

Q2M2

Quality | Quantitative
Measurement | Management

Putting a Monetary Value (ALSO!) on the Benefits of Surf Lifeguarding in North Zealand, Denmark



World Conference on Drowning Prevention (WCDP) 2023, Perth

Facts about DNL

The North Zealand Surf Lifeguarding Organization (DNL)

- ✓ 25 surf lifeguard stations
- ✓ Operational 2 months per year



Problem

- When decision makers need to make **budget cuts**, they are **typically only** **supplied with expenses** - in dollars (\$) - and lacking the benefit - in dollars (\$).*
- This becomes a problem when they start to **prioritize where** to make the cuts.

*Or other currencies, such as: Peso, Franc, Riel, Colón, Cedi, Kroner, Dinar, Kwacha, £, Euros, etc.

What can we do about this problem?

We can help the decision makers (and public officials) to **include the benefits** of a given service – **before they start to prioritize!**

The **BENEFITS** we're considering when looking at:

...the North Zealand Surf Lifeguarding Organization (DNL)

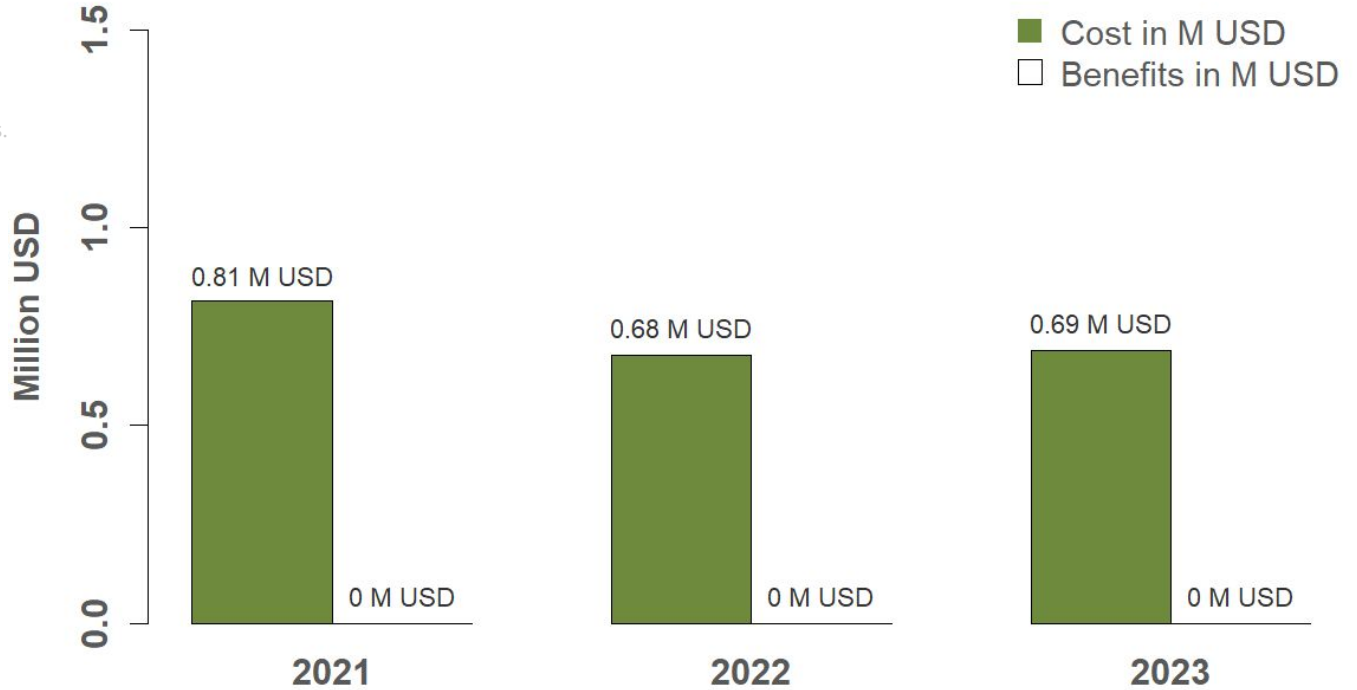
- ✓ Savings on pre-hospital care.
- ✓ Saved lives.
- ✓ Reduced crime.
- ✓ Increased turnover due to more tourists.

