NATIONAL DROWNING PREVENTION WEEK
E-Guide

A resource for planning Water Smart® public education activities promoting safety in, on and around water
PREFACE

This guide is a valuable tool for the planning and organization of National Drowning Prevention Week activities.

The 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.

If this date doesn't suit your community's needs, declare another date. For example, northern communities with a shorter season might find their lakes and rivers most crowded in July and therefore want Drowning Prevention Week to be at the launch of the season. It is important that you pick the most relevant week for your community/
The Drowning Problem

An estimated one million people drown every year. Population projections mean that the problem is going to get worse, especially in developing countries.

Counting victims does not save lives or reduce drowning - but understanding the magnitude of the problem and identifying the risk factors does allow lifesaving organizations to provide effective prevention actions to the highest risk populations, locations and activities.

What is drowning?

A new definition of drowning was adopted by the 2002 World Congress on Drowning and subsequently by the World Health Organization. Specifically:

Drowning is the process of experiencing respiratory impairment from submersion / immersion in liquid.

- View drowning information and statistics from Newfoundland and Labrador, Canada and the world.
SECTION # 1

NATIONAL DROWNING PREVENTION WEEK IDEAS AND ACTIVITIES
DISPLAYS / DEMONSTRATIONS

Displays

Why not set up a display? Display boards are inexpensive and available from most office supply stores. If you’d like to set up your own display, there are lots of materials we can provide you with! Contact the Lifesaving Society for more information.

Equipment: Display board (optional)

Helpful Hint: If it’s a windy day use rocks to keep the pamphlets in place. Set up the display in a highly visible area, maybe next to a main building, in the lobby or change area.

Demonstrations

Stage rescues.

Make sure the patrons know what is going on and that these are rescue demonstrations and NOT ACTUAL EMERGENCIES. While making announcements throughout the day, you can advertise when and where the demonstration will occur. Jr. Lifeguards are a great resource they can help out by either being casualties or participating in the demonstrations. There is no better publicity event than a demonstration to make the public acutely aware of a lifeguard’s responsibility and role.

Download the Lifesaving Society’s Lifeguard Appreciation guide for more suggestions on how to showcase lifeguard skills and training and attract more future lifeguards

Equipment: Dependent on the demonstration
QUIZZES / CONTESTS

Poster Contest

This activity can be done in advance or on the day of Drowning Prevention Day. There are many ways to structure this contest. The general rules for both are:

- There are three age groups: 5 & under, 6-9 years old and 10-12 years old.
- The contest must be related to water safe activities, preferably boating.
- Judges must be fair. Drawings should be judged on originality, use of color, focus on a water safety theme and neatness.

During National Drowning Prevention Week, have a table set up with the coloring sheets or blank pieces of paper and coloring equipment, with a sheet of directions taped to the table for parent’s reference. A lifeguard can advertise the contest to the general public and supervise the table. Make sure you have a time limit, because we all know, kids can color for hours!

Equipment: Crayons, markers and/or coloured pencils
Pre-printed pictures or blank pieces of paper
Masking tape to display the children’s pieces of art
Prizes

Helpful Hint: Make sure the children write their names and phone number on their entry so they can be contacted if they win a prize. There is a sample coloring sheet that may be downloaded, copied and used for younger children.
Knowledge Test
The Lifesaving Society has included quizzes in Section #2 that feature PFD and Boating Safety questions. The participants can fill out the quiz, which can be corrected by a volunteer or lifeguard. If this won’t work for you, the answers can be posted nearby so the kids can correct it themselves. Once finished, they can hand in the quiz to a lifeguard in order to receive their prize.

Equipment: Quizzes, pens, pencils, crayons

Helpful Hint: Have this booklet on hand if someone asks a tricky question; don’t guess at the answer (so many regulations have changed over the past few years it may be easy to give out misinformation).

How many?
Get creative. Put a lifeguarding spin on any contest. For example, have patrons guess the number of whistles or seashells in a jar.
SAFE BOATING ACTIVITIES

Lifejackets and Personal Floatation Devices

Research has shown that unexpected immersion in water can place a boater at serious risk if they are not wearing a flotation device to assist them in those first moments. This is true regardless of the experience of the boater, the nearness to shore and even swimming ability. The body’s reaction to the surprise of going overboard and the shock of cold water can profoundly affect breathing, nerves and muscle strength. Wearing a lifejacket gives you time to adjust to the emergency and allows you to assist others.

- NOTE: Cushions are no longer approved as personal flotation equipment on any vessel. Pleasure craft must have a Canadian approved device of the appropriate size for each person on board.

- Look for a lifejacket or PFD with a label that states it has been approved by:
  - Transport Canada;
  - Canadian Coast Guard;
  - Fisheries and Oceans Canada; or,
  - any combination of the above.
Personal Flotation Devices (PFDs)

- This type of flotation device is approved for pleasure craft only. You can choose from a wide range of approved types, sizes and colours of PFDs. They do not all come in red, orange or yellow; but it is a good idea to choose one of these colours so you are much more visible when in water.

- Choose a PFD based on your needs and the activity you will be participating in. If you plan on operating at high speeds, look for a PFD with three or more chest belts for security.

