

LIFESAVING SOCIETY  
**National Drowning Prevention Week – July 19-25, 2020**

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 **#NDPW2020** and **#SNPN2020** hashtags. When posting or creating pictures, remember people are diverse, so try to include all people in social media pictures.

**MAIN MESSAGES TO EMPHASIZE**

The main messages were selected from the major risk factors as identified in the Drowning reports from the past several years. Please review your Branch drowning report for area specific statistics at <https://www.lifesaving.ca/national-drowning-report.php>

- **Drowning is Preventable.** Over 400 Canadians die in preventable water-related incidents annually. Even one drowning is one too many.
- **Watch me, not your phone.** Always directly supervise children around the water - if you're not within arms' reach, you've gone too far.
- **Be Boat Smart - Wear a Lifejacket.** Choose It. Use It. Always wear a Lifejacket or PFD when in a boat.
- **Learn to Swim to Survive.** 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?
- **Open Water Safety and Swim with a Buddy.** Make smart choices before going into or out on the water.
- **Know your limits.** Alcohol consumption is a factor in almost many boating-related fatalities. Both alcohol and cannabis use impaired judgment, reflexes and balance. Stay sober when in, on or around the water.
- **Be Water Smart all year round.** 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: INTRODUCTION TO NDPW - THE DROWNING PROBLEM**

| <b>Purpose</b>  | <b>Key Messages</b>  | <b>Suggested Social Media Ideas</b>  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• Present and highlight National Drowning Prevention Week.</li> <li>• Introduce the drowning problem in a Canadian context (reference the current Canadian Drowning Report for statistics).</li> <li>• Introduce the drowning problem in a local context (reference the current provincial and territorial Drowning Reports for statistics)</li> </ul> | <ul style="list-style-type: none"> <li>• National Drowning Prevention Week (NDPW) is the Lifesaving Society's annual drowning prevention awareness event.</li> <li>• The Lifesaving Society's NDPW takes place July 19-25, 2020.</li> <li>• With over 400 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.</li> <li>• 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.</li> <li>• Most commonly victims of drowning are male, especially those between 20-34 years of age.</li> </ul> | <ul style="list-style-type: none"> <li>• Proclamation to City Councils/Mayor.</li> <li>• Get in contact with local news and radio to promote drowning prevention.</li> <li>• Post photos of people in front of a NDPW banner.</li> <li>• Social media giveaway contest of Lifesaving Society T-Shirt.</li> <li>• Send out tweets highlighting statistics.<br/>#NDPW2020<br/>#drowningispreventable<br/>#drowningprevention</li> <li>• Post a picture of a dressed-up manikin on a creative drowning prevention adventure for each day of NDPW.<br/>#manikinsunday</li> </ul> |

**Suggested Activities & Resources**

- Declare July 19-25, 2020 Drowning Prevention Week in your community. Ask your Mayor to declare Drowning Prevention Week in your community, have a media announcement, send out media releases and invite the media to your facility.
- Contact your Lifesaving Society branch for a copy of a proclamation request letter and a media release outline.

**THEME 2 - MONDAY: WATCH ME, NOT YOUR PHONE**

| Purpose  | Key Messages  | Suggested Social Media Ideas   |
|--|---|--|
| <ul style="list-style-type: none"> <li>Targeting parents/caregivers of children under the age of 5 years.</li> </ul> | <ul style="list-style-type: none"> <li>On average, [#] children drown each 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 10 years of age.</li> <li>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.</li> <li>Stay Within Arm's Reach! Adults and caregivers should always be within arm's reach of young children when in or near the water.</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 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.</li> <li>Infants and young children under 5 years are especially at risk in the bathtub.</li> <li>In 2011-2015, 100% of drowning deaths among infants under a year old occurred in a bathtub.</li> <li>Lifejackets and other flotation devices are a layer of protection, but do not replace adult supervision.</li> </ul> <p><b>Backyard Pool Safety</b></p> <ul style="list-style-type: none"> <li>If applicable, discuss backyard pool safety.</li> <li>Private backyard pools continue to be the primary setting where children 1-4 years of age most often drown.</li> <li>Control and restrict access to water with multiple layers of protection such as gates, fences, alarms, and other barriers.</li> <li>Provide active, direct supervision by designating a responsible adult to be a 'backyard pool lifeguard'</li> </ul> | <ul style="list-style-type: none"> <li>Send out tweets highlighting statistics. #NDPW2020 #drowningispreventable #drowningprevention #manikinmonday</li> <li>Watch me, not your phone campaign materials.</li> <li>Photos of caregivers within arms' reach.</li> <li>Photos of a parent/caregiver on phone while children are swimming.</li> <li>Photos of parents and/or caregivers swimming with children while a phone is on the table, appropriately left behind.</li> <li>If relevant include backyard pool safety tips</li> <li>Social media giveaway contest of 'On guard card' and/or whistle. Can be purchased at <a href="http://www.lifeguarddepot.com">www.lifeguarddepot.com</a></li> </ul> |