DNL COST and BENEFITS

– when the BENEFITS are estimated with zero!

- ✓ Savings on pre-hospital care.
- ✓ Saved lives.
- ✓ Reduced crime.
- ✓ Increased turnover due to more tourists.

COST and BENEFITS estimated as zero!



The COST and the BENEFITS:

...of DNL

- ✓ Savings on pre-hospital care.
- ✓ Saved lives.
- ✓ Reduced crime.
- ✓ Increased turnover due to more tourists.

BC-ratio: 9***

**Benefit-Cost (average 2021-23)*

***Meaning: you **pay USD 1** and **get USD 9** back.*

COST and BENEFITS of: saved resources for pre-hospital care



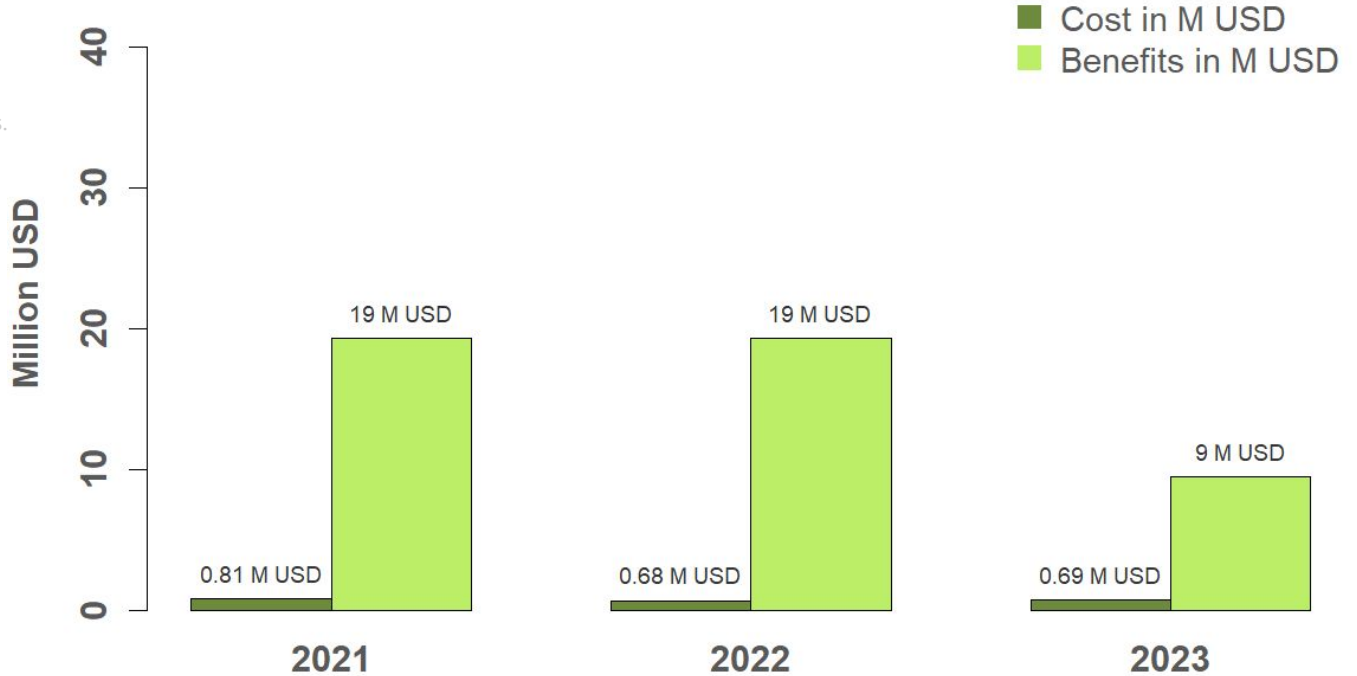
The COST and the BENEFITS:

...of DNL

- ✓ Savings on pre-hospital care.
- ✓ Saved lives.
- ✓ Reduced crime.
- ✓ Increased turnover due to more tourists.

