



LIFESAVING SOCIETY – PUBLIC EDUCATION COMMISSION

National Drowning Prevention Week – July 17-23, 2016

Suggested Messages and Themes – Ontario Branch

July 2016

INTRODUCTION

The Lifesaving Society designates the third week in July as National Drowning Prevention Week (NDPW) to focus community and media attention on the drowning problem and drowning prevention.

NDPW provides a focus around which community Water Smart[®] educators can plan news releases, do television and radio interviews, and deliver public demonstrations and other events. Many successful community events are launched with a Mayor's Proclamation of Drowning Prevention Week.

The themes below are suggestions for how you can target your NDPW campaign to use specific messages targeted to address trends seen in Lifesaving Society drowning reports and the data from the Drowning Prevention Research Centre. The key messages can be used on social media. Be sure to include the **#ndpw2016** and **#snpn2016** hashtags. See the "Social Media Hashtags" document for more information.

ONTARIO BRANCH SOCIAL MEDIA

Throughout National Drowning Prevention Week Lifesaving Society, Ontario will be highly active on social media. We encourage you to interact with our branch on all of our social media platforms as well as the Lifesaving Society Nationally.

Facebook Page: Lifesaving Society Ontario

Twitter: @LifesavingON

Instagram: lifesavingsocietyontario

MAIN MESSAGES TO EMPHASIZE

The main messages below were selected because of the major risk factors presented in the *Ontario Drowning Report – 2016 Edition*.

- If you're not within arms' reach, you've gone too far. Always supervise children.
- Boat sober. Alcohol consumption is a factor in almost 40% of boating-related fatalities.
- Choose It. Use It. Always wear a Lifejacket or PFD.

- Lifejackets don't work if you don't wear them. Not wearing a Lifejacket or PFD was a factor in 88% of boating deaths.
- Approximately 166 Ontarians die in preventable water-related incidents annually. Even one drowning is one too many.

LEARNING ACTIVITIES

The Lifesaving Society has prepared some Water Smart Learning Activities to assist you in delivering the main messages:

- Be Water Smart:
 - Swim with a Buddy
 - Within Arm's Reach
 - Check the Ice
- Boating Safety
- Lifejacket Use
- Swim to Survive

THEME 1: NATIONAL DROWNING PREVENTION WEEK & THE DROWNING PROBLEM – NATIONAL

Purpose	Key Messages
<ul style="list-style-type: none"> • Present and highlight National Drowning Prevention Week • Introduce the drowning problem in a Canadian context 	<ul style="list-style-type: none"> • Approximately 500 Canadians die in preventable water-related incidents annually. Even one drowning is one too many. • National Drowning Prevention Week (NDPW) is the Lifesaving Society's annual drowning prevention awareness event. • Drownings deaths occur most frequently in adults 20-34. But children under 5 are still drowning too. • Over 80% of drowning victims are male, especially those who are 20-34 years old. • The Lifesaving Society's NDPW takes place July 17-23, 2016.

THEME 2: THE DROWNING PROBLEM – ONTARIO

Purpose	Key Messages
<ul style="list-style-type: none"> • Introduce the drowning problem in a local context 	<ul style="list-style-type: none"> • On average, 166 of people drowning every year in Ontario. • Drowning is the second leading cause of death for children under 10 years. • Children 1-4 years are at high-risk of drowning. • Backyard pools are the #1 drowning setting for children under 5. • 8 out of 10 drowning victims are males. • 25% of drowning victims are female. • 20-24-year-olds have the highest drowning death rate of an age under 55. • Lakes/rivers/streams/creeks are the location of two thirds of drownings. • 46% of drownings occur in lakes. • 7% reduction in boating fatalities from 2012 to 2013. • In 2013 there were power boating deaths among adults under 50. • The average number of drowning fatalities in #Ontario between 2009 and 2013 was 167.

	<ul style="list-style-type: none"> • In total, 833 people lost their lives in an unintentional incident in Ontario waters between 2009 and 2013. • Ontario’s preliminary data reveals that at least 92 drownings occurred in 2015.
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THEME 3: BE WATER SMART®

Purpose	Key Messages
<ul style="list-style-type: none"> • Share general messages about how to be safe in, on, and around water and ice. 	<ul style="list-style-type: none"> • Always swim with a buddy. 32% of drowning deaths happen when swimming alone. • If you’re not within arms’ reach, you’ve gone too far! Always supervise children. • Learn lifesaving skills. Take a Bronze medal, Lifesaving First Aid, or CPR course today. • Check ice thickness before venturing out on it. • Know before you go! Check the weather before heading out on the water. • Protect your neck. Go feet first into water the first time. Never dive into shallow water.

THEME 4: BOATING SAFETY

Purpose	Key Messages
<ul style="list-style-type: none"> • Highlight alcohol consumption as a major drowning risk factor. • Encourage earning a PCOC. 	<ul style="list-style-type: none"> • Boat sober. Alcohol consumption is a factor in almost 40% of boating-related fatalities. • Get carded! Get the Pleasure Craft Operator Card.

THEME 5: LIFEJACKET USE

Purpose	Key Messages
<ul style="list-style-type: none"> • Emphasize lifejacket use. 	<ul style="list-style-type: none"> • Choose It. Use It. Always wear a Lifejacket or PFD. • Lifejackets don’t work if you don’t wear them. Not

<ul style="list-style-type: none"> Stress how many lives are lost because of not wearing lifejackets or PFDs. 	<p>wearing a Lifejacket or PFD was a factor in 88% of boating deaths.</p> <ul style="list-style-type: none"> Even good swimmers need lifejackets. Lifejackets don't replace supervision by an adult. Lifejackets are like seatbelts. Buckle up when boating!
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THEME 6: LEARN TO SWIM

Purpose	Key Messages
<ul style="list-style-type: none"> Highlight the importance of learning to swim. Emphasize survival swimming skills. 	<ul style="list-style-type: none"> Swim to Survive! Can you swim at least 50 metres in the water? Swim to Survive! Can you tread water for at least 60 seconds? Swim to Survive! Can you orient yourself after an unexpected fall into water? Register yourself and your loved ones in swimming lessons. Swimming is a lifesaving skill. Take a Lifesaving Society Bronze course to learn important self-rescue and first aid skills. Learn how to rescue others from water emergencies in the Lifesaving Society's Bronze Medallion course.

THEME 7: CLOSURE AND CELEBRATION

Purpose	Key Messages
<ul style="list-style-type: none"> Celebrate local NDPW events and media attention received throughout the week. Thank community partners for their participation and support. Reemphasize key Water Smart[®] messages. 	<ul style="list-style-type: none"> See "<i>Be Water Smart</i>[®]". Thank you to [partner] for your #NDPW2016 support. Drowning prevention is a year-round effort. Always be safe in, on, and around water and ice.

