



National Drowning Prevention Week 2021

July 18 – 24 2021

National Drowning Prevention Week - July 18-24, 2021

7 Main themes

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 [National Drowning Report](#).

1. Prevent Drowning. Over 400 Canadians die in preventable water-related incidents annually. Even one drowning is one too many.
2. Supervise Children. Always directly supervise children around the water - if you are not within arms' reach, you've gone too far.
3. Boating Safety. Choose it. Use it. Always wear a lifejacket when in a boat.
4. 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?
5. Stay Sober In, On, and Around the Water. Alcohol consumption is a factor in many water related fatalities. Both alcohol and cannabis use impair balance, judgment, and reflexes. Stay sober when in, on or around the water.
6. Open Water Safety. Make smart choices before going in, on or around the water.
7. Be Water Smart All Year. You can save a life, yours, and someone else's. Take a learn-to-swim, lifesaving or first aid class today.

Learning Activities

The Lifesaving Society has prepared some Water Smart Learning Activities to assist you in delivering the main messages:

- [Swim with a Buddy](#)
- [Within Arms' Reach](#)
- [Check the Ice](#)
- [Boating Safety](#)
- [Lifejacket Use](#)
- [Swim to Survive](#)



National Drowning Prevention Week:

Day 1 – Sunday:

**Introduction to NDPW and the
Drowning Problem**

Day 1 – Introduction to National Drowning Prevention Week and the Drowning Problem

What and When

- National Drowning Prevention Week (NDPW) is the Lifesaving Society's annual drowning prevention awareness event.
- The Lifesaving Society designates the third week in July (July 18-24, 2021) as National Drowning Prevention Week (NDPW) to focus community and media attention on the drowning problem and drowning prevention.

Hashtags

- Be sure to post and look for the #ndpw2021 and #snpn2021 hashtags.

Who is at risk? – The statistics

- 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.
- 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.
- Most commonly victims of drowning are male, especially those between 20-34 years of age.

The main messages were selected because of the major risk factors presented in the following reports:

[Ontario Drowning Report – 2020 Edition](#)

[2020 Canadian Drowning Report](#)

Visit the Lifesaving Society and ask your local pool to participate in the [Water Smart Contest](#)

National Drowning Prevention Week: Day 2 – Monday: Supervise Children



Day 2 – Monday – Supervise Children

Always directly supervise children in and around the water. **If you are not within arms' reach, you have gone too far.**

Children under 12 have an increased drowning risk and need attentive supervision in and around the water. Drowning is the second leading cause of preventable death for children under 10 years.

For more information regarding Supervising Children follow the link below:

[Lifesaving Society - Water Safety Tips](#)

Water Safety Tips for Children and Families

1. Stay within arms' reach of children – Supervision of children and non-swimmers is key
2. Stay on Guard - Children less than 5 years of age are the least capable of self-rescue
3. Always swim with a buddy – Half of drowning victims are swimming or playing in the water alone or only with minors.
4. Drowning is fast and silent – Victims rarely call, wave or signal for help. Drowning can occur in as little as a few centimeters of water.
5. Bathtub drownings occur every year among children
6. It can only take 10 – 30 seconds for a drowning to occur. Drowning is a fast and silent killer. It can happen in as little as 10 seconds.
7. Unattended toddlers are high risk because they are mobile, curious and require close and constant supervision by an adult

Activity: Within Arm's Reach Colouring Sheet

**If you're not within arms' reach,
you've gone too far.**

Colour the picture



Stay tub-side until all the water is drained and you have removed your child from the tub.

Drain bathtubs when they are not in use

**Parents, you are your child's lifeguard in
the bathtub.**



LIFESAVING SOCIETY™
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Children under 7 years – Within arms' reach

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Lifesaving Society colouring page: Within Arms' Reach

National Drowning Prevention Week

Day 3 – Tuesday:

Boating Safety



Day 3 – Tuesday - Boating Safety

With so many beautiful lakes and rivers to enjoy in Canada, it is not surprising that boating is a popular activity, especially in the summer months.

According to the Lifesaving Society, 26% of all drownings occur during boating activities. So whether you are on a Kayak, Canoe, Motor boat, House boat, or another type of water craft, it is important to be boat smart.

