



Newfoundland Labrador Report 2016



LIFESAVING SOCIETY
The Lifeguarding Experts

President's Report

Governance

The National Society – the Lifesaving Society Canada – is governed by a volunteer board of directors nominated by provincial/territorial branches and elected at the Society's AGM. National commissions are led by volunteer commissioners who report to the board. These commissions are: Training Programs, Lifesaving Sport, Aquatic Safety Standards and International Relations. A management team is comprised of senior staff of the 10 branches.

Lifesaving Society Newfoundland Labrador

The Lifesaving Society Newfoundland Labrador board of directors is composed of volunteers who govern the Lifesaving Society Newfoundland Labrador in accordance with its mission and bylaws. Directors are elected for a two-year term by the Society's membership at the annual general meeting. No person or body external to the Society is entitled to appoint any directors.

2016 Board of Directors

Corinne Wright, President
Greg Daigle, Past President
Barry Fordham
Chris Hickey
Franklyn Layte
Chris Mercer
Gary Nolan
Robyn Noseworthy
Sara Verstege



It has been a year of challenge and change for the Lifesaving Society Newfoundland Labrador.

Staff turnover resulted in problems maintaining satisfactory service to the Society's Affiliate Members. **Scott Walters** left the Society's employ in May 2016. **Janet Norman** was hired as part-time office manager from June through December. On November 1, **Doug Ferguson** joined our team as Chief Executive Officer.

The year was also one of significant accomplishment.

We developed a new member newsletter – *Currents* – and distributed the inaugural issue in November. The board had identified improved communications with Society members as a priority and this was a significant milestone.

Our 2016 Awards Report shows a significant increase in training program participation, specifically in Swim for Life, First Aid, and Leadership. This is encouraging.

The Lifesaving Society Canada initiated revisions to its Bronze medal awards. **Chris Mercer** represented Newfoundland and Labrador at the national meeting in Toronto in August which addressed the overall parameters for the revisions. In November, Chris joined the content team developing the test items and performance requirements.

In 2016, the Society updated its literature with the revised resuscitation standards based on the latest International Liaison Committee on Resuscitation (ILCOR) recommendations.

The Society completed revisions to its national leadership program and is developing a new generation of literature to support the new leadership courses. In this revision, the Society zeroed in on the competencies that matter in preparing leaders to provide quality lifesaving education to Canadians in the 21st century. The result is a multi-level, competency-based system designed to encourage and support the development of progressively skilled and knowledgeable Lifesaving Society Instructors and Trainers.

The Lifesaving Society Canada is a partner and leader in the Canadian Drowning Prevention Coalition's project to develop of a Canadian Drowning Prevention Strategy in line with the recommendations that emerged from the World Health Organization's *Report on Drowning*.

The Society released the 2016 edition of its *Drowning Report* for Newfoundland and Labrador. Looking at the most current five years of data (2009-2013) combined, the average water-related fatality rate in the province increased by 14% over the previous five-year period from 3.7 to 4.2 per 100,000 population. The average death rate in this province continues to be substantially higher than the national average of 1.4 per 100,000. These numbers mean we have serious work to do.

As you will read elsewhere in this report, we celebrated the 125th anniversary of the Commonwealth Royal Life Saving Society in 2016.

The Society welcomed eight new board members in 2016. The board includes members from across the province from Port aux Basque to St. John's to Labrador. While the board's traditional function is governance, circumstances in 2016 required board members to take on operational aspects. A very big "thank you" to the board members who stepped up to give more of their time and expertise than they anticipated when they signed on.

I would like to thank **Cathy Rowe** and **Jason Sheppard** who retired from the board in 2016. We are particularly appreciative of the volunteer service of **Sheilagh M. Murphy, Q.C.**, the Society's governor since 2012 who stepped down in 2016.

On behalf of the board, I offer our sincere appreciation to the Society's energetic volunteers and to the Society's affiliate members for your ongoing support and delivery of the Society's drowning prevention programs to the public.

We look forward to a year of renewed energy and drowning prevention activity, strengthened programs and services, and new staff and volunteers.

