



LIFESAVING SOCIETY®
The Lifeguarding Experts

TOP 10 WATER SMART ACTIVITIES

FROM THE 2021 WATER SMART SUBMISSIONS



1. MAKE A SPLASH! A DROWNING PREVENTION COLOURING BOOK

- 22,000 COPIES WERE PRODUCED AND DISTRIBUTED
- INCLUDING SUMMER CAMPS, WADING POOLS, INDOOR POOLS AND COMMUNITY CENTRES CITY WIDE
- 16 PAGES OF SUN, WATER AND BIKE SAFETY MESSAGING IN FRENCH AND ENGLISH
- INCLUDES MANY FAVOURITE OTTAWA LANDMARKS TO VISIT FOR SAFE WATER FUN!

PROVIDED BY: **CITY OF OTTAWA**

2. TRAVELLING WATER SAFETY EDUCATION PROGRAM



- CITY OF OTTAWA'S WATER SAFETY EDUCATION PROGRAM VISITED BEACHES, WADING POOLS, PARKS, AND SPLASH PADS.
- WATER SAFETY AMBASSADORS VISITED DOZENS OF VENUES PROVIDING LITERATURE, ACTIVITIES, AND EVEN WATER SAFETY KITS (INCLUDING PFDS), TO FAMILIES.
- BRINGING WATER SAFETY DIRECTLY TO THE COMMUNITY.

PROVIDED BY: **CITY OF OTTAWA**

3. VIRTUAL BACKYARD POOL SAFETY CLINIC



- RESIDENTIAL SWIMMING POOL OWNERS ARE INVOLVED IN NEARLY HALF OF ALL DROWNINGS AND NEAR DROWNING INCIDENTS AMONG PRESCHOOLERS.
- THE MAJORITY OF ALL DROWNING INCIDENTS HAPPEN IN A RESIDENTIAL SWIMMING POOL.
- THIS TRAINING IS FOR ANYONE WHO OWNS A POOL OR HOT TUB. THIS COURSE WILL PROVIDE THE OWNER WITH EMERGENCY SCENE ASSESSMENT, INJURY PREVENTION, POOL SAFETY EQUIPMENT, BASIC WATER RESCUE SKILLS AND FIRST AID TRAINING.
- HAVING A SET OF CHECKS WILL ENSURE YOUR FAMILY AND FRIENDS WILL HAVE A SAFE, ENJOYABLE EXPERIENCE IN YOUR POOL THIS SUMMER.
- PROVIDED BY: **CITY OF BURLINGTON**



Burlington Recreation, Community and Culture
July 2021 · 🌐

From June 27 to July 3, we will be hosting FREE Lifejacket Clinics at Mountainside Pool, Nelson Pool and Splash Park and LaSalle Splash Park. The clinics give an opportunity to Burlington residents to try on different lifejackets and PFD's (personal floatation devices) and learn the proper ways to wear a lifejacket.

Residents are encouraged to talk to a lifeguard at the engagement booth or walk up to the lifeguard stations at the pools, to learn more about our initiatives.

- 👉 Lifejackets are an important part of water safety
- 👉 Learn when to wear lifejackets
- 👉 Lifejackets versus PFD (personal floatation device)
- 👉 Different types of floatation devices on the market
- 👉 Ensuring your lifejackets are in good working condition and are CSA approved

