



# NDPW Implementation Package





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## National Drowning Prevention Week Messages and Themes

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### 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 **#ndpw2017** and **#snpn2017** hashtags. See the "Social Media Hashtags" document for more information.

### 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 particularly during National Drowning Prevention Week.

**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 – 2017 Edition*.

- Within Arms' Reach
- Always Swim with a Buddy & Learn to Swim.
- Boating Safety & Lifejacket Clinic.
- New Canadians – START Boating!
- Family Swim to Survive
- Backyard Pool Safety – "Watch me not your phone"

### LIFESAVING SOCIETY WEBSITE

Continue to check the Lifesaving Society's website for new information, resources and social media.



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## Social Media Hashtags

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Hashtags are commonly used across social media platforms to identify keywords. Because hashtags are also links, the topics they cover are searchable on platforms like Twitter, Instagram, and Facebook. Hashtags are composed by a hash mark, followed by a word or phrase with no spaces. For example: **#drowningprevention**.

Searching for a specific hashtag on Twitter or Facebook would list all public tweets or posts that include this hashtag. If a user's profile is private, only his or her followers or subscribers would be able to see content that includes a hashtag.

**#NDPW2017** (English)

**#SNPN2017** (French)

You are encouraged to use these hashtags on all social media posts about events and initiatives during NDPW. Whenever possible, both the English and French hashtag should be used to encourage the sharing of NDPW events and messages among all provinces and territories.

Other hashtags that could be used during NDPW include, but are not limited to:

- #drowningprevention
- #lifejackets / #lifejacket
- #drowning
- #drowningstats

See the National Drowning Prevention Week Plan for specific hashtags for each day during National Drowning Prevention Week.

Finally, the Lifesaving Society encourages you to include the Lifesaving Society in your tweets or posts. Mentioning the Lifesaving Society will ensure that someone at the Lifesaving Society will see the post, enabling us to retweet, like, or share the content.



## National Drowning Prevention Week Plan

Date	Key message & supporting activities	Target Audience
<b>Sunday, July 16<sup>th</sup></b>	<p><b>Drowning Prevention Introduction</b></p> <p>With nearly 500 fatalities annually, drowning is the third leading cause of unintentional death among Canadians under 60 years of age (surpassed only by motor vehicle collisions and poisoning). Sixty per cent of all drowning deaths in Canada occur during participation in summer-time recreational activities including swimming and fishing or boating, with approximately two-thirds of drowning occurring just 15 meters from safety.</p> <p><i>Activity</i></p> <p>Declare July 16-22, 2017 Drowning Prevention week in your community. Ask your Mayor to declare Drowning Prevention Week in your community, have a media announcement, send out media releases and invite the media to your facility. Click on the links for more info:</p> <p><a href="http://www.lifesavingsociety.com/media/241665/31sp%20proclamation%20request%20template.pdf">http://www.lifesavingsociety.com/media/241665/31sp%20proclamation%20request%20template.pdf</a></p> <p>and</p> <p><a href="http://www.lifesavingsociety.com/media/241662/proclamationrequesttemplate.pdf">http://www.lifesavingsociety.com/media/241662/proclamationrequesttemplate.pdf</a></p> <p><b>Social Media Hashtags</b></p> <p>#drowningprevention      #drowningseason #lifesavingsociety</p>	<p>Local community media</p> <p>Local government Council</p>

