



THE
SWIM
REAPER

SAVING LIVES BY ENCOURAGING DEATHS

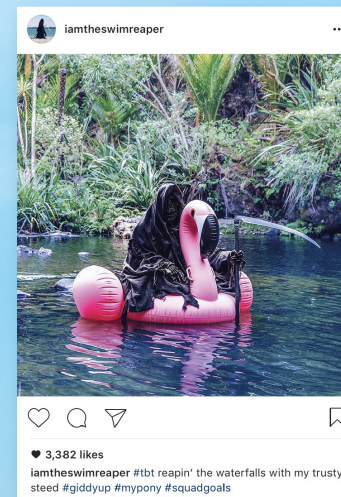
Young men in New Zealand love doing dumb stuff. So, it's not surprising they disproportionately make up more than one third of preventable drownings.

Their lives could be saved if they just made smarter decisions around water. But they're a cynical audience who react badly to being told what to do. And positive safety messaging simply doesn't resonate with them. So, instead, we encouraged them to go ahead and kill themselves.

The Swim Reaper is a contrary character, with a seriously black sense of humour. He's been popping up at swimming spots all over New Zealand and posting his exploits on social media. His mission? To claim as many lives as he can, by openly encouraging young males to be stupid. As it turns out, his efforts simply drew attention to all those behaviours that lead to death. So, while young guys normally make up a huge proportion of drownings, this year was different. Over the peak summer period, drownings of young men totaled zero.

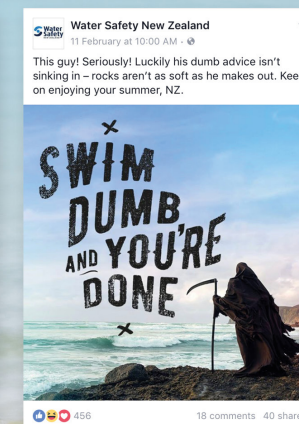
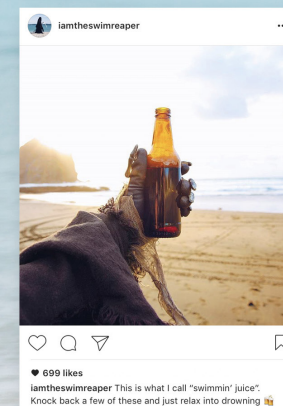


SWIM DUMB
AND YOU'RE DONE

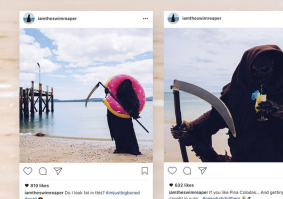


18.4K FOLLOWERS

iamtheswimreaper Mean shot! Gotta try a higher jump next time. Over rocks. Ha! JK! #notkidding



every_calcifer This must be the best Insta account ever! I love this 🤔🤔



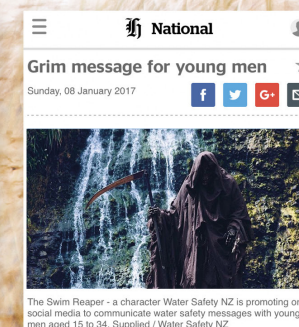
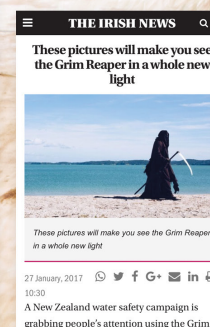
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