



LIFESAVING SOCIETY®

The Lifeguarding Experts

DATE: September 3, 2025

TO: Water Smart® Partners

FROM: Lisa Hanson Ouellette, Senior Research Officer

RE: **2025 Water Smart® Award**

Please find enclosed information and the submission form for the **2025 Water Smart® Award**. This award recognizes affiliate members for outstanding community service to drowning prevention education and for promoting Water Smart® activities/messages.

The Water Smart® Award is presented to the winning affiliate at the Lifesaving Society's Governor's Awards Gala. They will also be recognized in the Lifesaving Society Annual Report.

The submission report process is easy to do and highlights many campaigns you may already be doing. It is important that you track, document and send examples of the work that you have done to demonstrate your accomplishments.

The deadline for submissions is **January 13, 2026**. Be sure to make your submission early while the memories of your efforts are fresh!

Affiliates who have won the Water Smart® Award in the past have included some or all of the following:

- New innovative ideas incorporating key drowning prevention messages
- Messages delivered throughout the year
- Messages delivered to the public outside of an aquatic setting
- The use of community partners
- Proclamation by the Mayor for National Drowning Prevention Week (**July 20 – 26, 2025**)
- Media coverage of drowning prevention events
- A complete report including examples of the program (i.e. pictures, media clippings, new drowning prevention messages, videos, etc.)
- Water Smart Drowning Prevention efforts targeted for those new to Canada (adults, children and families)

Download the form from our website at <https://www.lifesavingsociety.com/affiliate-members/affiliate-recognition-awards/water-smart-award.aspx>

We look forward to receiving your submissions!



LIFESAVING SOCIETY
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2025 WATER SMART® AWARD SUBMISSION REPORT

Purpose:	To recognize affiliate members for promoting Water Smart® activities /messages.
Eligible:	All Lifesaving Society affiliate members.
Deadline for submission:	January 13, 2026.
Submission process:	<p>Complete report on pages 2 and 4.</p> <p>Attach examples and submit to the Lifesaving Society office to the attention of Lisa Hanson Ouellette:</p> <p>475 Cochrane Dr Unit # 11 Markham, Ontario L3R 9R4</p>
Campaign Resources:	<p>Go to www.lifesavingsociety.com</p> <p>Drowning Research: 2024 National Drowning Report 2025 Ontario Drowning Report 2025 Ontario Non-Fatal Drowning Report Canadian Drowning Prevention Plan, 9th Edition.</p> <p>Water Safety: Posters, brochures, safety tips etc.</p> <p>www.LifeguardDepot.com</p>

2025 WATER SMART® AWARD SUBMISSION REPORT

Complete this form and submit to Lisa Hanson Ouellette, Senior Research Officer

Email: LisaO@lifeguarding.com

Fax: 416-490-8766

Mail: Lifesaving Society, 475 Cochrane Dr, Unit # 11, Markham, ON, L4R 9R4

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.
 - ☐ Lifejackets. Choose It. Use It.
 - ☐ Check the ice.
 - ☐ Watch me not your phone.
 - ☐ Swim to Survive®
 - ☐ Family Swim to Survive®
 - ☐ Water Smart® Tip Cards
5. Identify the key activities / events that you used to deliver your Water Smart® campaign: (see chart on the next page for examples). If you are submitting photos, please ensure photos are high resolution, that the activity promotes positive messaging, the background is appropriate (e.g., showcases safe behavior), and you have written permission from the individual(s) shown to take their photo and that the Lifesaving Society has permission to use the photo in future publications.

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, 2025	25
Always wear your lifejacket in a boat.	Displays set up at 3 marinas with poster and lifejackets	Photos	July 20, 2025	200
All messages	Social Media throughout the year	Copies of postings, msg.	Jan. 1 – Dec. 31, 2025	# of followers
National Drowning Prevention Week	Mayoral Proclamation, Light It Up Blue Campaign	Newspaper articles and photos	July 25, 2025	200+
Always swim with a buddy	Community Booths ie; pool opening, anniversary, March break event, Halloween, EMS/Police/Fire	Photos	Jan. 1 – Dec. 31, 2025	100+
Family Swim to Survive	Family Swim to Survive® on Family Day	Photos	Feb 17, 2025	25+
All Messages	Media platforms, videos, posters, banners	Photos Video emailed or link	Jan. 1 – Dec. 31, 2025	
All Messages	Water Smart® Activities	Photos	Jan. 1 – Dec. 31, 2025	
Lifejackets. Choose It. Use It.	Water Smart® Contest Lifejacket Contribution Project	Photos, Colouring sheets	June -Sept. 2025	200+

