Introduction
The Lifesaving Society designates the third full week in July as National Drowning Prevention Week (NDPW) to focus community and media attention on the drowning problem and drowning prevention. NDPW is a flagship "Community Activation" for Canada.

Drowning prevention typically becomes a priority to media and the public when a tragedy occurs. Community activations such as NDPW can bring positive attention to preventable water-related incidents, and build awareness through standardized messaging to influence and change behaviors. NDPW provides a focus around which the public, media, affiliate members and leadership volunteers, injury prevention partners and government can plan news releases, do television and radio interviews, and deliver public demonstrations and other events.

The daily themes are suggestions for how you can target your NDPW campaign and use specific messages to address trends seen in the Society’s drowning reports and the data from the Drowning Prevention Research Centre.

The key messages can be used on social media - please be sure to include the #NDPW2019 and #SNPN2019 hashtags.

Don’t forget to also mention us on Twitter and Snapchat @lifesavingabnwt, Instagram @lifesavingsocietyabnwt or Facebook (Lifesaving Society Alberta and Northwest Territories) so that we will see the post and re-tweet, like or share the content.

If your organization does not have social media accounts you can post messages on a personal account or follow the Lifesaving Society Alberta and Northwest Territories on Facebook, Twitter or Instagram and share our posts.

Main Messages To Emphasize
The main messages below were selected because of the major risk factors presented in the Canadian Drowning Report – 2018 Edition (Note: the 2019 Edition of the Canadian Drowning Report will be released this summer).

- **Drowning is Preventable.** Approximately 500 Canadians die in preventable water-related incidents annually. Even one drowning is one too many.
- **Watch me, not your phone.** Always actively supervise children around the water - if you’re not within arms’ reach, you’ve gone too far.
- **Be Boat Smart - Wear a Lifejacket.** Choose It. Use It. Always wear a lifejacket when in a boat.
- **Learn to Swim to Survive.** In most drownings, the victim never intended to go in the water and was often close to safety – could you survive a sudden and unexpected fall into the water?
- **Swim with a buddy.** Make smart choices before going into or out on the water.
- **Know your limits.** Alcohol consumption is a factor in almost 40% of boating-related fatalities. Both alcohol and cannabis use impairs judgment, reflexes and balance. Stay sober when in, on or around the water.
- **Be Water Smart all year round.** You can save a life - yours and someone else’s. Take a learn-to-swim, lifesaving or first aid class today.
Day 1 – Sunday July 21

Overall Theme: Drowning is Preventable

Theme 1 (Sunday): Introduction to NDPW - The Drowning Problem

Please Use and Tag: #NDPW2019 #drowningispreventable #drowningprevention

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KEY MESSAGES

- National Drowning Prevention Week (NDPW) is the Lifesaving Society’s annual drowning prevention awareness event.
- The Lifesaving Society’s NDPW takes place July 21-27, 2019.
- With almost 500 Canadians drowning in preventable water-related incidents annually, drowning is the third leading cause of unintentional death among Canadians under 60+ years of age. Even one drowning is one too many.
- The age groups with the highest risk of drowning are young adults 20-34 years of age, baby boomers 50-64 years of age and seniors over 65 years of age. Children under the age of 5 are also at risk.
- 79% of drowning victims are male, especially those between 20-34 years of age.

SUGGESTED SOCIAL MEDIA IDEAS

- Share your Mayor’s proclamation of National Drowning Prevention Week. (The Society will be requesting these from all Mayors and will share proclamations with local affiliates).
- Get in contact with local news and radio to promote drowning prevention.
- Post photos of people in front of a NDPW banner.
- Social media giveaway contest of Lifesaving Society sunglasses.
- Send out tweets highlighting statistics.