- If you will be operating in cold water (water less than 15°C) choose a PFD with some thermal protection. A large selection of devices designed for specific uses are now available for all types of activities such as sailboarding, kayaking and canoeing.

- There are, however, some pros and cons to choosing a PFD over a lifejacket. A PFD may be more comfortable than a lifejacket because it is designed for constant wear, but PFD usually offer less flotation than SOLAS, Standard Type and Small Vessel lifejackets. Although they have limited turning capability, some PFD provide thermal protection against hypothermia. The choice is yours, but consider your needs carefully before purchasing.
• Inflatable PFDs are special devices in that the flotation of the wearer is not derived from inherently buoyant materials. In order for them to do their job, you, the wearer, must do yours! This means you have the responsibility to ensure you are familiar with the operation and maintenance requirements of your inflatable PFD!

• You must also be familiar with its limitations and know which boating activities they are approved for under the Small Vessel Regulations.

• For example, people less than 16 years of age or who weigh less than 36.3 kg (80 lbs.), and operators of personal watercraft are prohibited from wearing an inflatable PFD.

There are three types of inflatable PFDs:

• Manual (Vest or suspender type)
• Manual (Pouch type)
• Automatic (Jacket type only)
Keeping kids afloat

A lifejacket or PFD is no substitute for adult supervision. Kids should be within arm’s reach and should be wearing a proper flotation device at all times.

First, find an appropriately sized device and have your child try it on. It should fit snugly and not ride up over your child’s chin or ears. Parents of young children should be aware that there are no approved lifejackets for infants under 9 kg (20 lbs).

Next, a suitable flotation device should have these safety features:

- Large collar for head support
- Safety strap that goes between the legs to prevent the device from slipping over your child’s head
- Buckles on safety straps
- Reflective tape

If it doesn’t come with one, consider attaching a plastic pea-less whistle to the flotation device. This will allow your child to easily call for help if something goes wrong.

Full details on lifejackets and pfds from Transport Canada.

**TIP:** Is your community eligible to participate in Open Water Wisdom? You could get lifejackets and education material free of charge! Learn more...
If you want your child to wear a lifejacket, you need to set a good example and do the same. That means wearing a lifejacket at all times and putting it on before you leave the dock. If an accident does happen, chances are you won't have enough time to locate and put on a PFD, especially in dark, cold or windy conditions.

Activities For Children:
(1) Have different types of PFDs and life jackets in piles. These piles can be different stations. In groups of two or four, have the children go and find a life-jacket or PFD they would like to wear. Have them put it on. Then go through the differences of PFDs and life jackets and the benefits of wearing them.

Give each group a list of things the floatation devices must have in order to be safe to wear. Have them test out the PFDs and life jackets they picked and see if they would meet the test. Then take them in the water and play a few games in order for the children to get use to the feel and fit of the PFDs and life jackets.

(2) Have the children tell you stories of their boating experiences. Then make a list of all the things you need to take boating. If you have material available, you could put all kinds of different objects in a pile and have the children pick out the objects they think they need to take on a boat. After they have done that review the importance of telling someone where they are going and when they will be back. Make sure they know a responsible adult should accompany them on their trip.

Activities For Adults:
(1) Discussion: Review the new boating regulations and laws.
(2) Discussion: News Article relating to recent local boating incident.
(3) Have adults pick out the properly fitting PFD for their child
Activities For Both:
1) Have everyone find a PFD or life jacket and put it on. Make sure the PFD or life jacket fits properly. A rubber dinghy or canoe can be used as a prop depending on environment.

The skills that can be reviewed are:
- Safe entries and exits
- Stabilizing a craft
- Changing positions
- Capsizing
- Getting back in
- HELP and HUDDLE
- Staying with the craft
- If possible have a boat rescue instructor come in and lead the activities.

2) Have a station set up where people view PFD or Lifejackets and can bring their own life jackets and personal floatation devices (PFD’s) to be inspected. Have parents try to pick out a PFD that fits their child correctly. According to the Transport Canada regulations everyone aboard a boat must have a PFD or life jacket with them and it must be approved either by the Canadian Coast Guard or Transport Canada.

**What to look for:**
- If there are any broken zippers, buckles, rips, tears or if the floatation device is faded then it is no longer approved.
- Floatation devices approved by the United States Coast Guard are not approved in Canada unless indicated.
- Life jackets should fit loosely, and PFD’s should fit snugly.
- Inflatable objects such as water wings and belts are not approved for use on personal watercraft (Seadoo), or for use in white water situations.
- Do the “pull-test” to see if the PFD fits. Get the person to put their hands in the air and have another person pull on the PFD at the shoulders. If the PFD comes up to their mouth or higher, then it is too big.
- The grab straps on children’s PFDs are not supposed to be uncomfortably tight. They are there so the PFD will not slide up too far.
- See the information sheet in the information section about PFDs for more information.

