

Simple Rescue Skills Save Lives!

*Protect yourself and your loved ones
by learning swimming and rescue skills!*



Get trained: swimming & rescue skills make a difference

- 99% of all drownings happen when no lifeguard is present.
- 59% of all drowning victims were within 0-2 m from safety.
- 75% of all victims were not wearing a lifejacket or PFD when they drowned.
- 60% of Canadian children never take swimming lessons.
- 98% of Canadians polled agree that swimming is a life skill that every child should learn.
- 48% of Canadians polled admit that they've had an experience around water that caused them to fear for someone's safety.

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

For more information, contact:



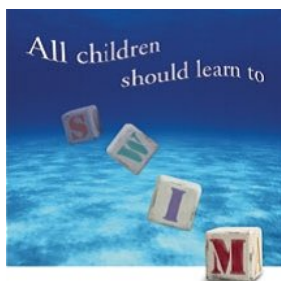
LIFESAVING SOCIETY®

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**The numbers are alarming....
Over 1/3 of drowning victims
are non swimmers.**

Most people who drown had no intention of going into the water. They end up in the water unexpectedly, from a sudden slip, fall, or capsized boat. They are within easy reach of safety but don't have the basic self-rescue skills to survive the incident.



The Lifesaving Society's Swim to Survive program teaches three basic skills, important first steps to being safe around water.

Roll into deep water:

This teaches the ability to orient yourself at the surface after an unexpected fall into water.

Tread water for one minute:

Most lakes and rivers are cold enough to cause a gasping reflex. Treading water allows you to regain control of your breathing and to find a point of safety.

Swim 50 meters:

Tests to see that your swim skills can overcome problems caused by clothing or cold water.

Life skills for everyone.

Can you "Swim to Survive"?

**Close to 60% of all drownings occur within 2 m from safety.
Would you know what to do?**

Recognize – The need for help

- Non-swimmers seldom wave for help.
- Drowning is silent! Getting air is their only concern.
- They will often claw at the surface with their hands.
- Their eyes are big with panic!

Assess – The risk

- Make sure you are safe.
- Find things that float to use.
- Have bystanders help you.

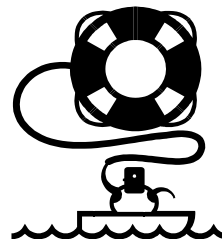
Act - Use the Rescue Ladder

Call for Help – then:

- **Talk!** Tell them to stay calm and swim to safety.
- **Throw** an object that can float and is easy to hold on to (i.e. lifejacket). Have them kick to safety.
- **Reach** – give them an object. Stay low, hold onto something solid so you stay safe.
- **Wade** only into waist deep water and either throw or reach out a floating object.

If you've got to go – then:

- Call for help!
- Use a boat or watercraft.
- Protect yourself wear a lifejacket.



Get trained with lifesaving skills!