Date	Key message & supporting activities	Target Audience
<b>Monday, July 17<sup>th</sup></b>	<p style="text-align: center;"><b>Within Arms' Reach</b></p> <p>Drowning is the #1 cause of unintentional injury deaths among Canadian children under 9 years of age.</p> <p>Stay within arm's reach! All children aged 5 and under <b>MUST</b> be within arm's reach of an adult when in the water at all times. "Unattended toddlers" are high risk because they are mobile, curious and require close and constant supervision by an adult. Children less than 5 years of age are the least capable of self-rescue of any age group. Most of these children were alone and playing near water when they fell in and drowned.</p> <p><i>Activity</i></p> <p>Set up an obstacle course for families, see link below:  <a href="http://www.lifesavingsociety.com/media/241653/learningactivity-withinarmsreach.pdf">http://www.lifesavingsociety.com/media/241653/learningactivity-withinarmsreach.pdf</a></p> <p>Please visit the Society's website:  <a href="http://www.lifesavingsociety.com/water-safety/children-and-families/within-arms'-reach.aspx">http://www.lifesavingsociety.com/water-safety/children-and-families/within-arms'-reach.aspx</a></p> <p><b>Social Media Hashtags</b>  #withinarmsreach      #watersafety      #swimming</p>	Parents of children under 5
<b>Tuesday, July 18<sup>th</sup></b>	<p style="text-align: center;"><b>Always Swim with a Buddy &amp; Learn to swim</b></p> <p>Drowning is a big problem – almost 500 people drown in Canada each year. And year after year, over 32% of drowning victims are alone when the incident occurs. Young children aren't the only ones who shouldn't swim alone. Each year we read news stories about adults who went swimming alone at the cottage, or beach, or in a private pool or even boating and encountered difficulty and drowned. These tragedies are preventable. A buddy could have thrown an aid and helped them to safety.</p>	All ages

	<p><i>Activity</i></p> <p>Please click on the link below.  <a href="http://www.lifesavingsociety.com/media/241650/learningactivity-swimwithabuddy.pdf">http://www.lifesavingsociety.com/media/241650/learningactivity-swimwithabuddy.pdf</a></p> <p>Please visit the Society's website:  <a href="http://www.lifesavingsociety.com/water-safety/community-events/buddy-the-lifeguard-dog.aspx">http://www.lifesavingsociety.com/water-safety/community-events/buddy-the-lifeguard-dog.aspx</a></p> <p><b>Social Media Hashtags</b>  #swimwithabuddy      #swim      #swimminglessons</p>	
<b>Wednesday, July 19<sup>th</sup></b>	<p><b>Boating Safety and Lifejacket Clinic</b></p> <p>While boating-related fatalities have trended downward over the past 10 years; still 80% of victims in boating deaths are not wearing lifejackets. Be sure to ALWAYS wear a lifejacket when boating!</p> <p><i>Activity #1</i></p> <p>Host a lifejacket clinic at your facility to show the different types of lifejackets, explain the importance of wearing a lifejacket and how to properly wear one. For more information on the importance of wearing a lifejacket while boating, please visit the Lifesaving Society's website:  <a href="http://www.lifesavingsociety.com/water-safety/boating-and-lifejackets/lifejackets.aspx">http://www.lifesavingsociety.com/water-safety/boating-and-lifejackets/lifejackets.aspx</a></p> <p>and  <a href="http://www.lifesavingsociety.com/media/241644/learningactivity-lifejacketuse.pdf">http://www.lifesavingsociety.com/media/241644/learningactivity-lifejacketuse.pdf</a></p> <p><i>Option #2</i></p> <p>Please click on the link below:  <a href="http://www.lifesavingsociety.com/media/241638/learningactivity-boatingsafety.pdf">http://www.lifesavingsociety.com/media/241638/learningactivity-boatingsafety.pdf</a></p> <p>and  <a href="http://www.lifesavingsociety.com/water-safety/boating-and-lifejackets/boating-regulations-and-safety-tips.aspx">http://www.lifesavingsociety.com/water-safety/boating-and-lifejackets/boating-regulations-and-safety-tips.aspx</a></p> <p><b>Social Media Hashtags</b>  #boating      #boatingsafety      #lifejacket  #safeboating      #wearit</p>	All ages