**Equipment:**
- Signs
- Life jacket & PFD Information sheet
- PFD’s and Checklists

**Helpful Hint:** Don’t leave this station unsupervised or a PFD may decide to get up and walk away.
MISCELLANEOUS CHILDREN’S ACTION GAMES

RELAY RACES

1) Split the participants into groups. Try to split the teams as evenly as possible. You can include as many teams as you have equipment for! Here’s just one example: a participant must run to a designated spot, put on a PFD, a pair of goggles, a pair of water wings and a whistle. S/he will then do five jumping jacks, five sit ups, spin around in a circle and yell out their favorite color. S/he then takes off all the gear, runs back to the line and the next person goes. When each person finishes s/he sits down.

The first team sitting down wins.

2) Make sand castles and use them as pylons. Have the children race (or walk quickly) around the pylons. They race to the end of the track anyway they want, but on the way back, can only use one leg and one arm. This way they can see how difficult it is to move when you experience physical challenges. This helps illustrate the importance of knowing your limits when you are swimming. When you get tired in the water you can’t just stop and rest.
Waterfront Safety Activities

GENERAL INFORMATION:

Always swim with a buddy.

Swim in supervised areas.

Wear sun screen

Obey the lifeguard(s)

Do not swim in thunderstorms or bad weather. (rain, rough waves etc)

Do not swim at night

If you are at a cottage or unsupervised beach make sure reaching and throwing assists are readily available. (i.e. a weighted line or ring buoy)

Dive only when you know the area is clear of rocks and other sharp objects and the water is at least 8.5 feet deep.

Know your limits. (i.e. don’t swim so far out that you are too tired to return to shore)

Swim in unpolluted water.
For Children:

1) **Buddy Lesson**: Pair the children up at the beginning of the session. Whenever, you yell “Buddy”, they are to reunite with their buddy, and hold hands above their head.

2) **Into the water**: Have the participants line up at water’s edge. Whenever you say a safe swim location (i.e. a pool) they can go into the water and then run back out. If you say somewhere where it is dangerous to go swimming (i.e. rapids) then they shouldn’t go into the water (sort of like “Simon Says”). You can also go over safe entries and exits at a waterfront. You could have the children roll around in the sand and then find a safe way to enter the water and rinse the sand off. *(Make sure you stress that throwing sand in people’s eyes is not acceptable and it can permanently damage their eyes.)*

3) **Buddy Chain**: Have everyone link arms and walk around the waterfront. In turn, they have to point out a danger. (If you have made paper “Xs” then they can put those near the dangerous objects.)

**SAFE: Unsafe:**

- Lifeguards on duty v Rapids
- Clean water v Swimming alone
- Daytime or well-lit area v Unsupervised area
- Has a buddy (and a parent or guardian) v Unknown areas
- Swimming area is well-marked v At Night
- Safety equipment is available and in good repair v while intoxicated
- Nice weather v In a electric storm
- Warm weather
- Know the water depth
For Adults:

1. **Role-play**: This depends on how enthusiastic the participants are.

   In groups of two or four, have the participants act out a situation. Have them respond to the situation as they would. Participants act out what they would really do. Discuss the consequences of their actions after each skit has been performed.

   - Two children want to go swimming alone at the beach. Their parents object.
   - Bob and his family are enjoying the day at an unsupervised beach. He and his sister venture out into deep water. They missed the “dangerous current” sign posted at the entrance to the beach.
   - Your buddy brings a case of beer on the fishing trip.
   - You and your friends are camping and enjoying alcohol a little too much. Everyone starts complaining of the heat. They want to go swimming. It’s two in the morning.
   - Your friends are going on a fishing trip that only requires hip waders. They don’t want to wear a PFD.
2. **Rules - We don’t need them.**

Review some of the main points in the drowning report. This can be done as a rotating brainstorming session. Break the large group into smaller groups of three or four. Have flip chart papers placed on cardboard or on picnic tables. Title the paper with different types of dangers, such as undertows, currents and rafts. Give each group a few minutes at each station. Once all the groups have completed the instructions for each station, then the rotation is complete and you may give them the instructions for the next rotation. A rotating brainstorming session can go something like this:

**First Situation:** List ways *(try for three for each group)* to identify if the danger exists.

**Second Situation:** List ways you could save someone who was in trouble with regards to each specific danger. *(At least two ideas from each group)*

**Third Situation:** List ways to prevent the aquatic incidents they came up with during the third rotation. *(At least two ways from each group)*
Water Smart Tips at the Cabin
At the Lifesaving Society we always recommend that you swim with the supervision of a lifeguard. If you are at your cabin there are a few basic safety tips you can follow to ensure the safety of you and your family.

Waterfront Tour

a) Site Safety: Is there a sign clearly posted with waterfront rules and hazards? Are there buoys to warn approaching boats not to enter because swimmers are present? Is the waterfront clear of glass and debris? Is the waterfront easily accessible? Is help close at hand? Are there sudden drop offs? Is there a current? Is the bottom clear of debris? Are there weeds that may pose a hazard? Is the weather appropriate for swimming?

b) Raft or Wharf Safety: Is the raft placed in an area that is safe for diving (2.55m or 8.5 ft)? If not, is the raft/wharf clearly marked with “No Diving” signs? Are there any loose boards, splinters or nails? Is the raft/wharf in good condition? Is the raft anchored with a non-protruding object (i.e. bricks instead of old motor engine block)? Is there a need for a ladder? If so, is the ladder in good repair?
Waterfront Safety Equipment

A) Review the type of equipment in use at the waterfront. Review characteristics of various equipment – reaching pole, throwing assist with and without lines.