COST and BENEFITS of: saved resources + saved lives

BC-ratio: 22*



*Benefit-Cost (average 2021-23)

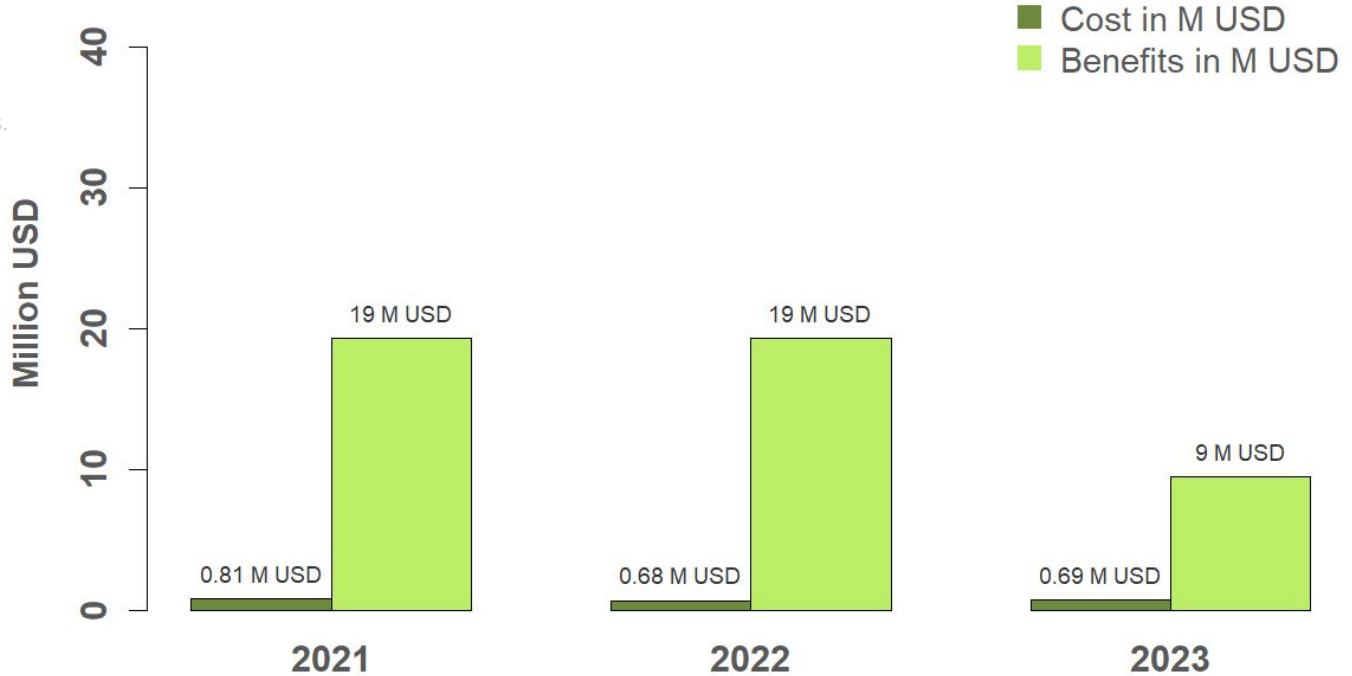
The COST and the BENEFITS:

...of DNL

- ✓ Savings on pre-hospital care.
- ✓ Saved lives.
- ✓ **Reduced crime.**
- ✓ Increased turnover due to more tourists.

