



LIFESAVING SOCIETY  
SOCIÉTÉ DE SAUVETAGE

*The Lifeguarding Experts*

*Les experts en surveillance aquatique*

# ANNUAL REPORT

# 2010

NEWFOUNDLAND & LABRADOR

# annual report

WHO ARE WE?



LIFESAVING SOCIETY  
SOCIÉTÉ DE SAUVETAGE

*The Lifeguarding Experts*

*Les experts en surveillance aquatique*

## **The Lifesaving Society**

As Canada's lifeguarding experts, we set the standards for water safety in Canada. We work to prevent drowning and water-related injury through our training programs, Water Smart®, public education, aquatic safety management and lifesaving sport.

We are a national, volunteer organization and registered charity composed of tens of thousands of individual members and over 2,000 affiliated swimming pools, waterfronts and schools. Globally, we teach swimming and water safety in over 60 countries. We are a leader and partner in the delivery of water safety education throughout Canada and around the world.

We've been teaching Canadians how to be safe around the water since 1896. Established in England (1891) as The Swimmers' Life Saving Society, we became The Royal Life Saving Society in 1904. Today, Canadians know us as simply the Lifesaving Society.

## **Teaching Canadians to save themselves and others**

Annually, 500,000 Canadians participate in our swimming and lifesaving training programs. Each year we certify thousands of instructors who provide the leadership for our lifesaving and lifeguard training programs. Over 25,000 Canadians earn our Bronze Medallion each year. We set the standard for lifeguard training and certify Canada's National Lifeguards.

## **Making Canadians Water Smart®**

Our annual drowning research enables us to focus Water Smart® drowning prevention efforts on people most at risk – like men fishing in small boats – or on those who can make a significant difference, such as parents of young children. We deliver Water Smart® messages through our Swim Program, and through the media and community action initiatives including special events, programs and promotions. The Society's Swim to Survive® standard defines the essential minimum skills required to survive an unexpected fall into deep water.

## **Setting the standard**

The Lifesaving Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry and governments. The Society offers a suite of services to help aquatic facility operators maintain and improve safe pool and waterfront operations. We perform aquatic safety audits and serve as experts in legal cases involving aquatic safety issues.

## **Lifesaving Sport**

The Society represents Canada internationally in the Royal Life Saving Society and the International Life Saving Federation. We are the governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. Provincial and national championships showcase the professionalism of our lifeguards. National Lifesaving Teams represent Canada in international competitions.

# annual report

## PRESIDENT'S REPORT



Welcome to the 2011 Annual General Meeting of the Newfoundland and Labrador Branch of the Lifesaving Society. Drownings continue to be one of the leading causes of accidental death in Canada. Drowning in Newfoundland and Labrador occurs in all seasons, we lose people through the ice while snowmobiling, others drown while participating in the food fishery, some drown in our rivers and ponds while boating or angling, and others drown while engaged in trying to make a living. It is abundantly clear that the need for the Life Saving Societies programs is as strong as ever if we hope to be able to reduce or eliminate these tragedies.

During National Drowning Prevention Week, the Society, through the efforts of our Executive Director, Jeanette Jobson, received significant publicity through the various media outlets. We also provided various Water Smart education information sheets such as Backyard Pool Safety, Be Your Child's Life Guard to the general public. The Newfoundland and Labrador Liquor Commission was very helpful in distributing a Hypothermia Information Sheet through its outlets. One of our dreams is to implement the Swim to Survive Program in our schools. Every Grade Three student in the province could receive this invaluable training for \$185,000, unfortunately we have not been successful in obtaining funding for this project in 2010, but will continue to request support from corporate and provincial government in 2011.

Tina Moores, a Lifesaving Society NLS guard, who drowned while rescuing a child in central Newfoundland in 2009, was awarded the Carnegie Medal in 2010 for aquatic rescue. The Lifesaving Society has also established the Tina Moores Memorial Award—Lifeguard of the Year in her honour.

The Society recently initiated program price increases to reflect our increasing costs and our desire to place the Society on a firmer financial footing. There have also been some preliminary discussions to investigate the sharing of some resources with the other Atlantic provinces. Without adequate funding it is extremely difficult to grow our program base and expand our services.