SUGGESTED ACTIVITIES

- Have a media announcement, send out media releases and invite media to your facility to promote your Mayor’s proclamation of National Drowning Prevention Week.
- Run a trivia challenge using questions about drowning statistics.
- Visit the Calgary Tower and High Level Bridge in Edmonton to see them lit blue and white for Day 1 of NDPW!
Day 2 – Monday July 22

Theme 2 (Monday): Watch Me, Not Your Phone

Please Use and Tag: #NDPW2019 #drowningispreventable #drowningprevention
@lifesavingabnwt (Twitter) @lifesavingsocietyabnwt (Instagram)

KEY MESSAGES

- In Alberta and the Northwest Territories, between 2011 and 2015, 100% of drowning deaths among children occurred due to absent or distracted adult supervision.
- Drowning is the 2nd leading cause of unintentional injury death among Canadian children under 9 years of age.
- Drowning is fast and silent, often occurring in less than 30 seconds. It is critical that parents and caregivers watch their children while they are in the water and not be distracted - watch your child not your phone.
- Stay Within Arm’s Reach! Adults and caregivers should be within arm’s reach of young children when in or near the water.
- “Unattended toddlers” are high risk because they are mobile, curious and require close and constant supervision by an adult.
- Children less than 5 years of age are the least capable of self-rescue of any age group. Most of these children were alone and playing near water when they fell in and drowned.
- Infants and young children under 5 years are especially at risk in the bathtub. In 2011-2015, 100% of drowning deaths among infants under a year old occurred in a bathtub.
- Lifejackets and other floatation devices are a layer of protection, but do not replace adult supervision.
- Backyard Pool Safety
  - If applicable, discuss backyard pool safety.
  - Private backyard pools continue to be the primary setting where children 1-4 years of age most often drown (36%).
  - Control and restrict access to water with layers of protection such as gates, fences, alarms, and other barriers.
  - Provide active, direct supervision by designating a responsible adult to be a ‘backyard pool lifeguard’.

SUGGESTED SOCIAL MEDIA IDEAS

- Send out tweets highlighting statistics.
- Watch me, not your phone campaign materials.
- Photos of caregivers within arms’ reach.
- Photos of a parent on phone while children are swimming.
- Photos of parent(s) swimming with children while a phone is on the table.
- If relevant include backyard pool safety tips.

SUGGESTED ACTIVITIES

- Download a copy of the Caregiver Supervision Workbook from www.lifesaving.org
- Provide a backyard pool safety checklist.
- Host a family swim safety day.
- Try the twelve second rule activity found in our Water Smart® Activity Guide.
Day 3 – Tuesday July 23

**Theme 3 (Tuesday):** Be Boat Smart® - Wear a Lifejacket

**Please Use and Tag:**
- #NDPW2019
- #drowningispreventable
- #drowningprevention
- #boatsafety
- @lifesavingabnwt (Twitter)
- @lifesavingsocietyabnwt (Instagram)

### KEY MESSAGES

- **General Messages**
  - Get carded! Get the Pleasure Craft Operator Card.
  - STARTboating® is a national program from the Lifesaving Society designed to educate new boaters on the basics of how to be safe and responsible boaters.

- **Boat Sober!**
  - Alcohol consumption is a factor in 36% of boating-related fatalities.

- **Lifejacket Use.**
  - Choose it. Use it. Always wear a Lifejacket.
  - Lifejackets don’t work if you don’t wear them. Not wearing a lifejacket was a factor in 84% of boating deaths.
  - Even strong swimmers need to wear lifejackets.

- **Safety Tips**
  - Don’t boat alone. Boating alone was a major risk factor in boating-related fatalities (30%).
  - Stay seated. You can easily fall out of a small powerboat, canoe or kayak.
  - Always have a boat safety kit on board.
  - Know before you go. Check the weather forecast and learn about local hazards.
  - Watch out for other swimmers and boaters. Always have a spotter when towing water - skiers and tube riders.

### SUGGESTED SOCIAL MEDIA IDEAS

- Send out tweets highlighting statistics.
- Tweets promoting the PCO exam at branches/affiliates if relevant.
- STARTboating® campaign materials and/or link to www.startboating.ca website.
- Photos of boat and safety equipment.
- Photos of people wearing lifejackets on a boat.
- Split screen photo of do and don’t with lifejackets.
- Video of how to properly wear and size a lifejacket on a range of different ages and sizes.
- Run a social media giveaway contest for a lifejacket.