Corinne Wright

Financial Report

The summary financial information presented here is derived from the Royal Life Saving Society Canada – Newfoundland and Labrador Branch Inc. unaudited financial statements for the year ended December 31, 2016. The Lifesaving Society Newfoundland Labrador is a provincially incorporated legal entity, with revenues generated from training programs and donations.

The Society's experienced a difficult year, which impacted member services and resulted in a 17% decline in net revenues over the prior year. Net revenues for the year fell by \$14,000 due to a shortfall in training program revenue of \$5,000 and literature sales being down \$3,000. Merchandise revenues declined 73%. In addition to declining sales, the Society incurred increase supplier costs thus reducing net margins.

Expenditures decreased \$13,000 or 16%. This was primarily a result of savings in salaries and benefits from the changes in staff throughout the year.

We are on the path to stability. The Society's operational challenges have been addressed and the staff and management procedures put in place to restore an effective office system and services to affiliate and individual members. In 2017, members of the Lifesaving Society Newfoundland Labrador will see new staff, customer service improvements, and new programs and services.

OPERATIONS

Net Revenue	2016		2015	
	\$		\$	
Training programs	54,958	77%	63,090	74%
Literature	10,261	15%	13,717	16%
Leadership	2,981	4%	-	0%
Affiliation fees	2,329	3%	3,275	4%
Merchandise	604	1%	2,262	2%
Fundraising	175	0%	440	1%
Miscellaneous	-	0%	2,794	3%
	71,308	100%	85,578	100%

Expenditures

Admin, salaries & occupancy	49,534	69%	66,886	78%
Meetings & travel	8,029	11%	7,389	9%
Member services	7,543	10%	3,918	4%
National levy	7,144	10%	7,555	9%
Training program	81	0%	6	0%
	72,331	100%	85,754	100%

Net Surplus/loss for the year

(1,023)	(176)
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BALANCE SHEET

Net Assets	2016	2015
Net working capital	48,646	49,591
Capital assets	-	78
	48,646	49,669

Fund Balances

Opening equity	49,669	49,845
Net income/loss	(1,023)	(176)
	48,646	49,669

Training Programs

Training programs contribute to the mission of the Society by teaching Canadians the skills and the knowledge they need to enjoy water safely and to save themselves and rescue others in an emergency. The Society's National Lifeguard certification is the standard for professional lifeguards in Canada.

CPR/First Aid Update

The Society transitioned to the new CPR and first aid guidelines in 2016. Every five years, the International Liaison Committee on Resuscitation (ILCOR) reviews the latest science on first aid and resuscitation and updates treatment recommendations as necessary. Following the October 2015 release of the most recent changes, the Lifesaving Society and its fellow national training agencies reviewed the recommendations and agreed upon a consistent interpretation and consensus in the guidelines for Canada.

There were no major changes and nothing that affected the Society's test items or "Must Sees." There are a variety of "tweaks" and some new information, but importantly, there are no changes to the resuscitation standards for drowning victims.

The Society has updated its literature accordingly:

- Canadian Lifesaving Manual
- Canadian First Aid Manual
- Canadian CPR-HCP Manual
- Alert: Lifeguarding in Action
- Bronze Medal Award Guide
- First Aid Award Guide
- National Lifeguard Award Guide

Awards Report

Top Line Summary		2016	2015
	Swimming	1,700	0
	Lifesaving	624	410
	First Aid	1,897	1,888
	Lifeguarding	589	626
	Safety Management	2	4
	Leadership	315	183
	Total	5,127	3,111
Swimming	Swim for Life	1,700	0
		1,700	0
Lifesaving	Canadian Swim Patrol	191	0
	Bronze Star	125	112
	Bronze Medallion	308	298
		624	410
First Aid	First Aid	899	781
	CPR	998	1,107
		1,897	1,888
Lifeguarding	Bronze Cross	332	308
	National Lifeguard	257	318
		589	626
Safety Management	Aquatic Supervisor	1	4
	Safety Inspector & Auditor	1	6
		2	10
Leadership	Instructor	163	107
	Examiner	143	74
	Trainer	9	2
		315	183

You can identify the updated printing at a glance: the front covers read: "With the 2015 CPR guidelines."

