



LIFESAVING SOCIETY®
The Lifeguarding Experts

Alberta and Northwest
Territories Branch

June 22, 2018

Dear Mayors of Alberta,

Drowning is the second leading cause of injury related death for Canadian children. Almost 500 Canadians die every year from drowning.

The [WHO Global report on drowning: preventing a leading killer](#) highlights that drowning is a serious and neglected public health threat claiming the lives of 372,000 people a year worldwide. The report sets out the evidence showing a range of effective drowning prevention strategies, and makes a number of recommendations for concrete measures to be taken by national and local governments.

On behalf of the Lifesaving Society Alberta and Northwest Territories, I am writing to ask that you proclaim July 15-21, 2018 as NATIONAL DROWNING PREVENTION WEEK in your Municipality.

The Lifesaving Society is a national, charitable organization working to prevent drowning and reduce water-related injury through our training programs, Water Smart® public education, drowning research and aquatic safety standards. The Lifesaving Society certifies Canada's National Lifeguards.

National Drowning Prevention Week is one of the Society's leading public education initiatives, with events taking place across the country to focus media and community attention on the drowning problem and drowning prevention. During this week, the Society urges individuals to:

- Provide active supervision of children in and around the water
- Refrain from drinking alcoholic beverages while participating in aquatic activities
- Wear a lifejacket while boating

If every Canadian followed these steps, we could greatly reduce Canada's drowning rate. A proclamation from your municipality would give greater exposure to our lifesaving efforts to the residents of your Municipality.

I hope you will consider our request. If you have any questions, please contact me at the Lifesaving Society Alberta and Northwest Territories Branch at (780) 415-1755 or experts@lifesaving.org.

Sincerely,

Mr. Kelly Carter
Executive Director

[Reg. Charity No. 11912 9021 RR0001](#)

13123 – 156 Street
Edmonton, Alberta T5V 1V2 Canada



T: 780-415-1755
F: 780-427-9334
experts@lifesaving.org
www.lifesaving.org