For more information regarding Boating safety and Lifejackets follow the link below:

[Boating and Lifejackets](#)

Be Boat Smart: Boating Safety Tips





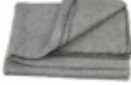










1. Wear Your Lifejacket – According to the Lifesaving Society, over 80% of Canadians who drown while boating were not wearing their lifejackets properly. Lifejackets are not one size fits all. Make sure that each person on the boat is wearing a lifejacket that fits.
2. Boat Sober – The use of intoxicants on a boat is irresponsible and illegal. Intoxicants will hinder quick decision making, ability to respond to emergencies, and in turn, the lives of those in and around the boat.
3. Be Prepared - Ensure that your boat is equipped with the required safety equipment, that the weather is suitable for a boating excursion, that you have enough fuel, and that you have a planned route.

Another way to be prepared is to be aware of cold water. Cold water can make it difficult for even the strongest of swimmers to move through the water. The best chance of surviving an unexpected fall into cold water is to wear your lifejacket.

4. Take a Boating Course - If you are operating a powered recreational vessel, you should have your Pleasure Craft Operator card or some other proof of competency.

Activity: Boating Scavenger Hunt Bingo

Find 5 safety items in a row (up, down, diagonal or across) to win.

Whistle 	Lifjacket 	Bucket 	Water Bottle 	Hat 
Blanket 	Sunscreen 	Dingy/Life Boat 	Nice Weather 	Cell Phone/ Radio 
Boating Buddy 	Safe water Conditions 	Free	First Aid Kit 	Sunglasses 
Boat License 	Paddles/Oars 	Compass 	Rope 	Ladder 
Steering Wheel 	Anchor 	Fire Extinguisher 	Flashlight 	Ring Buoy 

Boating Scavenger Hunt Bingo Card

National Drowning Prevention Week

Day 4 – Wednesday:

Learn to Swim to Survive



Day 4 – Wednesday - Learn to Swim to Survive

When to Register for Swimming Lessons?

- All seasons are great times to enroll your children in swimming lessons.
- Please refer to the registration dates, when available, found on our [eFun site](#).

Why Learn to Swim?

- 92% of children drowned when supervision was absent or distracted.
- Learning to swim is an important life skill, especially in Canada with our abundance of lakes and rivers.
- Swimming is the second most popular activity (after bicycling) in Canada among school-age children between 5 and 12 years of age.
- Swim skills are not innate - they need to be taught - and all children deserve the chance to learn

How to Register for Swimming Lessons?

- Learning to swim requires instruction. You can register in-person at some of our local pools or community centres, visit our [eFun site](#), or call the registration line at 416-396-7378.

What is the Swim to Survive Standard?

At a minimum, Canadians should be able to achieve the Lifesaving Society's Swim to Survive standard- roll into deep water, tread water for 1 minute and swim 50 metres with any stroke.

Swim to Survive is different than swimming lessons - and not a replacement for them.



Swim to Survive teaches only the essentials needed to survive an unexpected fall into deep water - an important first step to being safe around water.

For more information, please visit The Lifesaving Society using the link below:

[Lifesaving Society - Swim to Survive](#)

Additional information regarding the program be found using the link below:

[Lifesaving Society - Swim to Survive video](#)

Activity: Learn to Swim to Survive

1. Discuss with your children the importance of adult supervision when swimming before coming to the pool.

Discussion points can include the following:

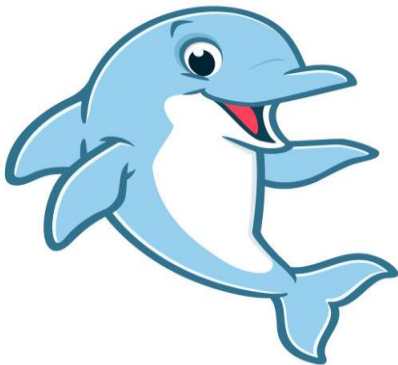
- “How do you stay safe when doing the physical activities you enjoy?”
- “Why do you need adult supervision during many of these physical activities?”
- “What are some of the dangers of swimming without adult supervision?”



2. Schedule a visit to your neighbourhood pool.
Additional information can be found at the following link:
[City of Toronto - How to reserve your spot](#)

3. Complete the swim to survive standard with your child at your neighbourhood pool.*

The standard can be attempted with a lifejacket. Please bring your own lifejacket.*



Complete all three requirements and receive a special token and certificate.

