

National Drowning Prevention Week

Social Media Plan

July 15-21, 2018

Lifesaving Society Alberta and Northwest Territories

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 #NDPW2018 and #SNPN2018 hashtags.

Don’t forget to also mention us: @lifesavingabnwt 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 @LifesavingABNWT

Main Messages To Emphasize

The main messages below were selected because of the major risk factors presented in the Canadian Drowning Report – 2017 Edition (Note: the 2018 Edition of the Canadian Drowning Report will be released this summer).

- Approximately 500 Canadians die in preventable water-related incidents annually. Even one drowning is one too many.
- Watch me, not your cell phone. Always actively supervise children around the water - if you’re not within arms’ reach, you’ve gone too far.
- Be Boat Smart and Boat Sober. Alcohol consumption is a factor in almost 40% of boating-related fatalities.
- 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? Learn to Swim to Survive®.
- Be Water Smart® Make smart choices before going into or out on the water.
- Older but not always wiser - Choose It. Use It. Always wear a lifejacket while in a boat.
- 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 15

Overall Theme: Drowning is Preventable

Theme 1 (Sunday): The Drowning Problem

Please Use and Tag: #ndpw2018 @lifesavingabnwt

KEY MESSAGES

- National Drowning Prevention Week (NDPW), July 15-21, is the Lifesaving Society's annual drowning prevention awareness event.
- 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. Children under the age of 5 are also at risk.
- Over 80% of drowning victims are male, especially those between 20-34 years of age.

Day 2 – Monday July 16

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

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KEY MESSAGES

- On average, [#] children drown each year in province/territory (refer to specific provincial/territorial drowning report).
- 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 near or in the water at all times.
- "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 2010-2014, 100% of infant drowning deaths 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 (39%).
 - Control and restrict access to water with layers of protection such as barriers.
 - Provide active, direct supervision by designating a responsible adult to be a 'backyard pool lifeguard'.

Day 3 – Tuesday July 17

Theme 3 (Tuesday): Be Boat Smart®

Please Use and Tag: #ndpw2018 @lifesavingabnwt

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 almost 40% 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 82% of boating deaths.
 - Even good swimmers need lifejackets.
- Safety Tips
 - Don't boat alone. Boating alone was a major risk factor in boating-related fatalities (29%).
 - 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.

Day 4 – Wednesday July 18

Theme 4 (Wednesday): All Children Should Learn to Swim to Survive®

Please Use and Tag: #ndpw2018 @lifesavingabnwt

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
- Swim for Life® and Canadian Swim Patrol are the Lifesaving Society's Swim Program. Swimming is a life skill that every Canadian should learn. Knowing how to swim leads to a lifetime of fitness, good health and fun.

Day 5 – Thursday July 19

Theme 5 (Thursday): Be Water Smart®

Please Use and Tag: #ndpw2018 @lifesavingabnwt

KEY MESSAGES

- General
 - From 2010 – 2014, an average of 123 people each year (26%) drowned while engaged in an aquatic activity - where they intended to be in the water but something went wrong.
- Always swim with a buddy.
 - 26% of drowning deaths happen when swimming alone.
 - 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 82% of boating deaths.

Day 6 – Friday July 20

Theme 6 (Friday): Older But Not Always Wiser

Please Use and Tag: #ndpw2018 @lifesavingabnwt

KEY MESSAGES

- The highest water-related fatality rates in 2010-2014 included Baby Boomers 50-64 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.
- The major risk factors for drowning among adults aged 35 and older include not wearing a lifejacket 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.
- Lifejackets are like seatbelts - buckle up while boating!

Day 7 – Saturday July 21

Theme 7 (Saturday): You Can Save A Life – Yours And Someone Else's

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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.