



LIFESAVING SOCIETY
The Lifeguarding Experts

2020 WATER SMART AWARD SUBMISSION REPORT

Purpose:	To recognize affiliate members for promoting Water Smart activity /messages.
Eligible:	All Lifesaving Society affiliate members.
Deadline for submission:	January 15, 2021.
Submission process:	Complete report on pages 2 and 4. Attach examples and submit to the Lifesaving Society office to the attention of Barbara Byers – 400 Consumers Road, Toronto, Ontario M2J 1P8
Campaign Resources:	Go to www.lifesavingsociety.com Drowning Research for 2019 Canadian Drowning Report and 2019 Ontario Drowning Report. Water Safety for Posters, brochures, etc.

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Save this form on your computer. Fill it in and forward to Barbara Byers, Public Education Director by:
email (Barbarab@lifeguarding.com), or by fax (416-490-8766), or by mail Lifesaving Society, 400
Consumers Road, Toronto, Ontario M2J 1P8
Deadline January 15, 2021

1.	Affiliate	
2.	Contact Name	
a)	Contact Email Address	
b)	Contact Phone Number	
3.	Location(s) of Activity / Event:	
4.	Indicate the Water Smart messages used in your campaign:	
	• If you're not within arms' reach, you've gone too far.	
	• Always swim with a buddy.	
	• Don't drink and drive your boat.	
	• Always wear your lifejacket in a boat.	
	• Check the ice.	
	• Watch me not your phone.	
	• All Canadian children should learn to Swim to Survive.	
	• ON GUARD- When you wear the card, you're On Guard.	
	• Family Swim to Survive.	
5.	Identify the key activities / events that you used to deliver your Water Smart campaign: (see chart on the next page for examples)	

EXAMPLE ONLY

Message	Activity / Event	Attach Event Materials	Date	# People
If you're not within arms' reach, you've gone too far.	Information event at day cares, children's fair.	Photos	July 19, 2020	25
Always wear your lifejacket in a boat.	Displays set up at 3 marinas with poster and lifejackets	Photos	July 20,2020	200
All the messages	Social Media throughout the year	Copies of postings, msg.	Jan. 1 – Dec. 31, 2020	# of followers
National Drowning Prevention Week	Mayoral Proclamation	Newspaper articles and photos	July 21, 2020	50+
Always swim with a buddy	Community Booths ie; pool opening, anniversary, March break event, Halloween, EMS/Police/Fire	Photos	Jan. 1 – Dec. 31, 2020	100+
Family Swim to Survive	Family Swim to Survive on Family Day	Photos	February 17, 2020	25
All Messages	Media platforms, videos, posters, banners	Photos Video emailed or link	Jan. 1 – Dec. 31, 2020	
Check the Ice				
All Messages	Water Smart Activities	Photos	Jan. 1 – Dec. 31, 2020	
ON GUARD- When you wear the card, you're On Guard.				