- Complete a roll into the water
- Swim 50 m of any stroke
- Tread water for one minute

*Please note that the wristband and admittance policies are still in effect. For more information, please visit:

[City of Toronto - Be ready to swim](#)

National Drowning Prevention Week

Day 5 – Thursday:

**Stay Sober In, On and Around the
Water**



Day 5 – Thursday – Stay Sober

Alcohol consumption is a factor in many water related fatalities. Both alcohol and cannabis use can impair balance, judgement, and reflexes. Alcohol and drugs impair your senses, reduce your ability to react to danger, and increase your chance of being involved in a fatal drowning.

Stay sober when in, on or around the water.

According to the Lifesaving Society, alcohol consumption is a factor in almost 40% of boating-related fatalities.

Men 18 – 34 years of age, have a high risk taking behaviour, which is increased with the consumption of alcohol and drug use.

Males 35 – 49 years of age, swimming is the leading activity in fatal incidents. Half of fatal incidents involved alcoholic consumption – the highest alcohol involvement of any life stage.

Alcohol and Water Don't Mix. If you drink, do not drive your boat or swim in unsupervised areas.

Swim to Survive

Swim to Survive is a program that teaches three essential skills needed to survive an unexpected fall into water. The three skills are: roll into deep water, tread water for one minute, and swim 50 meters.

Swim to Survive is not meant as a replacement for standard swimming lessons but as an important first step to being safe around water. It could make the difference between life and death when immersion in water is sudden and unexpected.

For more information regarding Water safety follow the link below:

[Lifesaving Society - Water Safety](#)

Activity: Stay Sober and Swim to Survive word search

Swim to Survive®

Word Search to Survive!

K R S P Q I K S P L D S K W N E G
C S A E Q L T R L P R V J A F Z T
N N I J R A T I O C O Q N T T A W
E X G F N T K L D M W L Y E E H Z
I R J D I S E E T H N E C R K U B
E C A A E K E M X D I A B Q C U T
E R V F U P E L Y N N S T R A J F
D K I L L O R E M T G O A R J I H
X L X W A P H N P T F A O E E W Z
O N E M I N U T E S D I J E F A R
E V I V R U S E P A A H F V I G D
S A F E T Y S Y N M H F M E L O H
C Q F J Z Q N A U X E Q E I J S V
D N V H S B C M Q R J T K H W O J
F E O L Y O E R D L B N T C N S S
I T W S M H M I F K S M Q A Z T H
Y T E I C O S G N I V A S E F I L

ACHIEVE
ATTEMPT
CANADA
DEEP
DROWNING
FIFTY METRES
KEEPSAFE
LIFEJACKET
LIFESAVING SOCIETY
LIFESKILL
ONE MINUTE
ROLL
SAFETY
STANDARD
SURVIVE
SWIM
TREAD
WATER



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Children 8 years and over – Swim to Survive®

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National Drowning Prevention Week

Day 6 – Friday:

Open Water Safety



Day 6 – Friday - Open Water Safety

Stay Safe

- On average, 70% of all fatal drownings in Canada occur in open water such as lakes, ponds, rivers and streams.
- Swimming in open water is different from swimming in a pool. Know your limits and check local conditions before going in.
- If you're not within arms' reach, you've gone too far. Always supervise children.
- Many fatal drownings occur when people are swimming alone. Always swim with a buddy.
- When you have the choice, swim in supervised open water areas or environments.