### SUGGESTED ACTIVITIES

- Host a lifejacket clinic.
- Local conversations with conservation officers to help promote safety at provincial and regional parks.
- Provide a boat equipment/boat safety checklist.
- Provide a checklist for ensuring your lifejackets are in good shape.
Day 4 – Wednesday July 24

**Theme 4 (Wednesday):** Learn to Swim to Survive®

**Please Use and Tag:** #NDPW2019 #drowningispreventable #drowningprevention #swimtosurvive
   @lifesavingabnwt (Twitter)   @lifesavingsocietyabnwt (Instagram)

**KEY MESSAGES**

- Swim skills need to be taught, they are not innate. Most drownings occur close to safety – can you survive an accidental or unintentional fall into the water?
- Swim to Survive® is different than swimming lessons - not a replacement for them.
- Swim to Survive® teaches the necessary skills to survive an unexpected fall into deep water. Meeting the Canadian Swim to Survive® Standard is an important first step to being safe around water.
- Basic swimming ability is a requirement of any meaningful attempt to eliminate drowning in Canada. Swim to Survive® defines the minimum swim skills needed to survive an unexpected fall into deep water.
- Make sure all family members can learn the 3 skills:
  - Roll into deep water
  - Tread water for 1 minute
  - Swim 50 metres

**SUGGESTED SOCIAL MEDIA IDEAS**

- Send out tweets highlighting statistics.
- Family Swim to Survive® poster.
- Photos of families, children and teens trying the Swim to Survive® standard.
- Video of people doing Swim to Survive®.
- Video of the variations of the Swim to Survive® skills.
- Run a social media giveaway contest for Swim to Survive® stickers and wristbands. Can be purchased at www.lifesaving.org

**SUGGESTED ACTIVITIES**

- Support affiliates in setting up Swim to Survive® events at local facilities.
- Run a Swim to Survive® Day.
- Contact the Lifesaving Society Alberta and Northwest Territories Branch for Swim to Survive® resources.
Day 5 – Thursday July 25

Theme 5 (Thursday): Be Water Smart® - Swim With a Buddy

Please Use and Tag: #NDPW2019 #drowningispreventable #drowningprevention #bewatersmart
@lifesavingabnwt (Twitter)  @lifesavingsocietyabnwt (Instagram)

KEY MESSAGES

• General
  ○ From 2011 – 2015, an average of 121 people each year (27%) drowned while engaged in an aquatic activity - where they intended to be in the water, but something went wrong.

• Always swim with a buddy.
  ○ 29% of drowning deaths happen when swimming alone.
  ○ 55% of 5-14 year olds drowned when alone or with other minors
  ○ If you’re not within arms’ reach, you’ve gone too far! Always supervise children.

• Open Water Messages
  ○ Know before you go! Check weather and water conditions before heading out.
  ○ Know what’s below! Protect your neck. Go feet first into water the first time. Never dive into shallow water.
  ○ Substance use and swimming don’t mix. Stay sober when in and around the water.
  ○ Lifejackets don’t work if you don’t wear them. Not wearing a lifejacket was a factor in 84% of boating deaths. An additional 5% of those who drowned were not wearing a lifejacket correctly.

SUGGESTED SOCIAL MEDIA IDEAS

• Send out tweets highlighting statistics.
• Photo of people swimming with a buddy.
• Photo of Buddy the Lifeguard Dog #buddythelifeguarddog
• Post photos of items/skills that could help prevent drownings unique to your city/province.
• Contact Lifesaving Society Alberta and Northwest Territories Branch for Swim to Survive® resources.
• Share photo of safe measurements for ice.