| Suggested Activities   |
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| <ul style="list-style-type: none"> <li>Contact your local branch for colouring sheets for kids</li> <li>Provide a backyard pool safety checklist</li> <li>Host a family swim safety day</li> </ul> |

**THEME 3 - TUESDAY: BE BOAT SMART® - WEAR A LIFEJACKET**

| Purpose   | Key Messages   | Suggested Social Media Ideas   |
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| <ul style="list-style-type: none"> <li>Focus on the risk factors associated with boating.</li> <li>Promote the Startboating® program for New Canadians. See <a href="http://startboating.ca">startboating.ca</a></li> </ul> | <p><b>General Messages</b></p> <ul style="list-style-type: none"> <li>Get carded! Get the Pleasure Craft Operator Card.</li> <li>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.</li> </ul> <p><b>Boat Sober!</b></p> <ul style="list-style-type: none"> <li>Alcohol consumption is a factor in many boating-related fatalities.</li> </ul> <p><b>Lifejacket Use.</b></p> <ul style="list-style-type: none"> <li>Choose It. Use It. Always wear a Lifejacket or PFD.</li> <li>Lifejackets don't work if you don't wear them. Not wearing a Lifejacket or PFD was a factor in most boating deaths.</li> <li>Even strong swimmers need to wear lifejackets.</li> </ul> <p><b>Safety Tips</b></p> <ul style="list-style-type: none"> <li>Don't boat alone. Boating alone was a major risk factor in boating-related fatalities.</li> <li>Stay seated. You can easily fall out of a small powerboat, canoe or kayak. Capsizing is a major risk factor.</li> <li>Always have a boat safety kit on board.</li> <li>Check the condition of my boat and accessories.</li> <li>Know before you go. Check the weather forecast and learn about local hazards.</li> <li>Watch out for other swimmers and boaters. Always have a spotter when towing water-skiers and tube riders.</li> </ul> | <ul style="list-style-type: none"> <li>Send out tweets highlighting statistics. #NDPW2020 #drowningspreventable #drowningprevention #manikintuesday #boatsafety</li> <li>Tweets promoting the PCO exam at branches/affiliates if relevant.</li> <li>STARTboating® campaign materials and/or link to <a href="http://www.startboating.ca">www.startboating.ca</a> website.</li> <li>Photos of boat and safety equipment.</li> <li>Photos of people wearing PFDs on a boat.</li> <li>Split screen photo of do and don't with PFDs.</li> <li>Video of how to properly wear and size a PFD on a range of different ages and sizes.</li> <li>Run a social media giveaway contest for a lifejacket(s)</li> </ul> |

