

LIFESAVING SOCIETY

## **National Drowning Prevention Week – July 16-22, 2017**

Suggested Messages and Themes

May 2017

### **INTRODUCTION**

The Lifesaving Society designates the third week in July as National Drowning Prevention Week (NDPW) to focus community and media attention on the drowning problem and drowning prevention.

NDPW provides a focus around which community Water Smart® educators can plan news releases, do television and radio interviews, and deliver public demonstrations and other events. Many successful community events are launched with a Mayor's Proclamation of Drowning Prevention Week.

The themes below are suggestions for how you can target your NDPW campaign to use specific messages targeted to address trends seen in Lifesaving Society drowning reports and the data from the Drowning Prevention Research Centre. The key messages can be used on social media. Be sure to include the **#NDPW2017** and **#SNPN2017** hashtags. See the "Social Media Hashtags" document for more information.

### **MAIN MESSAGES TO EMPHASIZE**

The main messages below were selected because of the major risk factors presented in the *Canadian Drowning Report – 2017 Edition*.

- If you're not within arms' reach, you've gone too far. Always supervise children.
- Boat sober. Alcohol consumption is a factor in almost 40% of boating-related fatalities.
- Choose It. Use It. Always wear a Lifejacket or PFD.
- Lifejackets don't work if you don't wear them. Not wearing a Lifejacket or PFD was a factor in 82% of boating deaths.
- Approximately 500 Canadians die in preventable water-related incidents annually. Even one drowning is one too many.

**THEME 1 - SUNDAY: NDPW & THE DROWNING PROBLEM – NATIONAL**

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> <li>• Present and highlight National Drowning Prevention Week.</li> <li>• Introduce the drowning problem in a Canadian context.</li> </ul>	<ul style="list-style-type: none"> <li>• Almost 500 Canadians die in preventable water-related incidents annually. Even one drowning is one too many.</li> <li>• National Drowning Prevention Week (NDPW) is the Lifesaving Society's annual drowning prevention awareness event.</li> <li>• Drownings deaths occur most frequently in adults 20-34. But children under 5 are still at risk.</li> <li>• Over 80% of drowning victims are male, especially those who are 20-34 years old.</li> <li>• The Lifesaving Society's NDPW takes place July 16-22, 2017.</li> </ul>	<ul style="list-style-type: none"> <li>• Post photos of lifeguarding staff and patrons in front of a NDPW banner.</li> <li>• Proclamation to City Councils/Mayor.</li> <li>• Send out tweets highlighting statistics.</li> <li>• #manikinmonday post a picture of a dressed up manikin on creative drowning prevention adventure.</li> </ul>

**THEME 2 - MONDAY: NDPW & THE DROWNING PROBLEM – LOCAL**

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> <li>• Introduce the drowning problem in a local context.</li> <li>• Within Arms' Reach</li> </ul>	<ul style="list-style-type: none"> <li>• On average, [#] of people drowning every year in Province/Territory (refer to specific provincial/territorial drowning report).</li> <li>• Drowning is the 2<sup>nd</sup> leading cause of unintentional injury deaths among Canadian children under 9 years of age.</li> <li>• Stay within arm's reach! All children aged 6 and under should be within arm's reach of and adult when in the water at all times.</li> <li>• "Unattended toddlers" are high risk because they are mobile, curious and require close and constant supervision by an adult.</li> <li>• Children less than 6 years of age are the least capable of self-rescue of any age group. Most of these children were alone and playing near water when they fell in and drowned.</li> </ul>	<ul style="list-style-type: none"> <li>• Post photos of items/skills that could help prevent drownings unique to your city/province.</li> <li>• #localdrowningprevention</li> <li>• Get in contact with local news and radio to promote drowning prevention.</li> </ul>

**THEME 3 – TUESDAY: BE WATER SMART®**

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> <li>Share general messages about how to be safe in, on, and around water and ice.</li> </ul>	<p><b>Always swim with a buddy.</b></p> <ul style="list-style-type: none"> <li>26% of drowning deaths happen when swimming alone.</li> <li>If you're not within arms' reach, you've gone too far! Always supervise children.</li> </ul> <p><b>Learn lifesaving skills.</b></p> <ul style="list-style-type: none"> <li>Take a Bronze medal, Lifesaving First Aid, or CPR course today.</li> <li>Know before you go! Check the weather before heading out on the water.</li> <li>Protect your neck. Go feet first into water the first time. Never dive into shallow water.</li> <li>Substance and swimming don't mix. Stay sober when in and around the water.</li> </ul>	<ul style="list-style-type: none"> <li>Photo of people swimming with a buddy.</li> <li>Photo of Buddy the Lifeguard Dog #buddythelifeguarddog</li> <li>Photo of caregivers within arms' reach.</li> <li>Videos of Bronze candidates, local lifeguards or general public trying lifesaving skills.</li> <li>Video, or boomerang of a class/group of people doing CPR on manikins.</li> </ul>