Are the assists easily located in case of an emergency? Do you and your children know how to use this equipment safely? What toys and leisure equipment may pose a risk at a waterfront where as it would be safe to use at a pool (i.e. rubber dinghy, water mattress, and beach ball)? What about access to a phone? Are emergency phone numbers posted? Is there a well-equipped first aid kit?

b) Practice low risk rescues using available equipment. Emphasize the ladder approach.

Supervision Issues

a) parents need to be role models for their children
b) establish rules and post them
c) always insures adult supervision
d) check the weather before going swimming

For Both:

(1) Night Vision Obstacle: To show the importance of swimming during daylight hours.

You need a few pairs of goggles that have pieces of garbage bags in them so the person cannot see. Make sure this activity takes place in shallow water. With all the participants, make a large circle. This will ensure everyone stays safe. Next, have two or three people put on the “goggles of darkness,” and try to either walk or swim, through the objects you put in the circle. Make sure the objects are spread out so that they will not be able to escape the circle. You can have objects that float and some that sink. That way it will be harder to avoid the objects.

(2) Swim Free through the Weeds: Show why it is important to stay in the swimming area and to check for hazards BEFORE you go in the water. This is an obstacle course -- sort of. You can make “weeds” by putting rocks in garbage bags, tying the closed bag to the bottom and then shredding the top of the garbage bag.

(3) Wave Machine: To simulate swimming in rough waters. Have people line up facing some sort of wall-like structure (if possible) and push the water away from them (using flutter boards). One person at a time tries to swim through the waves.
**TIP:** The Lifesaving Society produces [Aquatic Safety Standards](#) that help you assess aquatic safety in a waterfront environment. Contact the branch to purchase a hard copy or buy one online.

The Society’s Alert Manual provides valuable information on safe operations in a waterfront setting.

### Pleasure Craft Operator Competency Card

**Date at which proof of competency is required** *

How this applies to operators** of pleasure craft fitted with a motor and used for recreational purposes:

- All operators born after April 1, 1983, proof of competency required on board by September 15, 1999.

- All operators of craft under 4 m in length, including personal watercraft, proof of competency required on board by September 15, 2002.

- All operators, proof of competency required on board by September 15, 2009.

* These requirements apply in areas outside the Northwest and Nunavut Territories at this time.

** Applies to non-residents operating their pleasure craft in Canadian waters after 44 consecutive days. Operator card or equivalent issued to a non-resident by their state or country will be considered as proof of competency.

If you hold any certificate on the [List of Certificates of Competency, Training Certificates and other Equivalencies as Proof of Competency when Operating a Pleasure Craft](#), you already meet the requirements of the Competency of Operators of Pleasure Craft Regulations – you just need to make sure you carry your certificate on board. Proof of certification may include original documentation or a copy of the certificate.
**TIP:** Certificates for boating safety courses completed before April 1, 1999 will be recognized. If you’ve already taken a course prior to these regulations - and have proof - then that course certificate or card will be accepted as proof of competency!

Proof of competency can take 1 of 3 forms:

- proof of having successfully completed a boating safety course in Canada prior to April 1, 1999
- a pleasure craft operator card issued following the successful completion of a Transport Canada accredited test;
- a completed rental-boat safety checklist (for power-driven rental boats).

The operator card is good-for-life.

**COLD WATER**

Hypothermia, sometimes called exposure, occurs when the body can no longer produce more heat than it is losing. The body’s internal temperature then drops below 35 C or 95 ºF.

Most lakes in Canada are dangerously cold for at least part of the year, and many for the entire year. And as a result, boaters in Canada are aware of the condition known as hypothermia. It’s when the core of your body has abnormally low body temperature from immersion in cold water and eventually your heart stops.

But hypothermia is the final stage your body reaches after being in cold water. Many people die in the first few minutes of immersion in cold water and they are not hypothermic, they simply drown due to the immediate and sometimes deadly effects of cold water.
1 - 10 - 1

1-10-1 is a simple way to remember the first three phases of cold water immersion and the approximate time each phase takes.

1 - Cold Shock. An initial deep and sudden Gasp followed by hyperventilation that can be as much as 600-1000% greater than normal breathing. You must keep your airway clear or run the risk of drowning. Cold Shock will pass in about 1 minute. During that time concentrate on avoiding panic and getting control of your breathing. Wearing a lifejacket during this phase is critically important to keep you afloat and breathing.

10 - Cold Incapacitation. Over approximately the next 10 minutes you will lose the effective use of your fingers, arms and legs for any meaningful movement. Concentrate on self rescue initially, and if that isn’t possible, prepare to have a way to keep your airway clear to wait for rescue. Swim failure will occur within these critical minutes and if you are in the water without a lifejacket, drowning will likely occur.