On the national front, the branch was visited by the new national executive director, Yvan Chalifour, during his national tour and the NL Branch was pleased to be the host for national Annual General Meeting in May 2010. I am also very pleased to report that immediate past president, Paul Dawe, has been elected to the post of national president of the Lifesaving Society. Congratulations Paul.

In closing I would like to extend a sincere thank you to our executive director, Jeanette, our Governor Bob LeMesurier, and all my fellow board members for their support and input during the past year.

Respectfully Submitted

Derrick Hierlihy

President, NL Branch

# annual report

## EXECUTIVE DIRECTOR'S REPORT

The Lifesaving Society looked to the past and the future in 2010 and made a little of its own history.

Carolyn Gabriel was hired in the summer of 2010 to document the history of the Lifesaving Society in Newfoundland and Labrador. The past history was confirmed to 1946 and we are still searching for evidence of the Society's programs prior to that year in the province. The initial report and future findings from the research will be available in the future as a publication from the Society.

In May, the NL Branch was host to the National Annual General Meeting of the Lifesaving Society with delegates attending from across Canada. NL had not hosted since the Canadian Lifeguard Competitions were held here in 1990. During the AGM the branch was presented with an engraved glass award representing the Tina Moores Memorial award and is on display at the branch office.

Program quality management was under review in 2010. All award cards now include a survey link to provide feedback on course quality and content. Also a monitor program was initiated that enables facilities to have an independent Lifesaving Trainer observe courses that are ongoing and leave a written report for the Instructor, facility and Society.

The Society continues to advocate on behalf of the aquatic community and has been communicating with government in 2010 to roll back the age of lifeguarding from 17 to 16 to enable more access for facilities and youth to lifeguarding jobs, especially in rural areas of the province. Affiliates have been encouraged to support the Society's advocacy work and add their voices to help make change.

The International Life Saving Federation (ILS) was been awarded World Health Organisation (WHO) "Official Relations" status in 2010. With this official relationship, WHO acknowledges ILS as the world authority on the global effort to prevent drowning. ILS has enjoyed many years of productive "unofficial relations" with WHO and looks forward to expanded collaboration to improve the global effort on drowning prevention. As the member representing Canada in the ILS, the Lifesaving Society is pleased to welcome this Official Relations status which brings the drowning problem to the public health stage.

Looking to the future, Paul Dawe, past president of the Newfoundland and Labrador Branch was nominated and approved as National President of the Lifesaving Society for the 2011-2013 term. It is the first time that an individual from this province has been elected as national president and the second Atlantic Canadian to serve in this volunteer role. The NL Branch joins the rest of the country in congratulating Paul on his appointment and looks forward to the future under his leadership.

The Atlantic Regional Cooperation (ARC) charter was launched in 2010. The Atlantic Branches recognized the need for an improved collaboration and synergy among themselves. The goal is to generate better efficiency and economy of scale by sharing resources. The charter and business plan will be completed by the fall of 2011.

It is my pleasure to have served another year as Executive Director for the Newfoundland and Labrador Branch. Thank you to board members and volunteers who help the Society become what it is today, from its original roots. History is being created every day through your work.

**Jeanette Jobson**

**Executive Director**



Back row standing (L to R): Mrs. L. Smith, (INT); Mrs. H. Manuel, Bronze; Miss B. Sheppard, Mrs. J. Grogan, Mrs. F. Broderick, Bronze; Mrs. R. Power, INT; Mrs. B. LeValliant; Miss H. Mason. Instructors front row kneeling (L to R): Mrs. B. Suley; Mrs. M. Machum, Bronze; F/L Mason, Examiner; Mrs. J. Kent, INT; Mrs. A. M. Blumen-schein, Bronze.

# annual report

FINANCIAL REPORT

## FUNDRAISING CAMPAIGN

NL branch launched a donation campaign in 2010 to raise funds for Swim to Survive and Water Smart education. Personal donation forms were distributed to members, affiliates, and partners and specific requests for funding made to corporate sponsors.

