



LIFESAVING SOCIETY
The Lifeguarding Experts

L i f e l i n e r

Winter 2014



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PHOTO CONTEST WINNERS

Winner

Our cover: Photo Contest winner Lise McLeod snapped the winning shot as the Wild Waterworks lifeguard team was packing up for the day. McLeod, a five-season veteran of the water park says, “the lifeguard team at Wild Waterworks is a large group of young workers. Teamwork is one of the most important aspects of the job and our team is very close.” *Front centre:* Alexander Parker. *Back, left to right:* Emily Smith, Tom Gibson, Kieran Smith, Nicole Burnison, Matthew Smith.

2nd place

Meet Jackson. This little water baby loves swimming in the lake at the cottage. His mother, Heather Rusiniak took the picture, which is sure to bring a smile to your face.



3rd place

Move over Buddy, there’s a new dog in town. Aquatic Supervisor Chris Gauthier captured this image of the adorable Benny at a pool in the City of Hamilton.

2014 PROGRAM GUIDE

The Society’s updated *Program Guide* makes it easy to quickly find the information required to deliver Lifesaving Society training programs. The 2014 edition outlines Affiliate obligations and responsibilities, and provides an overview of Society programs, services, policies and administration requirements.

The ever popular “Prerequisites At-a-Glance” is featured on the inside back cover.

We encourage you to refer to the *Program Guide* often to ensure that we are all giving out the correct information. Look for it on our website in early 2014 or order a hard copy today for \$10.15 plus tax, shipping and handling.

The Lifesaving Society is Canada’s lifeguarding expert. The Society is a national, charitable organization working to prevent drowning and water-related injury through its training program, Water Smart® public education, drowning research, safety management services and lifesaving sport.

The Society’s National Lifeguard certification is the standard for professional lifeguards in Canada. The Society represents Canada’s lifeguards and lifesavers internationally as an active member of the Commonwealth Royal Life Saving Society and the International Life Saving Federation.

The Society is the governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation.

All donations are gratefully received. A charitable receipt for income tax purposes is issued for donations over \$20. Ontario Branch Charity Registration No. 10809 7270 RR0001.

COMPS ON THREE CONTINENTS

Ontarians were on the move this summer participating in three international competitions: the World Games in Cali, Columbia; the RLSS Commonwealth Lifesaving Championships in Canberra, Australia, and; the Sanyo International Surf Rescue Challenge in Tokyo, Japan.

Ontario Delegation (pictured below) at 2013 RLSS Commonwealth Lifesaving Championships: *Back row:* Sarah Ingleton, Cynthia Cakebread, Michael Hundt, Brian Miess, Jeff Schultz, Lorraine Wilson-Saliba, Edmund Chan. *Front row:* Mackenzie Salmon, Chris Stoner, Andrew Lofts, Sarah Boyd, Jennifer Penny, Lizzie Wilsdon, Dan Wilsdon, Jessica Larson.

NEW! BRONZE MEDALLION AND BRONZE CROSS T-SHIRTS

Official Lifesaving Society Bronze Medallion and Bronze Cross T-shirts are in stock and ready to ship. These shirts come in Men's and Women's sizes and sell for \$17.26 plus tax and shipping. Call to order or visit www.lifeguarddepot.com and order yours online today. During checkout, use Coupon Code M1FSHIP to receive free shipping.



Lifeline

Lifeline is published twice yearly and distributed to over 60,000 members of the Lifesaving Society in Ontario. Opinions expressed in Lifeline are not necessarily the policy of the Society nor of its officers except where noted. Indicate change of address on the mailing label and return it to the Lifesaving Society.

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CANADA'S EVERYDAY – AND UNSUNG – HEROES

In 1964 – the year the National Lifeguard Service was officially launched – 113 Ontarians were certified as National Lifeguards. Today, Ontario communities are protected by over 160,000 individuals who hold National Lifeguard certifications.

As we enter the 50th anniversary year, we salute and celebrate our National Lifeguards – Canada's unsung heroes. Unsung, because lifeguards prevent the vast majority of incidents from happening in the first place. And unsung, because when they do respond, it's just doing the job.

National Lifeguards train hard for something they hope will never happen. We know this training pays off in supervised facilities – our drowning statistics prove it. But the training pays off beyond the pool deck or the supervised waterfront – in communities throughout the country. Canada's National Lifeguards are making a difference everywhere, everyday.

