

July 21-27, 2024

## National Drowning Prevention Week

LIFESAVING SOCIETY

# National Drowning Prevention Week

Demonstrate. Connect. Share. We do better together!

### SUNDAY JULY 21

#### ▶ FATAL DROWNING

**DEMONSTRATE:** Talk, throw, and reach rescues.

**CONNECT:** Talk about drowning report with local leaders, community groups and organizations.

**SHARE:** Link to fatal drowning report\* on social media. #NDPW2024



### MONDAY JULY 22

#### ▶ NON-FATAL DROWNING

**DEMONSTRATE:** What drowning looks like.

**CONNECT:** Talk about drowning report with care centers, local businesses, and community support groups.

**SHARE:** Link to non-fatal drowning report\* on social media. #NDPW2024



### TUESDAY JULY 23

#### ▶ BACKYARD POOL & OPEN WATER SAFETY

**DEMONSTRATE:** The ladder approach.

**CONNECT:** Talk about the drowning report with high risk groups and newcomers in your community.

**SHARE:** Data about open water drownings from the Drowning Report\* on social media. #NDPW2024



### WEDNESDAY JULY 24

#### ▶ SWIM TO SURVIVE

**DEMONSTRATE:** Swim to Survive standard. Roll. Tread. Swim.

**CONNECT:** Host a Facebook Live demonstration of Swim to Survive standards. Promote in advance to parenting and newcomers groups.

**SHARE:** Bell Canada video on social media. #NDPW2024



### THURSDAY JULY 25

#### ▶ SUPERVISING CHILDREN IN, ON & AROUND WATER

**DEMONSTRATE:** Within Arms' Reach active supervision.

**CONNECT:** Provide drowning prevention information to children's camps, doctors' offices, and local daycares.

**SHARE:** Link to WaterSmartParents.ca website. #NDPW2024



### FRIDAY JULY 26

#### ▶ BOATING SAFETY & PFD WEAR

**DEMONSTRATE:** Proper fit for lifejackets and PFDs for all ages/sizes.

**CONNECT:** Provide drowning information to local marine dealers and sporting goods stores.

**SHARE:** Link to StartBoating.ca website. #NDPW2024



### SATURDAY JULY 27

#### ▶ ALCOHOL & SUBSTANCE USE

**DEMONSTRATE:** How to call 9-1-1.

**CONNECT:** Reach out to local media to discuss the dangers of drinking and substance use in, on and around the water.

**SHARE:** Link to Lifesaving Society Towel Campaign. #NDPW2024



### THANK YOU FOR PARTICIPATING!

#### ▶ #NDPW2024

Send photos of your daily events to:  
experts@lifeguarding.com  
by July 31, 2024.



\* Drowning Report available from Lifesaving Society Ontario Branch. To get your copy, visit [www.lifesavingsociety.com](http://www.lifesavingsociety.com).

World Drowning Prevention Day 25 July

Anyone can drown, no one should.



LIFESAVING SOCIETY®  
The Lifeguarding Experts