1 - Hypothermia. Even in ice water it could take approximately 1 hour before becoming unconscious due to Hypothermia. If you understand the aspects of hypothermia, techniques of how to delay it, self rescue and calling for help, your chances of survival and rescue will be dramatically increased.

- Learn more in this video

Cold Water Boot Camp 1-10-1 Principle

- Download the Lifesaving Society’s Hypothermia Fact Sheet
For Children:

(1) **Secret Hug:** When the children get out of the water and they are cold, encourage them to go hug their parents or guardians to see if hugging someone will warm them up.

For Adults:

(1) **True Stories:** Ask if anyone has ever experience hypothermia. Yes, they all have because shivering uncontrollably is the first stage of hypothermia. What happened? What were they doing at that time? Do they have anything else to add?

(2) **Brainstorming Session:** Have the participants list what they think are the signs and symptoms of hypothermia. Review each of the signs and symptoms as well as treatment.

For Both:

(1) **Ice Bucket:** Have everyone write their names on a piece of paper. Next, have two or three people submerge their hands in a bucket of water filled with ice. When their hands become numb, remove them from the water and get them to try and write their name again. They should see a difference in how long it took them to write their name and how much more difficult the task has become.

(2) **HELP and HUDDLE:**
Have each person go into the help position for two minutes. Make sure they know that they cannot untuck from the position or it will not work properly. If they are rolling onto their faces or sides, have them lean back and scull with their hands. After two minutes are up have them spread out like a star. They should feel a rush of cold water.

(2) **Warm Hut:** Have everyone sit in a circle. The instructor will put blankets and towels over the circle so it looks like an igloo. The air inside the igloo should warm up.
The Ladder Approach

The ladder approach is a lifesaving technique taught by Lifesaving Society, and is used to promote the safety of a rescuer during an aquatic rescue. The approach stresses using the least dangerous method possible during a rescue, and moving on to more dangerous options if it becomes necessary to do so.

- Talk - Try to talk to the victim and see if they can help themselves
- Throw - Throw an aid to the victim
- Reach - Reach with an aid to aid the victim
- Wade - Wade into the water and provide an aid to aid the victim
- Row - Row out to the victim and help them into your boat/provide them with an aid
- Swim - Swim out to the victim and provide them with an aid
- Tow - Swim out to the victim and tow them back to safety using an aid
- Carry - Using direct physical contact, remove the victim from danger

For Children:
(1) Have the children pick out an object they think will float and take it into the water and try it out. Make sure there are objects that will sink and float. The objects can be anything you want them to be.
For Adults:

(1) Videos: "The Reasons People Drown". The Reasons People Drown is used in community drowning prevention programs and orientation sessions for lifeguards and camp counselors. This fast paced 24 minute DVD teaches viewers the difference between distress and drowning and how to recognize the Instinctive Drowning Response.

For Both:

(1) Assist Yourself: Make Your Own Throwing Assist
   Have a variety of objects available, such as empty javex bottles, rope, ring buoy, and PFDs. If you do not have the objects readily available then write the names of the objects on a piece of paper and place them in different locations around your site.

(3) Review the characteristics of a good reaching and throwing assist. Have the group split into pairs. Each pair gets a piece of paper and a pencil. As they go around to each station, they have to write down what objects would be good reaching or throwing assists and not so good for either reaching or throwing assists (i.e. a rock because it doesn’t float).
DIVE RIGHT – FEET FIRST, FIRST TIME

GENERAL INFORMATION:

- Diving is the leading sports-related cause of spinal cord injuries in Canada.
- Young people, especially males between the ages of 17 and 22, are at risk.
- The Lifesaving Society recommends the water depth be at least 8.5 feet/2.55 metres for diving.
- Always check for water hazards (wade in) before you plunge into the water.

For Children:

(1) Do a visual demonstration. Ask them how to fit a football or basketball into a drinking glass. They shouldn’t be able to do so. Relate this back to how deep the water should be in order to dive. Take the children into the water and show them proper entries and exits. Sing a few songs like “Humpty Dumpty sat on a Wall” or “Monkeys Jumping on the Bed”.
For Adults:

(1) Video - Sudden Impact  Diving into a lake, pond or pool can be
cool relief from hot weather. While the shallow waters of a backyard
pool may seem deceivingly innocuous, diving into shallow water can
result in loss of consciousness, drowning, catastrophic injuries and
even death. These aren’t accidents - all diving injuries can be
prevented.

(2) Personal Experiences + Discussion
Encourage individuals to share personal experiences of diving.

For Both:

(1) Start by asking how deep the water should be for safe diving?
Make a list of all the things people should do before they are going to
dive. To demonstrate the fact that river and lake bottoms change,
have a water bottle filled with sand and water. Lay the bottle on its
side and then shake it up a bit. The sand should drift and change.

Next, review different emergency entries.
- Wading - Slip-in entry
- Stride jump - Head-up dive
- Shallow dive - Compact jump
- Modified compact jump
FIRST AID ACTIVITIES

First aid is a valuable skill that is applicable in any environment. It provides people with the rescue skills to manage illness or injuries while accessing emergency services. First aid training also has an injury prevention role. Research has shown that individuals with first aid training are less likely to become injured. First aid training from the Lifesaving Society is a continuation of the Society’s efforts to provide Canadians with the education to prevent injury incidents and provide appropriate rescue response if an injury occurs.