**Suggested Activities**

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| <ul style="list-style-type: none"> <li>Host a lifejacket clinic</li> <li>Local conversations with conservation officers to help promote safety at provincial and regional parks.</li> </ul> | <ul style="list-style-type: none"> <li>Provide a boat equipment/boat safety checklist.</li> <li>Provide a checklist for ensuring your PFDs are in good shape.</li> </ul> |
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**THEME 4 – WEDNESDAY: LEARN TO SWIM TO SURVIVE®**

| <b>Purpose</b>   | <b>Key Messages</b>   | <b>Suggested Social Media Ideas</b>  |
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| <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 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?</li> <li>• Swim to Survive® is different than swimming lessons - not a replacement for them.</li> <li>• 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.</li> <li>• 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.</li> <li>• Make sure all family members can learn the 3 skills: <ul style="list-style-type: none"> <li>— Roll into deep water</li> <li>— Tread water for 1 minute</li> <li>— Swim 50 metres</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Send out tweets highlighting statistics. #NDPW2020 #drowningispreventable #drowningprevention #manikinwednesday #swimtosurvive</li> <li>• Family Swim to Survive® poster.</li> <li>• Photos of families, children, teens, young adults and grandparents trying the Swim to Survive® standard.</li> <li>• Video of people doing Swim to Survive®.</li> <li>• Video of the variations of the Swim to Survive® skills.</li> <li>• Run a social media giveaway contest for Swim to Survive® T-shirt and temporary tattoos. Can be purchased at <a href="http://www.lifeguarddepot.com">www.lifeguarddepot.com</a>.</li> </ul> |

**Suggested Activities & Resources**

- Support affiliates in setting up Swim to Survive® events at local facilities.
- Run a Swim to Survive® Day
- Contact your local branch for Swim to Survive® resources

**THEME 5 – THURSDAY: BE WATER SMART® –SWIM WITH A BUDDY**

| Purpose   | Key Messages   | Suggested Social Media Ideas   |
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| <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>General</b></p> <ul style="list-style-type: none"> <li>Every year many drownings occur while engaged in aquatic activities - where people intended on being in the water, but something went wrong. 20% of people drowned unexpectedly and 2/3 occur in open water.</li> </ul> <p><b>Always swim with a buddy.</b></p> <ul style="list-style-type: none"> <li>Many 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>Open Water Messages</b></p> <ul style="list-style-type: none"> <li>Be aware of risks when swimming</li> <li>Know before you go! Check weather and water conditions before heading out.</li> <li>Plan activities in advance.</li> <li>Swim in supervised areas and environments.</li> <li>Know what's below! 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> <li>Lifejackets don't work if you don't wear them. Not wearing a Lifejacket or PFD was a factor in over 80% of boating deaths. An additional 5% of those who drowned were not wearing a Lifejacket or PFD correctly.</li> </ul> | <ul style="list-style-type: none"> <li>Send out tweets highlighting statistics.<br/>#NDPW2020<br/>#drowningispreventable<br/>#drowningprevention<br/>#manikinThursday<br/>#bewatersmart</li> <li>Promote Mission Plouf / Splashy Mission (French : <a href="http://radio-canada.ca/missionplouf/">Radio-canada.ca/missionplouf/</a> / English: <a href="http://www.nagerpoursurvivre.com/games/">http://www.nagerpoursurvivre.com/games/</a>)</li> <li>Photo of people swimming with a buddy.</li> <li>Photo of Buddy the Lifeguard Dog<br/>#buddythelifeguarddog</li> <li>Post photos of items/skills that could help prevent drownings unique to your city/province.</li> <li>Share photo of safe measurements for ice.</li> </ul> |

**Suggested Activities**

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| <ul style="list-style-type: none"> <li>Visit Mission Plouf / Splashy Mission website (French : <a href="http://radio-canada.ca/missionplouf/">Radio-canada.ca/missionplouf/</a> / English : <a href="http://www.nagerpoursurvivre.com/games/">http://www.nagerpoursurvivre.com/games/</a>)</li> <li>Contact your local branch for kids colouring and activity sheets.</li> </ul> | <ul style="list-style-type: none"> <li>Run a 'hit the target' activity with a variety of different rescue aids</li> <li>Run a swim buddy relay race</li> </ul> |
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**THEME 6 - FRIDAY: KNOW YOUR LIMITS**

