

Think About It. Boat Sober!

*You're responsible enough to not drink and drive....
So why would you do it in your boat?*



Drinking and Boating

Scary Statistics

- 64% of all people who drown from boating were impaired.
- Alcohol or drugs were involved in 59% of all powerboating drownings.
- Alcohol or drugs were involved in 84% of all drownings while canoeing.
- The average blood alcohol of impaired boaters is 2.5 times the legal limit.
- 80% of boating victims were male.

These drowning statistics are based on Lifesaving Society research from the past ten years.

For more information, contact:



LIFESAVING SOCIETY®

The Lifeguarding Experts

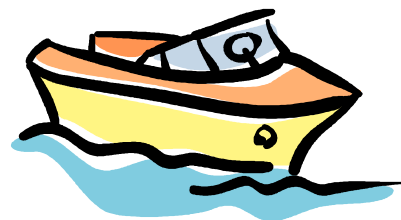
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Did you know ... that one of the **biggest dangers of boating is one that any boater can control** – their alcohol consumption. Alcohol adversely affects balance, judgment and reaction time. Piloting your boat while under the influence isn't just dangerous.... It's a serious criminal code offense. Take responsibility and take our word for it... Boating and boozing don't mix.

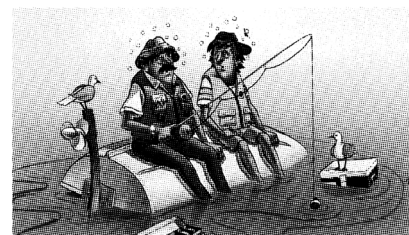
Did you know ... that most people who die in boating accidents fall out of boats or capsize and end up in the water. **Falling unexpectedly into cold water can trigger cold shock.** Cold shock causes uncontrollable gasping, often leading to people inhaling water and drowning. **Most bodies of water in Canada are cold enough to trigger cold shock.**



Did you know ... that **someone who is impaired will lose body heat faster** than someone who is not impaired. Being in cold water causes heat loss which can impair muscle functioning. **Even good swimmers can lose their coordination and drown.**



Did you know ... that it takes **less alcohol to impair a boater compared to an automobile driver.** And that operating a boat while impaired has the same penalties as impaired automobile driving. **According to federal law, the penalty for a first conviction includes a minimum fine of \$600.00.** A second conviction holds a punishment of a minimum of 14 days in prison. Following offences include at least 90 days in jail. **Remember, you can also lose your driver's license, even as a first time offender.**



**BE WATER SMART.
BOATING AND BOOZING DON'T MIX.**



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Choose it. Use it! Always wear a lifejacket or PFD!