



LIFESAVING SOCIETY

The Lifeguarding Experts

July 15-21, 2018

National Drowning
Prevention Week

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National Drowning Prevention Week – July 15-21, 2018

Suggested Messages and Themes

INTRODUCTION

The Lifesaving Society designates the third full 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, run public demonstrations, deliver public training events, and otherwise promote drowning prevention messages and 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 and use specific messages to address trends seen in the Society's 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 **#NDPW2018** and **#SNPN2018** hashtags. See the "Social Media Hashtags" document for more information.

MAIN MESSAGES TO EMPHASIZE

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

- Approximately 500 Canadians die in preventable water-related incidents annually. Even one drowning is one too many.
- Watch me, not your cell phone. Always directly supervise children around the water - if you're not within arms' reach, you've gone too far.
- Be Boat Smart and Boat Sober. Alcohol consumption is a factor in almost 40% of boating-related fatalities.
- In most drownings, the victim never intended to go in the water and was often close to safety – could you survive a sudden and unexpected fall into the water? Learn to Swim to Survive®.
- Be Water Smart® Make smart choices before going into or out on the water.
- Older but not always wiser - Choose It. Use It. Always wear a Lifejacket or PFD when in a boat.
- You can save a life, yours and someone else's. Take a learn-to-swim, lifesaving or first aid class today.

OVERALL THEME – DROWNING IS PREVENTABLE**THEME 1 - SUNDAY: THE DROWNING PROBLEM**

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> • Present and highlight National Drowning Prevention Week. • Introduce the drowning problem in a Canadian context (reference the current Canadian Drowning Report for statistics). • Introduce the drowning problem in a local context (reference the current provincial and territorial Drowning Reports for statistics). 	<ul style="list-style-type: none"> • National Drowning Prevention Week (NDPW) is the Lifesaving Society's annual drowning prevention awareness event. • The Lifesaving Society's NDPW takes place July 15-21, 2018. • With almost 500 Canadians drowning in preventable water-related incidents annually, drowning is the third leading cause of unintentional death among Canadians under 60+ years of age. Even one drowning is one too many. • The age groups with the highest risk of drowning are young adults 20-34 years of age, baby boomers 50-64 years of age and seniors over 65. Children under the age of 5 are also at risk. • Over 80% of drowning victims are male, especially those between 20-34 years of age. 	<ul style="list-style-type: none"> • Proclamation to City Councils/Mayor. • Get in contact with local news and radio to promote drowning prevention. • Post photos of people in front of a NDPW banner. • Send out tweets highlighting statistics. #NDPW2018 #drowningispreventable #drowningprevention • Post a picture of a dressed up manikin on creative drowning prevention adventure for each day of NDPW. #manikinmonday

THEME 2 - MONDAY: WATCH ME, NOT YOUR PHONE

Purpose	Key Messages	Suggested Social Media Ideas
<p>Targeting parents of children under the age of 5 years.</p>	<ul style="list-style-type: none"> • On average, [#] children drown each year in province/territory (refer to specific provincial/territorial drowning report). • Drowning is the 2nd leading cause of unintentional injury deaths among Canadian children under 9 years of age. • Drowning is fast and silent, often occurring in less than 30 seconds. It is critical that parents and caregivers watch their children while they are in the water and not be distracted - watch your child not your phone. • Stay Within Arm's Reach! Adults and caregivers should be within arm's reach of young children when near or in the water at all times. • "Unattended toddlers" are high risk because they are mobile, curious and require close and constant supervision by an adult. • Children less than 5 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. • Infants and young children under 5 years are especially at risk in the bathtub. In 2010-2014, 100% of infant drowning deaths occurred in a bathtub. • Lifejackets and other flotation devices are a layer of protection, but do not replace adult supervision. <p>Backyard Pool Safety</p> <ul style="list-style-type: none"> • If applicable, discuss backyard pool safety. • Private backyard pools continue to be the primary setting where children 1-4 years of age most often drown (39%). • Control and restrict access to water with layers of protection such as barriers. • Provide active, direct supervision by designating a responsible adult to be a 'backyard pool lifeguard' 	<ul style="list-style-type: none"> • Send out tweets highlighting statistics. #NDPW2018 #drowningispreventable #drowningprevention #manikinmonday • Watch me, not your phone campaign materials. • Photos of caregivers within arms' reach. • Photos of mom on phone while children swimming. • Photos of mom swimming with children while phone is on the table • If relevant include backyard pool safety tips.

THEME 3 - TUESDAY: BE BOAT SMART®

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> Focus on the risk factors associated with boating. Promote the Startboating® program for New Canadians. See startboating.ca 	<p>General Messages</p> <ul style="list-style-type: none"> Get carded! Get the Pleasure Craft Operator Card. STARTboating® is a national program from the Lifesaving Society designed to educate new boaters on the basics of how to be safe and responsible boaters. <p>Boat Sober!</p> <ul style="list-style-type: none"> Alcohol consumption is a factor in almost 40% of boating-related fatalities. <p>Lifejacket Use.</p> <ul style="list-style-type: none"> 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. Even good swimmers need lifejackets. <p>Safety Tips</p> <ul style="list-style-type: none"> Don't boat alone. Boating alone was a major risk factor in boating-related fatalities (29%). Stay seated. You can easily fall out of a small powerboat, canoe or kayak. Always have a boat safety kit on board. Know before you go. Check the weather forecast and learn about local hazards. Watch out for other swimmers and boaters. Always have a spotter when towing water-skiers and tube riders. 	<ul style="list-style-type: none"> Send out tweets highlighting statistics. <ul style="list-style-type: none"> #NDPW2018 #drowningispreventable #drowningprevention #manikintuesday #boatsafety Tweets promoting the PCO exam at branches/affiliates if relevant. STARTboating® campaign materials and/or link to www.startboating.ca website. Local conversations with conservation officers to help promote safety at provincial and regional parks. Provide a boat equipment/boat safety checklist. Provide a checklist for ensuring your PFDs are in good shape. Photos of boat and safety equipment. Photos of people wearing PFDs on a boat. Split screen photo of do and don't with PFDs. Video of how to properly wear and size a PFD on a range of different ages and sizes.