Learning Activities

Penny, Penny. Hide a penny by taping it to the victim. Challenge rescuers to discover the penny during body checks and the monitoring of vital signs. A small dot might be marked on the victim as a substitute for the penny. As a further check of thoroughness, blindfold the rescuer and challenge him to identify hidden objects.

Respiration and Pulse Rate Checks

Candidates practice pulse rate checks with partners:
- Partner 1 monitors his or her own radial pulse
- Partner 2 monitors Part 1’s carotid pulse and counts beats aloud. Partner 1 should feel a simultaneous beat.

Candidates practice respiration rate checks with partners.
- Breathing, conscious, unconscious rates, etc.

Pulse circle

Candidates sit in two circles, one circle inside the other. People in the outer circle locate the pulse of a person in the inner circle. Then they rotate one ‘space’ clockwise, and repeat until they’ve located the pulse of each person in the inner circle.

First Aid Report

Have candidates fill out a first aid report. Use a hypothetical or real situation. Stress the importance of monitoring a victim’s condition during treatment and the importance of follow-up activities including reports.

Decision Trees

Have individuals create a decision tree that includes all of the steps and decisions required to assess a victim. Start with the rescuer’s arrival on the scene and end with the completion of the secondary survey. The individuals can use the decision tree to evaluate each other as they assess an unresponsive breathing victim.
Design a rescue circuit of stations where people can get a chance to try a rescue skill (but not to become certified). You should instruct them where they can go to get further training. This can be interactive as well as, a demonstration station for people who don’t want to try but just want to watch. Time limits will depend on how you have arranged your National Drowning Prevention Week activity.

Stations
Set up 4 stations. Organize 4 situations at each station. Vary duration of situations: 30 sec., 1 min., 2 min., and 3 min. Select an evaluator, rescuer and victim. Rotate roles for situations and rotate groups from station to station.

Samples of situations may include:
- Broken collar bone from a skateboard crash
- Broken forearm from tripping over a curb
- Dislocated shoulder
- Dislocated finger from playing tag
- Fracture leg from jumping off a wall
- Stepped on a nail – impaled in the sole of the foot
- Bleeding nose
- Road rash – fell off bicycle

**TIP:** Use a Lifesaving Society First Aid Instructor to plan and deliver an activity or set aside a day to certify a group of people in first aid.

Purchase a Canadian Lifesaving First Aid Manual from the Lifesaving Society as a resource for your event.
Section #2

NATIONAL DROWNING PREVENTION WEEK

RESOURCES
GETTING THE MESSAGE OUT!

Prior to National Drowning Prevention Week, information about the week will be sent to every media outlet in Newfoundland and Labrador. The Society will be providing facts on Water Smart education, drowning trend data and National Drowning Prevention Week activities.

We are trying to get as much media coverage as possible and encourage communities to use the information provided and the sample media releases to tailor messages for their communities around Water Smart activities and National Drowning Prevention Week.

We would love to have a contact person in each community who could be the 'go-to' person for Water Smart activities and information to direct media and the public for information and community Water Smart activity details.

Unable to get that involved? We understand completely. This is why we have created simple messaging that can be lifted and put on your community website or blog or sent out in newsletters and emails. As well, sample media releases are provided for you to use within your own community. Simply fill in the blanks or use the template as a starting point to create a new release.

Get local television and radio stations involved, newspapers, municipal government, churches, schools, etc. The more people exposed to the Water Smart message, the more chance that water-related incidents and fatalities can be prevented.
Who, What, When, Where and Why

Quick Facts

- Recreational activities account for the majority of Canadian drownings.

- Swimming is the activity during which the largest number of drownings occur, followed by powerboating and fishing.

- Boating risk factors are: not wearing a PFD/lifejacket (80%); cold water (44%); capsizing (40%); and falling overboard (25%), often in rough water (22%); alcoholic beverage consumption (39%); and boating alone (30%) versus 70% of boating victims with companions(s) were were unable to rescue them.

- 35% of victims were unable to swim.

- 65% of young children under the age of 5 were alone near water when they drowned, often only for a momentary absence/lapse of caregiver attention (57%)

- Risk factors in water-related fatalities for young men 18-34 years of age were alcoholic beverage consumption (47%); cold water (46%); after dark (37%); not wearing a PFD (80% of relevant situations); alone (35%) or 65% with companion who could not rescue them.

- Risk factors in water-related fatalities for older adults 50+ years of age: Not wearing a PFD in relevant situations (80%); cold water (48%); heart disease/suffering a heart attack (33%); alcoholic beverage consumption (28%); alone (64%) or with a companion(s) who could not rescue them (64%).

- The majority of drowning victims continue to be men. Year after year, 8 out of 10 drowning victims are male. Overall, men accounted for 82% of Canadian water-related deaths during 2005-2007.

