SWIM GLOBAL PROJECT

BUILDING WATERSAFE COMMUNITIES™ WORLDWIDE

IMPACT / 2026

2026 IMPACT REPORT

Building a worldwide movement for drowning prevention through local leadership, education, equitable access and public policy.

48
Ambassadors[1]

17
Countries[1]

14
Advisors

#ActionsForChange

Reporting period | January–December 2026

[1] Cumulative network of past and present Ambassadors.

01 / THE GLOBAL NETWORK

Connecting local leaders

A global network of water-safety advocates, practitioners and technical expertise.

48
Past and present Ambassadors

17
Ambassador countries

14
Advisors in eight countries

Ambassadors by country

United States	21
Uganda	4
Zambia	4
Canada	2
Cameroon	2
India	2
South Africa	2
United Kingdom	2
Tanzania	1
Somalia	1
Costa Rica	1
United Arab Emirates	1
Rwanda	1
DR Congo	1
Singapore	1
Nigeria	1
Trinidad and Tobago	1

Advisor network

United States	3
Canada	3
United Kingdom	2
Australia	2
Denmark	1
Singapore	1
New Zealand	1
Brazil	1

SEPTEMBER RECRUITMENT

50+ applications

18 shortlisted

Third Ambassador cohort recruitment.

Source: SGP Ambassador and Advisor network rosters. Ambassador figures represent the cumulative network of past and present members.

02 / ACTIONS FOR CHANGE

Ambassador-led action

Eleven initiative submissions provide evidence of how local leaders put water safety into practice.

DIRECT SGP SUPPORT

7 of 11

REACHED UNDERSERVED GROUPS

10 of 11

EXPECTED CONTINUATION

10 of 11

Most frequently reported activity types

Number of submissions selecting an activity category; multiple selections allowed.



HOW SGP ENABLES LOCAL IMPACT

01 Connect
Mentoring, expertise and relationships

02 Equip
Resources, training and visibility

03 Act
Local delivery, advocacy and partnerships

04 Learn
Evidence, feedback and shared practice

Source: 11 Ambassador initiative submissions. Figures reflect affirmative responses to each question; activity categories allow multiple selections.

03 / COMMUNITY IMPACT

Local action across Africa and Asia

Locally led programmes expand access to swimming, water safety and lifesaving education.

DR CONGO | GOMA

Nager et Sauver

~700 learned survival swimming • 37 trainer certifications

Survival swimming and instructor development at Lake Kivu build community confidence and local lifesaving leadership.

TANZANIA

Beach lifeguarding and Swim for Survival

350 children with disabilities trained • 10 schools with swim programmes

Inclusive swimming and school programmes, government training and planned beach expansion. Multi-year 2022–26 window.

SOMALIA | MOGADISHU

World Drowning Prevention Day

40 programme completions

Water safety training and awareness at Lido Beach, including barriers to swimming for women. Government engagement on facilities and education.

SINGAPORE

World Drowning Prevention Day and Lifeguard Appreciation Day

~300 participants • 2 events

Project Silent promotes open-water safety and strengthens links with education partners.

ZAMBIA | LUSAKA

Survival swimming pilot

27 participants • 6 teachers trained • 90% floated for 30+ seconds

School-based teaching, water confidence and foundational survival skills. Pilot spans October 2025–January 2026.

SOUTH AFRICA & LESOTHO

Community co-design

64 unique participants • 12 activities

Rural inland communities shaped water-safety and survival-swimming activities with schools, local leaders and families.

Source: Ambassador initiative submissions. Each figure represents its individual programme and reporting period, rather than combined annual reach.

04 / COMMUNITY IMPACT

Local action across the Americas

Five submitted initiatives connect volunteer service, aquatic access, training and safer communities.

UNITED STATES / OREGON • WATERSTRONG

Water Safety Ambassadors

On-location outreach reaches families where they naturally recreate, with water safety education, lifejacket fitting and volunteer development.

2,042	58	352	2,770
families served	events	volunteers	volunteer hours

CANADA | GLOBAL

No Push Movement

~14,000 reached since 2017

An oath and practical campaign to discourage unsafe pushing at aquatic venues and reinforce a prevention culture.