In 2010 \$900 was raised from donations and the branch continues to promote the Water Smart donation campaign and encourages members and affiliates to participate. Beginning at just \$5 a month, the Society makes donating within everyone's budget. The campaign will continue throughout 2011.

### Doners for 2010

**Society Friends (\$10 - \$99)**

**Bronze Level (\$100—\$299)**

*Dr. G. Butler*

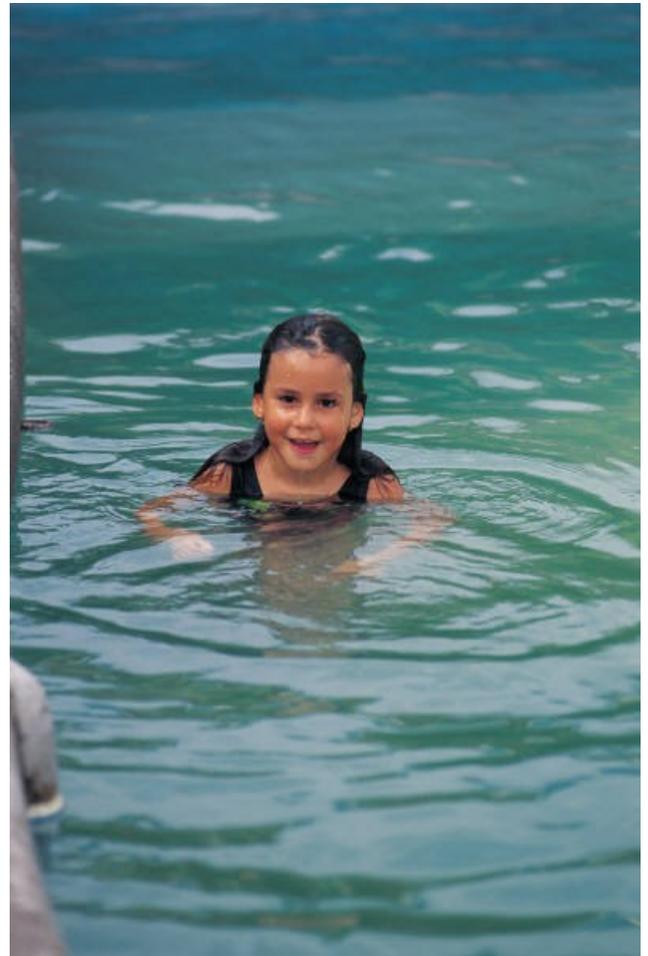
**Silver Level (\$300—\$499)**

**Gold Level ( Over \$500)**

*Gill Ratcliffe Foundation*

**In Kind Donation**

*DC Media*



# annual report

## FINANCIAL REPORT

Revenues from traditional sources decreased in 2010, although program revenue had a slight increase. Affiliates surveyed in late 2010 indicate several factors that impact program participation and the Society is consistently monitoring program quality and affiliate/government advocacy to ensure the health of the program and availability of trained staff for aquatics into the future.