Like the National Lifeguards waiting at the entrance of the Dufferin Clark Community Centre to greet aquatic staff who were arriving for the Christmas party, when a man came running out to ask if anyone knew CPR – a member of the seniors club had collapsed.

Like the National Lifeguard who was driving home and spotted a man collapsed beside an out-of-control brush fire about 100 yards from the road.

Like the National Lifeguard in Sudbury who was driving with her parents to a launch pad for the family boat and

learned an older man and his dog had capsized 800 m offshore.

Like the National Lifeguard in Toronto who was coaching his high school rugby team when one of the opposing team's players was tackled and remained face down in the dirt in cardiac arrest.

Like the National Lifeguard in Paris who responded to a neighbour's cry for help and found an unconscious, non-breathing 16-year-old boy who had collapsed after swimming in the backyard pool.

Like the National Lifeguard in Mississauga on his way to teach a Swimming and Lifesaving Instructor course who came upon a collision with a four-year-old lying motionless and bleeding at the scene.

These guards knew exactly what to do and didn't think twice about stepping up to help.

Bravo! And happy anniversary.

LIFEGUARDS DESERVE A MEDAL!

National Lifeguard is turning 50. To celebrate, the Society is saluting Canada's National Lifeguards with a special 50th anniversary medal to be awarded to all National Lifeguards who certify or recertify between January 1, 2014 and March 30, 2015. Test sheets must be submitted to the Society's office by June 30, 2015.



You do the math...

Great job + Leadership skills + Lifelong friends =



NLS NEW STANDARD

The revisions to the National Lifeguard program, which took effect June 2012, must be implemented by all Affiliates by June 2014. All National Lifeguard Instructors must attend a National Lifeguard Update Clinic before delivering the new program content. National Lifeguard Instructors who have not attended the Update Clinic by June 2014 can no longer teach National Lifeguard.

Clinics can be found using *Find a Course* on the Society's website.

ACTAR TRAINING SYSTEMS

In a real-life emergency, you'll be thankful you were trained with ACTAR. Canada's #1 CPR and AED training system, ACTAR D-Fib simulates realistic scenarios. The specialized face-plate design mimics the human airway and plastic lung bags allow actual breaths to be delivered. ACTAR D-Fib is now a required product for all National Lifeguard training courses. ACTAR products are lightweight and come in convenient carrying bags.

Ordering ACTAR products has never been easier, visit www.lifeguarddepot.com and place your order!



BE BETTER. DO GOOD.



FIVE-YEAR-OLD BARRIE BOY NEARLY DROWNS

In June 2013, five-year-old Brayden Shemtov took off his lifejacket and mistakenly entered the deep end of a friend's backyard pool. He didn't know how to swim. Luckily, a family friend noticed him at the bottom, jumped into the water, pulled him out and immediately performed CPR.

SEALS SWIM TO SURVIVE UPDATE

Last summer Lesley Burton Zehr had to cut her 75 km swim across Lake Huron short due to weather conditions. Instead, she was able to complete a 25 km along the shore and she raised over \$6,000 for the Lifesaving Society's Swim to Survive program.

Next summer Lesley will set out to complete the 75 km swim across Lake Huron from Harbor Beach, Michigan to Goderich and she is asking for your help. If you are a lifeguard, or have a boat operator's certification, and you are interested in being part of Lesley's crew, please email sealsswimtosurvive@gmail.com or visit www.sealsswim.com.

A short time later, Brayden's mother Judith heard her phone ring. "I got this call that something had happened and they called an ambulance," she says. "I didn't know all the details until I got there. It was terrifying."

Paramedics took Brayden to the hospital where they kept him overnight for observation. "Brayden is a lucky five-

year-old," says Simcoe County paramedic supervisor Greg Bruce. "Citizen CPR on-scene before the paramedics arrived gave him a chance to live the rest of his life."

Later that summer, Brayden's mom enrolled him in the Lifesaving Society's Swim to Survive program at East Bayfield Community Centre pool, where Brayden learned how to orient himself in deep water, how to tread water, and how to swim. He loved it. "I'm having fun," he says, "but sometimes when you sink it's not really fun."

"Brayden's experience could have cost him his life," says his Swim to Survive Instructor Robert Northcott. "He had a near-death experience with water and he's right back in there and that's fantastic."