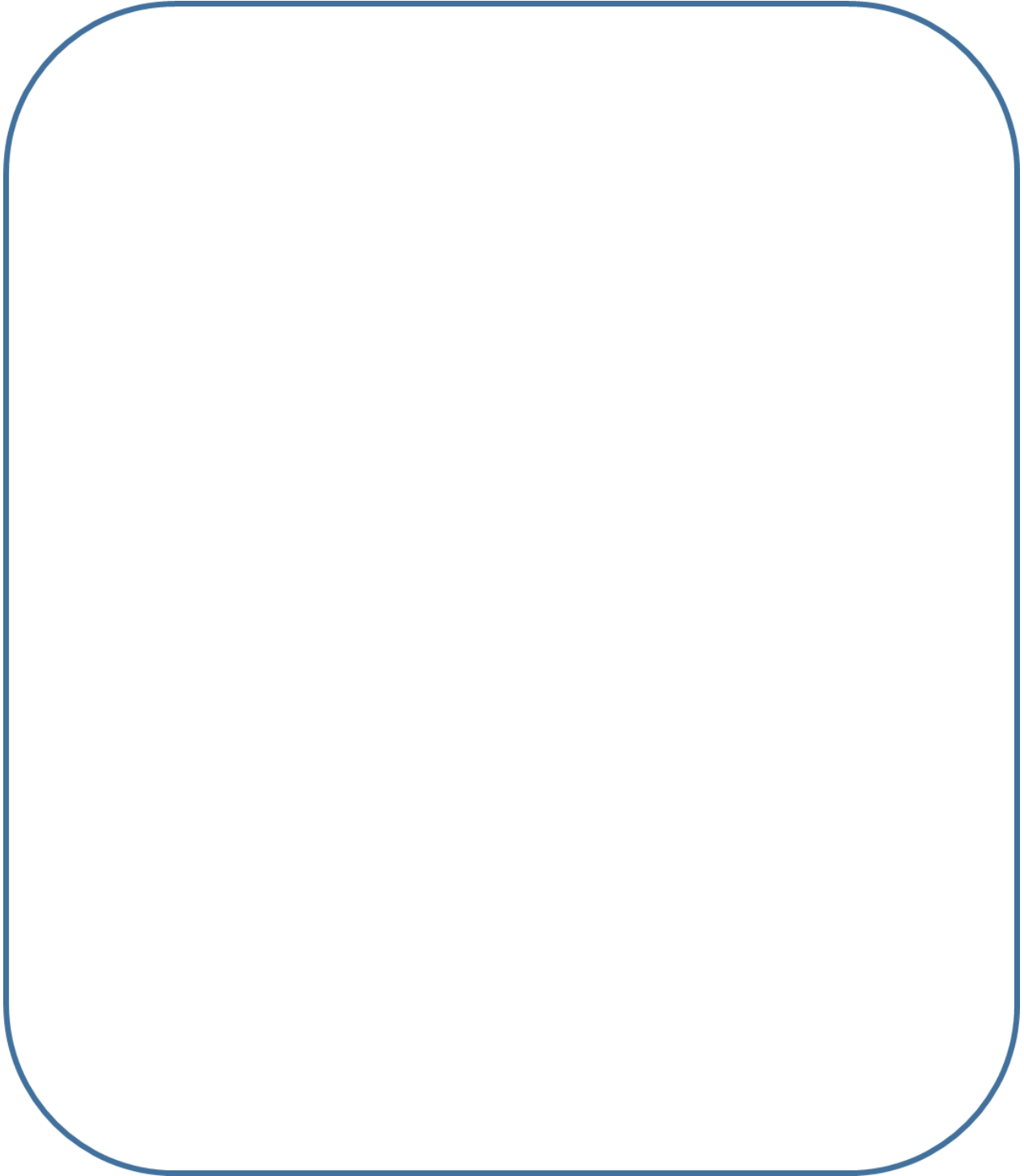
Be Prepared

- Know before you go. Check weather and water conditions before heading out.
- Know what's below. Go in feet first, first time where you cannot see below the surface.
- Protect your neck - never dive into shallow water.
- Areas of open water may have currents or waves that can pull you under. Learn about local conditions before going in.
- Leave inflatable mattresses or other floating toys at home. You are at a risk of being swept out past safety at the lake or beach.

Activity: Design a Water Safety Poster

- Using everything you know and have learned about water safety this past week, use the template on the next page to design a water safety poster advising people how to stay safe in the water.
- You can use any materials and colours you wish, and you can decide the age group you would like to target – adults, children, older adults, etc.
- Once your poster is complete, please hand it in to your local City of Toronto pool staff member, and they will display all the posters they receive for the rest of the summer season.
- Be creative, have fun, and remember to keep your messaging kind and inclusive.

Water Safety Poster



National Drowning Prevention Week

Day 7 – Saturday:

Be Water Smart Year Round



Year round Water Smart information



Winter

- Never go out on to ice without checking the thickness and quality
- Ice should always be minimum 4-6 inches in thickness to walk on



Spring

- Beware of rushing water and melting ice while outdoors
- Never try to walk or climb on fallen trees or logs when trying to cross a body of water



Summer

- Always swim with a buddy and stay close to others
- Swim in pools and beaches with lifeguards on duty



Fall

- Wear a Personal Flotation Device with thermal protection if on or around water
- Every person on a boat must wear a PFD

Activity: Be Year Round Water Smart

Help the little duck find her way through the seasons safely.