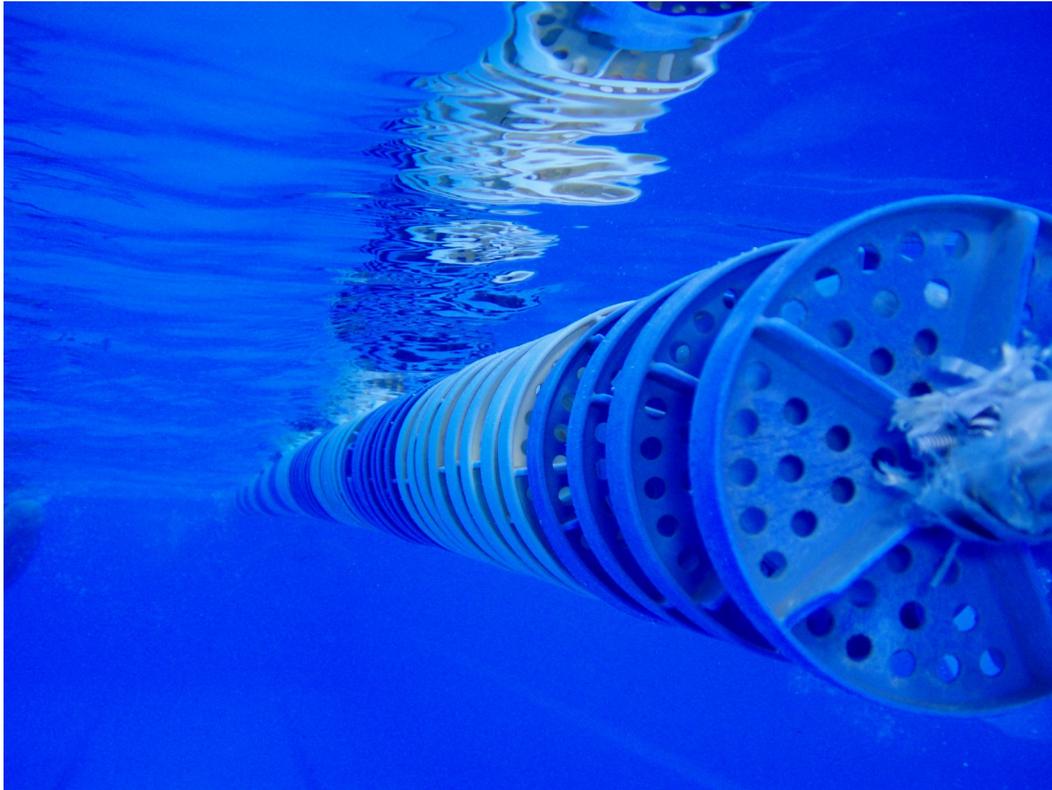
The BOAT program revenue decreased significantly as expected due to the deadline for registration of PCO cards in September 2009. The income is expected to be similar to 2010 over the coming years.

The addition of a grant from NSS helped push the overall revenue levels to a 10% increase for the year.

Consistent program delivery is always a challenge with municipal funding cutbacks, aging infrastructure causing shutdowns, mobility of trainers and lifeguards and an unstable world economy, all contributing to the challenges faced to provide lifesaving programming to the public.

Donations or grants are not a stable form of income due to their unpredictable nature and increased participation in programming will help provide the stable revenue that ensures the Lifesaving Society meets its mandate of drowning prevention through education and training.

We encourage you to consider donating using the Personal Donation Form in your meeting package. A Memorial Donation form is on the reverse of the form. All donations over \$20 will receive an official tax receipt.



# annual report

PUBLIC EDUCATION

The Society continues to promote Water Smart through its public education initiatives such as Sledsmart. In 2010 the Sledsmart DVD was revised to make it more generic and available to all Canadians. Also includes a 10 minute snowmobile safety piece from a partnership with the Canadian Avalanche Association.

The DVD includes both French and English. The Facilitator's guide has also been updated and is available on CD.



## External High School Credits

External High School credits are being used more by students and schools across the province. Quarterly promotions about the external credits are provided to schools and instructors and facilities are encouraged to provide information on the credit system at registration and during courses. In 2010, thirty six students applied for Lifesaving Society External High School Credits.



## National Drowning Prevention Week

Participation in National Drowning Prevention Week has grown across the province in 2010. Municipalities and facilities were sent information and the Water Smart Tool Kit to help them run Water Smart events during that week as well as the annual Swim to Survive Challenge.

