

July 20-26, 2025

National Drowning Prevention Week

Lifesaving Society

Sunday July 20

Fatal and Non-Fatal Drowning

Learn: The vast majority of adults who fatally drown are alone at the time of the incident.

Connect: Share resources with organizations that work to make retirement fun and fulfilling.

Share: Distribute [WaterSmart® Tip Cards in multiple languages](#) to patrons, community groups, and senior organizations.

Tuesday July 22

Pool Safety

Learn: Only 1% of drownings occur in lifeguard supervised settings.

Connect: Work with homeowners' associations and pool companies to enhance backyard pool safety.

Share: Promote the [WaterSmart® Advocate Course](#) to community leaders and members of the public.

Thursday July 24

Supervision

Learn: 93% of drownings in children under 5 years old were due to lack of or distracted supervision.

Connect: Partner with camps, daycares, and pediatricians to integrate water safety into their programs.

Share: Promote [CSBC: Hooked on Lifejackets](#) with parents, caregivers, and childcare providers.

Saturday July 26

Boating Safety and PFDs

Learn: 79% of boating-related drowning victims were not wearing a lifejacket.

Connect: Team up with marine dealers and sporting goods stores to promote lifejacket usage.

Share: Share [BetterBoater.ca](#) with marinas, boating clubs, and water sports organizations.

Drowning Prevention is a shared responsibility. We are #SaferTogether!

Monday July 21

Open Water

Learn: 67% of drownings occur in natural bodies of water like lakes, rivers, and oceans.

Connect: Collaborate with local parks to promote waterfront safety initiatives.

Share: Share the [Boreal Besties Colouring Book](#) with and colouring pages to schools, libraries, and youth organizations.

Wednesday July 23

Swim to Survive

Learn: 31% of people who fatally drowned while swimming were weak or non-swimmers.

Connect: Engage with parenting and newcomers' groups to provide water safety education.

Share: Share the [Bell Canada Swim to Survive Videos](#) on social media.

Friday July 25

Substance Use

Learn: Alcohol and substance use is a factor in 41% of drownings in young to middle-aged adults.

Connect: Collaborate with local media to amplify drowning prevention messages.

Share: Promote [Operation Dry Water](#) to boating organizations and event organizers.

Thank you for participating!

#NDPW2025 #SaferTogether

Send your photos of your daily events to experts@lifesaving.org by July 31, 2025.



Anyone can drown,
no one should.



LIFESAVING SOCIETY®
The Lifeguarding Experts