

# DROWNING



is one of the leading causes of death for children in every region of the world

The World Health Organization released its first ever report dedicated exclusively to drowning: *Global report on drowning: preventing a leading killer.*

Around the world, every hour, every day more than **40** people lose their lives to drowning.



## IN CANADA

# 500

Canadians drown annually



# 2<sup>nd</sup>

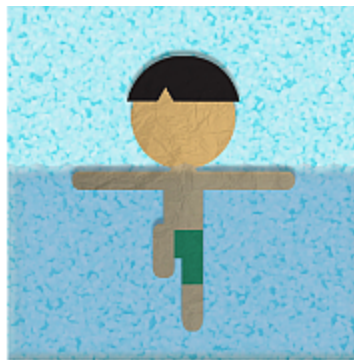
Drowning is the second leading cause of preventable death for children under 10

## SURVIVAL SWIMMING SKILLS CAN HAVE A LIFELONG IMMUNIZATION EFFECT AGAINST DROWNING

Lifesaving Society's **Swim to Survive** program teaches children how to survive an unexpected fall into deep water using 3 basic skills



### ROLL



### TREAD



### SWIM

Since 2005, almost 670,000 children from 50 school boards, across 93 Ontario municipalities have participated Swim to Survive



**97%** of Canadians agree that swimming is a life skill that every child should learn\*

**88%** agree that all children should receive swimming instruction as part of a school safety program\*

\*Angus Reid Forum. Online Survey. April 22- May 6, 2015