

National Drowning Prevention Week 2025: <i>Safer Together</i> July 20 to 26, 2025 Calendar for Affiliates, Community Coalitions, and Partners							
	Fatal and Non-Fatal Drowning	Open Water	Pool Safety	Swim to Survive	Supervision	Substance Use	Boating Safety and PFDs
Statistics	72% of older adults, 56% of middle-aged adults, and 41% of young adults who fatally drown are alone at the time of the incident.	67% of drownings occur in natural bodies of water like lakes, rivers, and oceans.	Only 1% of drownings occur in lifeguard supervised settings.	31% of people who fatally drowned while swimming were weak or non-swimmers.	Among children under 5 years old, 93% of drownings were caused by distracted or absent supervision, often occurring in settings like open water and bathtubs.	Alcohol and substance use is a factor in 41% of drownings in young to middle-aged adults.	79% of boating-related drowning victims were not wearing a lifejacket.
Social Media Message	Drowning doesn't always look like an emergency, and too often, it happens when someone is alone. Stay #SaferTogether - Swim with a buddy! (never swim alone), keeping an eye on one another, and always being ready to call for help in case of trouble, because together, we save lives. #NDPW2025	Open water adventures are always better with friends. Learn CPR and First Aid. Stay #SaferTogether by exploring the great outdoors as a team—look out for each other and make safety a shared priority. #NDPW2025	Lifeguards are your ultimate poolside companions! Stay #SaferTogether - Swim in supervised settings - where professionals are on watch. If you have access to an unsupervised pool, ensure safety by swimming with a buddy, maintaining active supervision, and keeping rescue equipment nearby. #NDPW2025	Swimming is a lifesaving skill we learn best together! Learn to Swim - take lessons as a family or support a child's journey to water confidence, every adult plays a part—be a role model, bring them to lessons, advocate for swim programs, or teach them yourself. Stay #SaferTogether by making swimming a shared experience. #NDPW2025	Kids need more than just a lifeguard—they need you! Always stay within arm's reach of young children and supervise youth - never assume someone else is watching. Stay #SaferTogether by keeping a close eye on little ones around water. #NDPW2025	Alcohol and water don't mix—your safety depends on clear judgment - Make smart choices! Celebrate responsibly and save the party for after the water. Stay #SaferTogether #NDPW2025	Safety starts with a simple step—remind everyone to buckle up their lifejackets - Choose one and wear it! Whether you're boating, paddling, or fishing, a lifejacket can save a life. Stay #SaferTogether by looking out for each other and making safety a priority on the water. #NDPW2025
Potential Partnerships	Share resources or partner with organizations that promote active and fulfilling retirements.	Collaborate with local parks to promote waterfront safety initiatives.	Work with homeowners' associations and pool companies to enhance backyard pool safety.	Engage with parenting and newcomers' groups to provide water safety education and encourage swimming lessons for children.	Partner with camps, daycares, and pediatricians to integrate water safety into their programs.	Collaborate with local media to amplify drowning prevention messages.	Team up with marine dealers and sporting goods stores to promote lifejacket usage.

Resources	<ul style="list-style-type: none">• Lifesaving Society Drowning Reports• Water Smart® Rack Cards, Posters, and Brochures• Water Smart Tip Cards in 18 Languages	<ul style="list-style-type: none">• Boreal Besties• Les Camarades de la Foret• Beach Safety	<ul style="list-style-type: none">• Water Smart® Advocate Course	<ul style="list-style-type: none">• Family Swim to Survive• Bell Canada Swim to Survive Videos	<ul style="list-style-type: none">• CSBC: Hooked on Lifejackets	<ul style="list-style-type: none">• Operation Dry Water	<ul style="list-style-type: none">• BetterBoater.ca
Activity	Organize a donation drive for lightly used lifejackets to be donated to the Lifesaving Society.	Host a "Swim Together Day" encouraging families and friends to commit to never swimming alone and distribute free Lifesaving Society resources.	Plan a "Meet the Lifeguard" day at community pools to educate visitors on the role of lifeguards and the importance of pool rules.	Host a drop-in Swim to Survive event for community members.	Parents/guardians share photos of themselves practicing active supervision at the pool, beach, or backyard.	Coordinate a community event focusing on World Drowning Prevention Day.	<ul style="list-style-type: none">• Launch a lifejacket loaner station. Contact local branch for more information.• Host a lifejacket fitting station.• Distribute Lifejacket/PFD fit cards.