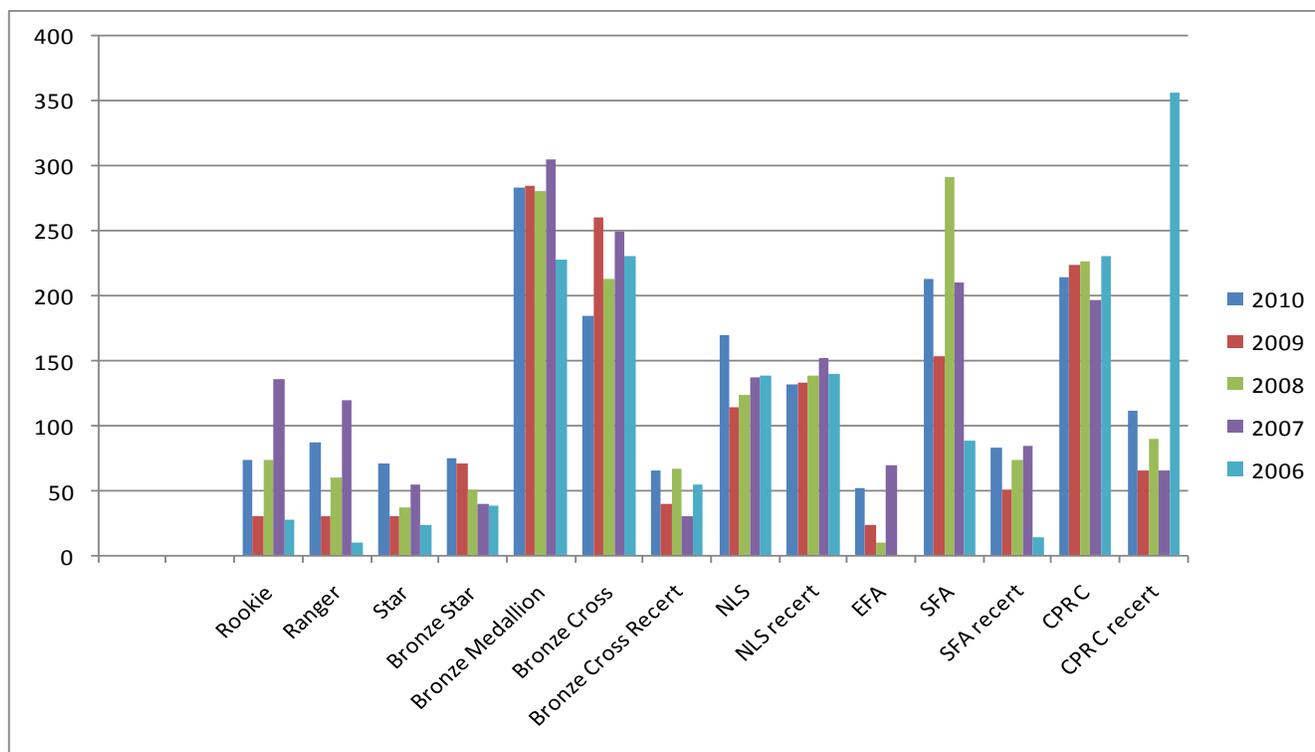
Municipalities participated by using the Proclamation to declare their community's dedication to drowning prevention during that week.

Media coverage was extensive during the week and throughout the summer season in radio, television and print.

Results from a new study conducted by the Lifesaving Society showed that 'new Canadians' particularly those living in Canada for less than 5 years were at a higher risk for drowning when boating and swimming. Findings from the study were released just prior to NDPW. In addition Water Smart messaging was translated into 33 different languages, including First Nations, to help new Canadians become more aware and safer around water. The information was also distributed to the Association for New Canadians in the province.

# annual report

## PROGRAM



## Education Tool Kits

Lifesaving programming has similar numbers to previous years with increases in First Aid programming and BOAT. Other awards which are vital to the lifeguarding stream and ultimately aquatic facility operations, such as Bronze levels and NLS have similar numbers as previous years, showing stability, but leaving room for stronger market penetration.

Information sheets and brochures on programs, the Lifesaving Society, its programs and Water Smart® education initiatives are available as affiliate tools to help promote programming and raise awareness within facilities and municipalities. The Society constantly updates and distributes information to its members and the public to make them aware of trends, education and opportunities in the industry.

The Branch newsletter WAVES changed to an electronic format that made it easier for people to access and subscribe and for the Society to monitor trends and activity. Archives of the newsletters are also housed electronically. Signing up for the Society electronic mailing list will ensure that news, information and programming tools are delivered direct to your inbox. You can access subscription through the our website at [www.lifesavingnl.ca](http://www.lifesavingnl.ca)

# annual report

THE DROWNING PROBLEM



## What's happening globally?

Drowning is the 3rd leading cause of unintentional injury death worldwide, accounting for 7% of all injury related deaths.

