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
2nd
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

The Lifesaving Society leads the drowning prevention effort in Canada
WWW.LIFESAVINGSOCIETY.COM