

Program

Program participation levels fluctuate annually and 2008 was no different. Some are cyclical changes, such as recertification and others reflect participation in newer programs such as Safety Management and First Aid.



Providing access to lifesaving and leadership courses is a constant challenge due to the geography of the province which make participation and delivery of

courses more difficult. Mobility of people in and out of the province also impact the maintenance of program and leadership availability.

Swim to Survive program information is supplied to all Instructors as well as in the Water Smart Information Kit and this program is delivered in facilities province wide.

Lesson plans for all Instructor levels are available which enable new instructors to have base plans from which to build and ensure that a quality program is always delivered.

National NLS and Leadership Revisions were underway in 2008 and many facilities participated in providing input to help with the development and delivery of National programming.

Public Education



Investiture of Commonwealth Honour and Rescue Awards

On October 30, 2008, the Lifesaving Society, through its Patron, The Honourable John Crosbie, awarded Commonwealth Volunteer Honour awards and Rescue Commendation certifications to eleven individuals from across the province.

100th Anniversary Lifesaving Stamp

To celebrate 100 years of saving lives, Canada Post issued a domestic rate stamp honouring the Lifesaving Society. The Lifesaving Society's singular focus is to prevent drowning and water-related injuries through training programs.

This stamp was released during National Drowning Prevention Week in 2008 which highlighted the Society and its mandate throughout the province.

National Drowning Prevention Week saw municipalities adding their name to communities who declared that week Drowning Prevention Week in their town. Information and media coverage added impact to the messages.

Executive Director's Report - Jeanette Jobson



Each year sees its own set of challenges and 2008 was no different. However challenges bring their own benefits, enabling us to learn and problem solve in areas that we hadn't examined closely before.

Even with a decrease in overall programming numbers there was program growth through first aid and Pleasure Craft Operator training programs. These programs introduce another group of individuals to the Lifesaving Society and its services.

We take pride in serving our affiliates to the best of our ability and in 2008, with the help of Memorial University and the MBA program of the Faculty of Business, an Environmental Scan was done to examine how the Society serves its customers and to determine the public perception of us. The results of this scan served to steer us in our planning for the future.

With 100 years of expertise in lifesaving programs under our belt in 2008, the Society continued to advocate on behalf of lifeguards and facilities to government in reducing the age prerequisite for lifeguarding and to continue to maintain NLS as *the* standard in Canada for lifeguarding.

Through dedicated public education during National Drowning Prevention Week and programming such as Swim to Survive, the Lifesaving Society continues to meet its mandate that was set 100 years ago—to save lives and prevent aquatic related incidents.

Top Ten Standings
in 2008
(Year Round Facility)

1. Aquarena
23,125
2. College of the North Atlantic
5,355
3. City of St. John's
4,305
4. Town of Conception Bay South
3,255
5. Town of Wabush
3,205
6. Regional Aquatic Centre
2,785
7. Exploits YMCA
2,600
8. Arts & Culture Centre—Corner Brook
1,795
9. City of Mount Pearl
1,512
10. The Wave Regional Pool
1,305

OSMOND AWARD

GROS MORNE CO-OPERATIVE—ROCKY HARBOUR
(POP 1,058)

Awarded to the Affiliate member running a seasonal facility, with the largest number of lifesaving program points.

In 2007, the Town of Marystown earned this award.

KEAN AWARD

Town of Conception Bay South (pop. 21,966)

Awarded to the Affiliate member operating a year round facility with the largest number of lifesaving points, in a community with a population between 10,000 to 30,000.

In 2007, the Town of Conception Bay South earned this award.

AFFILIATE AWARDS

The Society annually recognizes Affiliates who deliver lifesaving training in communities throughout Newfoundland and Labrador. The following represents the Affiliates who have earned awards for 2008 on the basis of points assigned to the Society's lifesaving awards.

The award criteria has been reviewed and some changes have been put into place to allow us to recognize a wider range of affiliates who offer lifesaving programs throughout the province.

Seasonal Facility Standings – 2008

1. Gros Morne Co-operative
1,245
2. Town of Marystown
660
3. Town of Springdale
640

LIFESAVING CUP—2008

Regional Aquatic Centre—Stephenville

The Lifesaving Cup award was created in 2003 and is presented to the affiliate member who has shown the largest percentage increase in lifesaving program points from the previous year.

The Aquarena was presented with this Cup in 2007.

ANNIVERSARY CUP—2008

Town of Wabush (pop: 1,739)

The Anniversary Cup marked the 35th anniversary of the Lifesaving Society in Newfoundland and Labrador in 2004 and is presented to the year round affiliate with the largest lifesaving program operating in a community with a population under 5,000.

The Town of Channel-Port aux Basques was awarded the Anniversary Cup in 2007.

Award Level	2008	2007	2006
Lifesaving			
Canadian Swim Patrol Rookie	74	136	53
Canadian Swim Patrol Ranger	40	120	49
Canadian Swim Patrol Star	37	55	35
Bronze Star	50	39	37
Bronze Medallion & Recert	272	310	225
Total Lifesaving	473	660	399
Lifeguarding			
Bronze Cross & Recert	274	274	281
National Lifeguard Pool & Recert	235	275	263
NLS Waterfront Recert	10	0	0
Total Lifeguarding	519	549	544
First Aid			
Standard First Aid & Recert	359	283	97
Emergency First Aid	10	67	16
CPR B	0	5	1

CPR C & Recert	316	261	687
Aquatic Emergency Care & Recert	61	65	154
AED Responder	0	0	1
Airway Management	0	0	1
Total First Aid	746	681	957
Safety Management			
Sledsmart Facilitator	0	5	1
BOAT Operator Accredited	439	311	305
Boat Rescue	8	0	0
Junior Lifeguard Club	15	1	9
Total Safety Management	462	317	315
Leadership			
CPR Update	0	0	16
AEC Examiner Reappointment	0	4	0
Exam Standard Clinic	0	9	0
Examiner Bronze Cross & Recert	1	5	7
Examiner NLS & Recert	2	11	7
First Aid Instructor & Recert	6	9	22

First Aid Instructor Trainer	0	0	13
First Aid Examiner	0	11	1
Instructor Trainer & Recert	0	1	1
Lifesaving/CPR Instructor & Recert	12	51	31
Lifesaving Instructor/Examiner	8	11	6
CPR Instructor & Recert	0	42	1
Swim for Life Instructor	0	0	2
NLS Instructor & Recert	2	19	4
AEC Instructor & Recert	0	8	3
Aquatic Supervisor Training	0	0	1
Provincial Trainer	0	8	0
Boat Instructor	2	1	0
Total Leadership	33	143	115
Total Award Level	2233 (-6%)	2,365 (+6%)	2,230 (+4%)