UNITED STATES | MASSACHUSETTS

West Beach Club

11 trained / certified

Lifeguard training, emergency readiness and stronger instructor capabilities; secured funding for instructor certification.

TRINIDAD AND TOBAGO

Discover Water

National curriculum and partnership pathway

Inclusive, trauma-informed aquatic education and a proposed school-to-pool framework; development across ages and abilities.

UNITED STATES | NORTH CAROLINA

Wrightsville Beach Ocean Rescue

12 sessions

Free lessons and safety education for underserved youth through a local pool partnership, with lifesaving and instructor development.

WaterStrong distributed 1,895 Metro lifejackets and 1,960 lifejackets/safety whistles combined. Source: Ambassador initiative submissions. No Push represents cumulative reach since 2017.

05 / COMMUNITY OUTCOMES

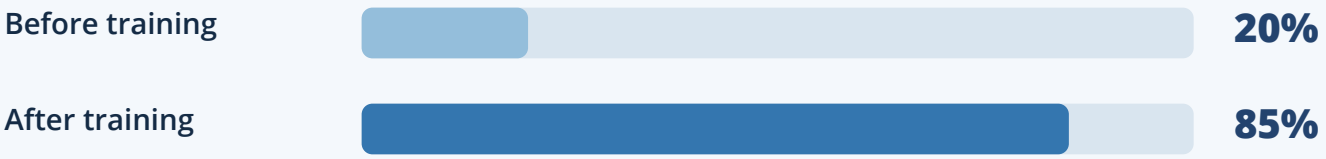
Measuring change in practice

Two local projects demonstrate measurable progress in water confidence, skills and volunteer-led delivery.

ZAMBIA / SURVIVAL SWIMMING PILOT

Water confidence before and after training

Participant confidence survey



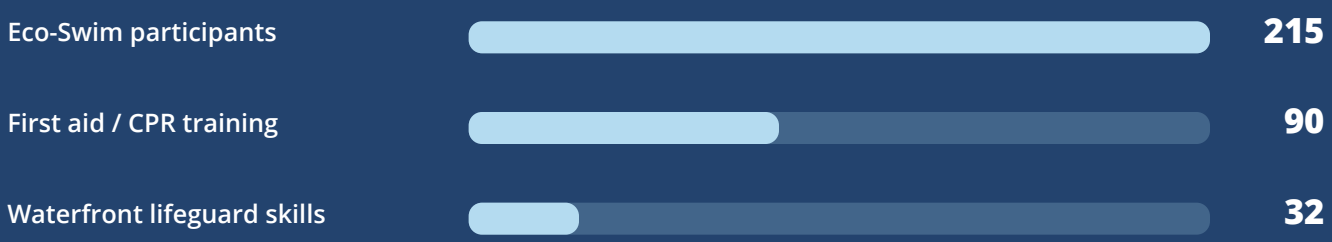
90%
able to float for 30+ seconds

85%
able to demonstrate safe entry / exit and buoyancy-aid use

UNITED STATES / WATERSTRONG

Volunteer-led delivery and training

2026 training and participation by activity category



2,770 volunteer hours • 908 activity hours

Sources: Zambia survival swimming pilot, October 2025–January 2026; WaterStrong 2026 programme records. Training and participation categories are presented separately.

06 / KNOWLEDGE SHARING

A year of global convening

Founder-led virtual collaboration brings research, community knowledge and practical experience together.

400+
Participants across virtual events

14
Guest panelists and speakers

6
Featured virtual events

2026 virtual event timeline

JAN 20
Expanding Access to WCDP Insights
90-minute international webinar; four speakers on prevention, CPR, local ownership and equity.

MAR 10
Costa Rica Caribbean Guard
Community lifeguarding, junior lifeguards and exchange opportunities.

JUN 16
Global Networking Event
International connection across the water-safety field; 69 registration-list entries before removing internal contacts.

SEP 25
Third cohort Ambassador kickoff
90-minute orientation, action planning and reporting expectations.

OCT 02
Lifesaving Sport Officials webinar
Officiating knowledge exchange and professional development.

NOV 24
Who Gets to Swim
Water justice, equity and accessibility; virtual panel and recording.

Participation and guest speaker figures span SGP's virtual events. Featured events complement recurring Ambassador meetings and #ActionsForChange sessions.