| <b>Purpose</b>  | <b>Key Messages</b>  | <b>Suggested Social Media Ideas</b>   |
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| <ul style="list-style-type: none"> <li>Targeting the Baby Boomers and young adult generation.</li> <li>Emphasize lifejacket use and knowing your limits.</li> </ul> | <ul style="list-style-type: none"> <li>The highest water-related fatality rates in 2011-2015 included Baby Boomers 50-64 years of age and young adults 20-34 years of age.</li> <li>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.</li> <li>Young adults tend to participate in high-risk activities. Know your limits and know the dangers of being in, on or around the water.</li> <li>Stay sober when in, on or around the water. Alcohol was a factor in many boating fatalities.</li> <li>Both cannabis and alcohol affect judgment, balance and reflexes.</li> <li>The major risk factors for drowning among adults aged 35 and older include not wearing a PFD when relevant, being alone and alcohol consumption.</li> <li>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).</li> <li>Lifejackets are a boats version of a seatbelt – always wear a Lifejacket when boating.</li> <li>Plan your activity, be accompanied, follow instructions and stay away from at risk areas.</li> <li>Communicate your itinerary with someone you trust.</li> <li>Be aware of your environment. Make sure to be informed of weather forecasts and any changes related to the swimming area.</li> </ul> | <ul style="list-style-type: none"> <li>Send out tweets highlighting statistics.<br/>#NDPW2020<br/>#drowningispreventable<br/>#drowningprevention<br/>#manikinfriday<br/>#knowyourlimits</li> <li>Focus on local stories to reinforce statistics.</li> <li>Photos of people around 50-70 years of age and/or young adults 20-35 year of age in a small craft while wearing lifejackets.</li> <li>Photos of supervised children in lifejackets in a canoe or other boat.</li> <li>See Boat Smart and Water Smart social media ideas.</li> <li>Social media giveaway contest of lifejacket(s)</li> </ul> |

**Suggested Activities/Resources**

- Plan a water safety scavenger hunt
- Play pin the boat on the dock – explain how this is difficult when one (or more) senses are impaired
- Provide a fillable itinerary sheet that can be given to a trusted person.

**THEME 7 - SATURDAY: BE WATERSMART® ALL YEAR ROUND**

| <b>Purpose</b>   | <b>Key Messages</b>  | <b>Suggested Social Media Ideas</b>   |
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| <ul style="list-style-type: none"> <li>• Training can save lives.</li> </ul> | <ul style="list-style-type: none"> <li>• Register yourself and your family in swimming lessons. Swimming is a life skill that lasts a lifetime.</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> <li>• Take a Bronze medal, Lifesaving First Aid, or CPR course today.</li> <li>• Drowning prevention is a year-round effort. Always be safe in, on, and around water and ice.</li> <li>• Always measure ice before going out on it. Avoid slushy ice, thawed ice that has recently refrozen, layered or rotten ice caused by sudden temperature changes and ice near moving water (i.e. rivers or currents).</li> <li>• Wear buoyant suits with thermal protection to increase your chances of survival if you go through the ice. If you do not have one, wear a lifejacket/PFD over an ordinary snowmobile suit or layered winter clothing</li> <li>• No ice is without some risk. Even thick ice may be weak. Be sure to measure clear hard ice in several places</li> </ul> | <ul style="list-style-type: none"> <li>• Send out tweets highlighting statistics.<br/>#NDPW2020<br/>#drowningspreventable<br/>#drowningprevention<br/>#manikinsaturday<br/>#learntoswim</li> <li>• Photos of multicultural children and adults taking swim lessons.</li> <li>• Photos of public trying lifesaving skills.</li> <li>• Photos of a group of people doing CPR on manikins.</li> <li>• Photo of Bronze medals.</li> <li>• Social media giveaway contest for first aid equipment and/or whistle</li> </ul> |

**Suggested Activities/Resources**

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| <ul style="list-style-type: none"> <li>• Provide information on your facilities courses</li> <li>• Contact your local branch for resources on ice safety.</li> </ul> | <ul style="list-style-type: none"> <li>• Practice a simulated ice and/or cold water self-rescue</li> <li>• Hand out Water Smart/Ice Tip cards – Can be purchased at <a href="http://lifeguarddepot.com">lifeguarddepot.com</a></li> </ul> |
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