Judith Shemtov says, "the Swim to Survive program is invaluable and has helped Brayden and our family deal with a day we'll never forget. He's gotten over a lot of his fears. The first week he started the Swim to Survive lessons he didn't want to put his head under water. Now he's swimming away and I feel so proud and happy." Brayden then went beyond learning to help himself. During Canada's National Drowning Prevention Week in July, he took part in the Lifesaving Society's annual "500 metre swim for 500 lives," where lifeguards across Ontario swim in honour of those who have lost their lives to drowning. Brayden joined East Bayfield's lifeguards to raise funds in support of the Society's "Within Arms' Reach" campaign.

Remarkably, five-year-old Brayden already understands he was fortunate to survive, and that it's his turn to pay it forward.

Brayden Shemtov gets a Swim to Survive lesson from Instructor Robert Northcott



UNDERSTANDING THE TEEN BRAIN

A growing body of research on the teen brain demonstrates that the physiology of the brain at this stage in development leads teens to participate in thrill-seeking activities and risky behaviours.

“The teenage brain is under construction,” explains Dr. Jean Clinton, Associate Clinical Professor, Department of Psychiatry and Behavioural Neuroscience at McMaster University, division of Child Psychiatry. “The thrill-seeking, pleasure-seeking part of the brain is developing at a faster rate than the judgment and impulse inhibition skills that adults have.”

Earlier this year the Lifesaving Society introduced Swim to Survive+ (Plus), a teen-targeted survival swimming program aimed directly at these risk-taking youth. Swim to Survive+ teaches teens practical lifesaving techniques and gives them water safety knowledge in an effort to offset their inherent risk-taking nature.

Swim to Survive+ application deadline for the 2013/14 school year is January 24, 2014.

Swim to Survive+ builds on the skills of Swim of Survive, with some important additions. Participants in Swim to Survive+ wear clothing while attempting the skills to further prepare them for possible real-life situations. Since teens generally congregate in groups, Swim to Survive+ teaches safe ways to assist a friend who is in trouble.

The expansion of the Swim to Survive+ program is made possible with funding from TransCanada Corporation’s

Safe Communities Initiative, PPL Aquatic, Fitness and Spa Group and our founding sponsor the Stephanie Gaetz Keepsafe Foundation.

TransCanada is a leader in the responsible development and reliable operation of North American energy infrastructure. The company’s vision is to become a North American community infrastructure leader by collaborating to build safe and vibrant communities.

PPL Aquatic, Fitness & Spa Group is one of Canada’s largest swimming pool companies specializing in the design, construction, equipping and servicing of commercial pool and fitness facilities.

The Stephanie Gaetz Keepsafe Foundation, a charitable foundation founded by Barbara Underhill and Rick Gaetz to promote safety education and injury prevention, is the founding sponsor of both Swim to Survive and Swim to Survive+.

Swim to Survive®
Lifesaving Society

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AQUATIC, FITNESS
& SPA GROUP INC.
AND
THE PAPKE FAMILY

Teaching Children's Safety.
Stephanie Gaetz
KEEPSAFE FOUNDATION

 **TransCanada**

LIFEGUARD FOR LIFE

Your career as a lifeguard might start off as a bathing suit job, and it's a great way to meet new friends, but most lifeguards use the skills and experiences they learn in training and on the job to shape their careers in aquatics, recreation and beyond.

Lifeguards develop skills that allow them to work effectively with different types of people and in all sorts of situations. The responsibility of ensuring others' safety, and of monitoring the conditions of a facility, shapes the way a lifeguard thinks: lifeguards develop analytical and situational skills that are highly transferable to other lines of work.

Thousands of Ontarians can say that lifeguarding was the beginning of a rewarding path that led to other fulfilling career and volunteer opportunities. Here are a few words from four "lifeguards for life."

"As a lifeguard my job encompassed more than 'saving lives.' One of the job requirements was to teach swim lessons at 7 a.m. to everyone from preschoolers to people over the age of 50 who were afraid of the water. This taught me the value of education and mentorship. I learned early on that working with students and managing teams of staff requires consistency, repetition, reward and patience. It is important to be aware that each individual learns differently. As a program leader and mentor, you need to foster teamwork, communicate clearly, maintain and upgrade your skills, and lead by example."

- Nathalie Vallières is the Liaison and Communication Officer, Faculty of Engineering at the University of Ottawa.

