

Engaging to Drive Change



When you hear facts such as 95% of Black adults and 80% of Black children in England do not swim, 93% of Asian adults and 78% of Asian children do not swim, and the World Health Organisation states that people from ethnic minority communities are at a higher risk of drowning, the next question is usually
WHY?

The Blacks Can't Swim film documentaries have created a safe space for conversations around this topic. A space where Black and Asian Brits can share their lived experiences, perspectives, hopes, and fears around swimming, aquatics, and the reality of water safety.

The Blacks Can't Swim film documentaries is a fantastic way to start conversations and raise awareness within your work space and communities.

BLACKS CAN'T SWIM

Screening and Education Resource Package

Engaging to Drive Change

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Step 1: Contact Blacks Can't Swim

Website: www.blackscantswim.com/screening

Email: info@blackscantswim.com



Step 2:

Choose a

Screening Package



Step 3: Host your Screening



- Find a venue.
- Set the date and time.
- Invite your organisation, team, or community to start their water safety journey.

BLACKS CAN'T SWIM REWIND EDUCATION RESOURCES (6 MODULES)

The Blacks Can't Swim film documentaries have provided crucial insights into why a disproportionate number of people of African, Caribbean and Asian heritage do not swim. Using the interview material gathered during the production of 'Blacks Can't Swim Rewind', an educational resource package has been created containing six educational modules.

These educational modules are essential viewing for anyone who would like to better understand how a lack of diversity and inclusion in aquatics has impacted individuals within ethnically diverse communities. In particular, those of you situated within the aquatic or education sector are best placed to benefit from this educational resource and to implement changes within your sphere of influence. By engaging with these modules, you will gain an insight into the complex barriers to aquatic engagement; the opportunities and benefits that being able to swim can provide; and how participation in swimming and aquatics can be promoted within African, Caribbean and Asian communities. Together we can change the narrative.





The Blacks Can't Swim feature film documentaries and educational modules have played and continue to play a significant role as a herald and catalyst for the phenomenal change we have begun to see in the aquatic sector around addressing, head-on, the long-standing systemic and institutional inequalities in swimming and aquatics particularly for people of Black and Asian heritage in the UK.

Ed's legacy with Blacks Can't Swim has been a forerunner for platforms and organisations like the Black Swimming Association (the BSA), set up as an independent body that stands outside national governing bodies, sports councils and sports organisations, but which works in close partnership with them as a bridge into communities that have been historically excluded, disenfranchised and invisible in aquatics.

Long may Ed's Blacks can't Swim and BSA legacy live to inspire, embolden and empower people of African, Caribbean, and Asian heritage in the UK and around the world, to find their own place in the water safely.



BLACKS CAN'T SWIM REWIND
EDUCATION RESOURCES (6 MODULES)

swimming
Blacks can't swim?

Changing the Narrative

In this video we discuss

Fears, hair hurdles, swimming as a life skill, priorities, parental influence and the best time to learn

In this video we discuss

Opportunities, careers, role models, education and marketing swimming

In this video we discuss

Swim caps, hair nightmares, role models, societal barriers, stereotyping and diverse decision makers

In this video we discuss

Fears, hair hurdles, swimming as a life skill, priorities, parental influence and the best time to learn

In this video we discuss

Influences on children and engaging young people in swimming

What's next?

Keep the conversation going

Keep learning

Enable change

If you want to actively contribute to changing the story for ethnically diverse people and their water safety journey...

The Black Swimming Association

Website: thebsa.co.uk

The charity operates as a bridge between **our communities** and the **aquatics sector**.

What we do

Water Safety
Programmes
Research
Advocacy

Who we do it for?

People from African,
Caribbean & Asian descent.
England, Wales, and
Scotland

Who we work with

RLNI
Government departments
Schools
Businesses
Local Councils
Community Groups
Canals and Rivers Trusts

Increasing inclusion

Open water sports
Leisure centres
Aquatic careers
Swim wear
Swim schools





WWW.THEBSA.CO.UK

Swimming is a gateway to positive health and well-being. It offers competitive and career opportunities for some and life-saving ability for all, and swimming leads to a rich range of aquatic activities. Excluding people from this based on their ethnic heritage is a profound inequality and an injustice.

In early 2020, the BSA was created to redress the historical inequalities in the UK that exclude ethnically diverse communities (in particular African, Caribbean and Asian) from swimming and from the aquatic sector.

The BSA's primary purpose is to increase the number of people who swim from ethnically diverse communities and to reduce the risk of drowning in these communities. The BSA's secondary purpose is systemic change: to create a more inclusive, ethnically diverse and equitable aquatic sector, in particular at the level of decision-making and strategy-setting, and to ensure that national swimming and water safety initiatives and programmes both include and engage all communities in the UK.

Since 2020, the BSA has proven to be a transformative force, driving positive change nationally and internationally through ground-breaking research, advocacy, community programmes and effective partnerships.



Blacks Can't Swim

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