07 / POLICY AND IMPLEMENTATION

From policy to practice

Florida leadership and partnerships connect prevention priorities to community action.

FLORIDA WATERSMART

Statewide leadership

Nathalie Martin co-chairs the WaterSmart Florida Task Force, supporting coalition coordination, regional engagement and implementation of statewide water safety priorities.

COUNTY IMPLEMENTATION

WaterSmart Osceola

Completed planning initiative

Three-year county action planning, stakeholder workshops, implementation milestones and a monitoring framework; Year One priorities approved. Work led through Iversen Martin LLC.

LEGISLATIVE ENGAGEMENT

Florida prevention legislation

Policy development and advocacy

Drowning-prevention education, family information, swim-lesson voucher access and draft language for open-water lifeguard recognition and EMT classification.

NATIONAL ADVOCACY

Open-water lifeguards

Professional recognition

Congressional outreach and collaboration with USLA supporting open-water lifeguard recognition (H.Res.1188).

GLOBAL PARTNERSHIP

World's Largest Swimming Lesson™

June 25, 2026

Mobilizing Ambassadors and community partners to expand access to lifesaving swimming skills.

Partnership development

Full Sail University • City of Orlando • Step Into Swim

Documentary and student engagement, swimming-access collaboration, professional relationships, and research and education. The City of Orlando swimming lesson initiative is planned for 2027.

SGP advances water safety through legislative development, advocacy, collaboration and implementation planning.

08 / FLORIDA SPOTLIGHT

Rooted in Florida

From our home state, SGP connects community swimming access, coastal technology, lifesaving sport and public-health leadership.

SELECTED FLORIDA LOCATIONS



1. **Eatonville / Orlando**
   Alma Swim Foundation
2. **Gainesville**
   BeachLens
3. **Broward / Fort Lauderdale**
   Diversified Swimming
4. **Jacksonville Beach**
   Super Girl USLA

Florida impact at a glance

2,000+
People connected to Alma resources since 2023

30,000
BeachLens app downloads

4
Featured Florida initiatives and events

Map shows selected activity locations. Alma's reach is cumulative; BeachLens downloads were reported in 2026. The four features are distinct examples, not a statewide total.

09 / FLORIDA COMMUNITY ACTION

Swimming access for everyone

Florida Ambassador initiatives create opportunities for children and families to gain skills, confidence and connection.

CENTRAL FLORIDA / DANIELLE HODGE

Alma Swim Foundation

Alma expands free and affordable swim instruction for Black communities, connects families to certified instructors, provides scholarships and supports pathways into the aquatics workforce. SGP is listed among its mission partners.

2,000+
Children and adults connected to resources since 2023

500
Swim lessons supported

300
Individuals supported

$10K
Scholarships provided

Featured in Orlando Parenting (September) and listed as a resource by Spectrum News (March). Florida DOH lists Eatonville Community Pool.

Website ↗ | Instagram ↗ | Orlando Parenting ↗ | Spectrum ↗ | Partners ↗

BROWARD COUNTY / SHANA LORDE

Diversified Swimming Inc.

Creates equitable access to swimming, lifesaving skills and water safety. Florida DOH lists Red Cross instruction for ages 1–7 and adaptive aquatics certification.

3rd
Annual World Swim Day

October 24 at Carter Park, Fort Lauderdale: free swim and surf lessons, water polo, CPR demonstrations and family activities in collaboration with city parks and recreation.

July 9: WSVN coverage and congressional drowning-prevention event featuring Shana Lorde.

Website ↗ | Instagram ↗ | WSVN ↗ | World Swim Day ↗ | Congress ↗

Alma's scholarship and reach measures are cumulative and reflect its own programme records.

Florida DOH swim lesson providers ↗

10 / FLORIDA INNOVATION AND SPORT

Safer shores and stronger voices

Technology, entrepreneurship and professional lifesaving sport advance awareness and prevention along Florida's coastline.

GAINESVILLE / JA'RELL I. FELIX

BeachLens

Developed by University of Florida engineering students, BeachLens centralizes beach conditions, flags, rip current risk, water quality, amenities and community reports to support informed choices.

30,000
App downloads

1–2K
Weekly users

7
Seaworthy Collective cohort

2026 milestones: spring development, May incubator selection, Miami startup showcase and September FOX 13 / University of Florida coverage.