- Drownings in Canada skew to the warmer months. May, June, July and August accounted for 6 in 10 drownings during 2005-2007 with the peak in July and August (34%). Half of fatal incidents occurred on the weekend. Half of fatalities occurred in the evening or at night despite most participation in aquatic activities taking place during the day. Being in, on and around water after dark is a significant risk factor, especially for incidents involving adults.

Want to know more?

[Download](http://www.lifesavingnl.ca) water-related statistics and drowning reports from the Lifesaving Society’s website. [www.lifesavingnl.ca](http://www.lifesavingnl.ca)
RESOURCES

Videos
Visuals always have impact. Show a group of parents how their child can meet the Swim to Survive Standard. Make boaters think again about drinking and boating or not wearing a lifejacket. Get your local radio or television station to air a Public Service Announcement (PSA). Have video messages on a loop dvd at a public event.

Here are some short videos that provide strong messaging.

Swim to Survive – 3 minutes
Boating message – 15 seconds
Lifejacket message – 15 seconds
Be Prepared – 30 seconds (Lifesaving Society/Canadian Safe Boating Council)
Wear your Lifejacket – 30 seconds (Lifesaving Society/Canadian Safe Boating Council)
Basic Rescue Aids Save a Life – BC Branch Lifesaving Society
Lifesaving programs – 12 minutes

Water Smart Information Sheets

Download Water Smart information sheets. Everything from boating to backyard pool safety. Print, copy and share them!

Swim to Survive
Backyard Pools
Boating
Hypothermia
Within Arms’ Reach
Recreational Food Fishery

Download Safe Boating Guide – Transport Canada
BE WATER SMART®
PREVENT DROWNING!

- Learn to swim
- Take the Swim to Survive challenge
- Wear a properly fitting life jacket or PFD in, on and around water.
- Behave responsibly around water if you consume alcohol, drugs or medication.
- Supervise toddlers and young children at all times. Keep them within arms’ reach.
- Always swim with a buddy.
- Dive feet first into shallow or unknown water.
- Check for hazards and create a safe aquatic setting.
- Swim in supervised areas.
- Know the dangers of cold water.
- Learn basic first aid skills like rescue breathing and cardiopulmonary resuscitation.
- Boat safely. Get your Pleasure Craft Operator Competency card.

www.lifesavingnl.ca
NATIONAL DROWNING PREVENTION WEEK CHECK LIST

BEFORE

_______ Plan the event.
_______ Get equipment and volunteers or staff ready.
_______ Put up signs and posters promoting the event.
_______ Send out media releases.

DURING

_______ Make announcements that it is National Drowning Prevention Week throughout the day.
_______ Run the activities.
_______ Have fun!

AFTER THE EVENT

_______ Return evaluation sheet and photographs of events to the Lifesaving Society.

Lifesaving Society
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St. John’s, NL A1B 3M9
Email: lifeguard@nl.rogers.com
Tel: 709-5761953   Fax: 709-738-1475
www.lifesavingnl.ca
Problems & Solutions

Nothing at the pool or waterfront: Have fun! Go crazy! You could have demonstrations as well as different stations people could go to. If you have the resources, you could have a barbecue and games for the kids.

There are lessons all morning: Don’t worry. Set up a station where parents can browse pamphlets and information on Lifesaving programs. If there is an instructor available then maybe he/she can do a rescue-breathing demonstration or making a throwing assist station.

Open Swims: Try to organize some games with the children and parents at the swim. There are lots of lifesaving skills that can be incorporated into a relay race. Have information about the Lifesaving Society and its program readily available. Have events planned during the swims and people who participate get to swim at a reduced price. At the waterfront, you may be able to section part of the waterfront off for a few activities.

The guards are too busy to run activities and answer questions: Why not team up with a local recreation department to create a fun day at the beach? The recreation leaders can help with activities and public education while lifeguards can provide a safe and fun day for all patrons. This is a great way to boost attendance at Drowning Prevention Week activities with the large network of local children involved in any recreation program.

Don’t forget National Drowning Prevention Week should be fun. Don’t take on more than your staff and facility can handle.
PFD / Lifejacket Quiz

Questions:
1) Who is responsible for approving PFD's and lifejackets in Canada?
2) What are the approved colors for a lifejacket / PFD in Canada?
3) What is the difference between a lifejacket and PFD?
4) When in a boat always ______ your PFD.
5) When boating there must be ______ for every person aboard.
6) A PFD must ______ to be effective.
7) What does PFD stand for?
8) What is the HELP position and what is the purpose of the HELP position?
9) Where can you buy a PFD?
10) Over ____% of drowning victims are not wearing a PFD.
PFD / LIFEJACKET QUIZ ANSWERS

1) Canadian Coast Guard and Transport Canada (TC)

2) Any Color (Recommended colors are orange, yellow and red.)

3) PFD’s are more comfortable, will not flip you over if unconscious, etc.

4) Wear

5) One PFD / Lifejacket

6) Fit

7) Personal Floatation Device

8) Heat Escape Lessening Position

9) Answers will depend on local Situation

10) 95%
Boating Quiz

Questions:

1) True or False. If you are 15 years of age are you allowed to operate a Personal Watercraft?

