

For Information ONLY

Subject Title: Proclamation of Drowning Prevention Week (July 17-23, 2016)

Purpose/Background

The Society designates the third week in July (July 17-23, 2016) 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.

The themes below are suggestions for how to target your NDPW campaign to use specific messages targeted to address trends seen in Lifesaving Society drowning reports and the data from the Drowning Prevention Research Centre. The key messages can be used on social media..

Next Steps

Follow up with Clerks to have Nation Drowning Prevention Week added to the Clerks annual listing of proclamations and to move forwarding in having Council declare July 17-23, 2016 National Drowning Prevention Week.

Key Messages

The main messages below were selected because of the major risk factors presented in the Canadian Drowning Reports

- If you're not within arms' reach, you've gone too far. Always supervise children.
- Boat sober. Alcohol consumption is a factor in almost 40% of boating-related fatalities.
- Choose It. Use It. Always wear a Lifejacket or PFD.
- Lifejackets don't work if you don't wear them. Not wearing a Lifejacket or PFD was a factor in 82% of boating deaths.
- Approximately 500 Canadians die in preventable water-related incidents annually. Even one drowning is one too many.

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