Instagram ↗ | UF News ↗ | FOX 13 ↗ | App Store ↗

JACKSONVILLE BEACH / NOVEMBER 8

Super Girl USLA Lifeguard Competition

Nathalie Martin officiated at the USLA female lifeguard competition at Jacksonville Beach Pier, showcasing the skill, athleticism and leadership of women in professional lifesaving.

~30,000
Festival attendees on day one

14
Sports across the festival

Action News Jax covered the record festival crowd; these figures describe the full festival, not the lifeguard competition alone.

Official competition schedule ↗ | Action News Jax coverage ↗

Sources: UF News, FOX 13, Super Girl official competition schedule and Action News Jax.

11 / GLOBAL PARTNERSHIPS

Swimming lessons save lives

The World's Largest Swimming Lesson™ partnered with SGP and its network to expand access to water safety education.

WORLD'S LARGEST SWIMMING LESSON™ / JUNE 25, 2026

620+
Children reached in Uganda

105
Students trained in Nigeria

25
Countries in the worldwide WLSL event

Ambassadors and local partners in action

SGP's network helped mobilize local leadership and participation in the 17th annual event, connecting a shared global campaign with community-based delivery.

UGANDA

Life Saving Association of Uganda

First-time WLSL participation in partnership with Swim Global Project, introducing more than 620 children to foundational water safety skills.

Official release ↗

NIGERIA

Swim in 1 Day (SID) Africa

Ambassador Emeka Chuks-Nnadi led 105 students through water safety and swimming instruction, with an emphasis on floating skills.

Event report ↗

CAMEROON

Nathan B Ajode Memorial Foundation

Community event in Batoke, Limbe, delivering water safety education and lifesaving demonstrations with WLSL and Swim Global Project.

Foundation post ↗

Explore the World's Largest Swimming Lesson™ | Official event website ↗

Source: WLSL 2026 official release and local partner event accounts. The 25-country figure describes the entire global WLSL event.

12 / INTERNATIONAL COLLABORATION

United Nations Volunteers

International Volunteer Year 2026, World Drowning Prevention Day and #ActionsForChange.

GLOBAL VOLUNTEERISM / KNOWLEDGE PORTAL ON VOLUNTEERISM

10
Published UNV portal entries

9
Countries with location-specific records

1
Shared campaign

Locally led volunteer action

The UNV portal documents SGP's worldwide #ActionsForChange campaign, featuring local leadership, education and community mobilization.

United States / Florida	Statewide mobilization and coordination	VIEW
Uganda	Community awareness and water safety	VIEW
DR Congo	Water safety education in Goma	VIEW
Nigeria	Local access and awareness	VIEW
Cameroon	Local volunteer education	VIEW
Zambia	Swimming and CPR education	VIEW
South Africa	Swimming and volunteer outreach	VIEW
Singapore	Project Silent outreach	VIEW
India	Community education and awareness	VIEW

View the global overview on the UNV Knowledge Portal

Ten public portal entries comprise one global overview and nine country-specific records documenting the campaign and community engagement.

13 / LEADERSHIP AND CAMPAIGNS

Building momentum together

Professional education, partnership development and public awareness extend water-safety knowledge into new audiences.

FEBRUARY 16–19 / COLORADO SPRINGS

AOAP / NDPA Conference

Community engagement and communication

A presentation on effective outreach, marketing and social media for aquatic programmes.

Professional engagement

AUGUST	**USLA National Lifeguard Championships**	Officiating and professional engagement.
AUG 26	**Florida Recreation and Park Association**	Professional water-safety presentation.
OCTOBER	**Full Sail University**	Student presentations and swimming-access discussions.
NOV 11	**From Tallahassee to the Tideline**	USLA education forum on Florida legislation and ocean rescue.
NOV 17	**Athletic Business | AB Show 2026**	From Compliance to Culture: Building Water Safety Advocacy Into Every Program You Run (Orlando).

World Drowning Prevention Day / July 25

Public awareness, local education and inclusive programming through Ambassador-led initiatives; supported by the broader #ActionsForChange and UN Volunteers engagement.