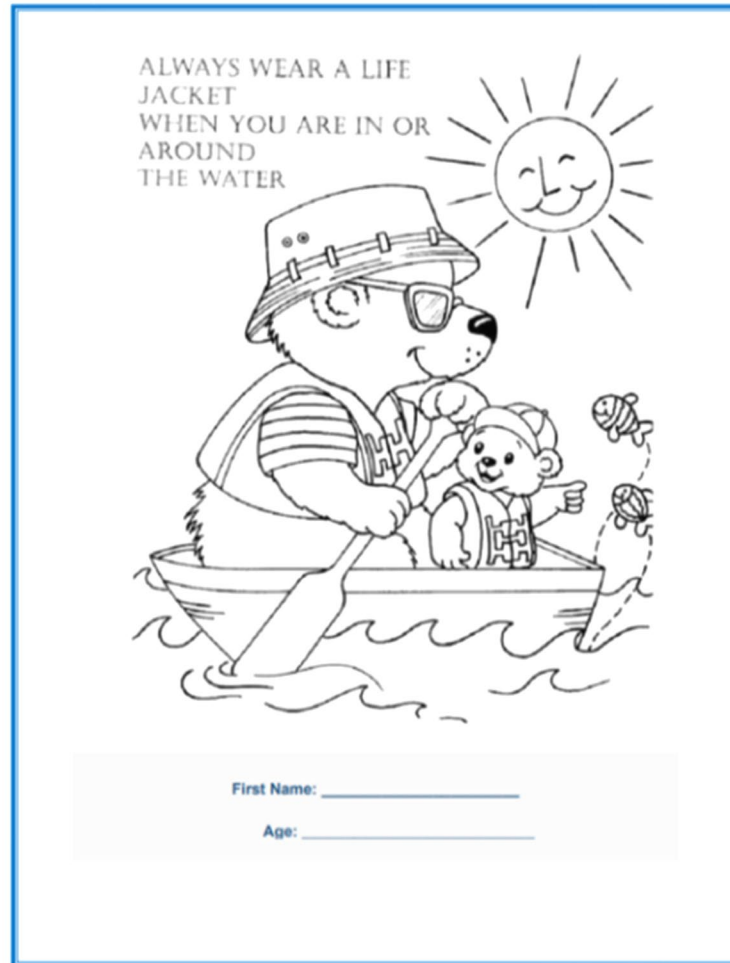


4. LIFEJACKET CLINICS

PROVIDED BY: **CITY OF OTTAWA**
CITY OF BURLINGTON



Hurry! There is still time to enter [Township of Wilmot](#) water safety colouring contest for a chance to win an exciting prize for the family. Contest closes tomorrow at 4pm. #WaterSafety #RecAndParksMonth
Learn more here: <https://www.wilmot.ca/.../colouring-contest-parks-and-rec...>



5. WATER SAFETY COLOURING CONTEST

PROVIDED BY: **TOWNSHIP OF WILMOT**

City of St. Catharines
January 10 at 9:51 AM · 🌐

Learn about winter water safety, get creative and maybe even win an aquatics promo pack!

Participate in our Draw Buddy, the Lifeguard Dog contest.

Check out <http://www.lifesavingsociety.com/water-safety/resources.aspx> for ideas and inspiration, and submit your entry by Jan. 25... See More

Draw Buddy **Win!**
an aquatics promo pack

Draw Buddy participating in a safe Winter Activity.

Please be sure to include a safe winter message.

Submissions will be collected until **January 25** Children 14 and under eligible to win

LIFESAVING SOCIETY®
The Lifeguarding Experts

Email your entry to aquatics@stcatharines.ca

St. Catharines

👍 You and 3 others

1 Comment 5 Shares

6. DRAW BUDDY THE LIFEGUARD DOG

PROVIDED BY: CITY OF ST. CATHARINES



Lifesaving Society Ontario - Waterloo/Westington
 Published by Kristy Falk · May 25, 2021 ·

On May 24 weekend, the weather was beautiful. The water is still cold! Remember when on the water around the water to wear your PFD/ Lifejacket.

Here is Councilor Jenn Pfenning (Township of Wilmot) hitting the water this weekend! Check out her Purple PFD. Be Like Jenn!

Challenge - Council members and Mayors around!! Enjoying the water?? Send out your picture with your PFDs on!

87 people reached 78 Engagements — Distribution score Boost profile

1 Comment 6 Shares

Thank you to Ottawa Mayor @JimWatsonOttawa for his official proclamation of #NDPW2021 in Waterloo!

remercions le maire Jim Watson de la Ville de Waterloo pour la #proclamation officielle de la Semaine Nationale de Prévention des Noyades 2021.