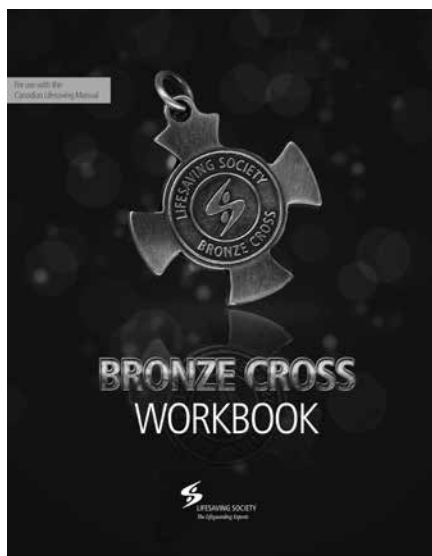
We also updated our instructor resources:

- Bronze Medallion & Emergency First Aid Instructor CD
- Bronze Cross & Standard First Aid Instructor CD
- First Aid Instructor Resource CD
- National Lifeguard Instructor Resource CD

New Bronze Awards resources

In 2016, the Society introduced several new resources to support the Bronze medal awards including workbooks for the Bronze Medallion and Bronze Cross candidate and the Bronze Awards Video for the Lifesaving Instructor.

Bronze Cross Workbook



The Society's new *Bronze Cross Workbook* is designed as a guided learning tool for use before and/or during the course. The 48-page workbook is packed with questions, learning activities, and "tips for success" that reinforce key principles and concepts and drive candidates into the Canadian Lifesaving Manual for answers.

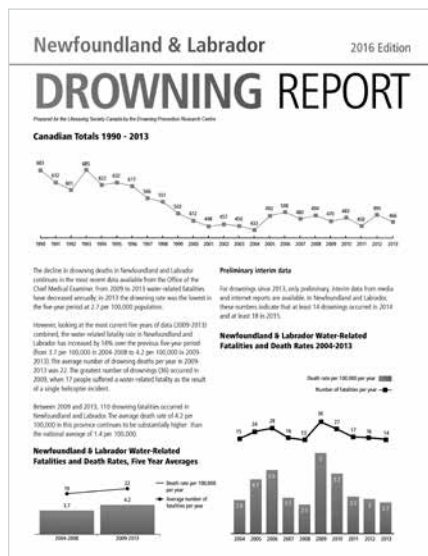
The workbook is structured around the Bronze Cross test items and provides candidates with the "Must Sees" used to determine their success. Knowing exactly what they need to do to pass Bronze Cross engages candidates in their own evaluation and provides a powerful tool for monitoring self-improvement.

Bronze Awards Video

The Society's Bronze Awards Video is designed for instructors teaching Bronze Star, Bronze Medallion and Bronze Cross.

The video features real kids in seven important segments: The Rescue Process, Ladder Approach, Rescuer's Checklist, Submerged Victim Recovery, Defenses and Releases, Spinal Rollovers, Surface Dives. The Bronze Awards Video is an excellent resource for introducing candidates to essential water rescue concepts.

Drowning Report



The 2016 edition of the Society's *Drowning Report* notes that the vast majority of Newfoundland and Labrador drowning victims continue to be men (95%). Between 2009 and 2013, the average water-related fatality rate for men was 8.1 per 100,000 population compared to 0.4 for women.

By age, the report notes the highest drowning rates in Newfoundland and Labrador were once again found among middle aged adults 35-64 years of age (5.5 per 100,000), followed by teenagers 15-19 years of age (4.6 per 100,000). This differs from national trends. In most other provinces, the highest rates were found among young adults 20-24-years-of age.

Safeguard

The Society developed its new Safeguard program as a result of inquests into drownings involving daycare and day camp use of waterfronts and swimming pools. Safeguard provides safety supervision training for guardians (e.g., day camp counsellors, counsellors-in-training and others) who accompany groups of young people to pools or waterfronts. The course stresses the responsibility undertaken by these group leaders for safeguarding the young people in their care even when under lifeguard supervision.

Safeguard focuses on water safety awareness, accident prevention and the principles of aquatic safety supervision. Safeguard teaches participants how to identify hazards and at-risk behaviours, how to recognize potential victims, and how to respond safely in an aquatic emergency.