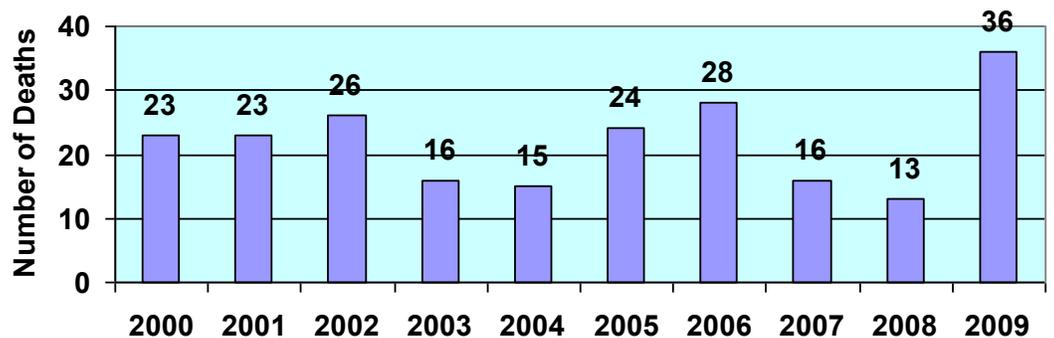
- There are an estimated 388,000 annual drowning deaths worldwide.
- Global estimates may significantly underestimate the actual public health problem related to drowning.
- Children, males and individuals with increased access to water are most at risk of drowning.

In Canada, the total annual cost of drowning injury US\$ 173 million. (World Health Organization November 2010)

## Closer to home

Current water-related fatality statistics in Newfoundland and Labrador show a sharp increase in drownings based on 2009 data (the most recent full statistics available) of 36 victims, compared to 13 in 2008—an increase of 64%. This is the highest water related fatality rate since 2006 in the province. There were three incidents of multiple fatalities, responsible for 23 deaths which contributed to the unusually high peak. The average trend for drowning has been decreasing with an average of 22 fatalities annually in Newfoundland and Labrador. Excluding the extraordinary incidents, the overall water related fatality rate has still increased by 32% over the previous year.

**Ten Year Trend Data  
Water Related Fatalities - NL**



Sixteen percent of all water-related fatalities for 2009 involved alcohol over the legal limit. In only 1% of fatalities PFDs were worn or present.

## Study on risk of drowning for new Canadians

Results from a new study "The Influence of Ethnicity on Aquatic Participation and Drowning in Canada" commissioned by the Lifesaving Society in 2010, showed that 'new Canadians' - particularly those who have been living in Canada for less than five years - are at higher risk for drowning when boating and swimming. In fact, despite plans by 79 per cent of new Canadians to be in and around water, they are four times more likely to be unable to swim than those born in Canada. Thought to be the first of its kind in Canada, the study examined the influence of ethnicity on attitudes and behaviours surrounding water safety.

## AFFILIATE AWARDS

### Top Ten Standing in 2010 (Year Round Facility)

|                                  |        |
|----------------------------------|--------|
| 1. Aquarena                      | 17,502 |
| 2. City of St. John's            | 9,175  |
| 3. Town of CBS                   | 5,075  |
| 4. Town of Carbonear             | 4,685  |
| 5. Town of Wabush                | 3,760  |
| 6. Sir Wilfred Grenfell College  | 3,480  |
| 7. College of the North Atlantic | 3,285  |
| 8. Exploits Valley YMCA          | 3,105  |
| 9. Arts & Culture Centre CB      | 1,685  |
| 10. Labrador Training Centre     | 1,475  |

### Top Three Standing in 2010 (Seasonal Facility)

|                        |       |
|------------------------|-------|
| 1. Town of Marystown   | 4,115 |
| 2. Town of Springdale  | 2,764 |
| 3. Town of Bay Roberts | 2,245 |

## 2010 Affiliate Awards

### OSMOND AWARD—Town of Marystown

Awarded to the Affiliate Member running a seasonal facility with the largest number of lifesaving program points in 2010.

### KEAN AWARD—Town of Conception Bay South

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

### LIFESAVING CUP—Town of Marystown

The Lifesaving Cup 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.

### ANNIVERSARY CUP—Town of Carbonear

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