"Lifeguarding initially taught me responsibility, trust, teamwork and attention to detail. It expanded to include leadership and led to personal and professional development. Mostly, it taught me to have fun. It's the best job in the world as a new, first-time job – or for a lifetime."

- Cynthia Cakebread is the Manager of Recreation & Culture with the Town of Essex.

"Lifeguarding teaches you the need for rules, how to talk to others in order to enforce them, how to work within a team framework, and how to have fun doing it. I try to instill a sense of safety in both new lifeguards and managers. Decisions should always be made based on what is the safest situation for the public while continuing to allow for their fun and the lifeguards enjoyment of their job."

- Bruce Hollowell is the Lifeguard Supervisor for Toronto Police Lifeguard Services.

"Lifeguarding taught me the importance of policy, procedure, protocol, problem solving "on the fly," and how these things can be used outside of work as well. Most importantly, it taught me that swimming is a life skill that everyone should have the opportunity to experience."

- Jennifer Knights is the Program Coordinator, Aquatics, Dance & Instruction at the University of Western Ontario.



ATHLETES ARE MADE, NOT BORN

Alexandra Ferguson and James Verreault are high-performance lifesaving sport athletes, recently named to Canada's National Lifesaving Team. We spoke to Alexandra and James about how they achieved success in their sport.

Name: Alexandra Ferguson | Age: 26 | Favourite event: Surf Ski/Oceanwoman | Favourite competition: Nationals/any competition with waves | Lifeguard since: 2003

When did you begin goal-setting?

- In 2011 I started training more to see how good I could get; I made goals and created an actual training plan. Now, at the end of each season, I redo my goals for the upcoming season: I have one or two big goals and several smaller ones, which are steps toward achieving the larger goals. This year my goal was to make the national team.

How has your training plan evolved?

- The amount of training has gone up a lot. I'll put together my training plan, do it, reach my goals and get faster. Then I'll add a bit more each season. You always have to adapt to overcome obstacles; the training plan for one day might not work out and you just have to manage and change it accordingly.

What has competition taught you?

- It's hard to fake a race, sometimes things go wrong, the outcome of a race is usually directly related to how much effort you've put in. Competition shows how someone who might not be the fastest can win by wanting it.

How should someone approach their first Lifesaving Sport event?

- The first time you go and compete, your goal should be to have a really good time. Do any and all of the events to see what you like. After your first couple of competitions you'll know which you enjoy the most.

Name: James Verreault | Age: 26 | Favourite event: Oceanman | Favourite competition: Surf Nationals | Lifeguard since: 2003

What was the first goal you set for yourself?

- In 2008 I focused on performance at the regional and provincial levels, and on making a final at Nationals. When I decided to commit to being a high-performance athlete in 2009, I set my goals in two-year cycles, reviewing my performance annually.



What has competition taught you?

- The value of hard work. Not only my hard work, but that of others, whether it's the people that volunteer their time to put a competition together or the other competitors who have trained for countless hours.

Describe Lifesaving Sport in one word.

- Community – I would not be where I am without the help and support of coaches, teammates, trainers, sponsors, friends and family. These people helped me to achieve my goals.

What should someone do if they want to try Lifesaving Sport?

- Contact the Lifesaving Society or your local lifesaving club and find out when the next competition or training session is. Give it a go – we always welcome new friends.

For the full story, visit the Lifesaving Sport/Athletes section of our website.

FUNDRAISING: SAVE THE DATE

Spring 2014

Lifesaving Society April Pools Day (7th annual): from April 1–30, 2014. Last year, 10 facilities participated and raised over \$4,700 for drowning prevention education.

Summer 2014

Lifesaving Society 500 metre swim for 500 lives (6th annual): during National Drowning Prevention Week, July 19–27. Last year, aquatics staff across the province raised over \$5,000 for the Within Arms' Reach campaign.

Lifesaving Society Rescue Tube Relay (5th annual): July and August, 2014. Last year, lifeguards from the London-Middlesex area raised over \$3,600 for the Water Smart Drowning Prevention campaign; they are seeking another community to take on the Rescue Tube Relay challenge in 2014.

SEALS Swim to Survive – Lesley Burton Zehr to swim 75 km across Lake Huron: July 19–20, 2014. Last year, Lesley swam 25 km along the shores of Lake Huron from Bayfield to Goderich and raised over \$6,000 for drowning prevention education.