**THEME 4 - WEDNESDAY: BOATING SAFETY**

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> <li>Highlight alcohol consumption as a major drowning risk factor.</li> <li>Encourage earning a PCOC.</li> </ul>	<p><b>Boat sober.</b></p> <ul style="list-style-type: none"> <li>Alcohol consumption is a factor in almost 40% of boating-related fatalities.</li> <li>Get carded! Get the Pleasure Craft Operator Card.</li> </ul>	<ul style="list-style-type: none"> <li>Tweets promoting the BOAT exam at branches/affiliates.</li> <li>Photos of boat and safety equipment.</li> <li>Local conversations with conservation officers to help promote safety at provincial and regional parks.</li> <li>Photo of people wearing PFDs on a boat.</li> <li>#boatsafety</li> </ul>

**THEME 5 -THURSDAY: LIFEJACKET USE**

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> <li>• Emphasize lifejacket use.</li> <li>• Stress how many lives are lost because of not wearing lifejackets or PFDs.</li> </ul>	<ul style="list-style-type: none"> <li>• Choose It. Use It. Always wear a Lifejacket or PFD.</li> <li>• <b>Lifejackets don't work if you don't wear them.</b> Not wearing a Lifejacket or PFD was a factor in 82% of boating deaths.</li> <li>• Even good swimmers need lifejackets.</li> <li>• Lifejackets don't replace supervision by an adult.</li> <li>• Lifejackets are like seatbelts. Buckle up when boating!</li> </ul>	<ul style="list-style-type: none"> <li>• Video of how to properly wear and size a PFD on a range of different ages and sizes</li> <li>• Split screen photo of do and don't with PFDs</li> <li>• Provide a checklist for ensuring your PFDs are in good shape</li> <li>• Boomerang of happy lifeguards/people in PFDs.</li> </ul>

**THEME 6 – FRIDAY: LEARN TO SWIM TO SURVIVE**

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> <li>• Highlight the importance of learning to swim.</li> <li>• Emphasize survival swimming skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Swim to Survive! Can you swim at least 50 metres in the water?</li> <li>• Swim to Survive! Can you tread water for at least 60 seconds?</li> <li>• Swim to Survive! Can you orient yourself after an unexpected fall into water?</li> <li>• Register yourself and your loved ones in swimming lessons. Swimming is a lifesaving skill.</li> <li>• Take a Lifesaving Society Bronze course to learn important self-rescue and first aid skills.</li> <li>• Learn how to rescue others from water emergencies in the Lifesaving Society's Bronze Medallion course.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage people to try Swim to Survive.</li> <li>• Video of people doing Swim to Survive.</li> <li>• Video of the variations of the Swim to Survive skills</li> <li>• Photo of Bronze medals.</li> <li>• Video/boomerang of Bronze skills.</li> </ul>

**THEME 7 - SATURDAY: CLOSURE AND CELEBRATION**

<b>Purpose</b>	<b>Key Messages</b>	<b>Suggested Social Media Ideas</b>
<ul style="list-style-type: none"> <li>• Celebrate local NDPW events and media attention received throughout the week.</li> <li>• Thank community partners for their participation and support.</li> <li>• Reemphasize key Water Smart® messages.</li> </ul>	<ul style="list-style-type: none"> <li>• See “Be Water Smart®”.</li> <li>• Thank you to [partner] for your #NDPW2017 support.</li> <li>• Drowning prevention is a year-round effort. Always be safe in, on, and around water and ice.</li> </ul>	<ul style="list-style-type: none"> <li>• Photos and videos of the week.</li> <li>• Photo/boomerang of lifeguards/public celebrating water safety.</li> <li>• Touch on previous topics.</li> <li>• Post key Water Smart® messages.</li> <li>• Thankyou messages.</li> </ul>