Date	Key message & supporting activities	Target Audience
Thursday, July 20 <sup>th</sup>	<p style="text-align: center;"><b>New Canadians –START Boating!</b></p> <p>START Boating is a national program designed to educate new boaters on the basics of how to be safer and more responsible boaters. It focuses specifically on the two highest at risk vessel categories: human-powered vessels and small open motor boats. It covers:</p> <ul style="list-style-type: none"> <li>• Small outboard motor boats</li> <li>• Canoes</li> <li>• Kayaks</li> <li>• Stand up paddle boards</li> </ul> <p>The program consists of instructional videos using an upbeat, story-telling approach to deliver safety information.</p> <p>The videos will be delivered online, streamable and linkable. Please visit <a href="http://www.startboating.ca">www.startboating.ca</a></p> <p><i>Activity</i></p> <p>Download the videos and play them in your facility. Encourage all facilities (community centres, ice rinks, City Hall, etc.) in your community to do the same during National Drowning Prevention Week.</p> <p><b>Social Media Hashtags</b></p> <p>#Startboating      #boating      #newtoboating</p>	New Canadians & New Boaters
Friday, July 21 <sup>st</sup>	<p style="text-align: center;"><b>Family Swim to Survive</b></p> <p>Drowning can unfortunately happen at any time. Most drowning incidences occur within 15 meters of safety after an unexpected fall into the water, so the Lifesaving Society created the Swim to Survive program to eliminate drowning in Canada. The Society defines the minimum skills need to survive an unexpected fall into deep water are to be able to ROLL into the water, TREAD water for one minute, and SWIM 50 meters; an important first step to being safe around the water.</p> <p><i>Activity</i></p> <p>Host a Family Swim to Survive day at the pool, beach, or waterfront! Go to <a href="http://www.lifesavingsociety.com/swim-to-">http://www.lifesavingsociety.com/swim-to-</a></p>	All ages

	<p><a href="#">survive/family-swim-to-survive.aspx</a> for more information.</p> <p><b>Social Media Hashtags</b></p> <p>#familyswimtosurvive      #swim      #swimming #family      #swimtosurvive</p>	
<b>Saturday July 22<sup>nd</sup></b>	<p><b>Backyard Pool Safety – “Watch Me Not Your Phone” and the closure &amp; celebration of NDPW</b></p> <p>Backyard pools remain the number one location where children under age five drown (31%). The biggest risk factor is lack of supervision from parents or caregivers. Almost all young victims were alone when they became immersed in water. The Lifesaving Society believes you must control and restrict access to the pool area with layers of protection and closely supervise these fearless toddlers. That means watching them while they are in the water not texting or catching up on Facebook...</p> <p>Everyone gets distracted at one point or another and our attention gets diverted. Distractions can be caused by many things, whether it is a lack of interest or the novelty of something. Today, this novelty is often a mobile device. Drowning can happen in seconds, it is silent; therefore you need to watch them, not your phone.</p> <p>Please visit the Society’s website: <a href="http://www.lifesavingsociety.com/home.aspx">http://www.lifesavingsociety.com/home.aspx</a> and <a href="http://www.lifesavingsociety.com/water-safety/backyard-pools.aspx">http://www.lifesavingsociety.com/water-safety/backyard-pools.aspx</a> and <a href="http://www.lifesavingsociety.com/water-safety/children-and-families/toddlers.aspx">http://www.lifesavingsociety.com/water-safety/children-and-families/toddlers.aspx</a> and <a href="http://www.lifesavingsociety.com/water-safety/children-and-families/children.aspx">http://www.lifesavingsociety.com/water-safety/children-and-families/children.aspx</a></p> <p>continued on next page...</p>	<p>Parents of children under 5 &amp; All ages</p>



	<p><b>Thank you for your #NDPW2017 support!</b></p> <p>Drowning prevention is a year-round effort. Always be safe in, on, and around water and ice.</p> <p><i>Activity</i></p> <p>Celebrate local NDPW events and media attention received throughout the week.</p> <ul style="list-style-type: none"><li>• Post photos and videos of the week</li><li>• Photo/boomerang of lifeguards/public celebrating water safety</li><li>• Post key Water Smart® messages</li><li>• Reemphasize key Water Smart® messages.</li><li>• Touch on previous topics</li><li>• Thank community partners for their participation and support</li></ul> <p><b>Social Media Hashtags</b></p> <p>#backyardpoolsafety      #watchme      #unplugged #NDPW2017      #SNPN2017</p>	
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