of all tourists who drowned already along South African coasts as well as along coasts worldwide. Tourism industry and life saving organisations all over the world should join efforts in the overlapping domain of coastal drowning prevention of tourists, foreign and domestic. Our organisation would like very much to be a full negotiating partner in the fight for a drowning-free coastal world for all tourists, in loving memory of Bavo.

Sincerely,

NPO Safe Coastal Tourism

Caroline Danneels

3 July 2012