BC*-ratio: 22

COST and BENEFITS of: saved resources + saved lives but wo. crime rate change



*Benefit-Cost (average 2021-23)

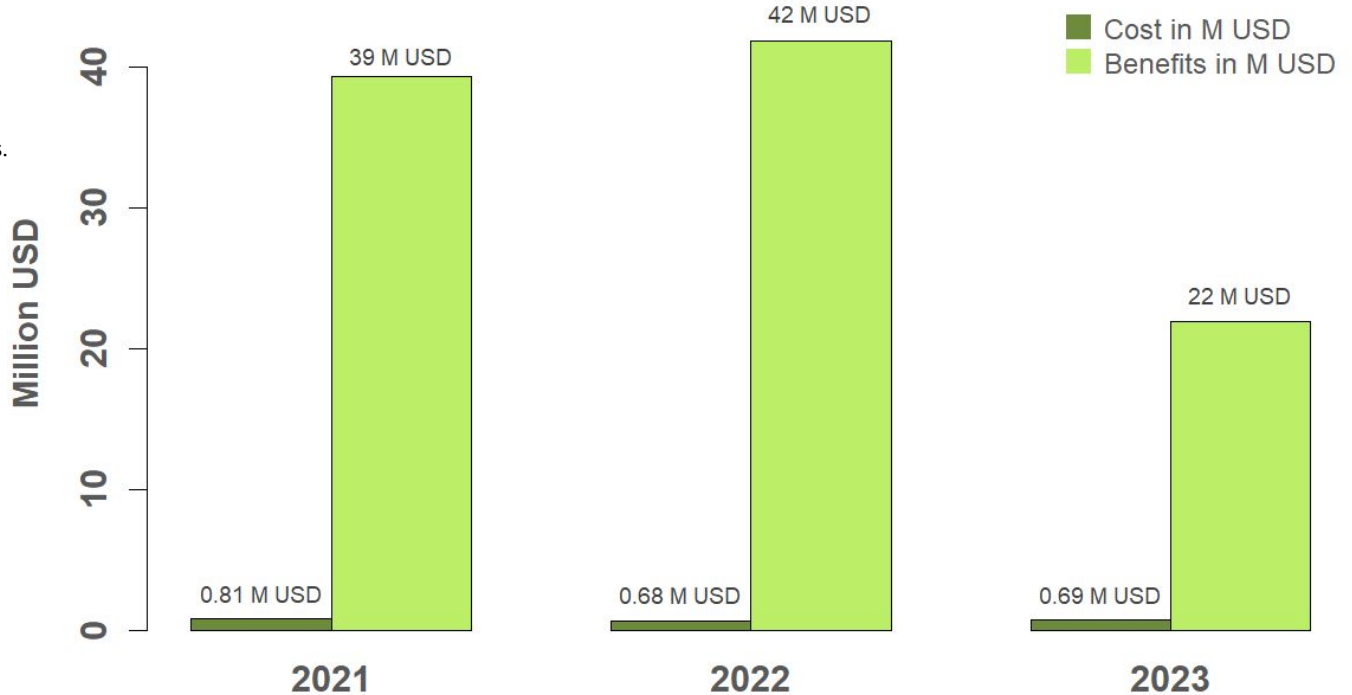
The COST and the BENEFITS:

...of DNL

COST and BENEFITS of:
saved resources + saved lives but wo. crime rate change + increased turnover

- ✓ Savings on pre-hospital care.
- ✓ Saved lives.
- ✓ **Reduced crime.**
- ✓ Increased turnover due to more tourists.

BC-ratio: 47*



*Benefit-Cost (average 2021-23)

Sensitivity analysis:

...of the CBA

- ✓ Savings on pre-hospital care.
- ✓ Saved lives.
- ✓ **Reduced crime.**
- ✓ Increased turnover due to more tourists.

BC-ratio: 6*

**Benefit-Cost (2023)*

Sensitivity analysis



What did we learn?

- ✓ We should (and can) support the decision makers (and public officials) to recognize and be aware of the monetary benefits of lifeguarding.
- ✓ Lifeguarding is good business for the local area (and tourists from abroad)!
- ✓ Lifeguarding should be a vital part of the government's tourism strategy.

Methods and references

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This presentation can be downloaded from: www.q2m2.com/references

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