National Lifeguard 50th Anniversary: August 16, 2014, a 50-minute swim to raise funds on the occasion of this milestone.

Lifesaving Swim-to-Survive-a-thon: new event during National Drowning Prevention Week, July 19–27.

For more information, contact Laurie Priestman or Kelly Manoukas at 416-490-8844, or email fundraising@lifeguarding.com.

MBNA® AFFINITY MASTERCARD® PROGRAM

Are you 22 years of age or older? Would you like to support the Lifesaving Society's work in drowning prevention? Apply for the MBNA Lifesaving Society Affinity MasterCard. Every time you make a purchase with the card a portion of each dollar spent goes directly to the Society's Water Smart drowning prevention campaign. Visit our website and click DONATE to find out more and apply.

LifeguardDepot.com®

The Lifesaving Society's online store is open for business. Enjoy the convenience of 24/7 shopping. It's all here – from first aid and pool supplies to everything required for lifesaving courses and training.



BULLETINBOARD

2014 Literature Prices

Effective January 1 through December 31, 2014

Canadian Lifesaving Manual	\$38.38
Canadian Lifesaving Manual with Bronze Medallion Workbook	\$40.38
Bronze Medallion Workbook	\$3.50
Alert: Lifeguarding in Action	\$38.38
Canadian First Aid Manual	\$11.92
Canadian CPR-HCP Manual	\$10.15
BOAT Study Guide	\$11.07
Swim Instructor Pac	\$43.08
Lifesaving Instructor Pac	\$51.91
Combined Pac (Swim & Lifesaving Instructor)	\$72.58
NLS Instructor Pac	\$65.00
Waterfront Safety Guidelines	\$10.15
Wading Pool Guidelines	\$10.15
Backyard Pool Safety Guidelines	\$10.15
Guide to Ontario Public Pools Regulation	\$38.79
Guide to Ontario Public Spas Regulation	\$38.79
Standards Journals	\$38.79

2014 Exam Fee Schedule

Effective January 1 through December 31, 2014

Canadian Swim Patrol – Rookie, Ranger or Star	\$13.70 (kit for class of 10)
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Bronze Star	\$8.94
Bronze Star Recert	\$4.49
Bronze Medallion	\$14.90
Bronze Medallion Recert	\$7.47
Bronze Cross or Recert	\$18.08
	\$18.08

First Aid

Anaphylaxis Rescuer	\$1.20
CPR: A, B and C	\$1.20
Basic First Aid or Recert	\$1.20
Emergency First Aid (with CPR B) or Recert	\$9.19
Standard First Aid (with CPR C) or Recert	\$17.88
Automated External Defibrillation	\$14.29
CPR-HCP	\$14.29
Airway Management	\$9.19

BOAT	\$15.35
Boat Rescue	\$9.19
Lifesaving Fitness	\$5.40
Wading Pool Attendant	\$9.19
National Lifeguard Service or Recert	\$29.74
Pool, Open Water, Emergency Response Officials, Meet Manager, Meet Referee	\$15.00
Instructor, Instructor Trainer, Coach	\$26.06
Instructor Recert	\$26.06
Each additional Recert at same time	\$7.07 to max \$50.00
Aquatic Supervisor	\$27.07
Aquatic Management Training	\$27.07

Ontario AGM

The 105th Ontario Annual General Meeting of the Lifesaving Society, hosted by the City of Windsor, will be held on March 28, 2014 at St. Clair College Centre for the Arts. Members and friends of the Society including instructors, examiners and affiliate representatives are cordially invited to attend.

2014 Water Smart Award

The Lifesaving Society presents its annual Water Smart® Award to an affiliate member of the Society for outstanding community service to drowning prevention education. If you're an affiliate, and you promote Water Smart behaviours in your community through activities, let us know!

The deadline for submissions is January 10, 2014. Visit our website for more information about how to apply.

For use with the
Canadian Lifesaving Manual



BRONZE MEDALLION WORKBOOK

Bronze Medallion Workbook

The *Bronze Medallion Workbook* is here! The Workbook is filled with structured activities that help students to master Bronze Medallion content by directing them into the *Canadian Lifesaving Manual* for answers. Exercises build and reinforce knowledge progressively, with tips to help recall Bronze Medallion content.

Buy them today for your next course for only \$3.50 each, or buy the Workbook in combination with the *Canadian Lifesaving Manual* for \$40.38. For more info visit Lifeguarddepot.com