



**LIFESAVING SOCIETY**  
*The Lifeguarding Experts*

**National Drowning Prevention Week 2026:**  
**Safety starts with being Water Smart®: #PreparePrevent**



	Fatal and Non-Fatal Drowning	Open Water	Pool Safety	Swim to Survive	Adult Supervision	Substance Use	World Drowning Prevention Day	PFDs and Boating Safety
	July 19	July 20	July 21	July 22	July 23	July 24	July 25	July 25
<b>Learn</b>	Non-fatal drowning can lead to lifelong physical, cognitive, and emotional consequences.	About 7 in 10 drownings occur in natural bodies of water, such as lakes, rivers, and oceans.	Only 1% of drownings occur in lifeguard supervised settings.	More than 1 in 3 people who fatally drowned while swimming were weak or non-swimmers.	Nearly 100% of drownings in children under 5 years old were due to lack of, or distracted, supervision around pools, waterfronts and bathtubs.	Alcohol and substance use is a factor in 2 in 5 drownings in young to middle-aged adults.	An estimated 236,000 people drown each year, making drowning one of the top 10 causes of death for children aged 5–14.	More than 3 in 4 of boating-related drowning victims were not wearing a lifejacket.
<b>Connect</b>	Partner with libraries or community centres to host	Collaborate with parks to create videos that help	Invite a lifeguard to engage with swimmers,	Collaborate with community groups to	Collaborate with camps and childcare	Collaborate with organizations dedicated to responsible alcohol consumption and sobriety (MADD, RCMP, SAR, and Éduc'Alcool) to	Go Blue for WDPD! Work with your municipality to light local landmarks blue and share photos with LSC at [email address specific to every	Team up with marine and sporting goods

	pop-up water safety information tables to promote water safety <b>preparedness</b> .	visitors <b>prepare</b> before entering aquatic areas, using local safety signage and hazard. Help visitors understand why it's important for their safety.	answer public inquiries, and emphasize their role in drowning prevention.	equip families with the tools to <b>prepare</b> before going near, on, or in the water.	providers to integrate water readiness checklists to <b>prepare</b> before any aquatic activity.	emphasize the importance of remaining sober near water.	branch: e.g., watersmart@lifesaving.ca]	retailers to encourage lifejacket use with coordinated adult and child displays.
<b>Share</b>	Share the <a href="#">latest National Drowning Report</a>	Share the <a href="#">Boreal Besties Colouring Book</a> with and colouring pages to schools, libraries, and youth organizations.	Promote the <a href="#">WaterSmart® Advocate Course</a> to community leaders and members of the public.	Share the Bell Canada <a href="#">Swim to Survive Videos</a> on social media.	Share the <a href="#">Water Smart Tip Card</a> for Parents of children under 5.	Promote <a href="#">Operation Dry Water</a> to boating organizations and event organizers.	Share the <a href="#">World Health Organization campaign</a> .	Share <a href="#">Transport Canada</a> and <a href="#">Canadian Safe Boating Council</a> resources to help boaters <b>prepare</b> for a safe trip with the proper mandatory equipment.