FLORIDA GO BLUE OUTREACH

Kissimmee City Hall • Orlando City Hall • Jacksonville Main Street Bridge • Sunshine Skyway Bridge • ICON Park

14 / MEDIA AND THOUGHT LEADERSHIP

Expanding the conversation

External visibility across news, broadcast interviews, professional publications and conference education.

8
Featured external publications

5
News and broadcast records

3
Professional articles

Media and professional publication record

FEB 20	**FOX 13 Tampa Bay** Lifeguard workforce shortage	VIEW
MAR 06	**FOX 13 Tampa Bay** Florida child drowning and pool-safety reform	VIEW
MAR 09	**St. Pete-Clearwater Sun** Secondary coverage of legislative reform	VIEW
MAR 25	**AOAP** What a Fatal Drowning Study Tells Us About the Data We Collect	VIEW
APR 17	**Spectrum News / Florida Politics** In Focus programme listing: drowning prevention and autism	VIEW
SPRING	**American Lifeguard Magazine** Promising Florida Water Safety Legislation	VIEW
AUG / SEP	**Kaua□i Community Radio** Beyond the Plan: Turning Water Safety Into Action	VIEW
SEP 15	**AOAP** The Best Lifeguarding Often Looks Like Nothing Happened	VIEW

Speaking highlight: AOAP / NDPA conference in Colorado Springs, February 16–19. Presentation on community engagement and effective communication for aquatic programmes.

News records include a TV programme listing and secondary coverage; radio and podcast releases count once. Publication counts are not audience impressions.

15 / DIGITAL KNOWLEDGE SHARING

Voices from around the world

SGP's Substack brings together original articles, guest writers, Advisors and Ambassadors to share knowledge and elevate local action.

SWIM GLOBAL PROJECT ON SUBSTACK

A platform for shared perspectives

Founder insights, expert perspectives, stories from the field and Ambassador-led movement building.

Selected 2026 articles and contributors

FOUNDER	**Drowning Prevention Has the Tools. Now Let's Use Them.** Nathalie Martin | Turning evidence, partnerships and practical knowledge into prevention.	READ
FOUNDER	**Individual Heroism Is Not a Public Health Strategy** Nathalie Martin | A systems-based perspective on drowning prevention.	READ
GUEST WRITER	**The Ocean Doesn't Negotiate** Joel Gitelson | An ocean lifeguard's firsthand account of coastal safety.	READ
ADVISOR	**From Denmark's Shores to a Global Mission** Maria Jæger | Water competence, teaching and collaboration across borders.	READ
AMBASSADOR	**Building a More Inclusive Africa Through Water Safety and Adaptive Swimming** Emeka Chuks-Nnadi | Adaptive aquatics, disability inclusion and community leadership.	READ
AMBASSADOR	**From Fear to Freedom** Mathutwana Portia Mokoena | Overcoming barriers to swimming and drowning prevention in South Africa.	READ
AMBASSADOR	**Fifteen Minutes from the Ocean, a World Away From Swim Lessons** Anna Newman | North Carolina ocean rescue lifeguards expanding access for underserved youth.	READ

Explore SGP's Substack and subscribe

Selected articles illustrate the range of original and contributed SGP writing.

16 / LOOKING FORWARD

Building on 2026

The next phase focuses on sustainable local leadership, deeper evidence and implementation.

2027 PRIORITIES

Scale WaterSafe Communities™ planning, strengthen Ambassador capability, expand swimming access and secure resources for locally led prevention.

01

Community expansion

Replicate county-level implementation models and strengthen local partnerships, including proposed Orlando swim lessons in 2027.

02

Support the network

Build mentoring, training, peer exchange and opportunities for collaboration; prioritize local ownership and sustainable delivery.

03

Share the evidence

Expand outcome reporting and capture programme quality and progress, alongside public communication.

04

Increase visibility

Continue virtual events, professional publications, media engagement and campaigns across digital platforms.

Connect with Swim Global Project

Website • Instagram • Facebook group • LinkedIn group • Substack

swimglobalproject.com **Substack: @swimglobalproject**

Sources: SGP network and activity records, 11 Ambassador initiative submissions, programme-level outcome measures, published UN Volunteers entries and linked media and professional publications. Programme figures reflect their respective reporting periods and are presented individually.

Building WaterSafe Communities™ Worldwide