Content can be covered in 4 hours and there are no prerequisites. Safeguard training is designed for swimmers and non-swimmers alike. Ideally, guardians are at least 12 years of age, able to swim, and have some lifesaving experience.

Current Lifesaving Instructors who hold National Lifeguard certification teach and certify Safeguard candidates. The Safeguard Program CD contains the Safeguard Award Guide (Test items, Must Sees, Notes), the Safeguard PowerPoint presentation, Safeguard Course Handouts and fillable Safeguard Test Sheet.



Canada's Youth Team Golden at Rescue 2016

Canada was well represented at the Lifesaving World Championships in The Netherlands in September. The Canadian National Team set two Canadian records and brought home three medals including gold for the youth team in the Simulated Emergency Response Championships.

SERC Gold Medal – National Youth Team athletes, from left: McLean Reid (ON), Aidan Donald (AB), Levi Peek (AB) and Danielle Chang (AB).



Affiliate Recognition Awards

The Lifesaving Society Newfoundland Labrador annually recognizes affiliate members who deliver the Society's training programs. Awards are presented on the basis of points earned in the calendar year. Point values reward affiliates who offer a full menu of Lifesaving Society programs and reflect the relative degree of difficulty or amount of training and effort required to achieve each level including the programming time commitment.

LARGEST LIFESAVING PROGRAM: Presented to the affiliate member with the largest lifesaving program.

1 st	Memorial University	8,552
2 nd	City of St. John's	5,805
3 rd	New Depth	4,993
4 th	Horwoods Homecare	2,225
5 th	Jonathan Mayo	1,735
6 th	Claire Smith	1,632
7 th	City of Mount Pearl	1,528
8 th	Cody Dunne	1,425
9 th	Glen Morris	1,365
10 th	YMCA Marystown	1,272
11 th	Carbonear	1,102
12 th	Town of Conception Bay South	1,098
13 th	Town of Port aux Basques	1,088
14 th	Town of Wabush	1,036
15 th	Ches Penney Family YMCA	943

KEAN AWARD: Presented to the affiliate member with the largest lifesaving program in a community with a population between 10,000 and 30,000.

1 st	City of Mount Pearl	1,528
2 nd	Town of Conception Bay South	1,098
3 rd	Exploits Valley YMCA (Grand Falls-Windsor)	324

ANNIVERSARY CUP: Presented to the affiliate member with the largest lifesaving program in a community with a population of less than 5,000.

1 st	Carbonear	1,102
2 nd	Town of Port aux Basques	1,088
3 rd	Town of Wabush	1,036

OSMOND AWARD: Presented to the seasonal affiliate member with the largest largest lifesaving program.

1 st	Town of St. Anthony	415
2 nd	Town of Springdale	361
3 rd	Gros Morne Cooperative Association	292

LIFESAVING CUP: Presented to the affiliate member with the largest percentage increase in lifesaving program points.

1 st	Horwoods Homecare
2 nd	City of St. John's
3 rd	Memorial University



We celebrated 125 years of Royal Life Saving Society drowning prevention throughout the Commonwealth in 2016.

Lifesaving Society Canada International Relations Commissioner, Bob Clark, chaired the Commonwealth 125th Anniversary Steering Committee. Among the many celebratory events and projects, the Society set an ambitious drowning prevention goal – the introduction of survival swimming in every Commonwealth nation. A significant step was the publication in February of the RLSS *Survival Swimming Guide* developed under the leadership of Lifesaving Society Ontario's public education director, Barbara Byers.

The year ended in royal style at a Buckingham Palace reception hosted by the Society's Commonwealth Patron, Her Majesty, Queen Elizabeth II – herself a Lifesaving Society award holder.

From small beginnings in London in 1891, the Royal Life Saving Society today encompasses thousands of volunteers and millions of lifesavers in 27 Member Branches working to eliminate drowning among the Commonwealth's 2.2 billion people.

As a member of Lifesaving Society Canada, you share the outstanding heritage of our worldwide humanitarian charity and its lifesaving ideals. Thank you for being part of the global effort to eliminate drowning.