THEME 4 – WEDNESDAY: ALL CHILDREN SHOULD LEARN TO SWIM TO SURVIVE®

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> • Highlight the importance of learning to swim. • Emphasize survival swimming skills. 	<ul style="list-style-type: none"> • Swim skills need to be taught, they are not innate. Most drowning occur close to safety – can you survive an accidental or unintentional fall into the water? • Swim to Survive® is different than swimming lessons - not a replacement for them. • Swim to Survive® teaches the necessary skills to survive an unexpected fall into deep water. Meeting the Canadian Swim to Survive® Standard is an important first step to being safe around water. • Basic swimming ability is a requirement of any meaningful attempt to eliminate drowning in Canada. Swim to Survive® defines the minimum swim skills needed to survive an unexpected fall into deep water. • Make sure all family members can learn the 3 skills: <ul style="list-style-type: none"> — Roll into deep water — Tread water for 1 minute — Swim 50 metres 	<ul style="list-style-type: none"> • Send out tweets highlighting statistics. #NDPW2018 #drowningispreventable #drowningprevention #manikinwednesday #swimtosurvive • Support affiliates in setting up Swim to Survive® events at local facilities. • Family Swim to Survive® poster. • Photos of families, children and teens trying the Swim to Survive® standard. • Video of people doing Swim to Survive®. • Video of the variations of the Swim to Survive® skills.

THEME 5 – THURSDAY: BE WATER SMART®

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> Share general messages about how to be safe in, on, and around water and ice. 	<p>General</p> <ul style="list-style-type: none"> From 2010 – 2014, an average of 123 people each year (26%) drowned while engaged in an aquatic activity - where they intended to be in the water but something went wrong. <p>Always swim with a buddy.</p> <ul style="list-style-type: none"> 26% of drowning deaths happen when swimming alone. If you're not within arms' reach, you've gone too far! Always supervise children. <p>Open Water Messages</p> <ul style="list-style-type: none"> Know before you go! Check weather and water conditions before heading out. Know what's below! Protect your neck. Go feet first into water the first time. Never dive into shallow water. Substance and swimming don't mix. Stay sober when in and around the water. Lifejackets don't work if you don't wear them. Not wearing a Lifejacket or PFD was a factor in 82% of boating deaths. 	<ul style="list-style-type: none"> Send out tweets highlighting statistics. #NDPW2018 #drowningispreventable #drowningprevention #manikinthursday #bewatersmart Photo of people swimming with a buddy. Photo of Buddy the Lifeguard Dog #buddythelifeguarddog Post photos of items/skills that could help prevent drownings unique to your city/province. Share photo of safe measurements for ice.

THEME 6 - FRIDAY: OLDER BUT NOT ALWAYS WISER

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> • Targeting the Baby Boomer generation. • Emphasize lifejacket use and knowing your limits. 	<ul style="list-style-type: none"> • The highest water-related fatality rates in 2010-2014 included Baby Boomers 50-64 years of age. • Baby Boomers need to adjust their risk taking behavior as they age. They may be older but not as resilient in a life-threatening situation. Know your current swimming ability. • The major risk factors for drowning among adults aged 35 and older include not wearing a PFD when relevant, being alone and alcohol consumption. • Choose It. Use It. Always wear a Lifejacket or PFD. Lifejackets don't work if you don't wear them (see Boat Smart key messages). • Lifejackets are like seatbelts - buckle up when boating! 	<ul style="list-style-type: none"> • Send out tweets highlighting statistics. #NDPW2018 #drowningispreventable #drowningprevention #manikinfriday #knowyourlimits • Focus on local stories to reinforce statistics. • Photos of two gentlemen fishing in a small craft while wearing lifejackets. • See Boat Smart and Water Smart social media ideas.

THEME 7 - SATURDAY: YOU CAN SAVE A LIFE – YOURS AND SOMEONE ELSE'S.

Purpose	Key Messages	Suggested Social Media Ideas
<ul style="list-style-type: none"> • Training can save lives. 	<ul style="list-style-type: none"> • Register yourself and your family in swimming lessons. Swimming is a life skill that lasts a lifetime. • Take a Lifesaving Society Bronze course to learn important self-rescue and first aid skills. • Learn how to rescue others from water emergencies in the Lifesaving Society's Bronze Medallion course. • Take a Bronze medal, Lifesaving First Aid, or CPR course today. • Drowning prevention is a year-round effort. Always be safe in, on, and around water and ice. 	<ul style="list-style-type: none"> • Send out tweets highlighting statistics. #NDPW2018 #drowningispreventable #drowningprevention #manikinsaturday #learntoswim • Photos of multicultural children and adults taking swim lessons. • Photos of public trying lifesaving skills. • Photos of a group of people doing CPR on manikins. • Photo of Bronze medals.