2) What is a boating competency card and how can you get one?

3) If you were born after April 1, 1983 when do you need to have a boater competency card?

4) Over ____ % of all power-boating fatality victims had a blood alcohol level above the legal driving limit.

5) There must be one approved PFD or lifejacket for every ________ on a boat. Failure to obey this law could result in a fine of over $200.

6) List the safety equipment required for the category of; canoes, kayaks, rowboats and rowing shells (not over 6m in length).

7) Before you set out be sure to make a ________ and leave it with someone responsible.

8) Who is responsible for approving PFD’s and lifejackets in Canada?

9) What does PFD stand for?

10) What is the H.E.L.P. position and why is it beneficial?
Boating Quiz Answers

**Answers:**

1) False

2) A card you receive after passing a Transport Canada accredited test; you can take the Lifesaving Society’s BOAT program.

3) Now

4) 40%

5) person

6) List:
   a) one Canadian-approved personal flotation device or lifejacket of appropriate size for each person on board
   b) one buoyant heaving line of not less than 15 m in length
   c) one manual propelling device or an anchor with not less that 15m of cable, rope or chain in any combination
   d) one bailer or one manual water pump fitted with or accompanied by sufficient hose to enable a person using the pump to pump water from the bilge of the vessel over the side of the vessel
   e) a sound signaling device or a sound signaling appliance
   f) navigation lights that meet the applicable standards set out in the Collision Regulations if the pleasure craft is operated after sunset and before sunrise or in periods of restricted visibility

7) Float Plan

8) Canadian Coast Guard and Transport Canada

9) Personal Flotation Device

10) Heat Escape Lessening Position; to conserve body heat.
Dry land activity suggestions

Graffiti (for the indoor activity):
Purpose: Enhance public awareness of Drowning Prevention Week.
Supplies: Wallpaper, pieces of chalk or markers.
Method: Put a big paper on the wall and have children draw drowning prevention messages/pictures on the paper.

Sidewalk Chalk (for the outdoor activity):
Purpose: Enhance public awareness of Drowning Prevention Week.
Supplies: Pieces of chalk.

Face Painting:
Purpose: Enhance public awareness of Drowning Prevention Week.
Supplies: Face paint, the Swim to Survive logo tattoo is available 60¢ each at the Lifesaving Society.
Method: Painting on the children’s face (cf. Logo, ring buoy, ladder for ladder approach, boat, wave, raindrop, and puddle).

Decorating a room with Drowning Prevention Week theme:
Purpose: Enhance children’s and parents’ knowledge and interest toward being Water Smart®.
Supplies: Craft kits.
Method: Each participant builds a decoration related to Drowning Prevention

Coloring Contest:
Offer a coloring contest that can be publicly displayed, and judged by a volunteer patron. Local businesses may donate prizes for the winners.

Other ideas such as having patrons design their own Water Smart® poster which can be displayed at the pool, can be done as well.

TIP: Print the page for Splash, the Lifesaving Society’s lifeguard Newfoundland dog. This sheet can be photocopied and distributed as part of a colouring contest or activity.
July 21-29 marks National Drowning Prevention Week in Canada. According to the Lifesaving Society, drowning is the third leading cause of unintentional death for Canadians under the age of 60. The majority of deaths caused by drowning are preventable.

While out enjoying water activities this summer, the Lifesaving Society urges all Canadians to please remember the following precautions: always wear a lifejacket while in or near water, keep children within arms’ reach when near or in the water, do not consume alcohol while boating, and learn lifesaving skills.

Together we can prevent water fatalities.

For more information contact lifeguard@nl.rogers.com or go to www.lifesavingnl.ca

QR Code for National Drowning Prevention Week website
A QR (Quick Response) code can be scanned by appropriate software on a smart phone, iPod Touch or iPad. The code takes the viewer directly to a specific website. This code leads to the Lifesaving Society Newfoundland and Labrador branch’s NDPW page of their website. Alternately, the URL for that page is http://www.lifesavingnl.ca/national-drowning-prevention-week.html. The QR code may be added to websites, print material, email, etc.
Meet SPLASH, the Newfoundland lifeguard dog!

www.lifesavingnl.ca
See the new light weight **Pull Cord** inflatable life jackets at...

**SmartBoater.ca**

100 lives could be saved each year simply by wearing a life jacket
EVALUATION

Your feedback is important to us. Please take a few moments to share your assessment of this Water Smart public education initiative with us by indicating your responses to the questions listed below. Feel free to add any comments.

Which section(s) of the National Drowning Prevention Week e-guide was most useful to you? (you may choose more than one)

☐ Event planning and activity suggestions
☐ Quick facts sheet
☐ Links to print resources
☐ Links to audio and visual resources

Comment:________________________________________________
________________________________________________________
________________________________________________________
________________________________________________________
________________________________________________________

What could be improved for next year?

Comment:________________________________________________
________________________________________________________
________________________________________________________
________________________________________________________
________________________________________________________

Thank you!

Fax completed evaluation to the Lifesaving Society at 709-738-1475 or email it to lifeguard@nl.rogers.com

www.lifesavingnl.ca