

FOR IMMEDIATE RELEASE

July 9, 2010

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BE WATER SMART DURING NATIONAL DROWNING PREVENTION WEEK

Edmonton, AB – The Lifesaving Society reminds Albertans and Northerners to take part in National Drowning Prevention Week (NDPW) from July 17 – 24. The event increases awareness, across Canada, of the need for drowning and injury prevention.

In light of NDPW, the Lifesaving Society Alberta and Northwest Territories would like to raise awareness about a new resource available to everyone. The Lifesaving Society Water Smart® : Key Themes and Messages promotes the following five Water Smart® themes:

- **Within Arms' Reach** – “If you’re not within arms’ reach of your child around the water, you’ve gone too far.”
- **Swim with a Buddy** – “Never swim alone; always swim with a buddy.”
- **Wear a PFD** – “Choose It. Use It. Lifejackets have come a long way.” and “It won’t work if you don’t wear it.”
- **Swim to Survive** – “Learn essential swim survival skills to recover from an unexpected fall into deep water: roll into deep water; tread water for one minute; swim 50 m (in any manner).”
- **Check the Ice** – “Check the ice before you go on it. Measure clean hard ice in several places.”

Age-appropriate messages for children and adults are included and can be used by anyone, anytime, anywhere – in, on and around the water, at home, school and work. The Water Smart Key Themes and Messages can be found on the Society’s website at www.lifesaving.org.

Our most recent drowning data (2008) shows that, of the 44 drowning incidents in Alberta and 6 drowning incidents in the Northwest Territories, 52 per cent (AB) and 66 per cent (NWT) of fatalities occurred during recreational activities.

It’s important for Albertans and Northerners to be Water Smart around every “body of water” and ensure everyone has a safe and fun summer, making Alberta and the Northwest Territories the safest place to work, live and play.

To learn more about National Drowning Prevention Week, please visit the Society’s website.



Media Release

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The Lifesaving Society – Canada’s lifeguarding expert – is a charitable organization working to prevent drowning and water-related injury through its training programs, Water Smart® public education, water-incident research, safety management services and lifesaving sport. Annually, more than 700,000 Canadians participate in the Society’s swimming, lifesaving, lifeguard and leadership training courses. For more information, visit www.lifesaving.org.

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For additional information or to arrange for an interview, please contact:

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The Alberta & Northwest Territories Lifesaving Society provides PMTs for print media and PSAs for radio broadcasts. To receive this information, contact the Lifesaving Society at 780-415-1755 or email experts@lifesaving.org. For further information on drowning prevention, visit us online www.lifesaving.org