SUGGESTED ACTIVITIES

• Contact the Lifesaving Society Alberta and Northwest Territories Branch for kids colouring sheets.
• Run a ‘hit the target’ activity with a variety of different rescue aids.
• Run a swim buddy relay race.
• Rent our mascot, Buddy the Lifeguard Dog, for your event.
Day 6 – Friday July 26

Theme 6 (Friday): Know Your Limits

Please Use and Tag: #NDPW2019 #drowningispreventable #drowningprevention #knowyourlimits
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KEY MESSAGES

- The highest water-related fatality rates in 2011-2015 included Baby Boomers 50-64 years of age and young adults 20-34 years of age.
- Baby Boomers need to adjust their risk taking behavior as they age. They may be older but not as resilient in a life-threatening situation. Know your current swimming ability.
- Young adults tend to participate in high risk activities. Know your limits and know the dangers of being in, on or around the water.
- Stay sober when in, on or around the water. Alcohol was a factor in 36% of all boating fatalities.
- Both cannabis and alcohol affect judgement, balance and reflexes.
- The major risk factors for drowning among adults aged 35 and older include not wearing a PFD when relevant, being alone and alcohol consumption.
- Choose It. Use It. Always wear a lifejacket. Lifejackets don’t work if you don’t wear them (see Boat Smart key messages).
- Lifejackets are a boats version of a seatbelt - always wear a lifejacket when boating.
- Plan your activity, be accompanied, follow instructions and stay away from at risk areas.
- Communicate your itinerary with someone you trust.
- Be aware of your environment. Make sure to be informed of weather forecasts any any changes related to the swimming area.

SUGGESTED SOCIAL MEDIA IDEAS

- Send out tweets highlighting statistics.
- Focus on local stories to reinforce statistics.
- Photos of people around 50-70 years of age in a small craft while wearing lifejackets.
- See Boat Smart and Water Smart social media ideas.
- Social media giveaway contest of lifejacket(s).

SUGGESTED ACTIVITIES

- Plan a water safety scavenger hunt.
- Play pin the boat on the dock – explain how this is difficult when one (or more) senses are impaired.
- Provide a fillable itinerary sheet that can be given to a trusted person.
Day 7 – Saturday July 27

Theme 7 (Saturday): Be Water Smart® All Year Round

Please Use and Tag: #NDPW2019 #drowningispreventable #drowningprevention #learntoswim
   @lifesavingabnwt (Twitter)   @lifesavingsocietyabnwt (Instagram)

KEY MESSAGES

- Register yourself and your family in swimming lessons. Swimming is a life skill that lasts a lifetime.
- Take a Lifesaving Society Bronze course to learn important self-rescue and first aid skills.
- Learn how to rescue others from water emergencies in the Lifesaving Society’s Bronze Medallion course.
- Take a Bronze medal, Lifesaving First Aid, or CPR course today.
- Drowning prevention is a year-round effort. Always be safe in, on, and around water and ice.
- Always measure ice before going out on it. Avoid slushy ice, thawed ice that has recently refrozen, layered or rotten ice caused by sudden temperature changes and ice near moving water (i.e. rivers or currents).
- Wear buoyant suits with thermal protection to increase your chances of survival if you go through the ice. If you do not have one, wear a lifejacket over an ordinary snowmobile suit or layered winter clothing.
- No ice is without some risk. Even thick ice may be weak. Be sure to measure clear hard ice in several places.

SUGGESTED SOCIAL MEDIA IDEAS

- Send out tweets highlighting statistics.
- Photos of multicultural children and adults taking swim lessons.
- Photos of public trying lifesaving skills.
- Photos of a group of people doing CPR on manikins.
- Photo of Bronze medals.
- Social media giveaway contest for first aid equipment and/or whistle.

SUGGESTED ACTIVITIES

- Provide information on your facility’s courses.
- Contact the Lifesaving Society Alberta and Northwest Territories Branch for resources on ice safety.
- Practice a simulated ice and/or cold water self-rescue.
- Hand out ice thickness cards – can be purchased at www.lifesaving.org