SCanada @LifesavingON @OttawaHealth

1 · Jul 19, 2021 from Ottawa, Ontario · Twitter for iPhone

Public Health & Recreation Retweeted
 @cityburlington · Jul 14

The City is marking National Drowning Prevention Week 2021, with interactive activities at local pools and splash pads. Visit www.cityofburlington.ca/swimming for more information. #BurlON

National Drowning Prevention Week

7. LOCAL POLITICAL ENGAGEMENT

PROVIDED BY: **CITY OF OTTAWA**
CITY OF BURLINGTON
CITY OF ST. CATHARINES
TOWNSHIP OF WILMOT

 Burlington Recreation, Community and Culture
July 14, 2021 · 🌐

New! 🌟 Borrow bikes and lifejackets for FREE this summer through our Lending Library program.
www.burlington.ca/playlending



**Lending
Library**

8. LENDING LIBRARY

FREE LIFEJACKETS TO BORROW THROUGH LIBRARY PROGRAM

PROVIDED BY: **CITY OF BURLINGTON**

9. FREE SWIM TO SURVIVE PROGRAM DURING PUBLIC SWIMS



OFFERED THE FOLLOWING PROGRAMS:

- FAMILY SWIM TO SURVIVE
- SWIM TO SURVIVE +
- SWIM TO SURVIVE

PROVIDED BY: **CITY OF BURLINGTON**

City of St. Catharines posted an episode of Stay Ice Smart
 January 20 at 4:50 PM · 🌐

Going out onto frozen bodies of water poses serious risks ⚠️
 There are always risks when venturing onto frozen water. If you must go out be sure to check the ice is thick enough to support you, and the activity being done.
 Susanne from our aquatics team explains how thick is thick enough 🌟🌟🌟
 Stay tuned this Friday for the next installment, Stay Ice Smart: Escaping Cold Water



- ✓ Be within arms' reach
- ✓ Weak swimmers should wear a lifejacket



Burlington Recreation, Community and Culture
 June 13, 2021 · 🌐

When opening your backyard pool this summer, remember to always be within arms' reach of children or pets to ensure safety. Visit <https://bit.ly/2XUzsp2> for backyard pool safety tips. Lifesaving Society Ontario 🇨🇦



From our friends at the WRC: Did you know June 5-12 is #WaterSafetyWeek? Check out these important water safety tips from the Lifesaving Society. #WilmotWRC
 See: <http://bitly.ws/djxG> #RecAndParksMonth

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.

500 Canadians drown annually

IN CANADA

2nd Drowning is the second leading cause of preventable death for children under 20

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

10. EDUCATION THROUGH SOCIAL MEDIA

PROVIDED BY: CITY OF OTTAWA
 CITY OF BURLINGTON
 CITY OF ST. CATHARINES
 TOWNSHIP OF WILMOT

TOP 5 TIPS TO MAKE YOUR WATER SMART AWARD APPLICATION STAND OUT!

1) **UNIQUE AND CREATIVE IDEAS**

- PRODUCE A NEW IDEA THAT HAS NEVER BEEN DONE BEFORE I.E., GAMES, ACTIVITIES OR PARTNERSHIPS.

2) **PRESENTATION**

- DON'T FEEL YOU HAVE TO STICK TO THE OUTLINE YOU ARE GIVEN, USE A LIST, PROVIDE LINKS, PUT A PACKAGE TOGETHER OR EVEN A POWERPOINT PRESENTATION.

3) **USE ALL THE WATER SMART MESSAGES ON THE APPLICATION**

- BEING ABLE TO INCORPORATE ALL THE WATER SMART MESSAGES INTO YOUR SUBMISSION IS KEY.

4) **GET POLITICAL**

- HAVING A PROCLAMATION OR GETTING YOU LOCAL GOVERNMENT TO PARTICIPATE IN YOUR ACTIVITIES DEMONSTRATES THE SUPPORT FOR YOUR COMMUNITY.

5) **YEAR-ROUND ACTIVITIES**

- WATER SAFETY ISN'T JUST IN THE SUMMER, HAVING ACTIVITIES THAT ARE HAPPENING NOT ONLY IN JULY AND AUGUST SHOWS YOU ARE ALWAYS ENGAGED IN WATER SAFETY.

The background is a light blue gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

**THANK YOU TO EVERYONE THAT SUBMITTED FOR
THE 2021 WATER SMART AWARD!**

CONGRATULATIONS TO THE CITY OF OTTAWA!

PAST WINNERS OF THE WATER SMART AWARD:

**Town of Bradford West Gwillimbury
University of Ottawa
City of Brampton
Town of Whitchurch Stouffville
City of Orillia
City of Kitchener**